BASELINE BOND SURVEY

CONDUCTED FOR
SAN BERNARDINO
COMMUNITY COLLEGE
DISTRICT

PRESENTED BY
TIMOTHY MCLARNEY PH.D.

10/25/2017
PURPOSE OF PRESENTATION

- To provide the results of the bond feasibility study performed by TrueNorth.
- To provide Trustees with enough information for a future decision on pursuing a bond measure (July 2018)
PURPOSE OF STUDY

- Determine if a bond measure is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach
METHODOLOGY OF STUDY

- Conducted September 26th to October 6th, 2017
- 683 District voters likely to participate in November 2018 election, with June 2018 subset
- Mixed-Method approach
  - Recruited via phone and email
  - Data collection via phone and online
  - 17 minute average interview length
  - English & Spanish
- Overall margin of error is ± 3.7%
 IMPORTANCE OF ISSUES

Reducing crime and improving public safety
- Extremely important: 68.5%
- Very important: 23.3%
- Total: 92%

Creating jobs and improving the local economy
- Extremely important: 61.3%
- Very important: 29.1%
- Total: 90%

Protecting the quality of education
- Extremely important: 60.4%
- Very important: 29.1%
- Total: 90%

Ensuring local access to an affordable college education and career training
- Extremely important: 46.8%
- Very important: 33.2%
- Total: 80%

Preventing local tax increases
- Extremely important: 39.9%
- Very important: 27.8%
- Total: 68%

Improving local property values
- Extremely important: 30.2%
- Very important: 36.5%
- Total: 67%

Maintaining and upgrading classrooms and facilities at our local community college
- Extremely important: 27.3%
- Very important: 33.9%
- Total: 61%

Reducing traffic congestion
- Extremely important: 29.7%
- Very important: 30.9%
- Total: 61%
INITIAL BALLOT TEST

In order to:

- Upgrade classrooms, labs and career training facilities at San Bernardino Valley College and Crafton Hills College for science, healthcare, technology, public safety, skilled trades, and other growing industries
- Improve local access to affordable, high quality education by repairing, constructing and acquiring classrooms, facilities, sites and equipment
- And improving Student and Veterans Centers to provide career counseling and job training

Shall San Bernardino Community College District issue 398 million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrators, and all money staying local? If the election were held today, would you vote yes or no on this measure?
INITIAL BALLOT TEST

- Definitely yes: 30.2%
- Definitely no: 13.9%
- Probably yes: 23%
- Probably no: 9.0%
- Not sure: 8.8%
- Prefer not to answer: 1.0%

Total: 67%
TAX THRESHOLD

<table>
<thead>
<tr>
<th>Threshold</th>
<th>Definitely Yes</th>
<th>Probably Yes</th>
<th>Probably No</th>
<th>Definitely No</th>
<th>Not Sure</th>
</tr>
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<tbody>
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<td>$25 per $100k</td>
<td>19.7</td>
<td>30.4</td>
<td>13.3</td>
<td>26.7</td>
<td>9.9</td>
</tr>
<tr>
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<td>24.5</td>
<td>29.9</td>
<td>12.4</td>
<td>24.5</td>
<td>8.7</td>
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<tr>
<td>$12 per $100k</td>
<td>36.7</td>
<td>24.5</td>
<td>8.8</td>
<td>23.6</td>
<td>6.5</td>
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</table>

% Respondents
AVERAGE SUPPORT FOR MEASURE AT $44 & $21

<table>
<thead>
<tr>
<th>Tax Threshold</th>
<th>Avg $44 per year</th>
<th>Avg $21 per year</th>
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<tbody>
<tr>
<td>Prefer not to answer</td>
<td>6.1</td>
<td>3.9</td>
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<tr>
<td>Definite no</td>
<td>24.0</td>
<td>23.5</td>
</tr>
<tr>
<td>Probably no</td>
<td>9.5</td>
<td>6.5</td>
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<tr>
<td>Probably yes</td>
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<td>27.0</td>
</tr>
<tr>
<td>Definitely yes</td>
<td>27.6</td>
<td>38.0</td>
</tr>
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</table>
QUALITY OF EDUCATION PROVIDED BY SAN BERNARDINO VALLEY COLLEGE

- Excellent: 11.3%
- Good: 28.9%
- Fair: 14.9%
- Poor: 3.6%
- Very poor: 1.6%
- Not sure: 37.9%
- Prefer not to answer: 1.7%
QUALITY OF EDUCATION PROVIDED BY CRAFTON HILLS COLLEGE

- Excellent: 11.7%
- Good: 25.3%
- Fair: 10.3%
- Poor: 1.6%
- Very poor: 1.8%
- Not sure: 46.4%
- Prefer not to answer: 2.9%
PROJECTS & PROGRAMS

- Improve Veterans Centers to provide job training, placement, counseling, support services to military veterans, their families
- Repair or replace leaky roofs, old rusty plumbing, and faulty electrical systems where needed
- Upgrade classrooms, career training facilities for engineering, industrial tech, manufacturing, automotive tech, logistics
- Upgrade classrooms, labs, career training facilities for biology, physical sciences, information tech
- Improve student safety, campus security systems including lighting, cameras, emergency communications smoke detectors, fire alarms, sprinklers
- Upgrade classrooms, labs, career training facilities for emergency medical services, anatomy, nursing
- Improve access for students with disabilities
- Upgrade classrooms, labs to help local students complete first 2 yrs of college affordably, transfer to Cal State or UC systems
- Upgrade classrooms, career training facilities for core subjects including math, economics, humanities, social sciences
- Upgrade libraries to accommodate modern tech, digital resources, improve instructional support for students
- Improve Student Centers to provide job training, placement, counseling, support services to students
- Provide facilities, equipment needed to support high quality instruction in music, visual, performing arts

[Bar chart showing the percentage of respondents who strongly favor or somewhat favor each project]
POSITIVE ARGUMENTS

Community colleges vital resource for community, educate healthcare professionals that serve medical needs, police, firefighters that keep us safe, workers who fuel economy

Thousands of veterans returning from service need job training, placement, counseling, support services, improving Student, Veterans Centers ensures they receive support

Many HS graduates rely on San Bernardino Valley College, Crafton Hills College for higher education, prepare for careers

Many students starting education at community college due to high cost of Universities, measure ensures access to affordable, high-quality education

Employers depend on community colleges to train future, current employees in science, healthcare, industrial, tech, public safety fields

Community colleges ensure students who can't afford University have opportunity to succeed in college, careers, measure provide affordable, high quality ed

Money raised will stay in community to support local community college, students, cannot be taken away by State or used for other purposes

Some college buildings 40+ yrs old, never be renovated, it's time to make repairs, upgrades so they can serve community in decades to come

Colleges will qualify for up to $100M in State matching money that otherwise will go to a different part of the State

Community colleges vital economic engines for region, create thousands of jobs, generate over $600m per yr, measure will help strengthen colleges, economy

Community college a major local employer, past construction has been central to economy, measure will create, sustain jobs in our area where needed

By law, no money from this measure can be spent on administrator and staff salaries or pensions

District kept its promises to taxpayers, has done great job managing past bonds, made smart financial decisions that saved taxpayers more than $13M
INTERIM BALLOT TEST

- Definitely yes: 35.7%
- Probably yes: 32.5%
- Probably no: 7.5%
- Definitely no: 16.4%
- Not sure: 6.6%
- Prefer not to answer: 1.2%

24%
NEGATIVE ARGUMENTS

- Including interest, bond will cost taxpayers about $800M, will take property owners 30 years to pay off
  - Very convincing: 39.5%
  - Somewhat convincing: 29.1%

- People are having a hard time making ends meet with the high cost of living, now is not the time to be raising taxes
  - Very convincing: 38.6%
  - Somewhat convincing: 27.1%

- College just sold a radio channel for $157M, they still have $200M left over from bond passed in 2008, they don't need this bond
  - Very convincing: 33.0%
  - Somewhat convincing: 27.6%

- District can't be trusted, they mismanaged last bond and didn't build what they promised
  - Very convincing: 24.7%
  - Somewhat convincing: 28.6%
FINAL BALLOT TEST

- Definitely yes: 26.9%
- Probably yes: 34.0%
- Probably no: 12.3%
- Definitely no: 18.5%
- Not sure: 7.0%
- Prefer not to answer: 1.3%

Total: 100%
KEY CONCLUSIONS

- Is it feasible to move forward with a bond measure? Yes.
  - Voters perceive that protecting the quality of education and ensuring local access to an affordable college education and career training are among the most important community issues
  - Strong natural support for bond (67%)
  - Popular projects
  - Strong positive arguments
  - All ballot tests above 55% required for passage
CONSIDERATIONS & TAKE-AWAYS

- **Poll is a snapshot in time, not a crystal ball**
- **Projects:** Improving Veterans Centers, repairing facilities, upgrading classrooms, labs, and career training facilities for specific disciplines and careers, & improving student safety
- **Price tag:** Need to balance revenue needs with political realities of passing a measure. $20 to $25 tax rate feasible.
- **Election timing:** November 2018 has stronger voter support than June 2018 and allows more time to prepare
- **Voter outreach & education are critical:**
  - Raise voter awareness/perceptions of SBCCD and its many successes (fill in the grey area)
  - Raise awareness and understanding of the facility challenges and opportunities
  - Emphasize the role of San Bernardino Valley College and Crafton Hills College (and this bond) in creating local access to an affordable college education and career training
  - Ensure voters understand the plan, accountabilities, and the benefits.
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