

# 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

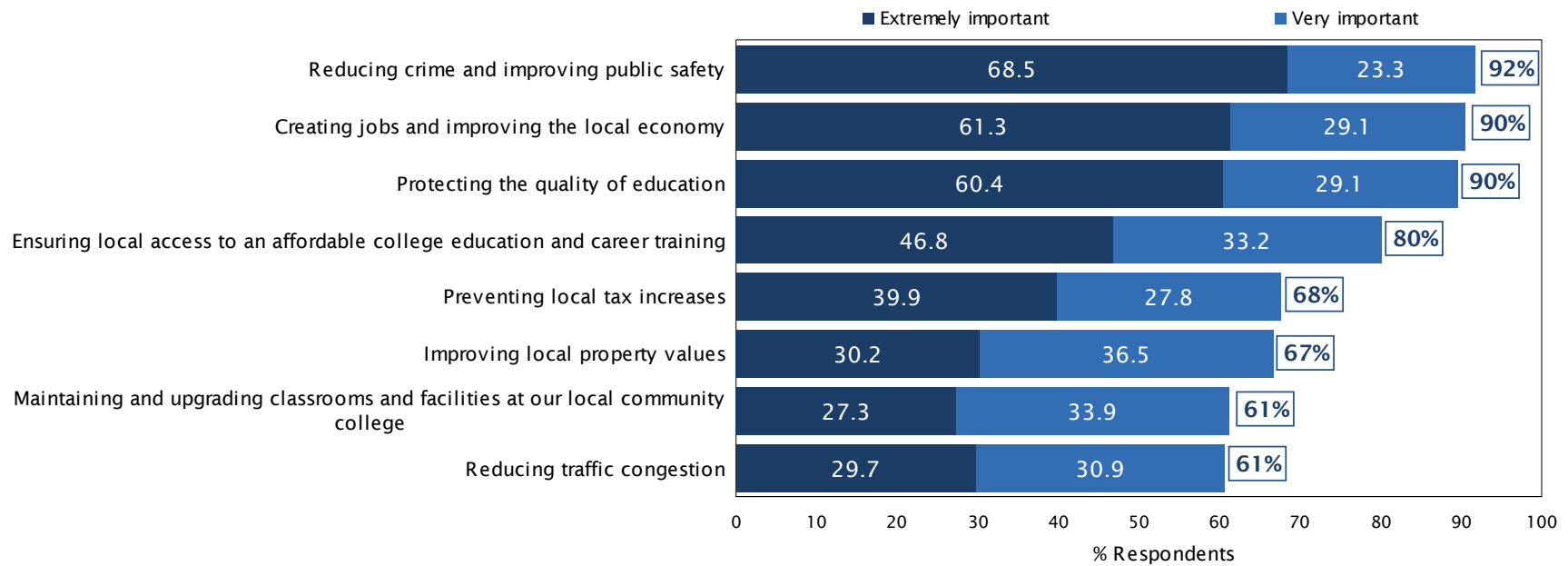


# METHODOLOGY OF STUDY

- Conducted September 26<sup>th</sup> 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  $\pm 3.7\%$



# IMPORTANCE OF ISSUES





# INITIAL BALLOT TEST

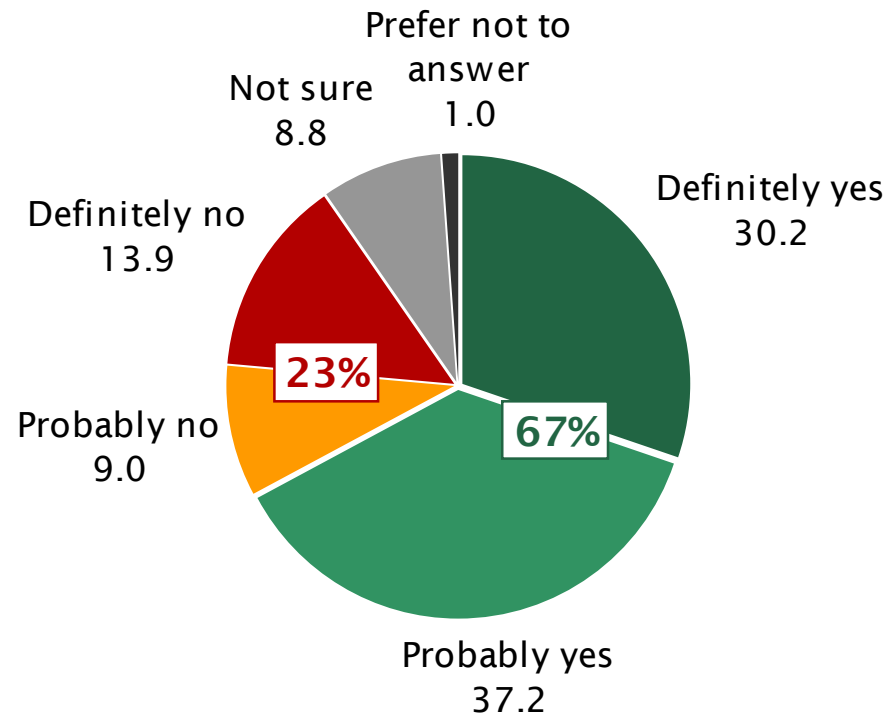
In order to:

- 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

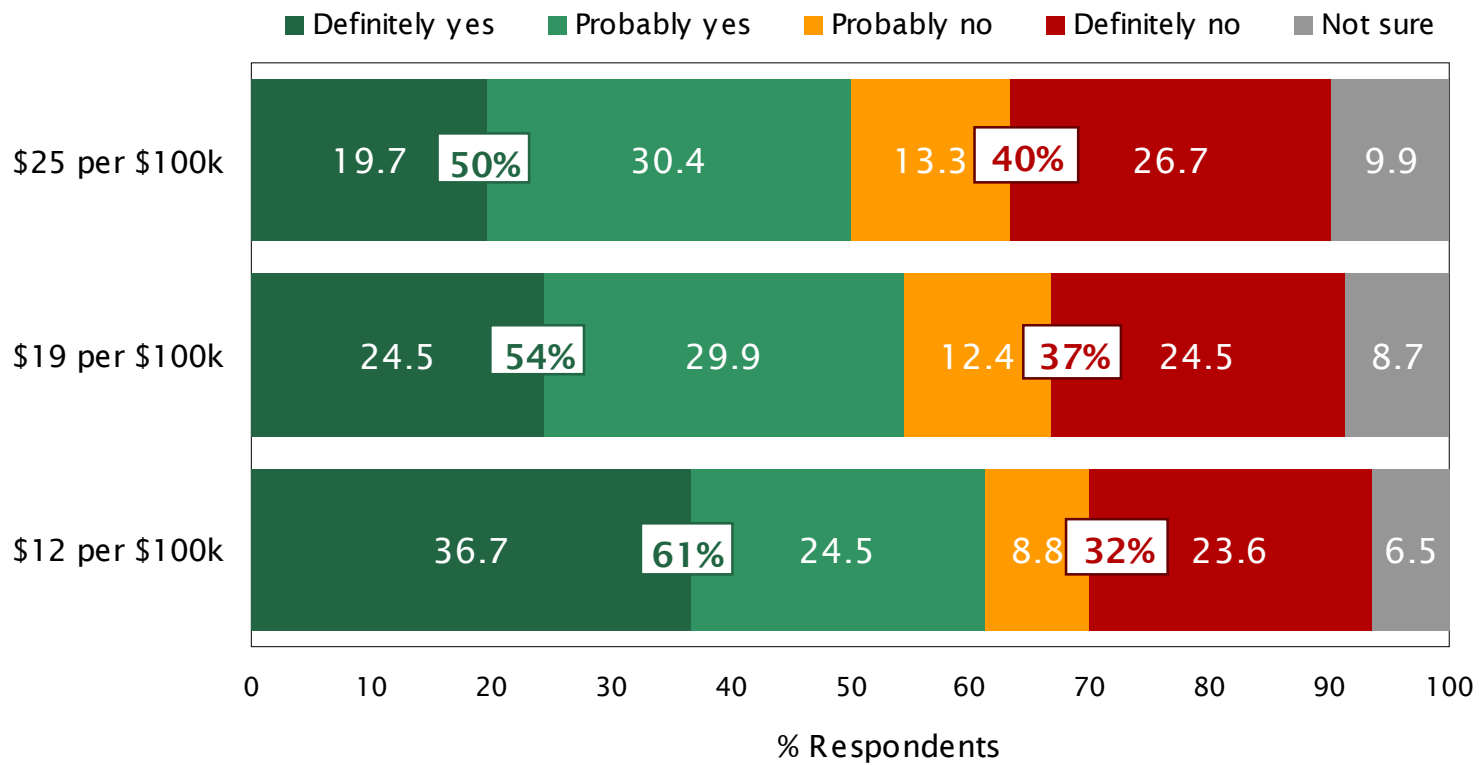
Shall San Bernardino Community College District issue 398 million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrators, and all money staying local? If the election were held today, would you vote yes or no on this measure?



# INITIAL BALLOT TEST

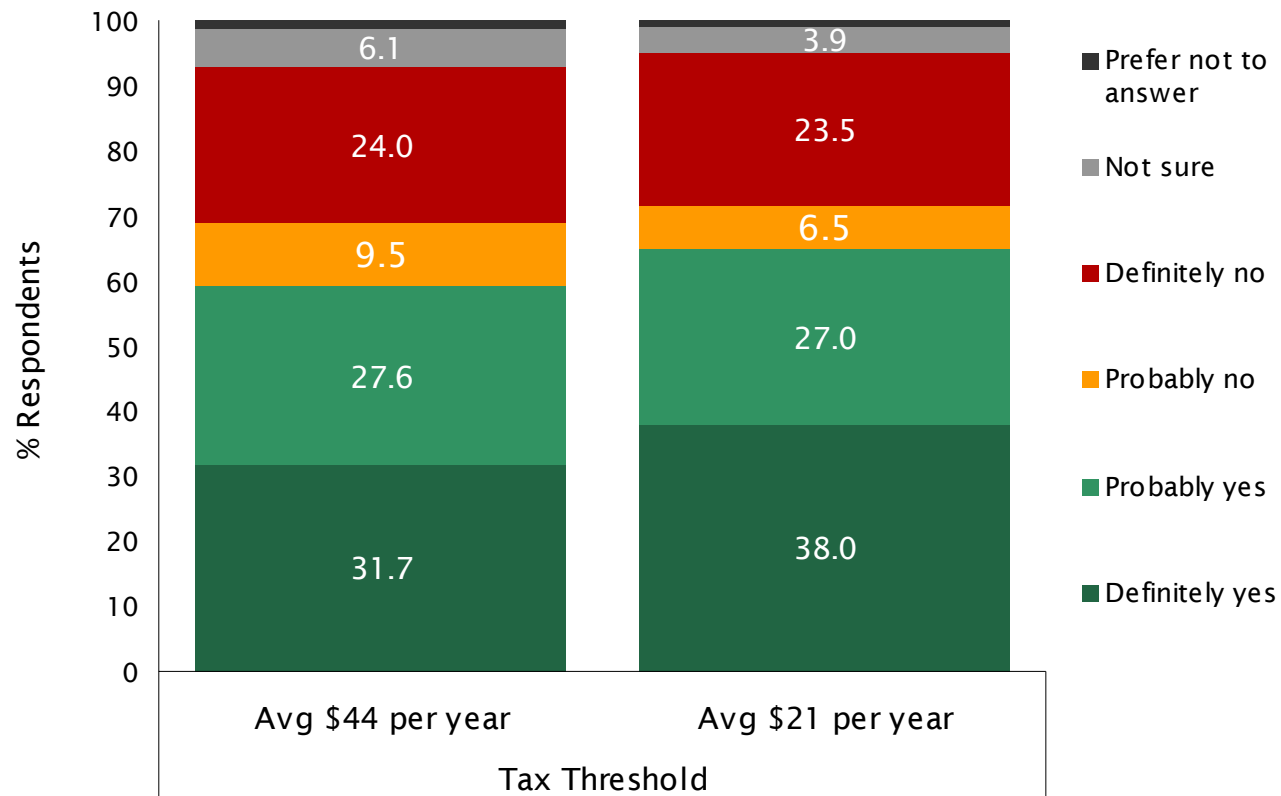


# TAX THRESHOLD

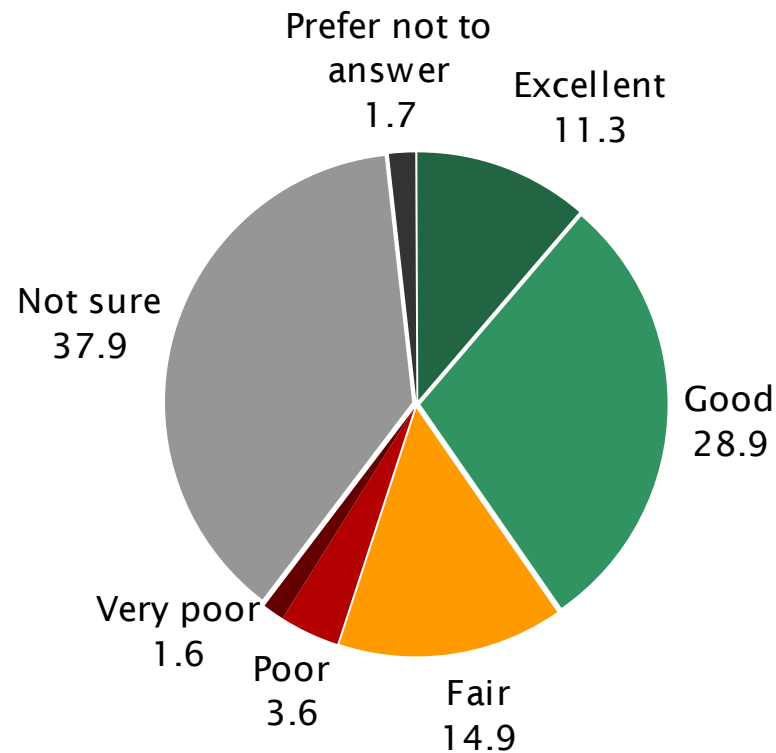




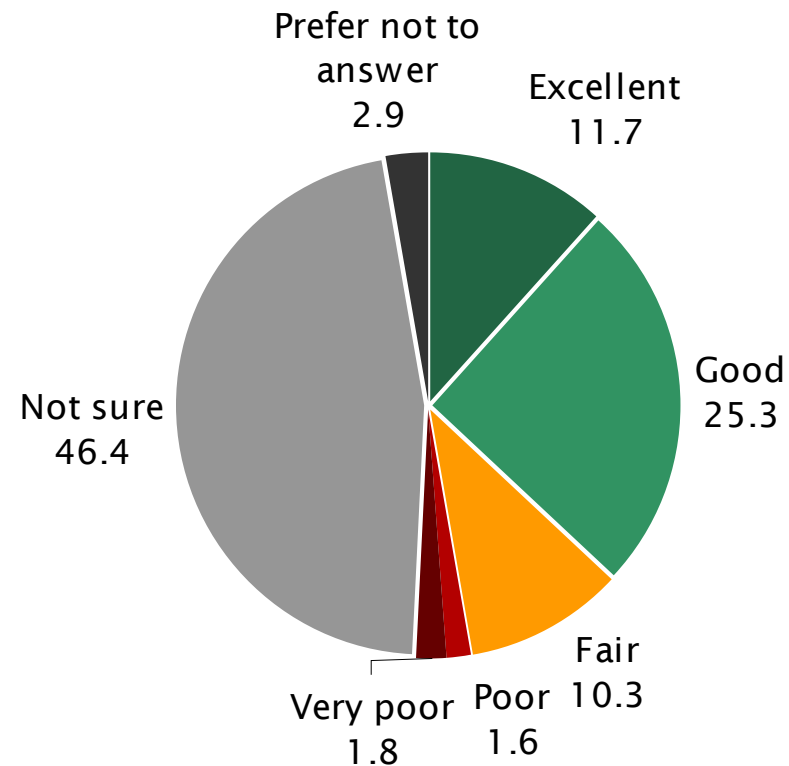
# AVERAGE SUPPORT FOR MEASURE AT \$44 & \$21



# QUALITY OF EDUCATION PROVIDED BY SAN BERNARDINO VALLEY COLLEGE

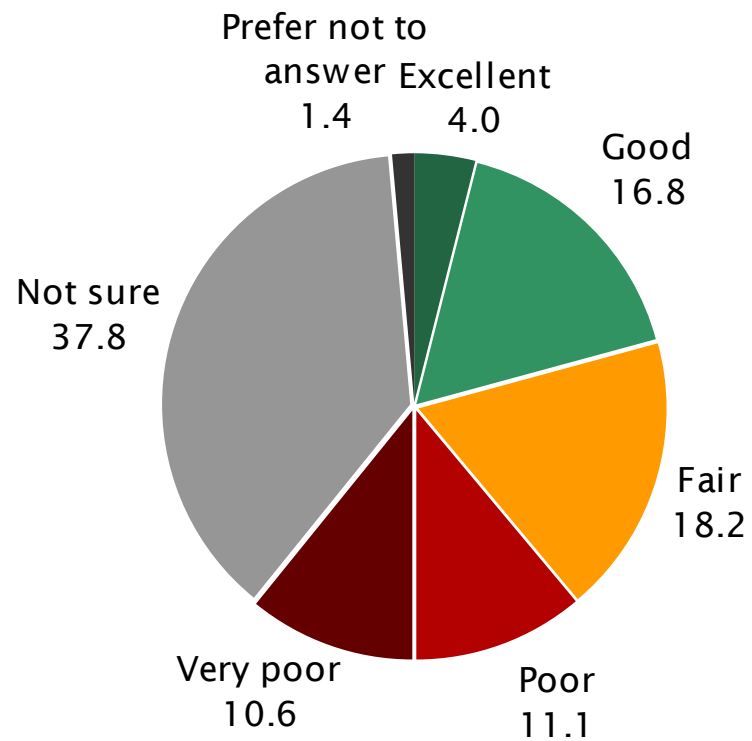


# QUALITY OF EDUCATION PROVIDED BY CRAFTON HILLS COLLEGE



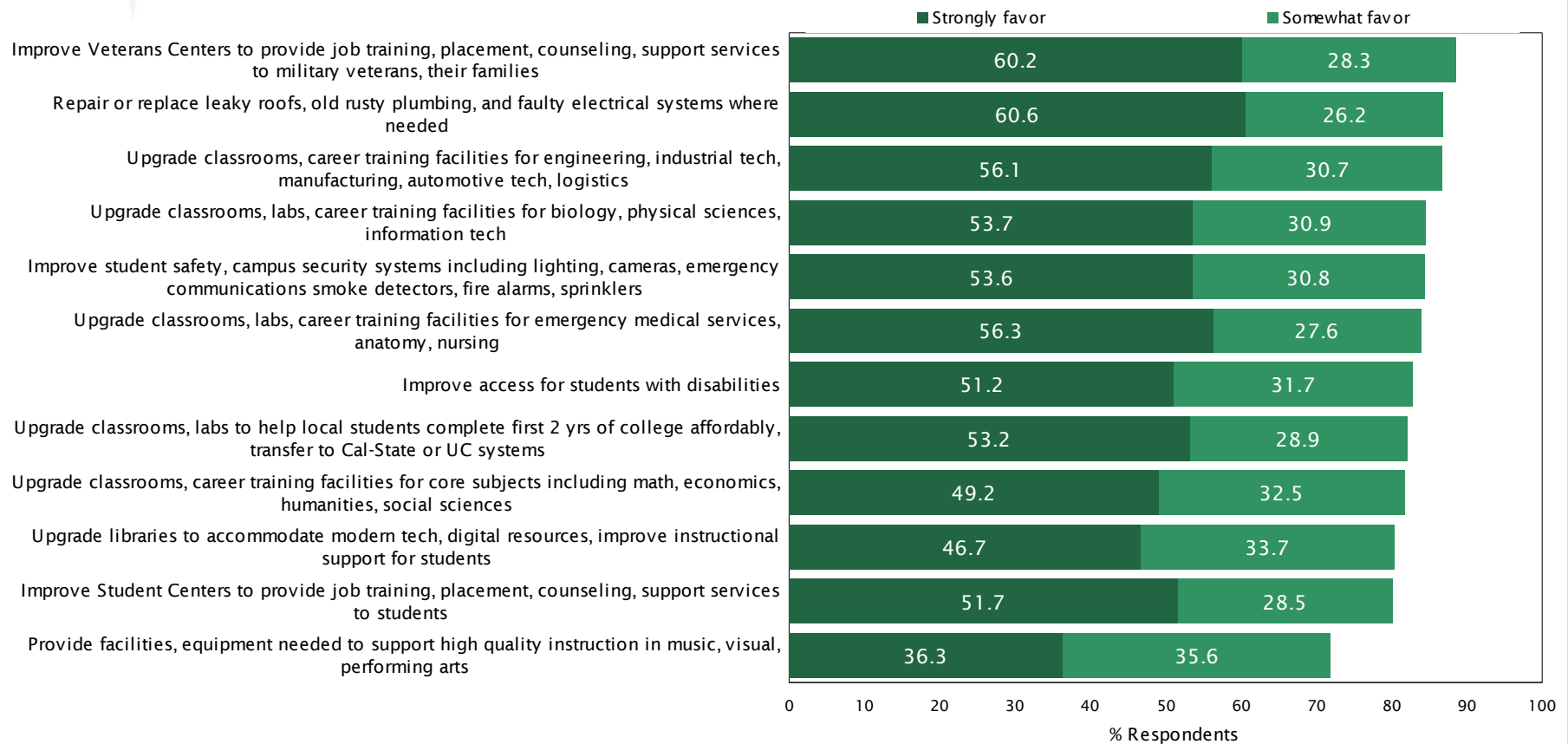


# DISTRICT MANAGING FINANCES



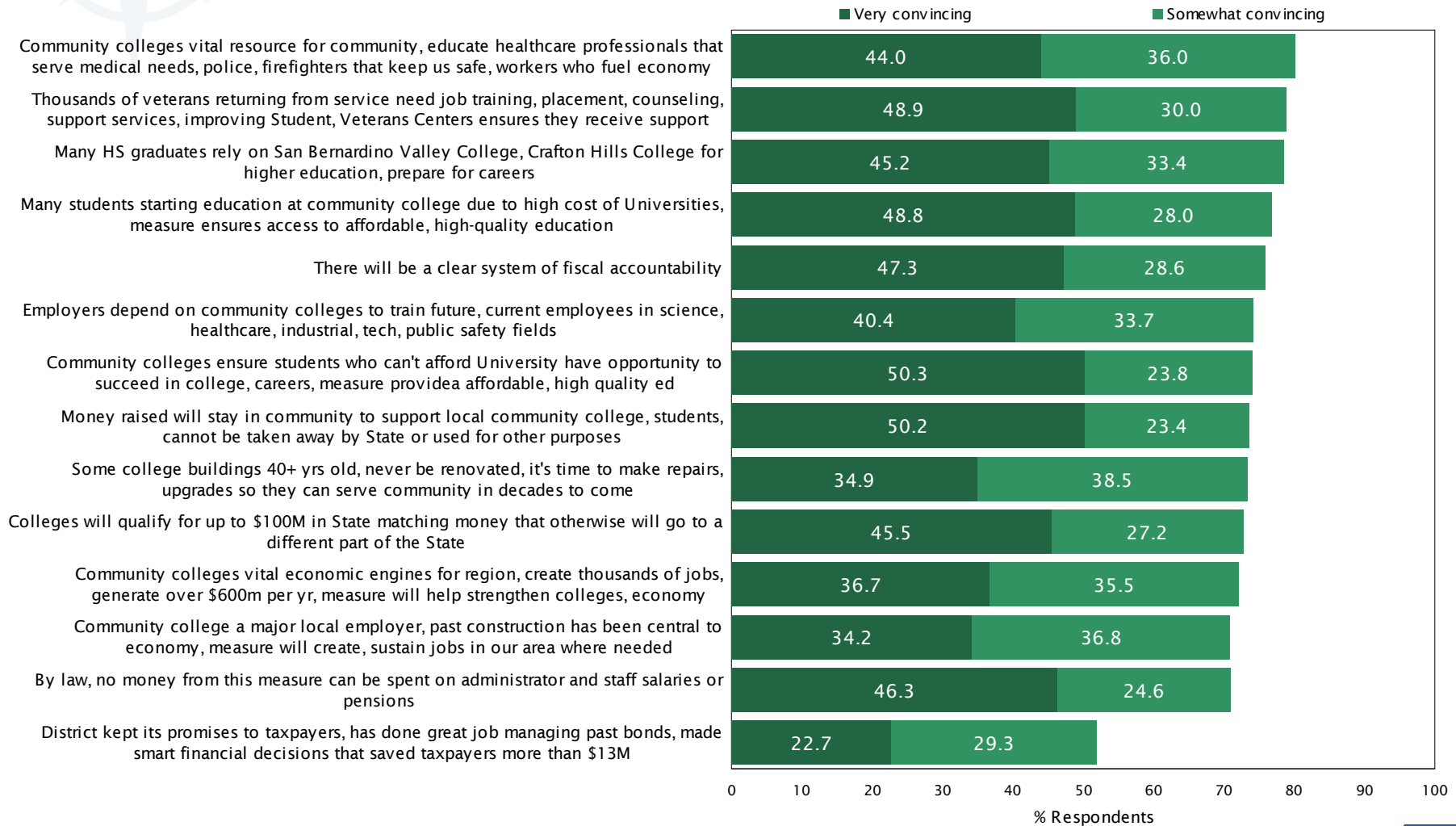


# PROJECTS & PROGRAMS



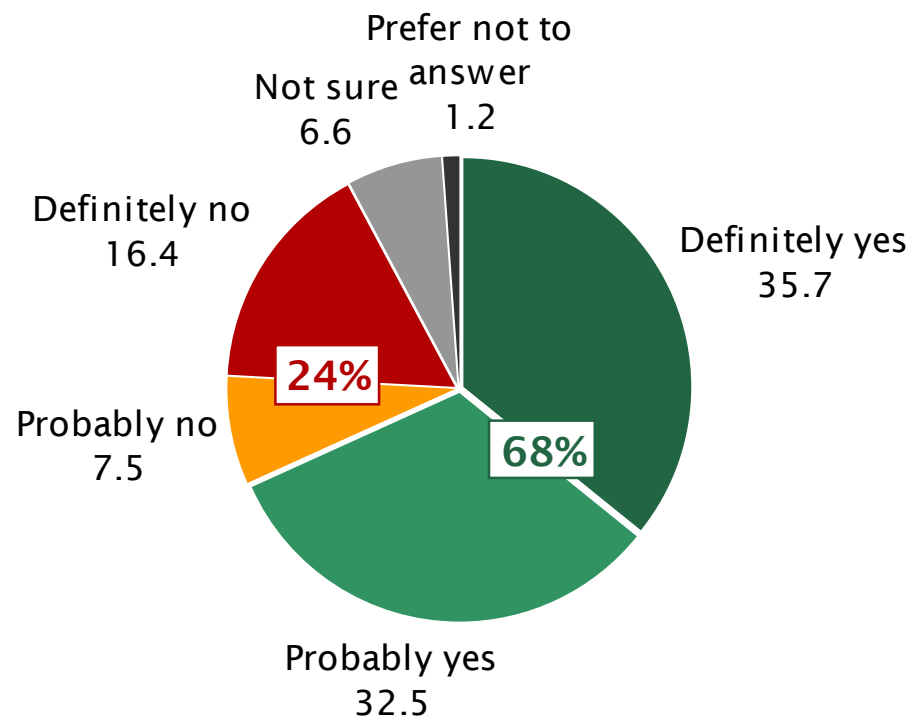


# POSITIVE ARGUMENTS



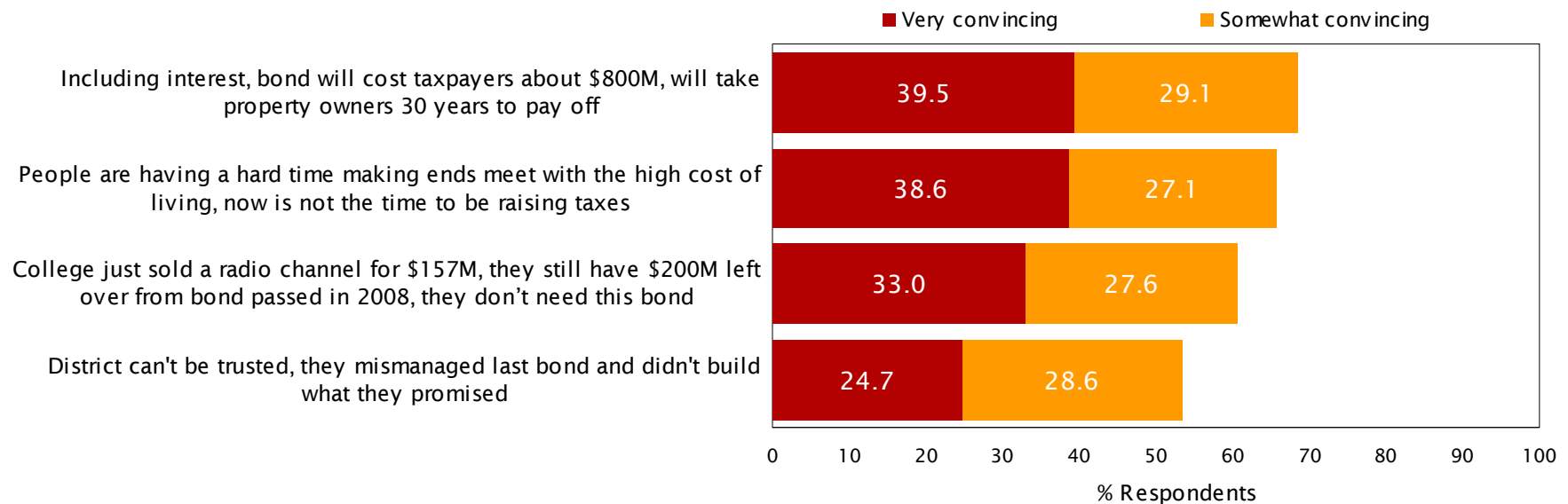


# INTERIM BALLOT TEST





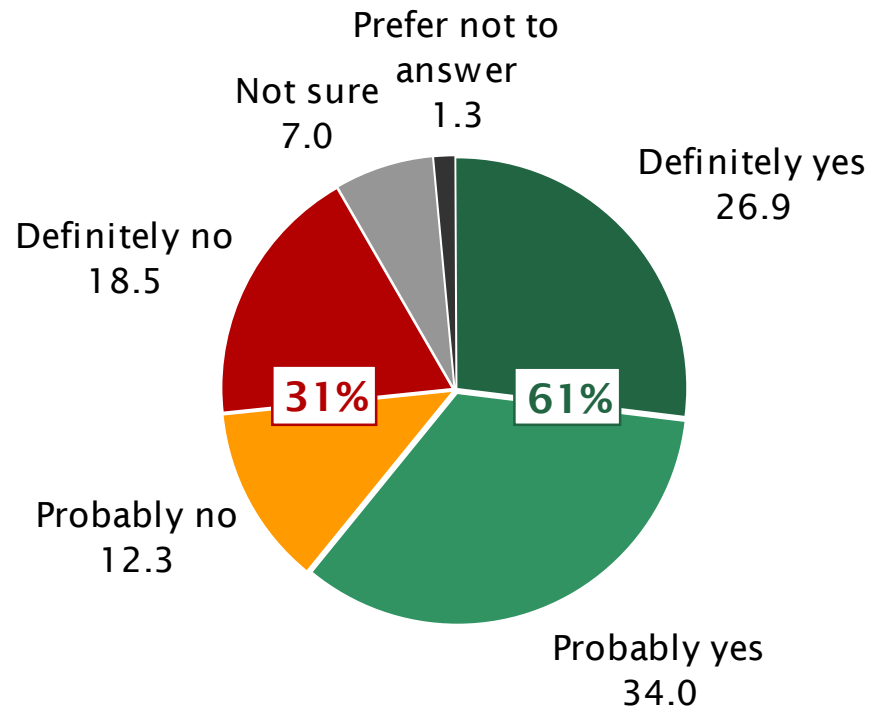
# NEGATIVE ARGUMENTS







# FINAL BALLOT TEST





# 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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