



Board Meeting Date: 10/12/2026

Title: Edina Public Schools 2026 Residential Survey

Type: Discussion

Presenter(s): Peter Leatherman, The Morris Leatherman Company

Description: Peter Leatherman, President of The Morris Leatherman Company, will present findings from the 2026 Edina Public Schools Residential Survey, conducted between August 20th and September 16th, 2026. This scientific research sampled 400 random district residents ($\pm 5.0\%$ margin of error) and an oversample of 250 district parents ($\pm 6.3\%$ margin of error). Mr. Leatherman will share key community insights, related to such things as overall satisfaction ratings, leadership performance, communication transparency, financial stewardship, and preliminary support for proposed facility and operational funding measures.

This objective, statistically projectable research establishes a reliable community baseline beyond anecdotal feedback. Empirical insight into public perceptions regarding school quality, fiscal trust, and facility priorities equips the Board to make data-informed decisions regarding strategic planning, public engagement, and potential, future ballot referendum timing

Recommendation: It is recommended that the School Board review and discuss the survey findings presented by Peter Leatherman. The Board can utilize these findings—reflecting high community trust, positive perception of financial stewardship, and solid support for facility and security investments—to guide strategic planning, community engagement, and formal consideration of future referendum proposals.

Desired Outcomes from the Board: Review information and be ready to share initial reactions and questions you might have.

Attachment:

- [Edina Public School District 2026 Residential Survey Presentation](#)