

# Ohlone Community College District



Presentation by:



*Fairbank,  
Maslin,  
Maullin &  
Associates*

*Opinion Research &  
Public Policy Analysis*



STRADLING YOCCA CARLSON & RAUTH

May 7, 2008



***Introductory Remarks –  
David G. Casnocha, Esq.  
Ohlone Community College  
District Bond Counsel***



# Who We Are

*Our firms planned and executed the District's successful Measure A in March 2002.*

## The Lew Edwards Group (Lead Consultant and Strategist)

- Passed more than \$16 Billion in California education and finance measures with a 94% win rate and has assisted 16 college districts
- Undefeated in all community college bonds

## Fairbank, Maslin, Maullin & Associates (Opinion Research Poll)

- Represented 30+ California community colleges with bond measures, securing over \$9.6 Billion in local bond funds
- Has raised more than \$3 Billion for local school improvement and construction projects since November 2006

## Stradling, Yocca, Carlson & Rauth (Bond Counsel)

- Bond Counsel over 40 community college districts on their GO bonds.
- Long term bond counsel to Ohlone CCD





# *External Environment – What Makes November 2008 Unique?*



# Opportunities and Challenges in November 08



- Record-setting numbers of demographics more likely to be supportive will participate in this election, notably:
  - Younger Voters and Democrats
  - Voters of Color and Women
  - Measure A was conducted in a Primary Election with higher numbers of fiscal conservatives and seniors voting
- The State's budget crisis has renewed concern about protecting local schools and colleges from devastating cuts.
- The recession has voters concerned about gas prices, food rationing and economic issues, while also renewing concerns about having a well-skilled workforce locally, and the affordability of a college education.



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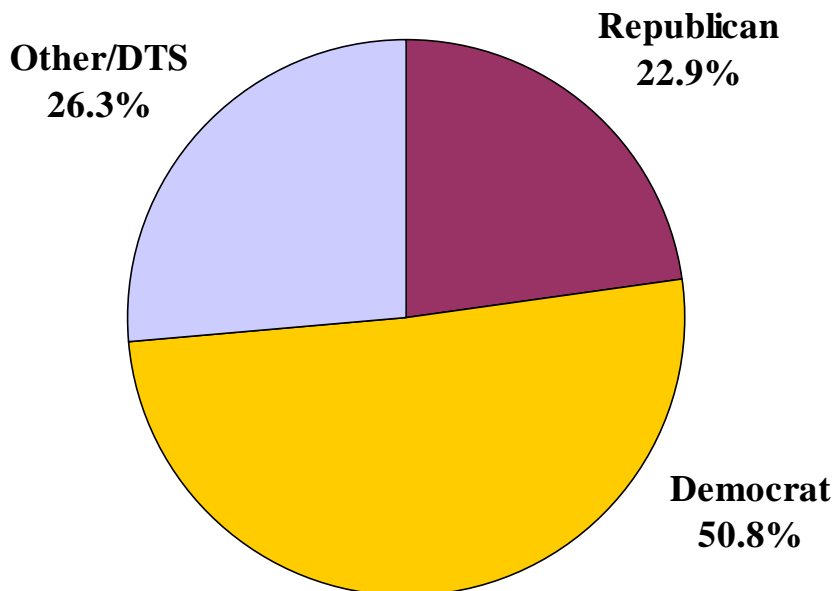
# Current Voting Demographics



- **Total Voter Registration: 108,125**
  - In March 2002 total VR was 100,679
- **Possible Nov 08 Universe: 76,803 (71%)**
  - 32,258 voters cast ballots in 3/02 (32%)
  - Of those, 28,617 voted on Measure A
- **Permanent Absentees: 46,620 (43.1%)**
- **Latino Voters: 12.5%**
- **Asian Voters: 19.9%**
  - Has grown nearly 7% in voter registration since 2002 and is an audience that strongly supports access to quality, college education



# Party Affiliation - Likely November 08 Voters



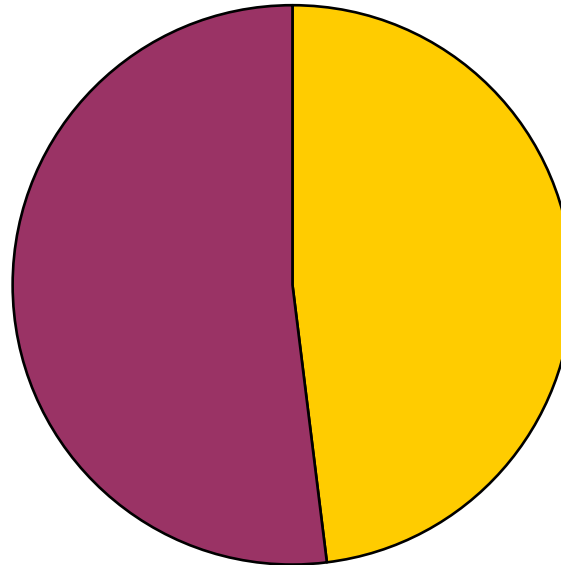
*Democrats will be a larger share of the November 08 electorate than they represent on pure registration.*



# Gender of Likely November 2008 Voters



**Female**  
**50.8%**



**Male**  
**46.8%**

*Women are more likely to support these measures and is projected to be a larger share of the November 08 electorate.*



# Putting Measure A in Context



- **Measure A was successful in identifying \$150 Million in essential funding to implement critical improvements and projects.**
- **A broad Community-based Coalition was built on behalf of the District, including the San Jose Mercury News and Fremont Argus, AARP, Labor, and the Alameda County Taxpayers Association.**
- **It was a much lower turnout election with a higher number of fiscally conservative and older voters.**
- **The tragedies of 9/11 occurred between the initiation of planning and before the election, creating a challenging and dynamic voter environment, among other internal and external factors.**





# *What we can learn about Ohlone College in a 2008 survey*



# What We Can Learn about Ohlone College from a Survey



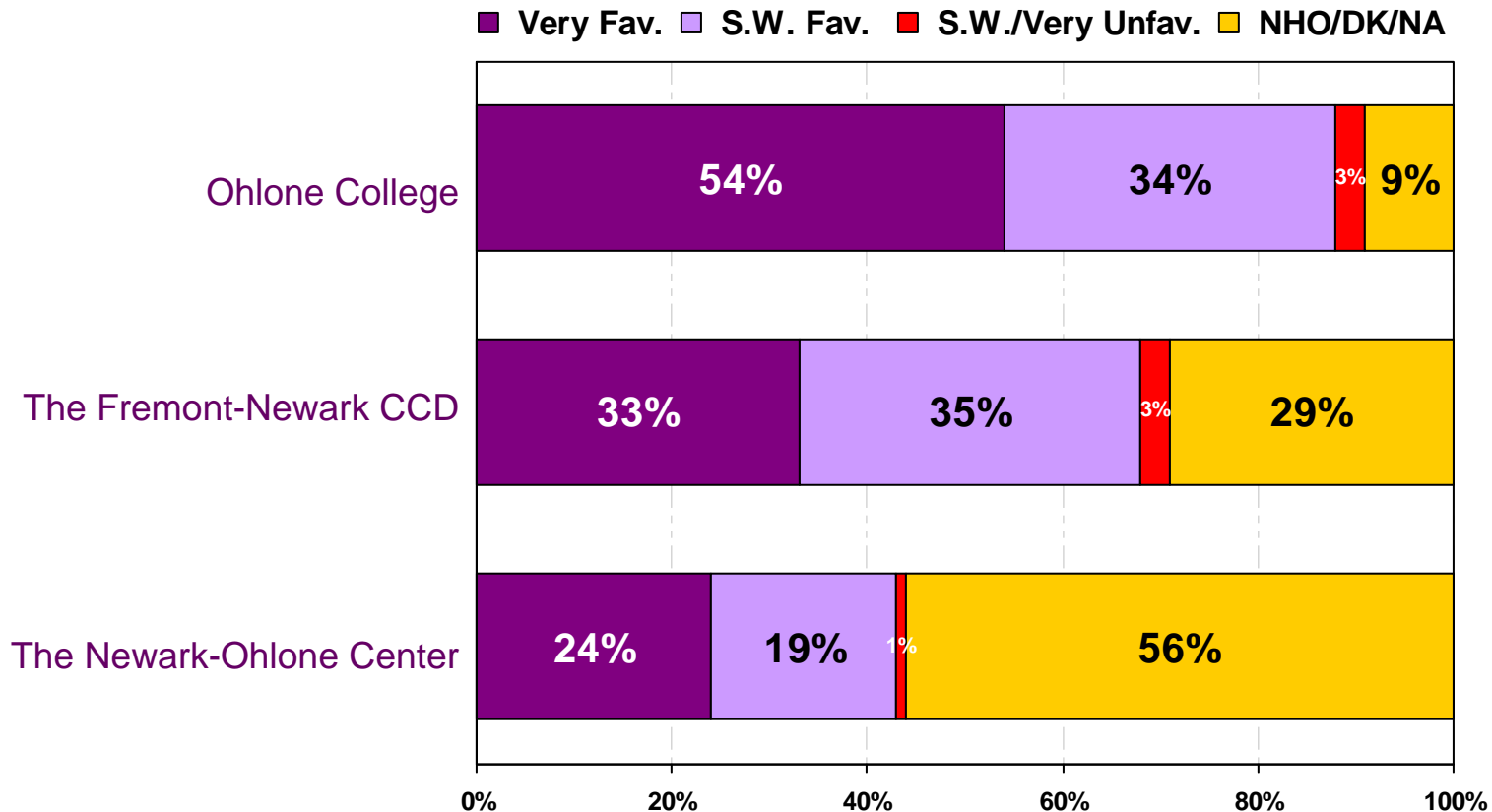
- How do voters view Ohlone College, its management, and the quality of the education it provides?
- What is the perception of Ohlone College's current financial and facility needs?
- Do voters recall Measure A? Do voters perceive that Ohlone College has managed funds generated from Measure A effectively?
- What are their perceptions of the Ohlone College Newark Center for Health Sciences and Technology?
- Has public opinion changed and/or remained consistent on a variety of issues facing Ohlone College since 2001?



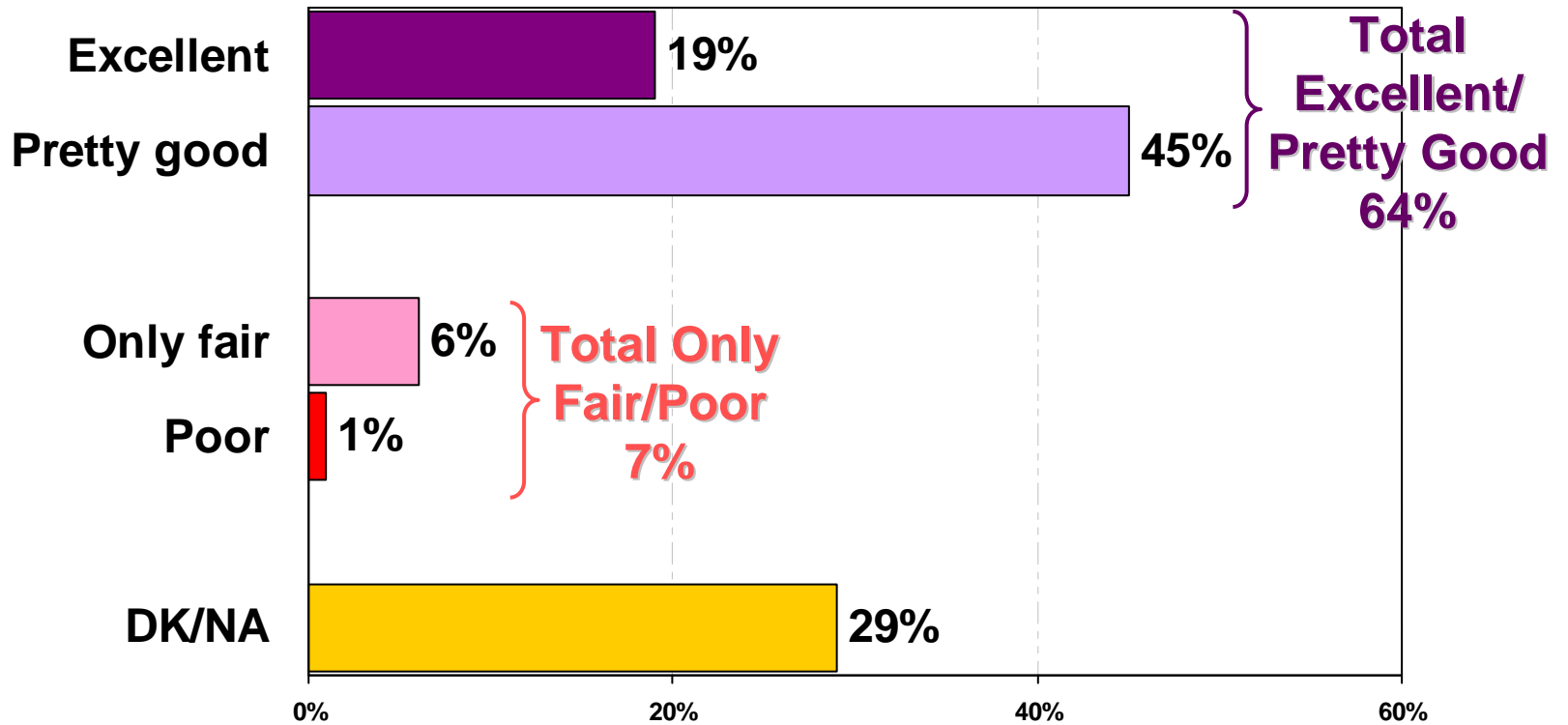
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# In 2001, residents rated local community colleges extremely favorably.

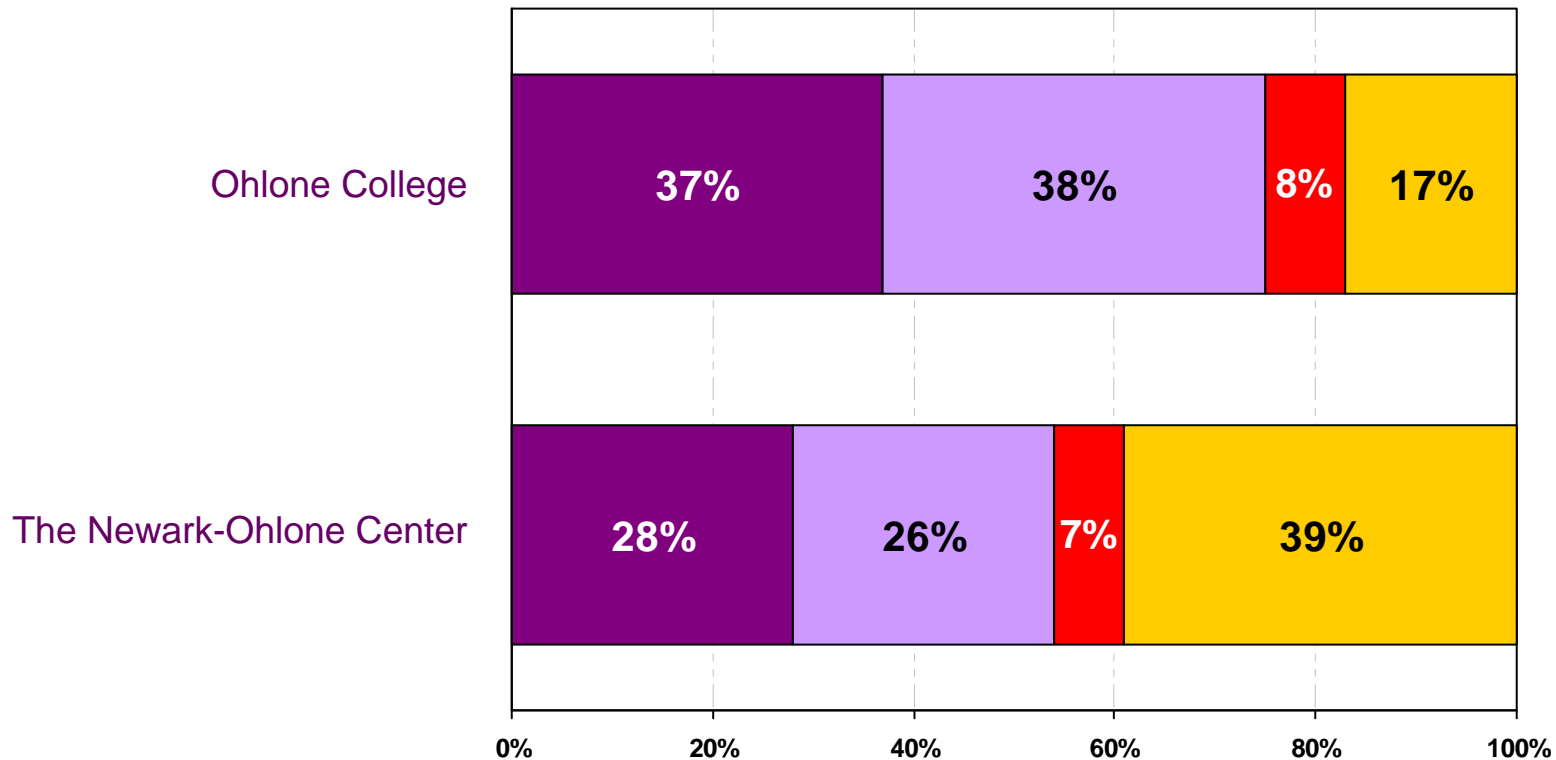


# Residents rated the quality of education provided by the FNCCD very highly.



# Three-quarters of those polled believed local community colleges needed more funding.

■ Great Need ■ Some Need ■ Little/No Need ■ DK/NA



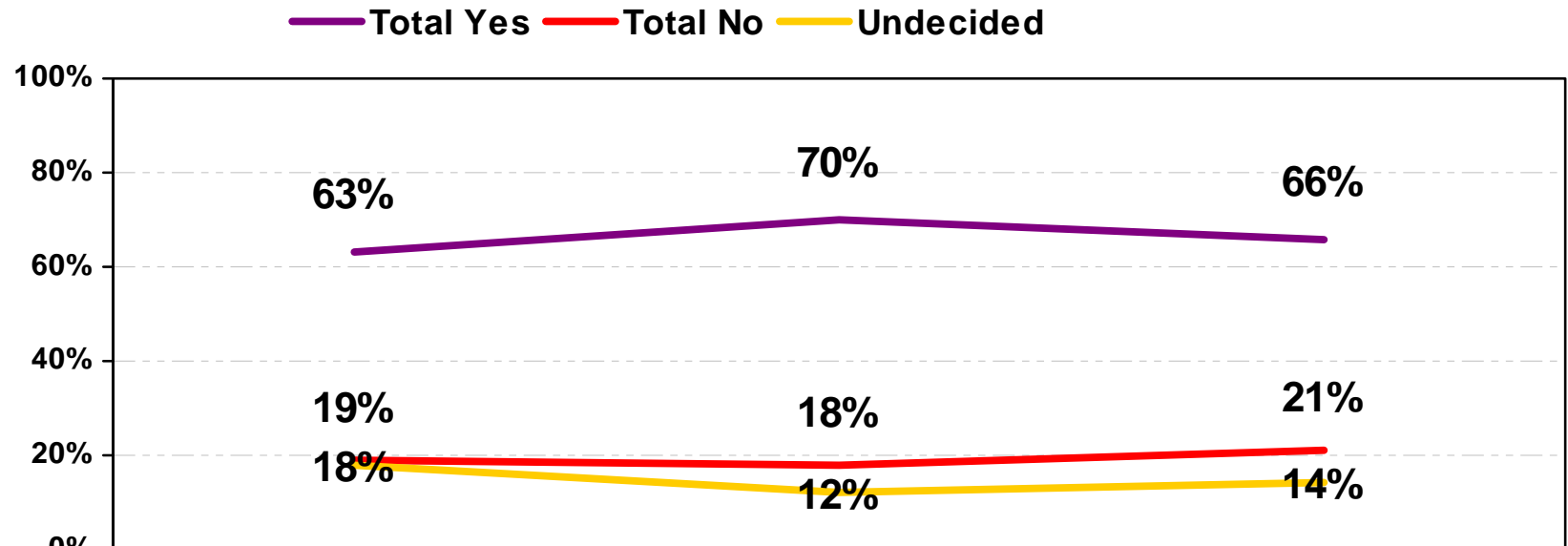
# What We Can Learn about a Potential Bond Measure from a Survey



- Would voters be willing to support a new general obligation bond to fund building and improvement projects at Ohlone College facilities? Why or why not?
- Given realistic options, how do voters prefer that bond money be spent? What items on the needs assessment list are the highest priorities for voters?
- How do the voters react to some of the unique projects that will be undertaken?
- What is the maximum bond amount voters will support?
- Do voters trust Ohlone College to spend the bond money efficiently and as promised?



# Tracking the Impact of Positive and Negative Statements about a Bond Measure



	Initial Vote	After Positive	After Negatives
<b>Total Yes</b>	<b>63%</b>	<b>70%</b>	<b>66%</b>
<b>Total No</b>	<b>19%</b>	<b>18%</b>	<b>21%</b>
<b>Undecided</b>	<b>18%</b>	<b>12%</b>	<b>14%</b>



# Potential Project Planning Timetable



## May '08:

- Develop and field updated baseline survey

## June '08:

- Analyze survey results for feasibility
- Board considers feasibility and options
- Refine potential bond project list as appropriate
- Update internal stakeholders and external influentials
- Implement informational Community Outreach efforts

## July '08:

- Continue informational Community Outreach efforts
- Finalize potential bond project list
- Develop and finalize voter handbook materials

## By August 8<sup>th</sup>:

- Place Bond Measure on Ballot as appropriate.



# Potential Project Planning Timetable



## August '08:

- Submit Ballot Argument
- Launch campaign committee
- Develop campaign plan and budget
- Initiate fundraising and launch endorsement drive

## September '08:

- Continue endorsement drive
- Launch voter contact and local visibility activities
- Continue fundraising and endorsements

## October '08:

- Continue fundraising and endorsements
- Continue voter contact and local visibility activities
- Initiate Absentee Voter communications
- Deploy direct mail and media plan

## November '08:

- Get-out-the vote
- Election Day!





# *Questions and Discussion*

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