

BASELINE BOND SURVEY

CONDUCTED FOR
SAN BERNARDINO
COMMUNITY COLLEGE
DISTRICT

PRESENTED BY
TIMOTHY McLARNEY PH.D.

12/6/2017



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

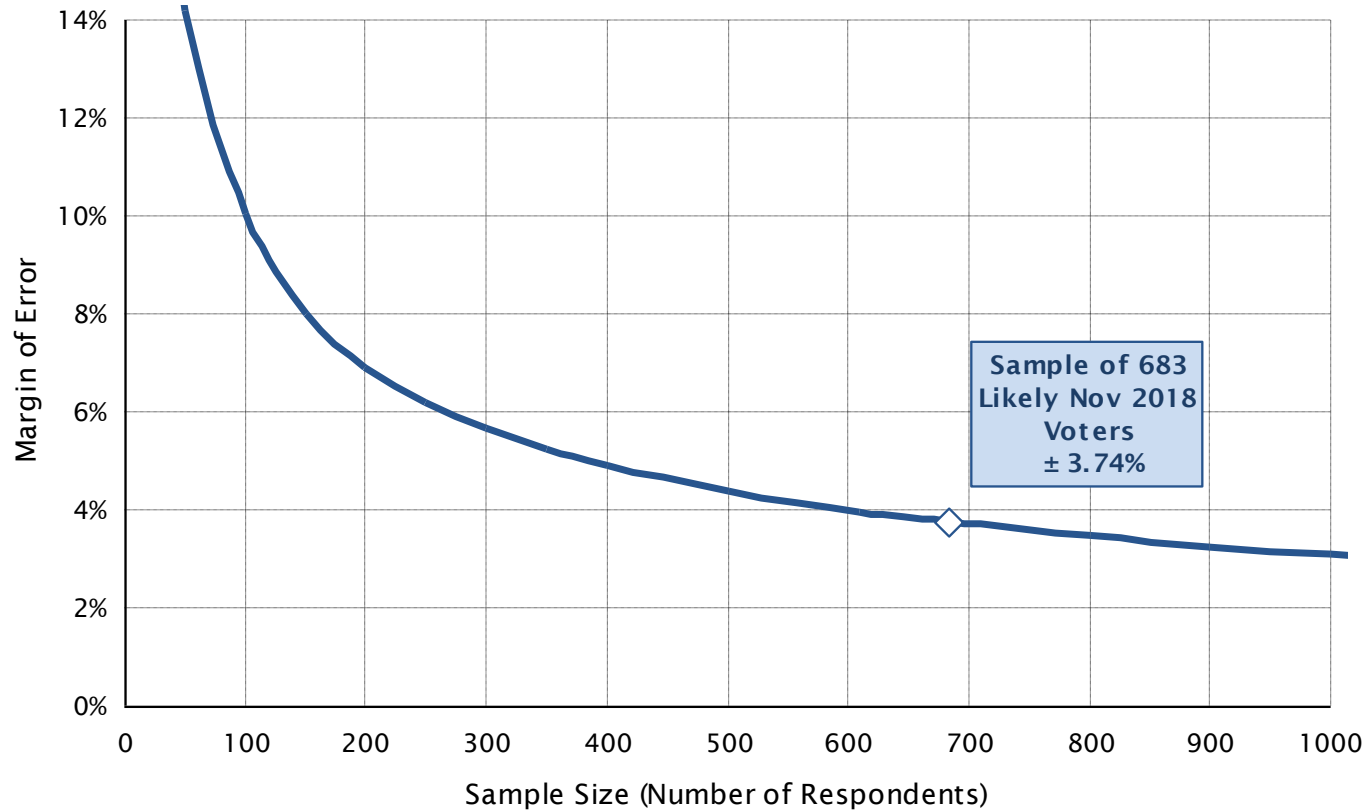
- Determine if a bond measure is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach



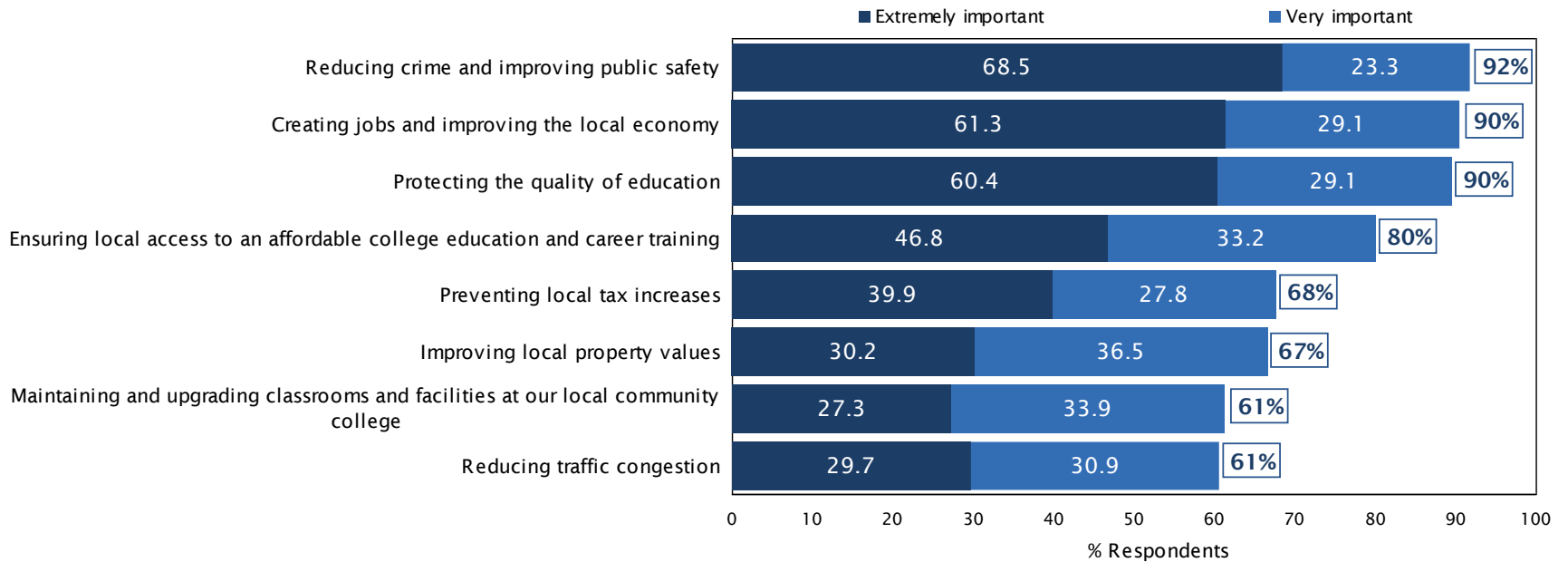
METHODOLOGY OF STUDY

- 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 $\pm 3.7\%$

MARGIN OF ERROR: +/- 3.7%



IMPORTANCE OF ISSUES





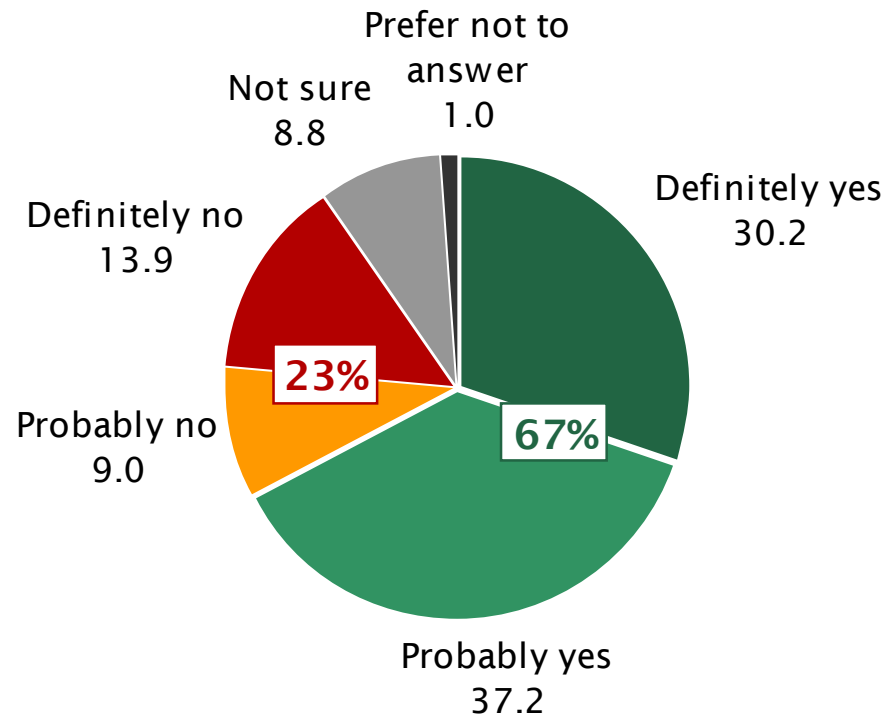
INITIAL BALLOT TEST

In order to:

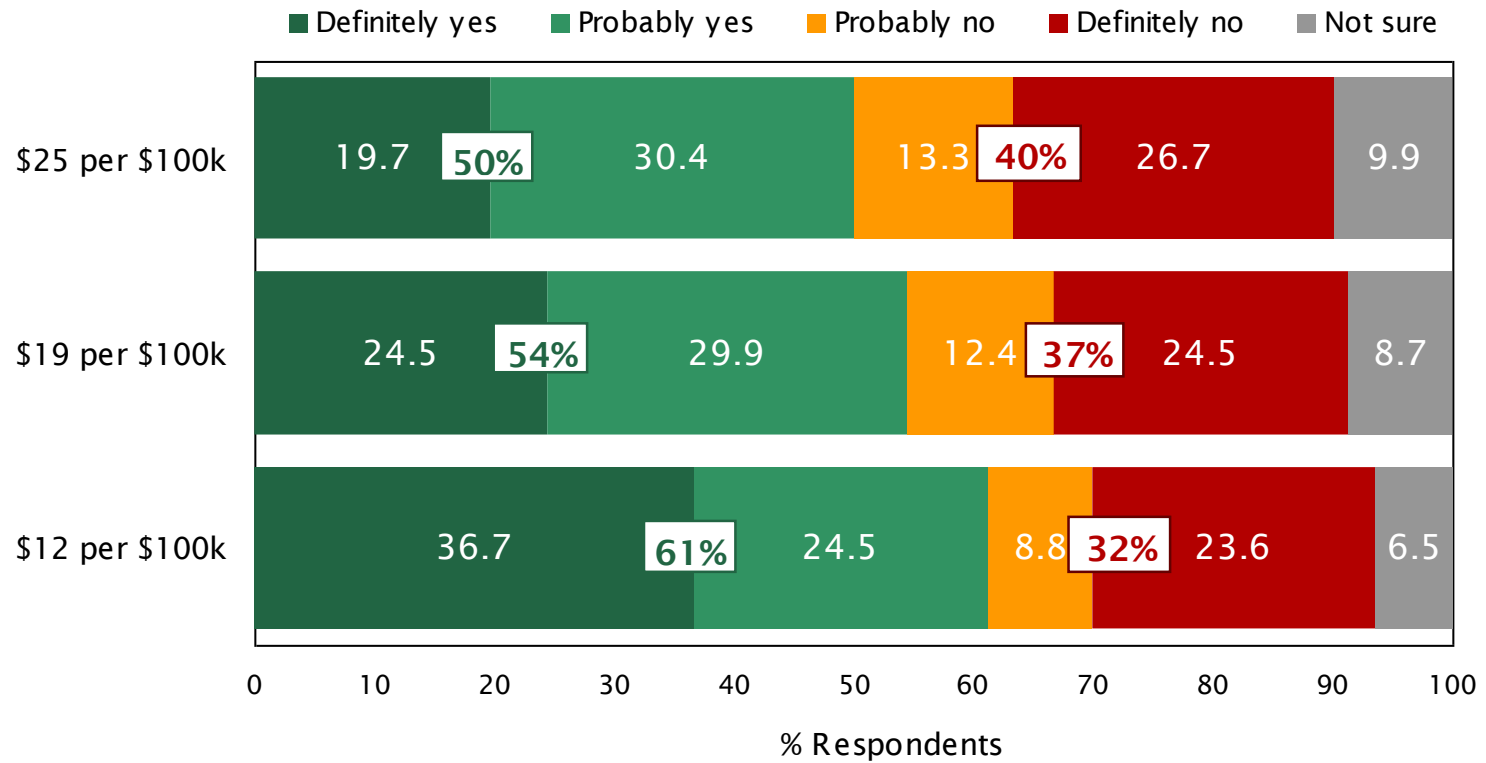
- Upgrade classrooms, labs and career training facilities at San Bernardino Valley College and Crafton Hills College for science, healthcare, technology, public safety, skilled trades, and other growing industries
- Improve local access to affordable, high quality education by repairing, constructing 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?

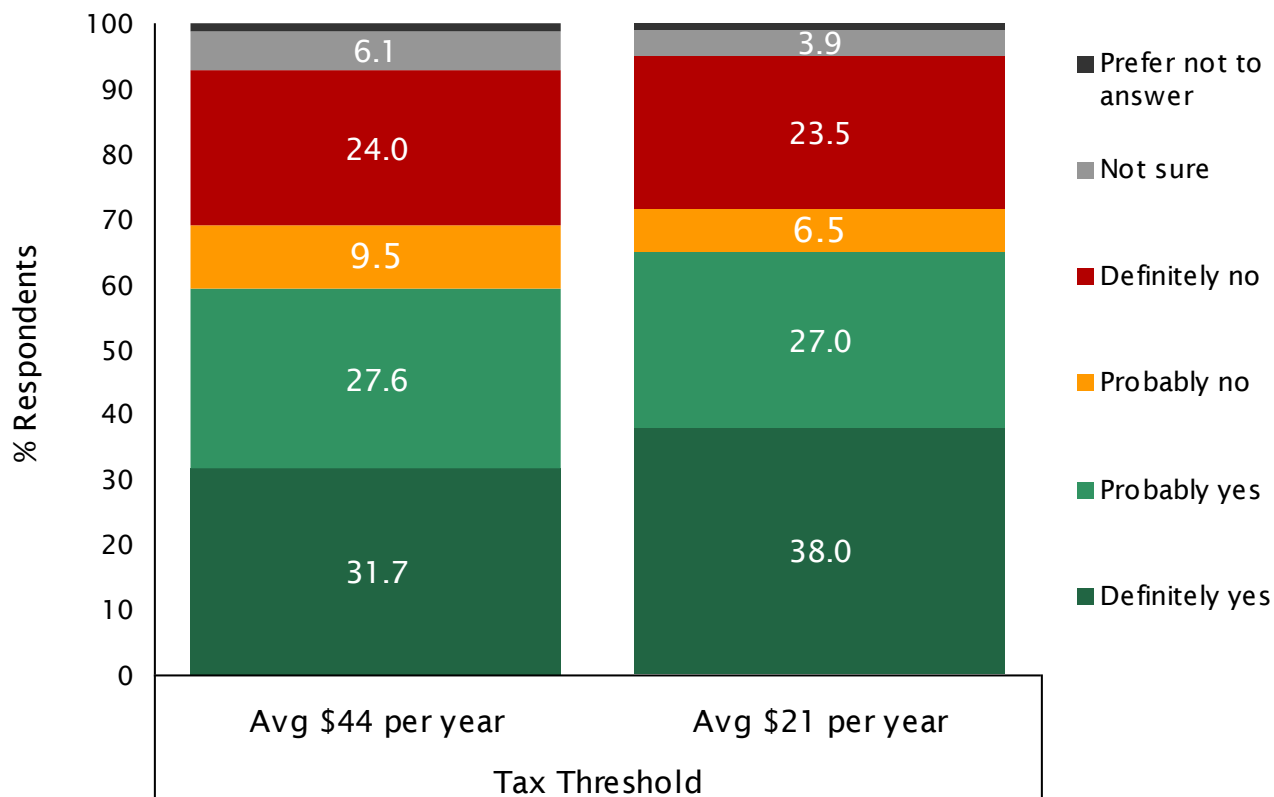
INITIAL BALLOT TEST



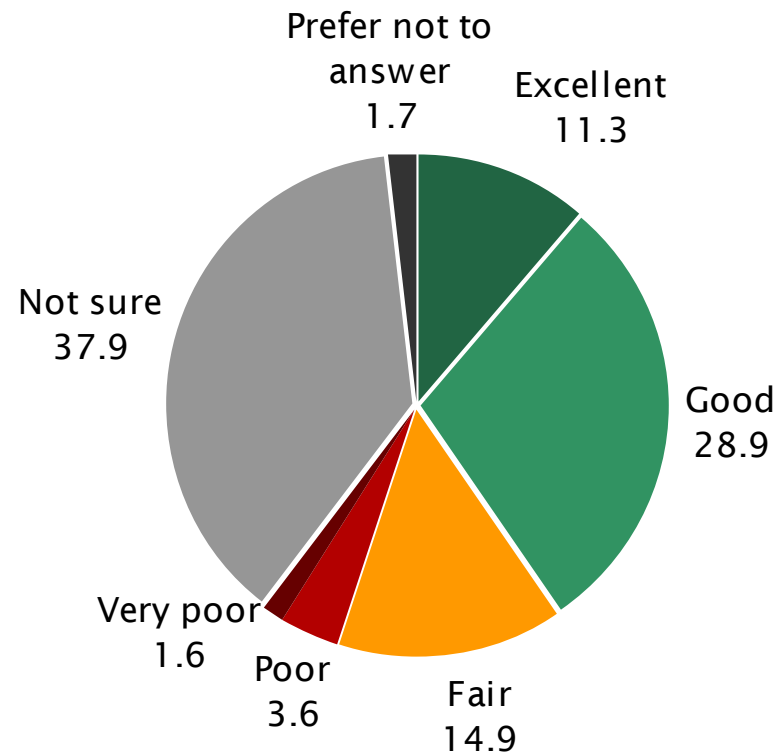
TAX THRESHOLD



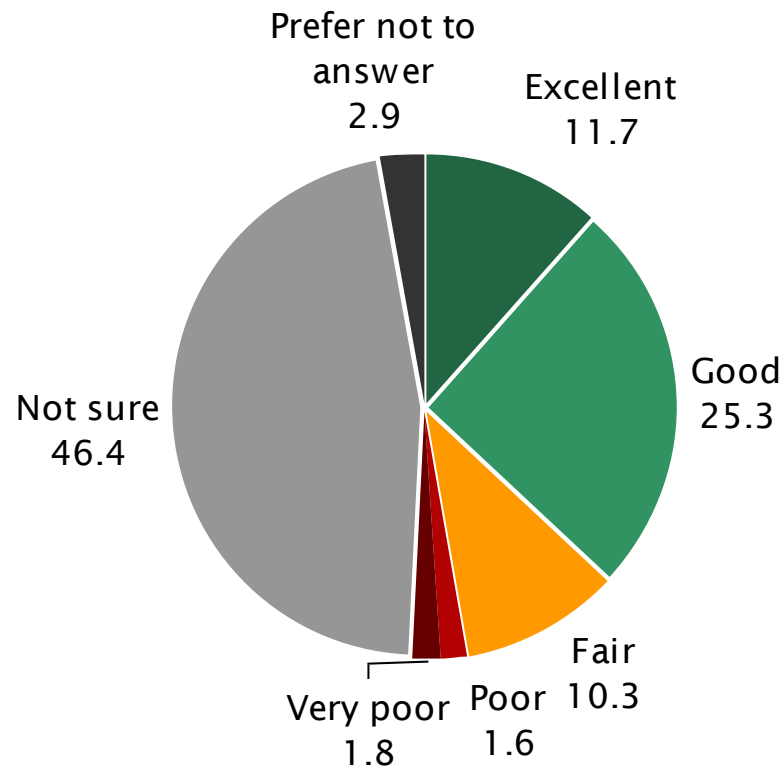
AVERAGE SUPPORT FOR MEASURE AT \$44 & \$21



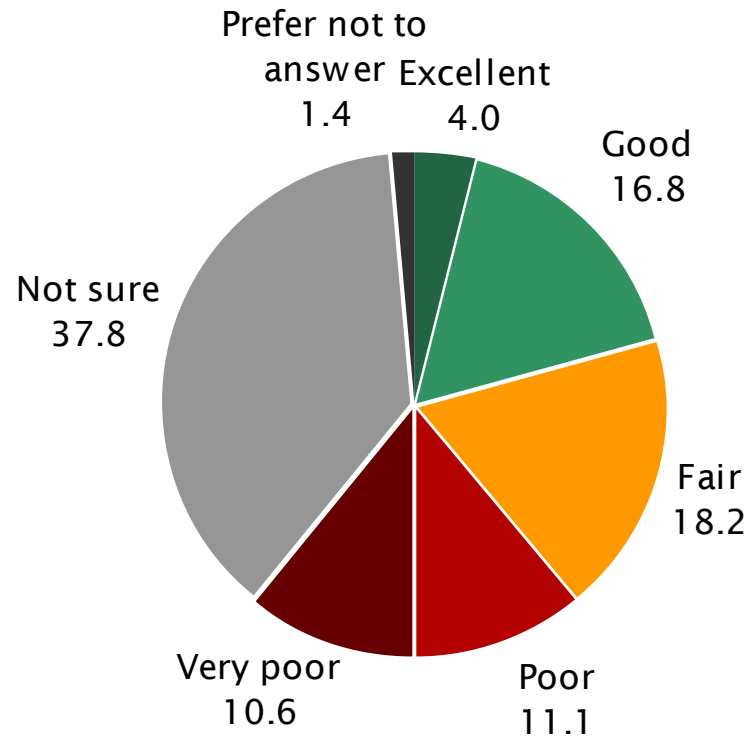
QUALITY OF EDUCATION PROVIDED BY SAN BERNARDINO VALLEY COLLEGE



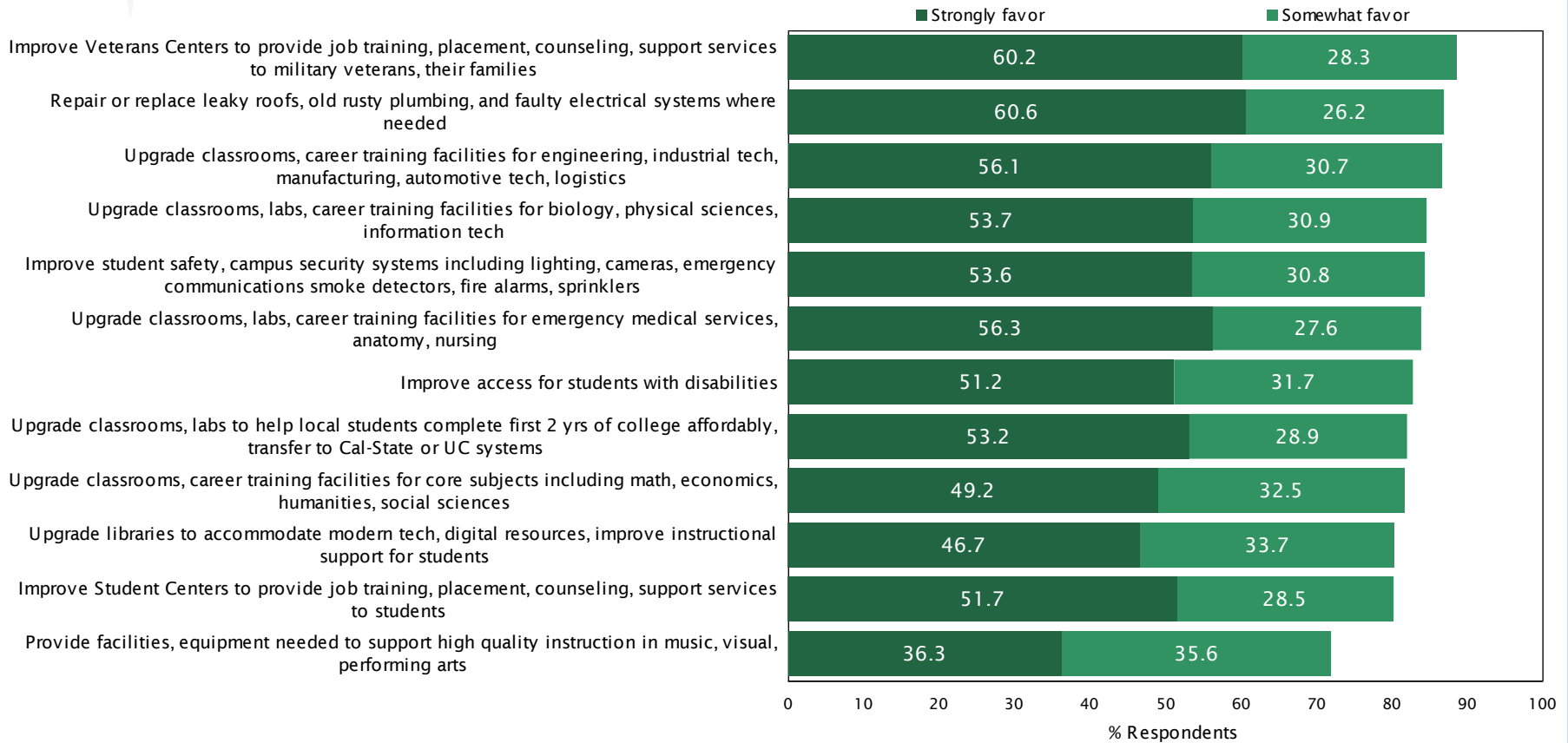
QUALITY OF EDUCATION PROVIDED BY CRAFTON HILLS COLLEGE



DISTRICT MANAGING FINANCES

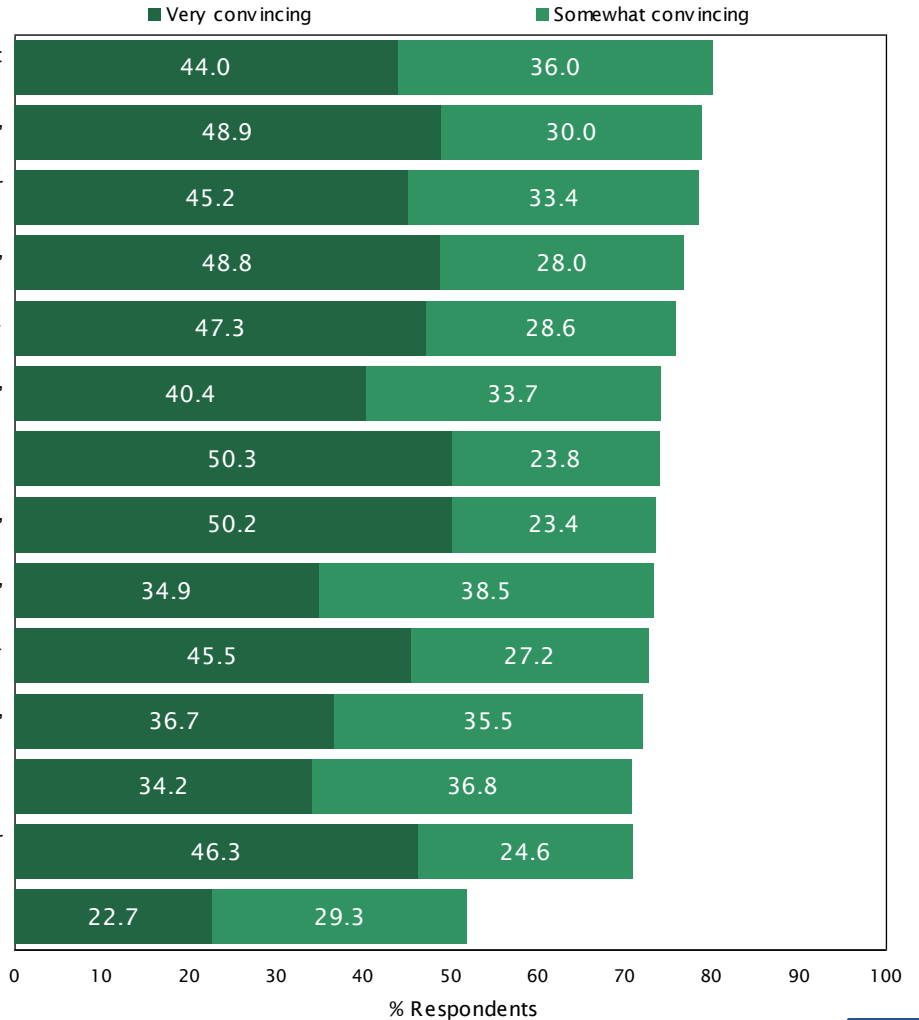


PROJECTS & PROGRAMS

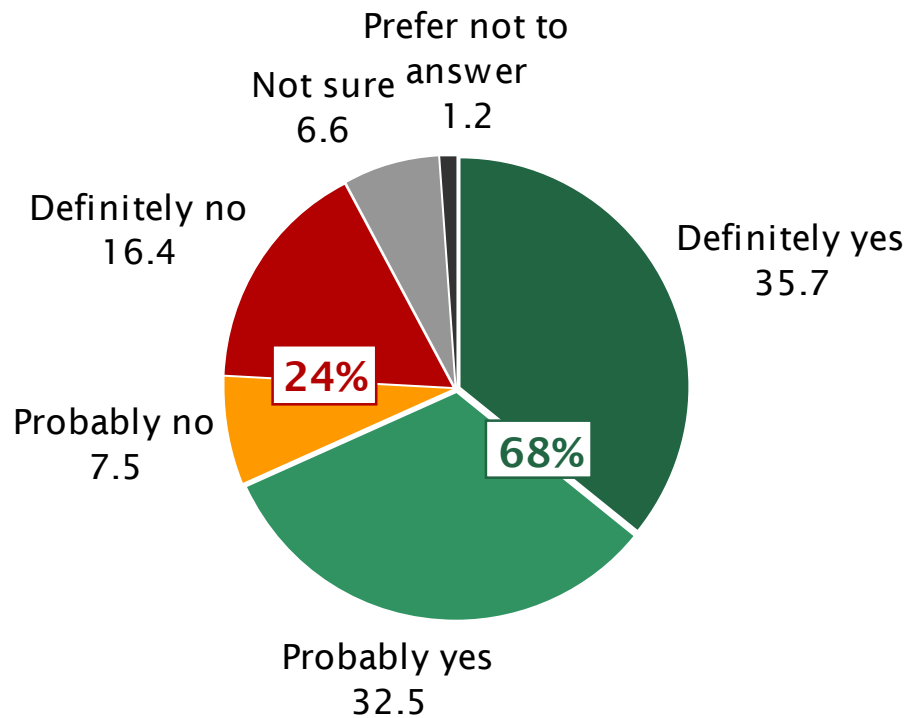


POSITIVE ARGUMENTS

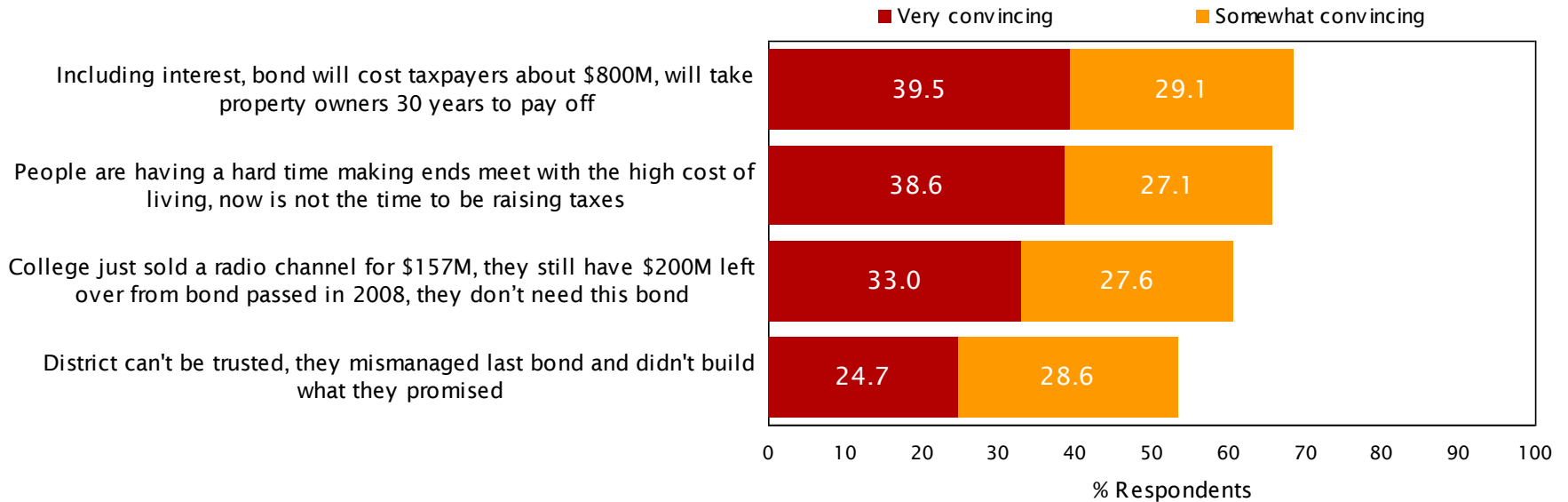
- Community colleges vital resource for community, educate healthcare professionals that serve medical needs, police, firefighters that keep us safe, workers who fuel economy
- Thousands of veterans returning from service need job training, placement, counseling, support services, improving Student, 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
- There will be a clear system of fiscal accountability
- 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



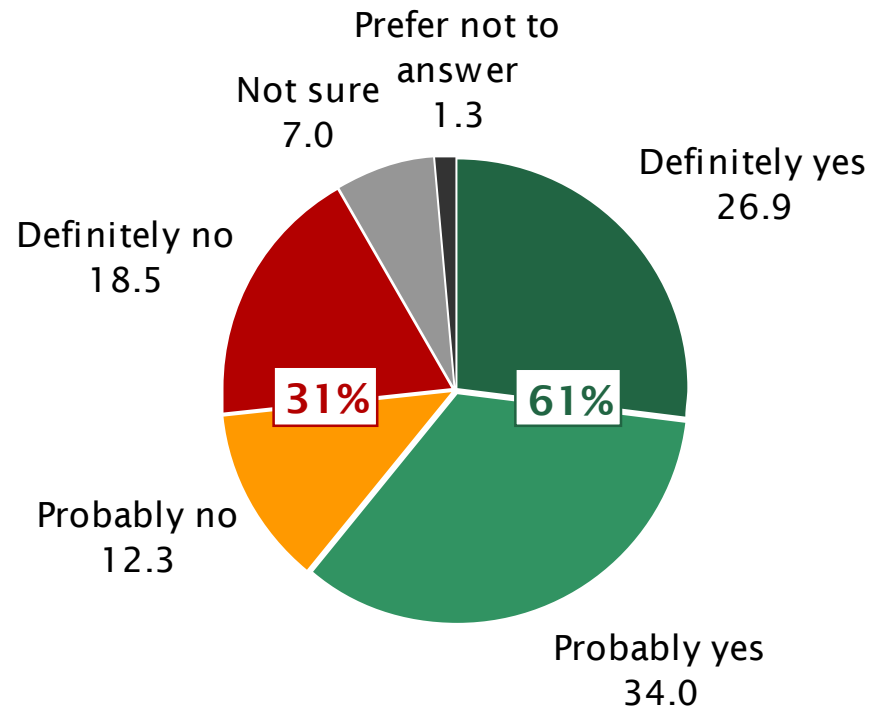
INTERIM BALLOT TEST



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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