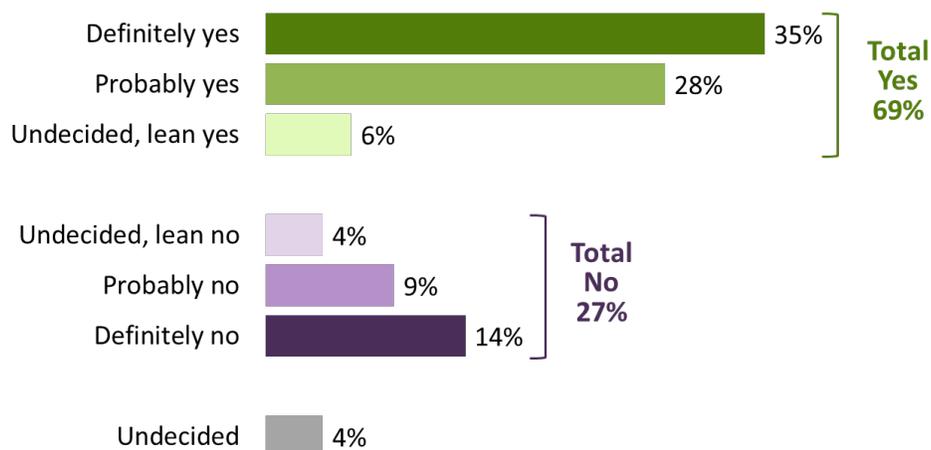**TO**   Interested Parties

FROM   Curtis Below and Miranda Everitt
                  FM3 Research

RE: San Jose-Evergreen Community College District Survey Results

DATE   November 19, 2019

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of voters in the San Jose-Evergreen Community College District (SJECCD) to assess their attitudes about the District and potential ballot measures to provide additional funding.[i] **The poll found strong support for two potential measures to support SJECCD and its students, with a voters placing particular value on retaining quality faculty and keeping college affordable.**

Key findings include:

- **Seven in ten support a potential bond measure (55% requirement for passage), with one-third strongly in favor.** Survey respondents were presented with potential ballot measure language for a $858 million bond measure (shown after Figure 1 on the next page). Nearly seven in ten (69%) supported it, with more than one-third (35%) saying they would "definitely" vote "yes." After hearing both supportive and critical statements regarding the measure, seven in ten (71%) continued to express support.

Figure 1: Initial Support for a Potential Education Bond Measure

Definitely yes	35%
Probably yes	28%
Undecided, lean yes	6%

Total Yes 69%

Undecided, lean no	4%
Probably no	9%
Definitely no	14%

Total No 27%

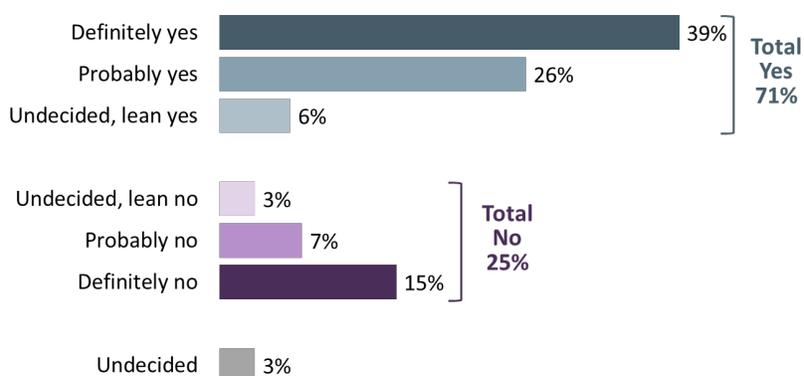|	
Undecided	4%

SAN JOSÉ-EVERGREEN COMMUNITY COLLEGE DISTRICT CAREER, COLLEGE TRANSFER, CLASSROOM REPAIR, SAFETY MEASURE. To upgrade facilities preparing students/veterans for university transfer and careers like healthcare, technology, engineering/ sciences, and to recruit/retain quality faculty by modernizing/repairing aging classrooms, technology/science labs; and acquiring, constructing, repairing, facilities/equipment, sites; shall San José-Evergreen Community College District's measure authorizing $858 million in bonds at legal rates, levying 1.75 cents per $100 assessed valuation, raising approximately $53 million annually while bonds are outstanding, with audits/ no money for administrators' salaries, be adopted?

- **At the same time, seven in ten also expressed support for an education parcel tax.** A parcel tax, which requires a two-thirds "yes" vote for approval, also had support from seven in ten survey respondents (71%). The share who said they would "definitely" vote "yes" was two in five (39%), with just one-quarter (25%) opposed. Throughout an exchange of supportive and critical statements related to the measure, this support remained consistently high, with a ceiling of 79 percent "yes."

Figure 2: Initial Support for a Potential Education Parcel Tax

SAN JOSÉ-EVERGREEN COMMUNITY COLLEGE DISTRICT CAREER TRAINING/ STUDENT SERVICES MEASURE. To provide locally controlled funding for community colleges to attract/retain quality faculty; provide assistance with food, housing, fees, books and transportation so that students can complete their degrees; prepare students for transfer to UC and CSU schools, career/job training, shall San José-Evergreen Community College District's measure levying $38 per parcel for 9 years, raising $9.5 million annually, be adopted with citizens' oversight, all funds used locally?

Definitely yes	39%
Probably yes	26%
Undecided, lean yes	6%

Total Yes 71%

Undecided, lean no	3%
Probably no	7%
Definitely no	15%

Total No 25%

Undecided	3%

- **Broad majorities prioritized and valued faculty retention, better preparation for college and careers, partnerships with employers and supporting vulnerable students.** Specific priorities included: faculty retention, ensuring college affordability (partnerships that make college more affordable), supporting students who are facing homelessness and hunger and upgrading classroom technology to prepare students for careers or transfer to four-year institutions like California State University and University of California schools. Basic repairs and resources for veterans were also high-ranking priorities.

In sum, San Jose-Evergreen Community College District voters offer strong and broad support for local funding solutions for the November 2020 ballot. Investments in faculty retention, college affordability, support for vulnerable students and basic repairs and upgrades to classrooms are clearly broadly valued.

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[i] **Methodology:** From Oct. 30-Nov. 6, 2019, FM3 completed 800 interviews (online and via landline and cell phones) with randomly selected likely November 2020 voters in San Jose-Evergreen Community College District. The margin of sampling error for the study is +/-3.5% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.