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.
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

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

Female 50.8%
Male 46.8%
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?
In 2001, residents rated local community colleges extremely favorably.

- Ohlone College: 54% Very Fav., 34% S.W. Fav., 3% S.W./Very Unfav., 9% NHO/DK/NA
- The Fremont-Newark CCD: 33% Very Fav., 35% S.W. Fav., 3% S.W./Very Unfav., 29% NHO/DK/NA
- The Newark-Ohlone Center: 24% Very Fav., 19% S.W. Fav., 56% NHO/DK/NA
Residents rated the quality of education provided by the FNCCD very highly.

- **Excellent**: 19%
- **Pretty good**: 45%
- **Only fair**: 6%
- **Poor**: 1%
- **DK/NA**: 29%

Total Excellent/Pretty Good: 64%
Three-quarters of those polled believed local community colleges needed more funding.

Ohlone College

- Great Need: 37%
- Some Need: 38%
- Little/No Need: 8%
- DK/NA: 17%

The Newark-Ohlone Center

- Great Need: 28%
- Some Need: 26%
- Little/No Need: 7%
- DK/NA: 39%
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

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<th>Initial Vote</th>
<th>After Positive</th>
<th>After Negatives</th>
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<tr>
<td>Total Yes</td>
<td>63%</td>
<td>70%</td>
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<tr>
<td>Total No</td>
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<tr>
<td>Undecided</td>
<td>18%</td>
<td>12%</td>
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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 8th:
- 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