San José · Evergreen
Community College District
Bond Measure Feasibility

Survey Conducted: February 14-21, 2016

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THE LEW EDWARDS GROUP
FM3
Methodology

- 800 telephone interviews with registered San Jose Evergreen Community College District voters likely to participate in the November 2016 election
  - Oversamples in each Trustee District to ensure at least 100 interviews in each area
  - Via landlines and cell phones
  - Conducted February 14-21, 2016

- Margin of sampling error +/-3.7% at the 95% confidence interval; +/-8.5% to 9.5% for each Trustee District

- Due to rounding, some percentages do not add up to 100%
Context for the Election and Perceptions of the District
About three-quarters feel their community is headed in the right direction.

Santa Clara County
- Right Direction: 77%
- DK/NA: 8%
- Wrong Track: 15%

The City of Milpitas
- Right Direction: 76%
- DK/NA: 7%
- Wrong Track: 17%

The City of San José
- Right Direction: 74%
- DK/NA: 6%
- Wrong Track: 20%

Q1. Thinking about ___ in general, would you say things are going in the right direction, or would you say they are off on the wrong track?
A remarkably high share of District voters identify their local colleges unaided.

*From what you know, is there a local community college that serves your area?*

- Yes, San José City College: 61%
- Yes, Evergreen Valley College: 28%
- Yes, other: 7%
- No: 2%
- Don't know/NA: 3%

Total Yes: 95%
Two-thirds have a personal connection to one of the colleges.

Have you, or someone in your immediate family, ever attended or taken a course at San José City College or Evergreen Valley College?
Both San José City College and Evergreen Valley College serve your area, which are within San José Evergreen Community College District. Please tell me if you think the colleges are doing an excellent job, a pretty good job, an only fair job, or a poor job.

- Excellent: 11%
- Pretty good: 58%
- Only fair: 9%
- Poor: 1%
- Don't know/NA: 20%

Nearly seven in ten say SJECCD is doing an excellent or good job.
Strong majorities see at least some need for funding local colleges, except the less-known Extension.

Q4. Generally speaking, would you say that ________________ has a great need for additional funding, some need, a little need, or no real need for additional funding?
Q8 c, f, g. I would like to mention some general statements about the San José Evergreen Community College District, which includes San José City College and Evergreen Valley College. Please tell me if you think each of the following statements are accurate or inaccurate.

Because the University of California and California State systems have become so expensive, more students are relying on local community colleges for their education. 93%

Because of the changing economy, classrooms and labs must be upgraded to provide students with access to the latest advances in computers and technology. 86%

Many San José City and Evergreen Valley College classrooms and buildings are deteriorating and in need of repairs and upgrades. 73%
A Potential Bond Measure
Q5. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?

Ballot Title and Summary

San José City College/Evergreen Valley College Job Training/Technology/Classroom Repair Measure.
To repair/upgrade classrooms to prepare students/veterans for jobs/university transfer by:

- Repairing/building nursing, engineering, vocational/technology/science/job training classrooms;
- Improving campus safety/earthquake safety/disabled access;
- Repairing deteriorating water/sewer lines;
- Acquiring/constructing/repairing sites/facilities/equipment;

Shall San José Evergreen Community College District issue $880 million in bonds at legal rates, no money for administrators’ salaries/pensions, requiring citizens oversight, independent audits, all funds used locally?
Q5. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?

The measure begins with strong and solid support.

- Definitely yes: 45%
- Probably yes: 29%
- Undecided, lean yes: 5%
- Undecided, lean no: 1%
- Probably no: 8%
- Definitely no: 8%
- Undecided: 4%

Total Yes: 78%
Total No: 17%

CONSULTANT WORKING DRAFT. NOT FOR PUBLICATION. CA GOVT CODE 6254.
The measure sees clear majority support in every party.

Initial Vote by Party

- **Total Yes**
  - Democrats: 82% (49% of sample)
  - Independents: 82% (29% of sample)
  - Republicans: 66% (22% of sample)

- **Total No**
  - Democrats: 13%
  - Independents: 15%
  - Republicans: 30%

- **Undecided**
  - Democrats: 5%
  - Independents: 3%
  - Republicans: 4%

Q5. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?
Though the June electorate is strongly in favor, November voters’ support is more robust.

Initial Vote by Likely June 2016 Voters & All Voters

- **Total Yes**
- **Total No**
- **Undecided**

**Likely June 2016 Voters**
- Total Yes: 72%
- Total No: 22%
- Undecided: 6%

**All Voters**
- Total Yes: 78%
- Total No: 17%
- Undecided: 4%

Q5. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?
Support is at or above seven in ten in every trustee district.

Initial Vote by Trustee District

Q5. If the vote on this measure were held today, would you vote in favor, or no to oppose it?
The perception of funding needed correlates with bond measure vote.

Initial Vote by Community College District Need for Funding

Q5. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?
Bond Measure
Structure and Priorities
Support for the measure is significant regardless of the dollar amount.

Q5. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?

Q6. What if this bond measure were for ______________, instead of $880 million? If that were the case, would you vote yes in favor of it, or no to oppose it?
More than three-quarters see classroom upgrades, veterans, job training, and repairs as very important.

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<tr>
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</thead>
<tbody>
<tr>
<td>Upgrading classrooms and labs for science, technology, and engineering fields</td>
<td>19%</td>
<td>64%</td>
<td>13%</td>
<td></td>
<td>83%</td>
</tr>
<tr>
<td>Preparing students to transfer to four-year colleges and universities</td>
<td>21%</td>
<td>61%</td>
<td>14%</td>
<td></td>
<td>82%</td>
</tr>
<tr>
<td>Improving classrooms for nursing, engineering, and other technical vocational career education programs</td>
<td>17%</td>
<td>64%</td>
<td>15%</td>
<td></td>
<td>81%</td>
</tr>
<tr>
<td>Improving educational resources for veterans</td>
<td>19%</td>
<td>59%</td>
<td>17%</td>
<td>6%</td>
<td>78%</td>
</tr>
<tr>
<td>Removing asbestos and lead paint</td>
<td>20%</td>
<td>57%</td>
<td>15%</td>
<td>8%</td>
<td>77%</td>
</tr>
<tr>
<td>Improving campus safety and security</td>
<td>19%</td>
<td>58%</td>
<td>18%</td>
<td>5%</td>
<td>77%</td>
</tr>
<tr>
<td>Repairing classrooms to prepare students, veterans, and workers for jobs</td>
<td>16%</td>
<td>60%</td>
<td>21%</td>
<td></td>
<td>76%</td>
</tr>
</tbody>
</table>

Q9. I am going to read you a list of types of projects that could be funded or provisions that could be funded in 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? Split Sample
Messaging and Movement
Q10. I’m going to read some statements from supporters of this measure. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote “yes” on this measure. *Not part of Split Sample

(AFFORDABLE) The cost to attend California’s public universities has risen to at least six times that of attending a community college. As a result, more local students and their families rely on their local community college to save tens of thousands of dollars. Passing this measure increases opportunities for local students to earn college credits and certifications, learn job skills at a reasonable price, and transfer to four-year colleges and universities.

(JOBS) Our local community colleges provide essential job training for students, veterans, and local residents – successfully preparing them to move on to become part of our local workforce. This measure will upgrade classrooms, facilities, and technology to expand access to training programs that help students learn new skills and find better paying jobs in business, biotechnology, nursing, engineering, and other high-demand careers.

(TRANSFER) Our local community colleges provide excellent training that prepares to students to transfer to UC and Cal State schools to complete their Bachelor’s degrees. Our local colleges also allow high school students to get a jump start on earning college credit by taking college courses before they even graduate. This measure will ensure that these colleges can continue to offer this caliber of education while saving families money on the first few years of tuition.

(VOCATIONAL CAREER TECH) San José City College and Evergreen Valley College provide critical career technical and vocational education to prepare students for in-demand careers in nursing, biotechnology, healthcare services, and engineering. This measure will prepare our students for high-paying twenty-first century jobs.
Q10. I’m going to read some statements from supporters of this measure. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote “yes” on this measure. ^Not part of Split Sample

**Messages**

**(VETERANS)** The San José City and Evergreen Valley Colleges have served hundreds of military veterans, many of whom have recently returned from war zones and face challenges, including post-traumatic stress disorder and permanent disability. This measure will upgrade and expand veteran services and job training so returning Service members receive the support they need to complete their education and enter the civilian workforce.

**(REPAIRS)** Many of the buildings, classrooms, science labs, and job training equipment at the San José City and Evergreen Valley Colleges are deteriorating and outdated. This measure will address urgent and basic repairs -such as removing asbestos and lead paint, upgrading electrical wiring, gas and sewer lines, fixing leaky roofs, and improving earthquake safety to make our local colleges clean and safe for learning.

**(SILICON VALLEY JOBS)** Our local community colleges are at the heart of Silicon Valley. With the technology industry seeing explosive job growth, there is a strong demand for a highly skilled workforce. This measure will ensure local students develop the skills required to be competitive for these high-paying jobs.

**(SAFETY)** This measure will help make our local community colleges safer places for students to learn. Funds will be used to upgrade campus security and emergency communications systems, campus lighting, signage, cameras, and door locks ensuring the safety and security of students.

**(ACCOUNTABILITY)** This bond measure includes strict accountability requirements, including independent annual financial and performance audits to make sure all funds are used effectively, efficiently, and as promised. Furthermore, all funds will be used locally and no funds can be used for administrator salaries and pensions.
Q10. I'm going to read some statements from supporters of this measure. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote “yes” on this measure. *Not part of Split Sample

<table>
<thead>
<tr>
<th></th>
<th>Very Conv.</th>
<th>Smwt. Conv.</th>
<th>Overall %</th>
</tr>
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<tbody>
<tr>
<td>Affordable</td>
<td>59%</td>
<td>34%</td>
<td>93%</td>
</tr>
<tr>
<td>Jobs</td>
<td>34%</td>
<td>57%</td>
<td>91%</td>
</tr>
<tr>
<td>Transfer</td>
<td>51%</td>
<td>38%</td>
<td>89%</td>
</tr>
<tr>
<td>Vocational Career Tech</td>
<td>44%</td>
<td>45%</td>
<td>89%</td>
</tr>
<tr>
<td>^Veterans</td>
<td>54%</td>
<td>34%</td>
<td>88%</td>
</tr>
<tr>
<td>^Repairs</td>
<td>30%</td>
<td>57%</td>
<td>87%</td>
</tr>
<tr>
<td>Silicon Valley Jobs</td>
<td>29%</td>
<td>57%</td>
<td>86%</td>
</tr>
<tr>
<td>Safety</td>
<td>29%</td>
<td>56%</td>
<td>85%</td>
</tr>
<tr>
<td>Accountability</td>
<td>47%</td>
<td>35%</td>
<td>82%</td>
</tr>
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</table>
Conclusions
Q5, Q11 & Q13. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?

<table>
<thead>
<tr>
<th></th>
<th>Initial Vote</th>
<th>After Informational Messages</th>
<th>Final Vote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Yes</td>
<td>78%</td>
<td>78%</td>
<td>75%</td>
</tr>
<tr>
<td>Total No</td>
<td>17%</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Undecided</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Conclusions

- An $880 million bond measure stands an excellent chance at the ballot box in either a June or November election, with significant support across all major demographic groups.
- Most District voters can name one of the colleges unaided, and two-thirds (66%) have a personal connection to the schools.
- Nearly seven in ten (69%) feel the District is doing an excellent or good job. Large majorities see the colleges and the District as having at least some need for more funding.
- Voters see the colleges’ Big Picture value: affordability and job training resonate as a reason to vote for the measure.
- While a variety of repair and upgrade projects are seen as very important to voters, there is relatively little intensity around these. Connecting measure funds to job training and veterans’ services is appealing.
Questions & Discussion
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