

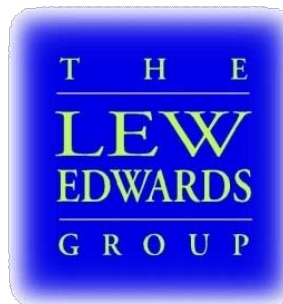


# Key Findings from Ohlone Community College District Bond Measure Survey

Survey Conducted:  
July 12-14, 2009

*Fairbank,  
Maslin,  
Maullin &  
Associates*

*Opinion Research &  
Public Policy Analysis*



# Tonight's Agenda

- I. Introduction: Context/Background – Catherine Lew
- II. Survey Results – Jessica Reynolds & Curt Below
- III. Next Steps – Jessica Reynolds
- IV. Questions and Answers – All

***WHAT DOES OUR PAST EXPERIENCE  
AND THE CURRENT ENVIRONMENT  
TELL US ABOUT THE POTENTIAL  
VIABILITY OF A FUTURE BOND?***

## Despite a Tough Economy, Recent College Bonds and Local Tax Measures are Winning

- In November 2008, all community college bonds attempted were successful – including those districts who had failed in previous years and those who had previously passed bonds.
- Voters were overwhelmingly concerned about protecting local government, schools and colleges from devastating cuts.
- The tough economic environment only renewed concerns about having a skilled, local workforce, and the affordability of a college education.

*Though 2009 has not been a year for Community College Measures, numerous other tax measures – including those requiring a two-thirds passage rate – have been successfully adopted for a variety of public agencies represented by our team.*

# Will an Upcoming Bond be Similar in Experience to Measure A?

- Measure A was successfully passed in a much lower turnout election with a higher number of fiscally conservative and older voters, making it a far more difficult demographic election than a potential November 2010 election.
- 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 in that particular 2002 Primary Election.
- However, as you are aware, Ohlone CCD is a large, diverse district comprised not only of discrete communities, but unique neighborhoods. As a whole – and as evidenced in local tax measures that have been attempted within your boundaries, this District is more fiscally conservative than others we've represented.

*Any upcoming measure contemplated will require careful planning and consideration, and strong adherence to the views of your voters and their interests. Doing so will lay the groundwork for a successful measure similar to our experience in 2002.*

# *DEBRIEFING ON COMMUNITY SURVEY RESULTS*

# OVERALL ASSESSMENT

- Low Edwards Group's analysis of the survey conducted by Fairbank, Maslin, Maullin & Associates during the month of July 2009, shows that a *second bond is potentially viable* in November 2010. Proceeding in an earlier or lower turnout election is not advised.
- Voters view the District favorably and understand the need for affordable local access to higher education. But support for a potential bond measure is currently soft, which is not surprising for this District and in this economy.
- It will be essential to implement a methodical Bond Planning and Public Information program as we did for Measure A, between now and next summer prior to placement of any bond on the ballot.

# Important Strategic Considerations

- Perception of need - 61% of respondents believe that the Ohlone College Fremont campus is in need of additional funding, and 70% believe that Ohlone College (overall) is in need of additional funding, a very helpful and encouraging result.
- Old/Outdated facilities - Fifty-four percent of respondents believe that “deteriorating and unsafe building and facilities” are a problem and 51% believe it is accurate that “many of the Fremont Campus buildings are run-down and in need of repair.”
- However, as we will discuss, the specifics of the bond resonate at much lower levels than economic messages about the accessible education and job training opportunities the College provides, making messaging specifically about these economic issues, essential for community communications.

# Key Community Concerns: Accessibility and Affordability

In today's environment, Ohlone CCD voters are very concerned about the accessibility and affordability of local community college education, reacting very strongly to the following messages:

- The State's current fiscal crisis leaves educational systems like our community college at the mercy of the Governor and State Legislature. Severe cuts to education programs due to the California budget crisis have impacted our College significantly in recent years.

*("Local control" concept resonates in the 70 percentiles)*

- Because the University of California and California State systems are becoming so expensive, more and more people are relying on community colleges for some or all of their education. *(Cost of other systems resonates in the 70 percentiles)*
- We must invest in our local community college so it can meet the increasing demand of local students who need a high quality education they can't otherwise receive. *(While investment in basic repairs is in the 70 percentiles, not surprisingly voters are less receptive to new projects.)*

## The Community's Priorities are to Upgrade and Repair “the basics,” not surprising in today's economy

*Though new projects are an important component of current Facilities Master Plan efforts and are contemplated for inclusion in a potential future bond, it is critical that the basics most compelling to the community are emphasized and highlighted in any public information activities and materials.*

*It will be important to explain to both internal and external audiences how the “basics” cost out and necessitate another bond.*

- The following items resonate most strongly with your voters, as many voters are understandably concerned about the most critical projects in today's economy:
  - Many classrooms no longer meet current earthquake safety standards.
  - Our science labs need proper ventilation to allow for the safe use of chemicals.
  - Repairs to the aging plumbing system are needed to prevent flooding and water damage.
  - Our Fremont campus, has accessibility needs that must be addressed.
  - Classrooms need up-to-date technology.
  - We must installing and repair fire safety equipment.

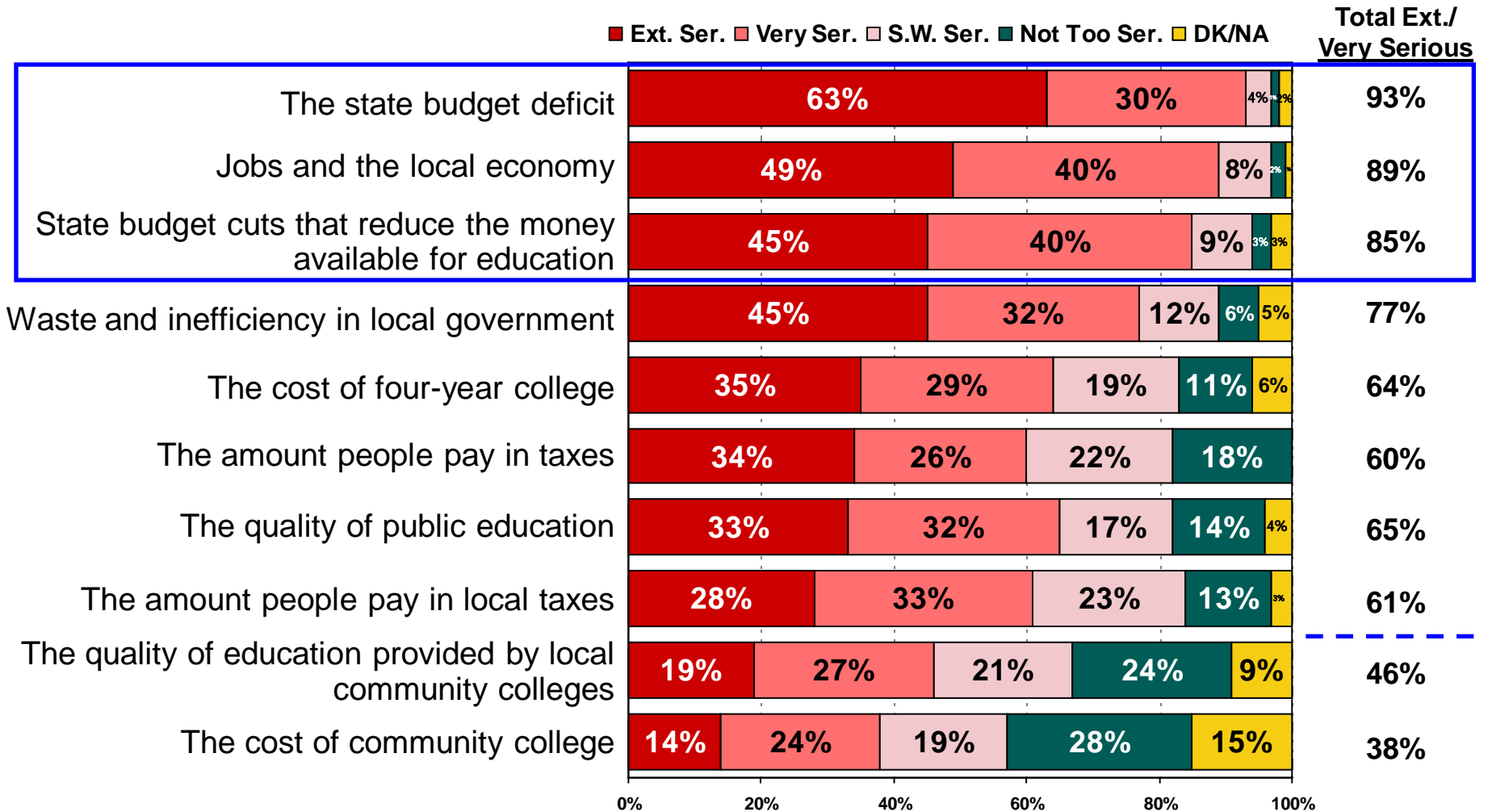
# Methodology

- Telephone interviews with 400 Ohlone Community College District voters who are likely to cast ballots in the November 2010 election
- Interviews conducted July 12-14, 2009
  - Tracking data from surveys conducted in March and November 2001
- Margin of sampling error of +/- 4.9% for the full sample

# Mood of the Electorate

# The state budget deficit and the economy top all other concerns.

(Ranked by Extremely Serious Problem)



6. I'd like to read you some problems facing your community that other people have mentioned. For each one I read, please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem. Split Sample

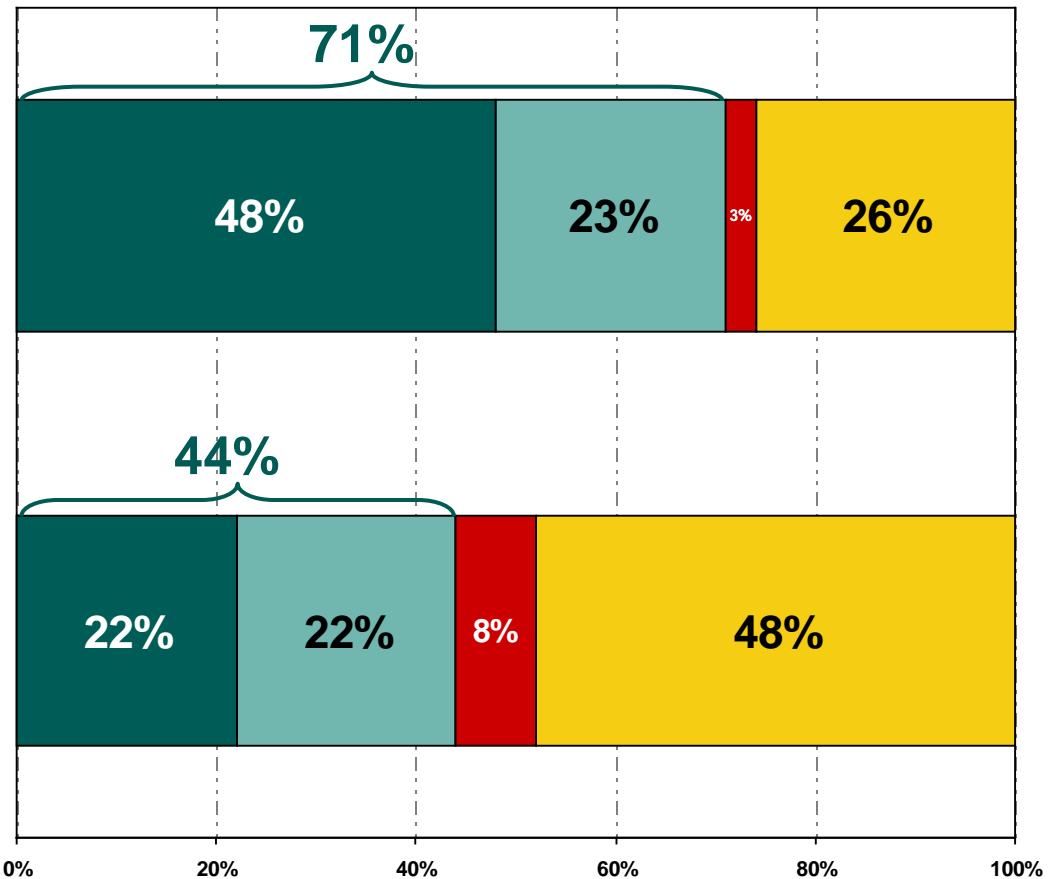
# Impressions of the District

# Those familiar with the District view it very favorably...



The Ohlone Community College  
District

Very Fav. S.W. Fav. S.W./Very Unfav. NHO/DKEA

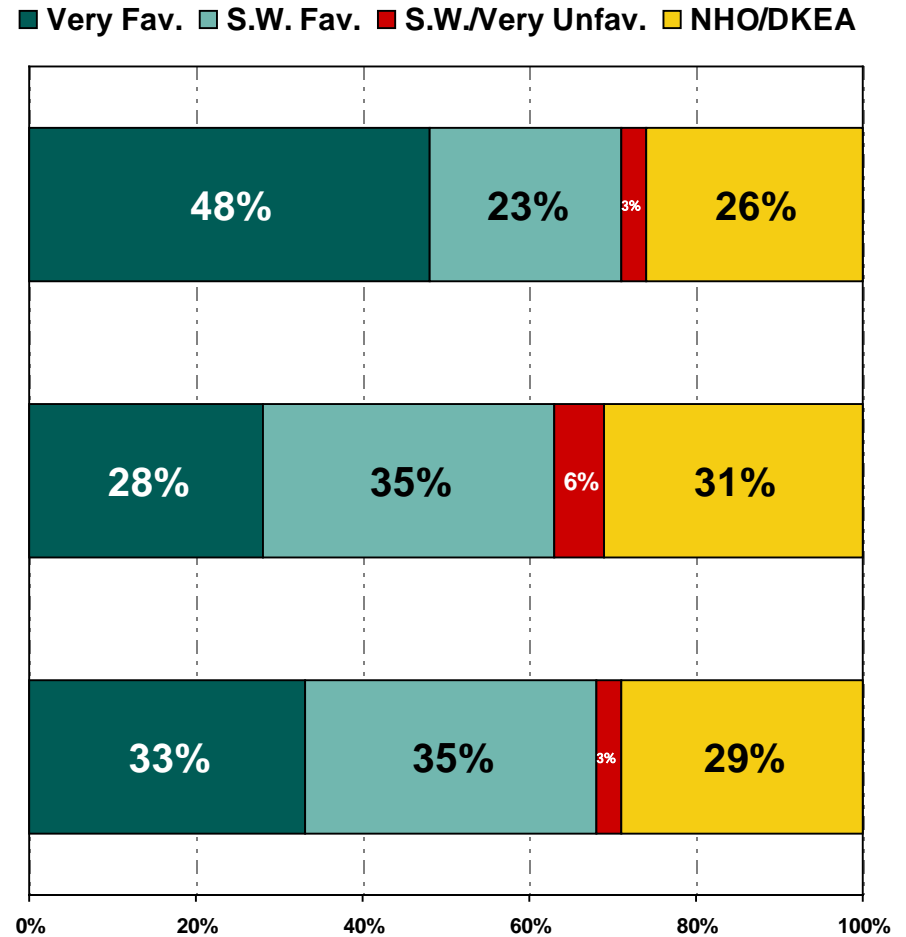


# ...and more intensely so than in 2001.

The Ohlone\* Community  
College District

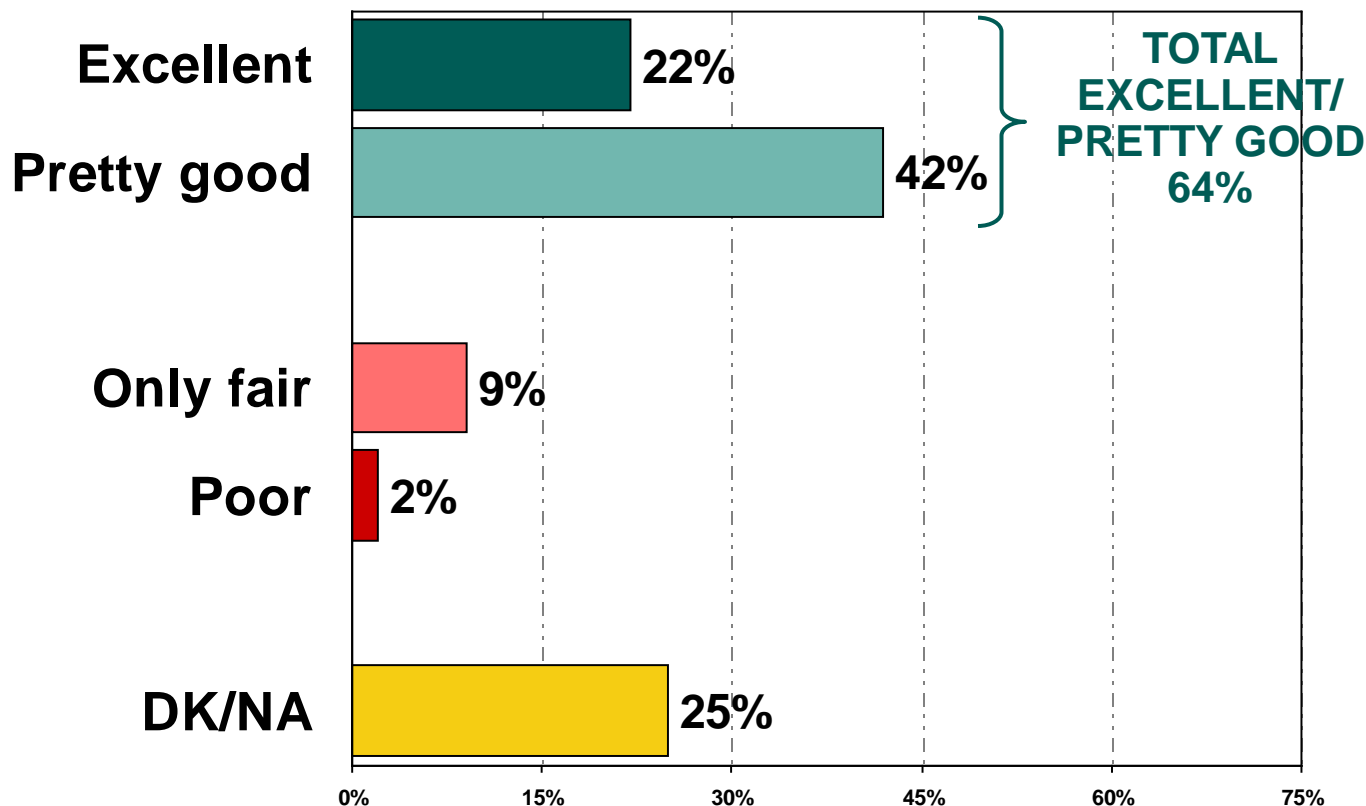
November 2001

March 2001



# Most voters feel the District provides a high quality of education...

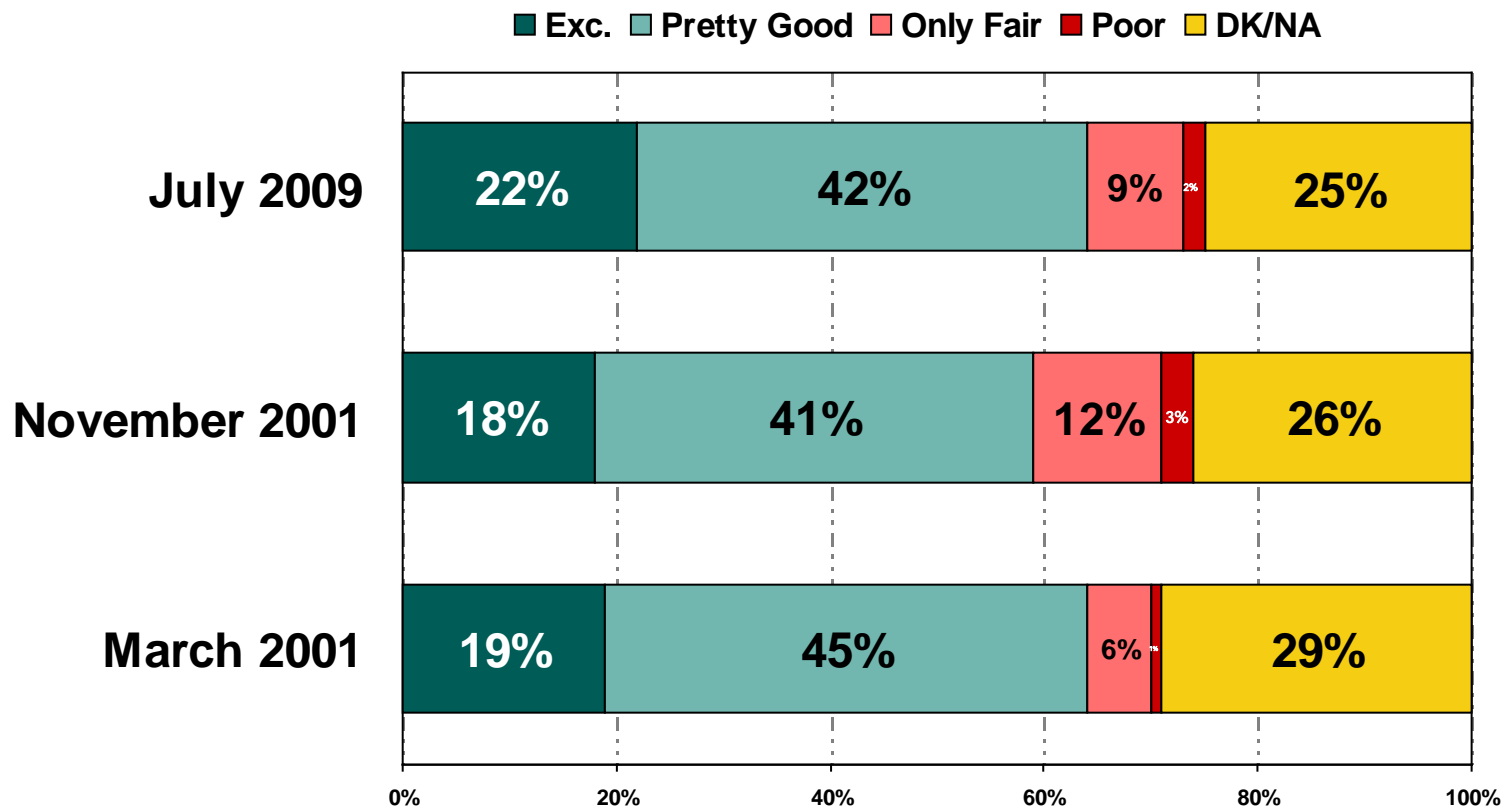
*“How would you rate the quality of education provided by the  
Ohlone Community College District?”*



7. As you may be aware, the Ohlone Community College District serves your community. The Ohlone College Fremont Campus and the Ohlone College Newark Center for Health Sciences and Technology are part of the District. How would you rate the quality of education provided by the Ohlone Community College District: excellent, pretty good, only fair, or poor?

# ...and have consistently since 2001.

*“How would you rate the quality of education provided by the  
Ohlone\* Community College District?”*



# All levels of education are seen as needing additional funding, particularly K-12.

(Ranked by Great Need)

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

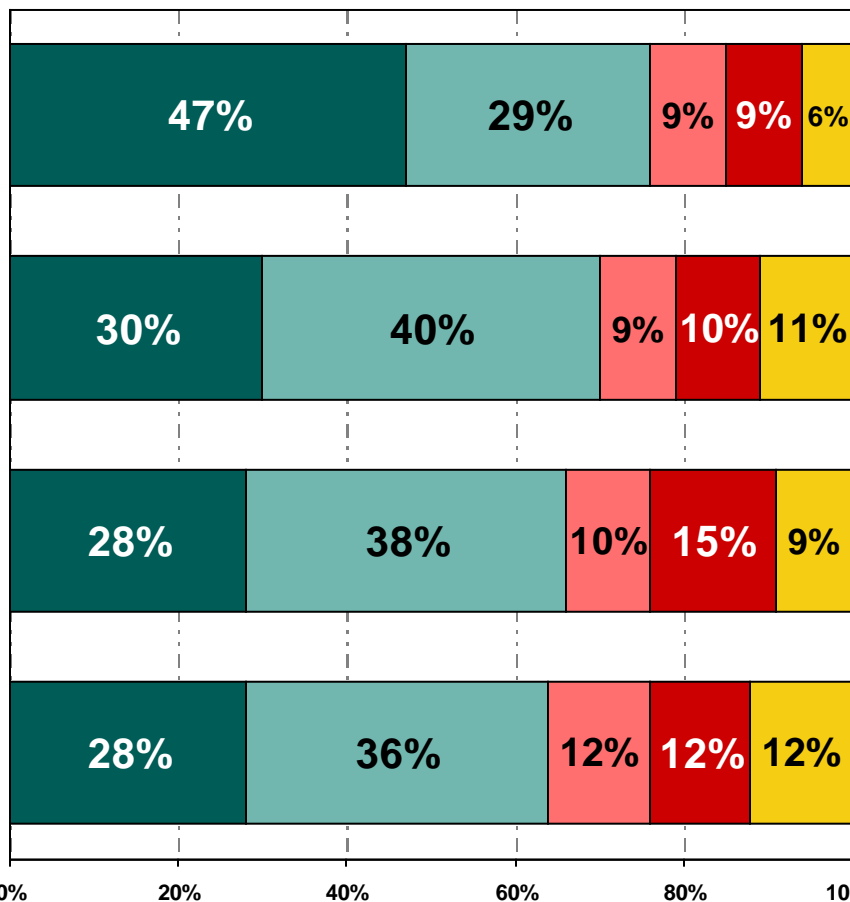
**Total Great/  
Some Need**

**Your local public schools,  
kindergarten through 12th grade**

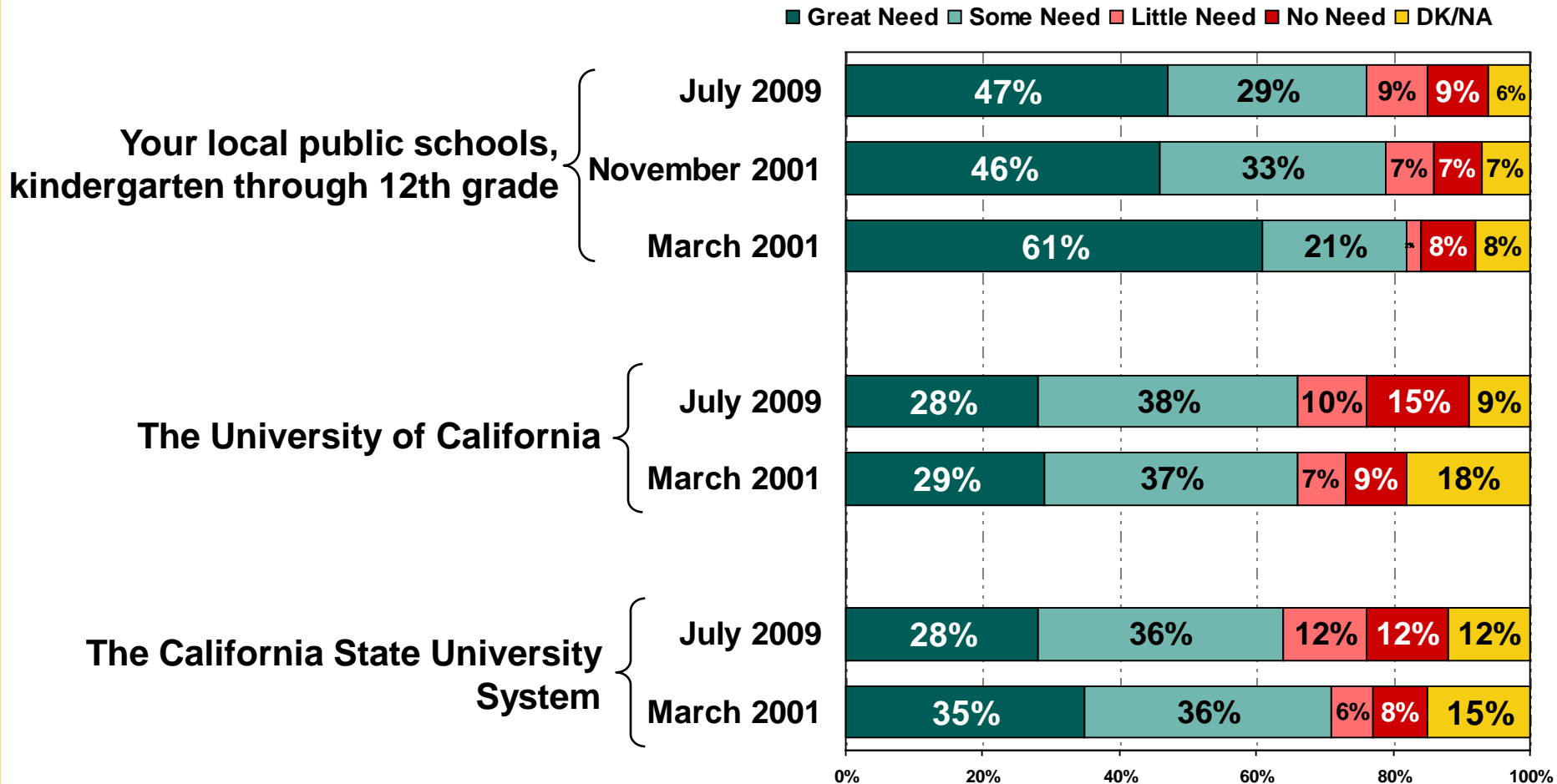
**Ohlone College**

**The University of California**

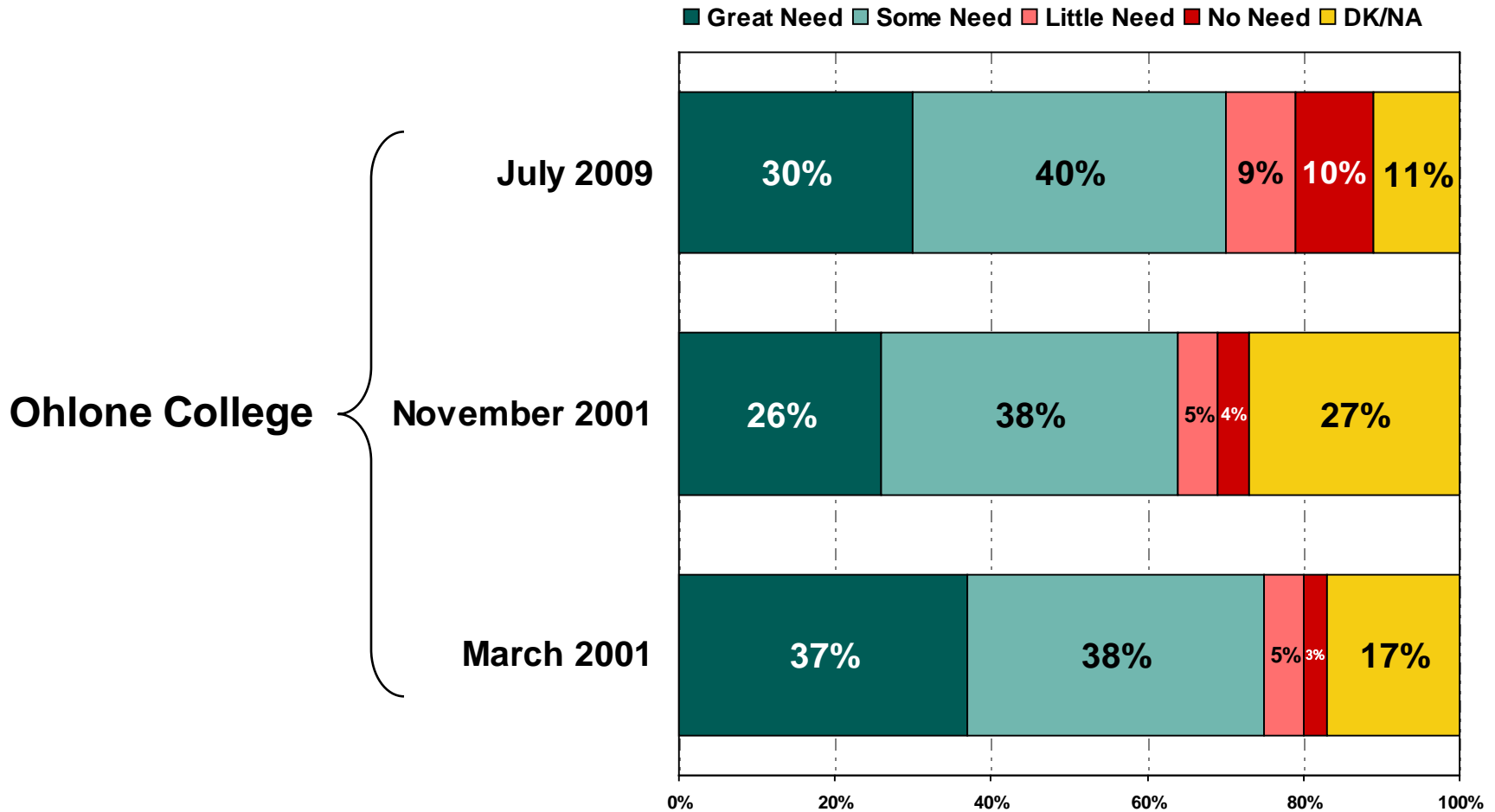
**The California State University  
System**



# The perceived need for additional K-12 and CSU funding has declined slightly since 2001, but remains high...

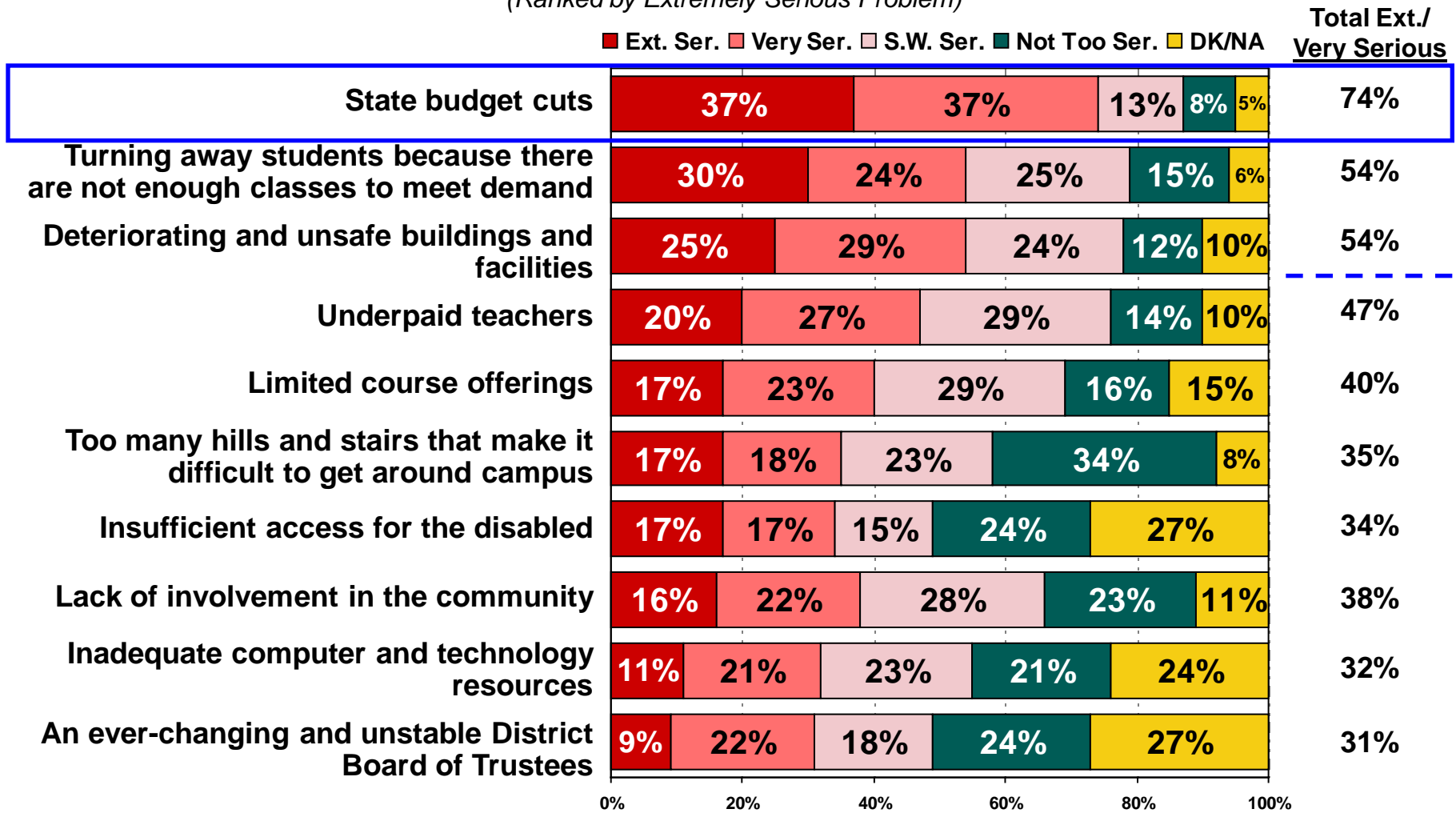


# ...as does the perceived need for Ohlone College.



# Few District problems are seen as particularly serious, with the glaring exception of state budget cuts.

(Ranked by Extremely Serious Problem)



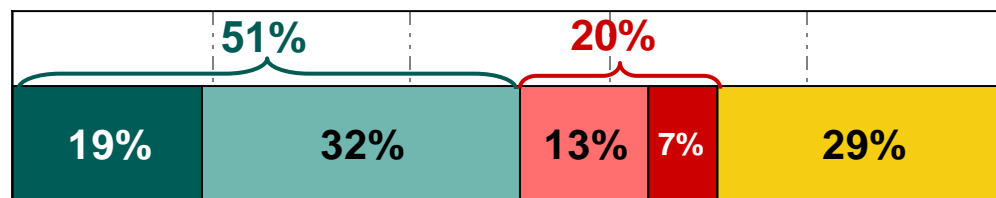
9. I'd like to read you some problems facing Ohlone College that other people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem. Split Sample

# Voters perceive that the Fremont campus is in need of repairs and technological upgrades

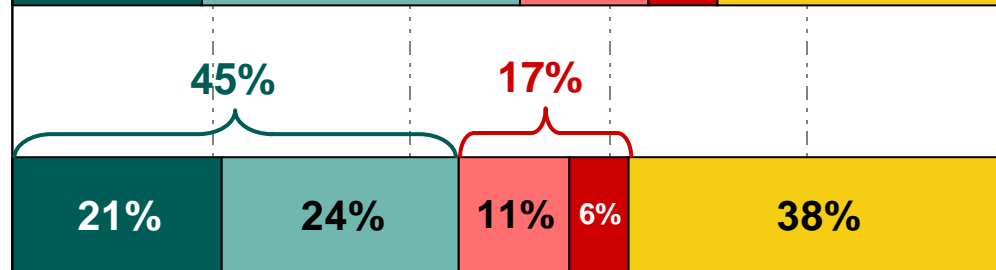
(Ranked by Total Accurate)

■ Very Acc. ■ S.W. Acc. ■ S.W. Inacc. ■ Very Inacc. ■ DK/NA

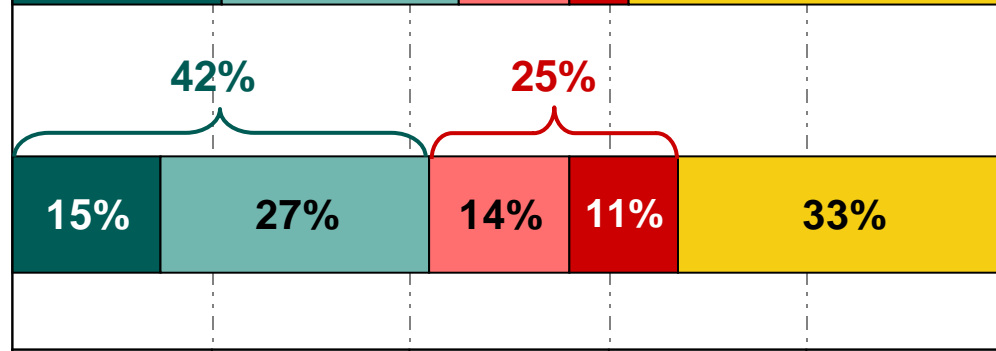
Many of the Fremont Campus buildings are run-down and in need of repair



The Newark campus has much more up-to-date technology in its classrooms and facilities than the Fremont campus



Their classrooms lack adequate computer technology and access to the Internet



0% 20% 40% 60% 80% 100%

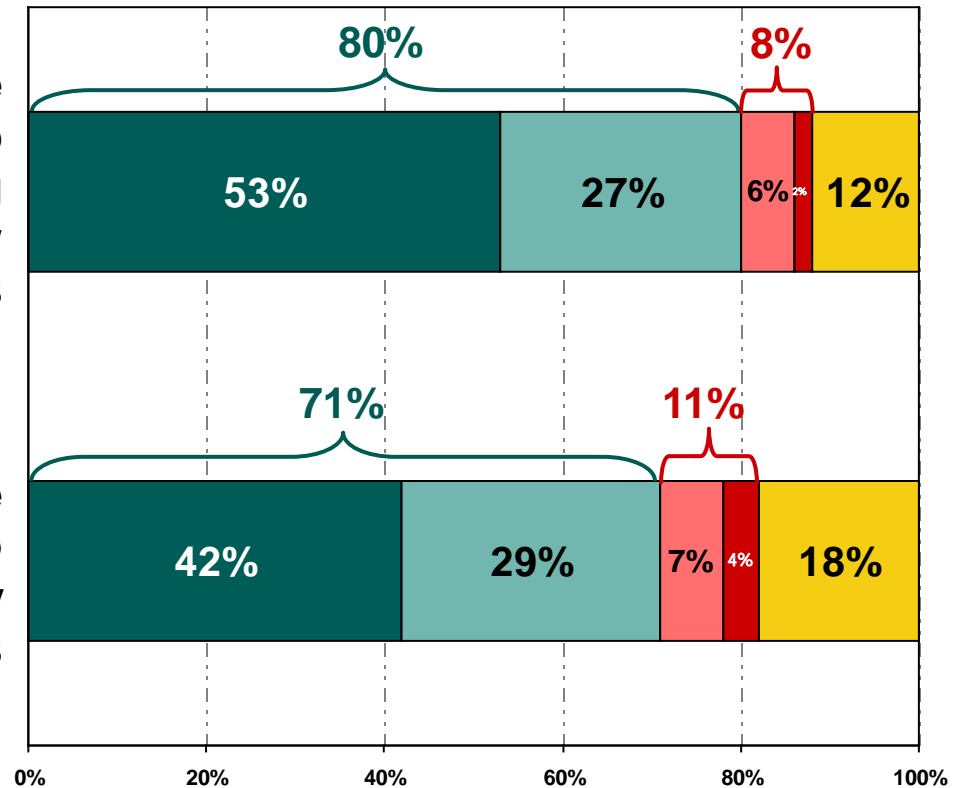
# Voters value the economic and educational contributions of community colleges and Ohlone College.

(Ranked by Total Accurate)

■ Very Acc. ■ S.W. Acc. ■ S.W. Inacc. ■ Very Inacc. ■ DK/NA

In the current economic environment, we need community colleges to provide job training and education for people entering the workforce, or training for new professions

Ohlone College provides an affordable education for students preparing to transfer to UC and other state university systems



# Attitudes Toward a Potential Bond Measure

# Potential Ballot Language Tested



## **OHLONE COLLEGE CLASSROOM REPAIR, HEALTH AND SAFETY MEASURE.**

To upgrade aging and unsafe educational facilities by:

- adding security lighting,
- repairing deteriorated electrical, plumbing and mechanical systems,
- improving disabled access,
- upgrading earthquake safety, and

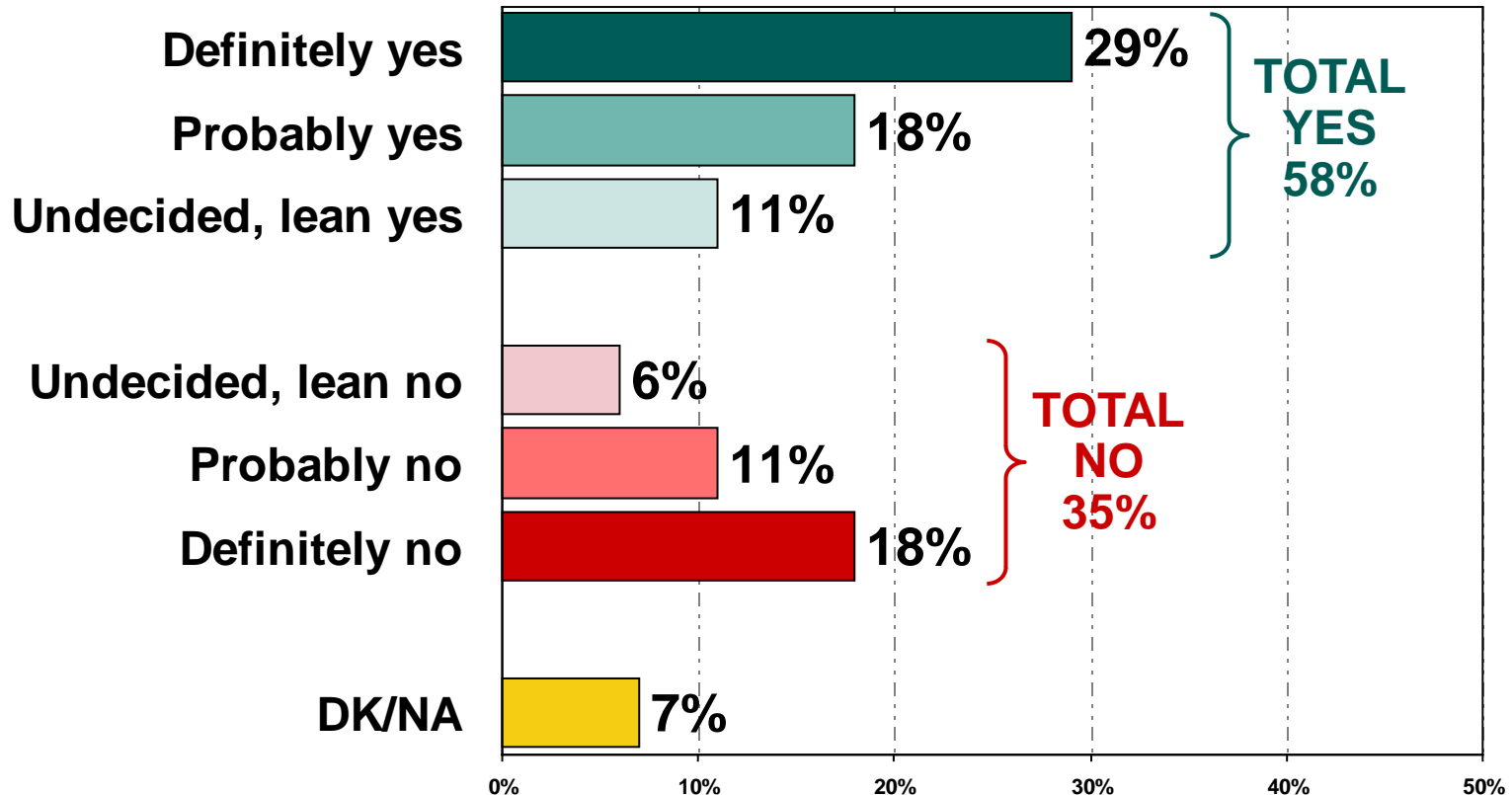
Improve academic performance by:

- acquiring up-to-date technology and
- renovating classrooms, science laboratories, and libraries, and

Repair, construct, and acquire equipment, sites and facilities;

Shall Ohlone Community College District issue \$350 million of bonds at legal interest rates requiring independent citizen's oversight, annual audits, and no money for Sacramento or administrator salaries?

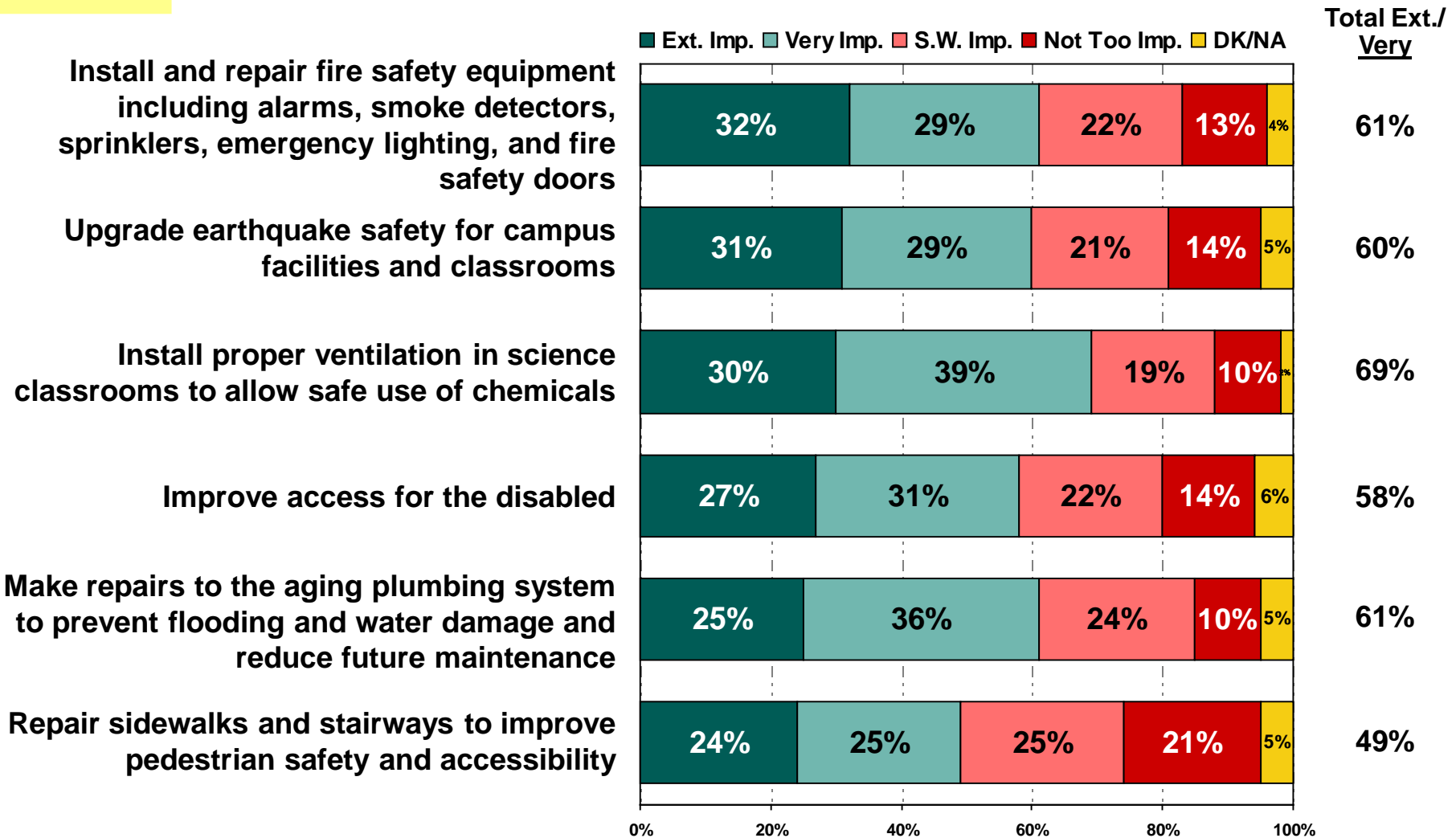
# Nearly three in five support a bond measure, though support is somewhat tentative.



# **Bond Spending Priorities**

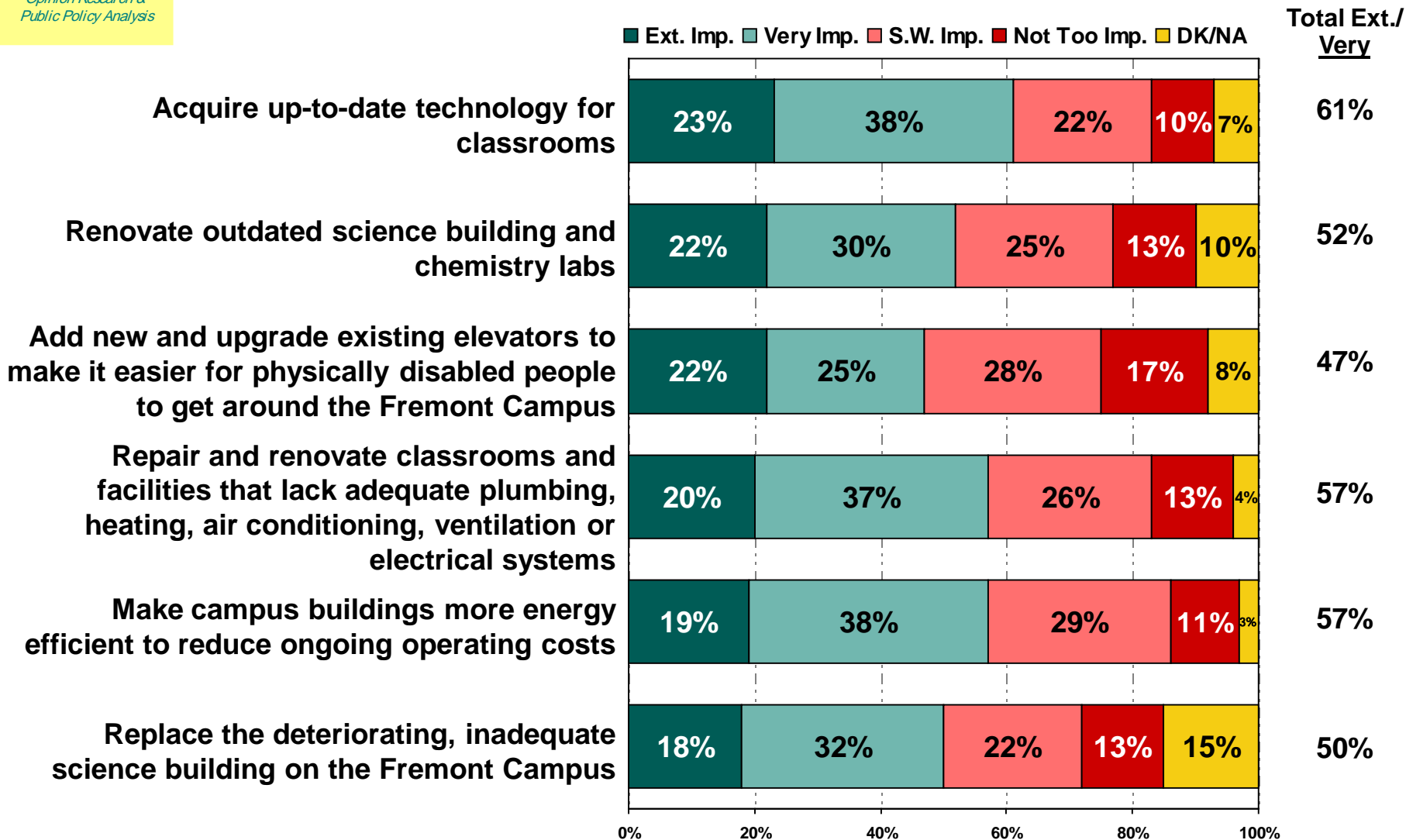
# Voters prioritize projects designed to improve safety.

(Ranked by Extremely Important)



11. I am going to read you a list of types of projects that could be funded by this measure. Please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not too important?

# Continued



11. I am going to read you a list of types of projects that could be funded by this measure. Please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not too important?

# Voters see local control, accommodating modern technology, and Ohlone's education and training contributions as compelling reasons to support the bond.



(Ranked by Very Convincing)

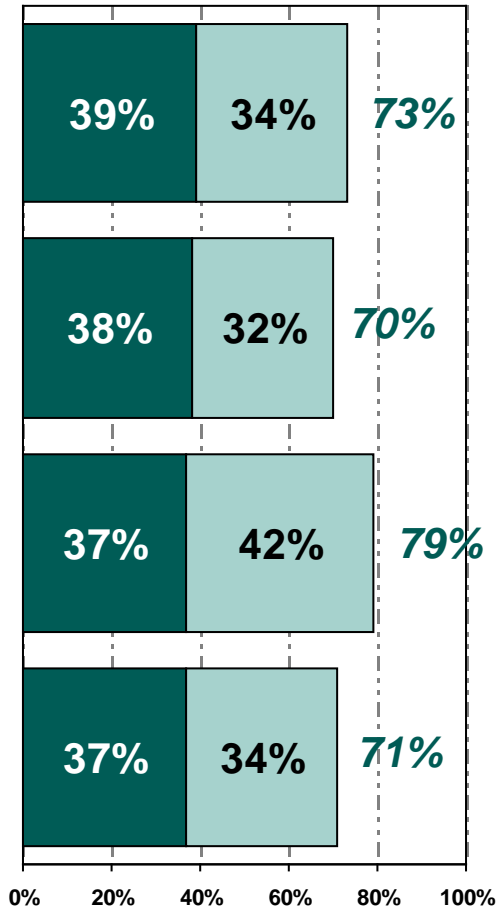
■ Very Conv. ■ S.W. Conv.

As the costs to attend a State or UC college in California continue to increase, community colleges are becoming even more important. This bond measure will help ensure that our local community has high quality, affordable college options for students transferring to four-year colleges.

By law, every dime from this bond can only be spent to improve our local community college for our students. All money must be spent as promised, and no money can be taken by Sacramento.

Community colleges provide essential job training and workforce preparation for students of all ages. In today's tough economic times, this measure will allow Ohlone College to continue offering local residents training and education in the nursing, biotech, environmental health, and clean energy technology fields.

Because the state continues to cut funding for community colleges we can no longer rely on them to adequately fund our local college. All funds raised by this measure are legally required to stay in our community, ensuring local control and sufficient funds to address our education needs.



12. Here are some statements from people who support the ballot measure we have been discussing. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes on this ballot measure. Split Sample

# Continued



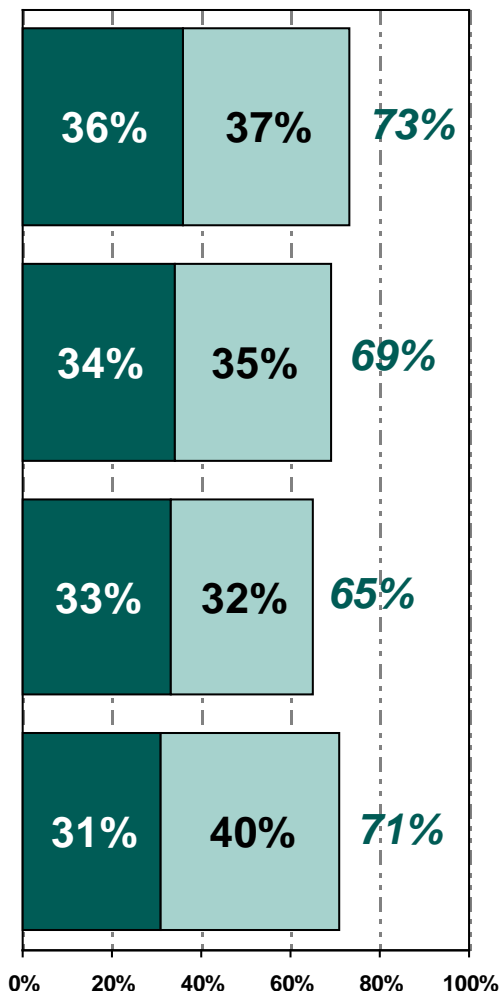
**This measure will upgrade Ohlone’s 40 year old, deteriorating electrical, plumbing and mechanical systems that can no longer accommodate the demands of computers and modern technology which are critical teaching and learning tools today.**

**This measure includes strict fiscal accountability including a Citizens' Oversight Committee and independent annual financial and performance audits to ensure that the bond revenue is spent as promised.**

**It is less expensive to upgrade and repair community college buildings now—the costs of construction will only go up and the problems will get worse.**

**By renovating out-of-date buildings, facilities and utility systems on the Fremont campus, this bond measure will reduce ongoing maintenance and operation costs for the District in the future.**

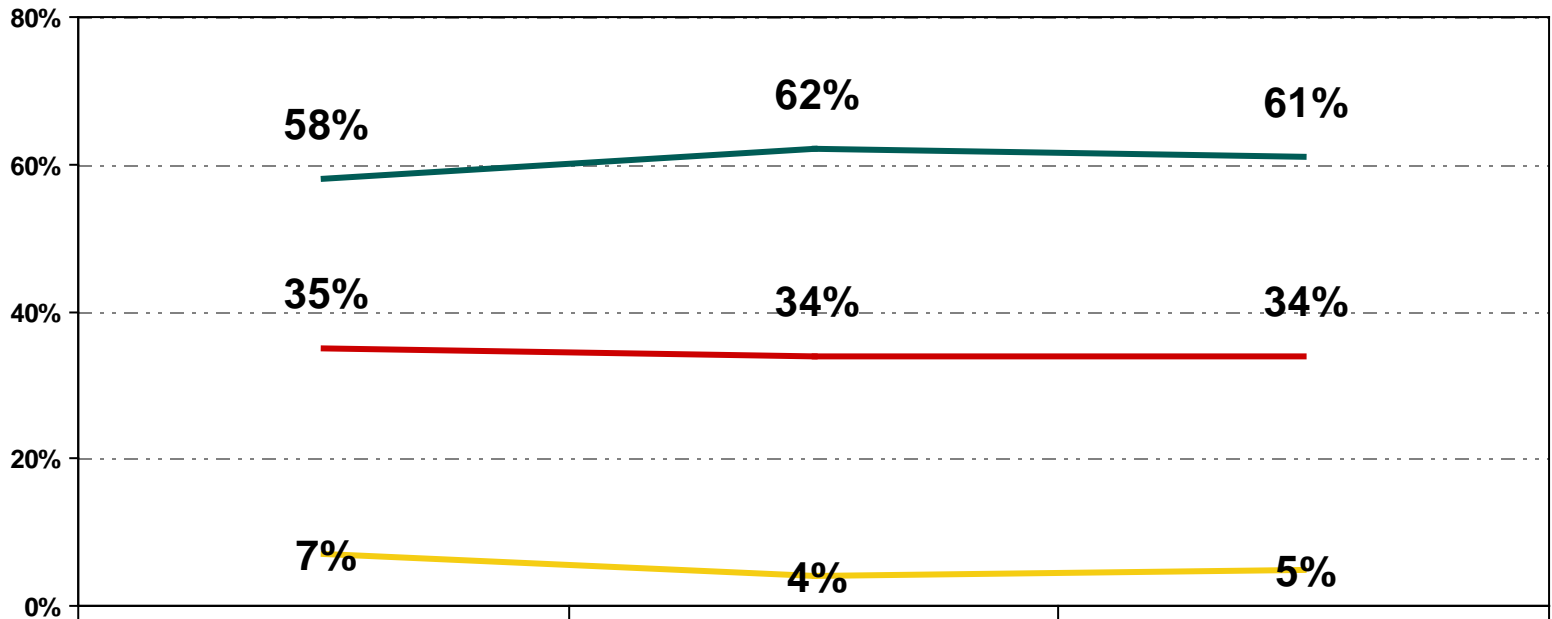
■ Very Conv. □ S.W. Conv.



12. Here are some statements from people who support the ballot measure we have been discussing. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes on this ballot measure. Split Sample

# Overall support and opposition changes little after positive and negative statements.

— Total Yes — Total No — Total Undecided



	Initial Vote	After Positives	After Negatives
<b>Total Yes</b>	<b>58%</b>	<b>62%</b>	<b>61%</b>
<b>Total No</b>	<b>35%</b>	<b>34%</b>	<b>34%</b>
<b>Total Undecided</b>	<b>7%</b>	<b>4%</b>	<b>5%</b>

# NEXT STEPS

As in 2002, we will be proceeding with a District Communications and Bond Preparation Program that includes the following components. These components are all familiar to the Board:

- Internal, Campus Updates on community perspectives and bond planning
- Engagement of the Foundation Board
- Early Citizens Advisory Committee
- External Communications with adherence to the community's interests and priorities and focused messaging
  - Speaker's Bureau
  - Informational Mail
  - Engagement of Local Media
- Additional Opinion Research
- Careful construction of the Bond Package to specifically address Community Priorities

# Suggested Timeline

Month	Key Activities
October 2009	Begin Internal and External Outreach regarding urgent needs, Send Community Mailer #1
November 2009	Begin Speakers' Bureau Presentations throughout the District
December 2009	Convene Bond Advisory Group
Jan/Feb 2010	Continue Outreach communicating with voters, internal and external stakeholders, opinion leaders, etc. and meeting with Bond Advisory Group. Send Community Mailer #2
March/April 2010	Complete a Facilities Master Plan, communicate key elements of plan. Send Community Mailer #3
May 2010	Conduct Tracking Survey to reassess community priorities
June 2010	Prepare for Board Placement. Send Community Mailer #4
July 2010	If the Board chooses to do so, vote to place a measure on the November Ballot