

Highlights of 2019 San José-Evergreen Community College District Community Survey

Survey Conducted:
October 30 – November 7, 2019




OPINION
RESEARCH
& STRATEGY




Survey Methodology


800 interviews with San José-Evergreen Community College District voters likely to participate in the November 2020 election



Conducted October 30-November 6, 2019, online and via landline and cell phones in English, Spanish and Mandarin



Margin of sampling error of +/-3.5% at the 95% confidence interval; +/-4.9% for half-samples



Due to rounding, some percentages do not add up to 100%

Research Approach

- Respondents were asked about a variety of education needs and themes
- Respondents were asked about the typical communications modes they use
- Respondents also heard two education measures, in rotated order:
 - An education parcel tax
 - An education bond measure

Reactions to Potential San José-Evergreen CCD Education Measures

Hypothetical Education Bond Measure Tested

(55% Vote Required for Passage)

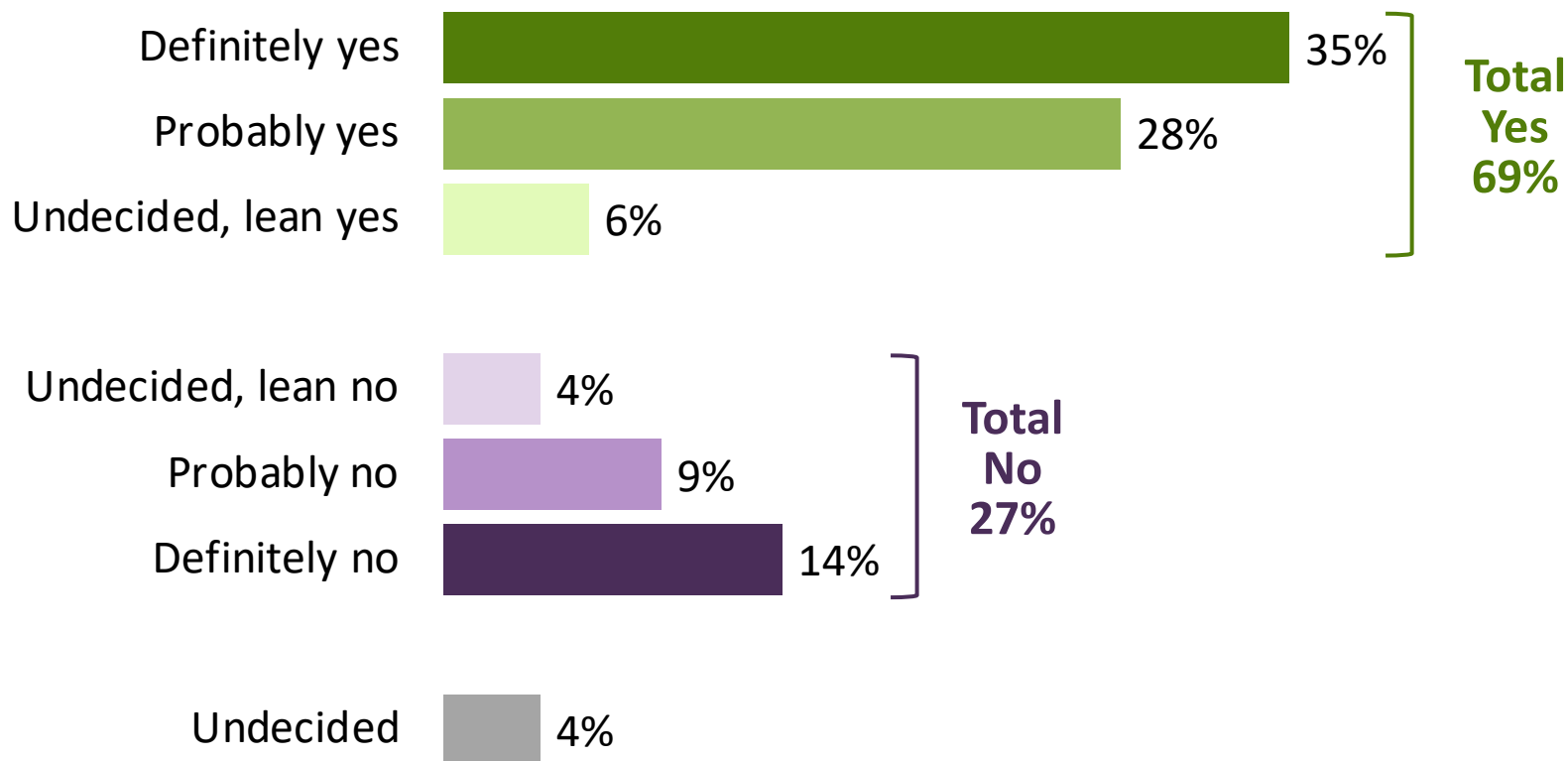
SAN JOSÉ-EVERGREEN COMMUNITY COLLEGE DISTRICT CAREER, COLLEGE TRANSFER, CLASSROOM REPAIR, SAFETY MEASURE. To upgrade facilities preparing students/veterans for university transfer and careers like healthcare, technology, engineering/ sciences, and to recruit/retain quality faculty by

- Modernizing/repairing aging classrooms, technology/science labs; and
- Acquiring, constructing, repairing, facilities/equipment, sites;

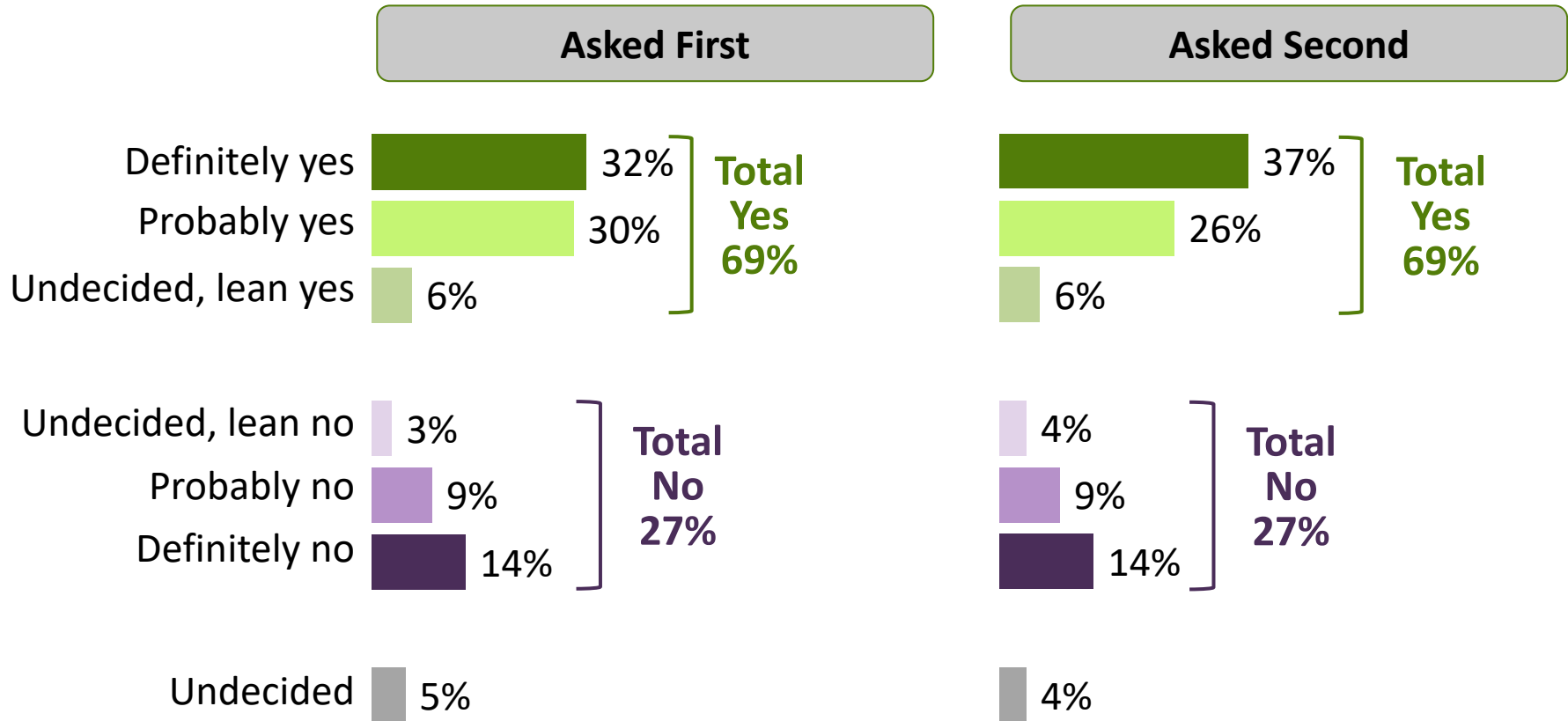
Shall San José-Evergreen Community College District's measure authorizing \$858 million in bonds at legal rates, levying 1.75 cents per \$100 assessed valuation, raising approximately \$53 million annually while bonds are outstanding, with audits/ no money for administrators' salaries, be adopted?

Seven in ten initially supported a bond measure, with one-third strongly in favor.

(Combined Results)



Overall “yes” vote shares were consistent whether respondents heard it first or second...



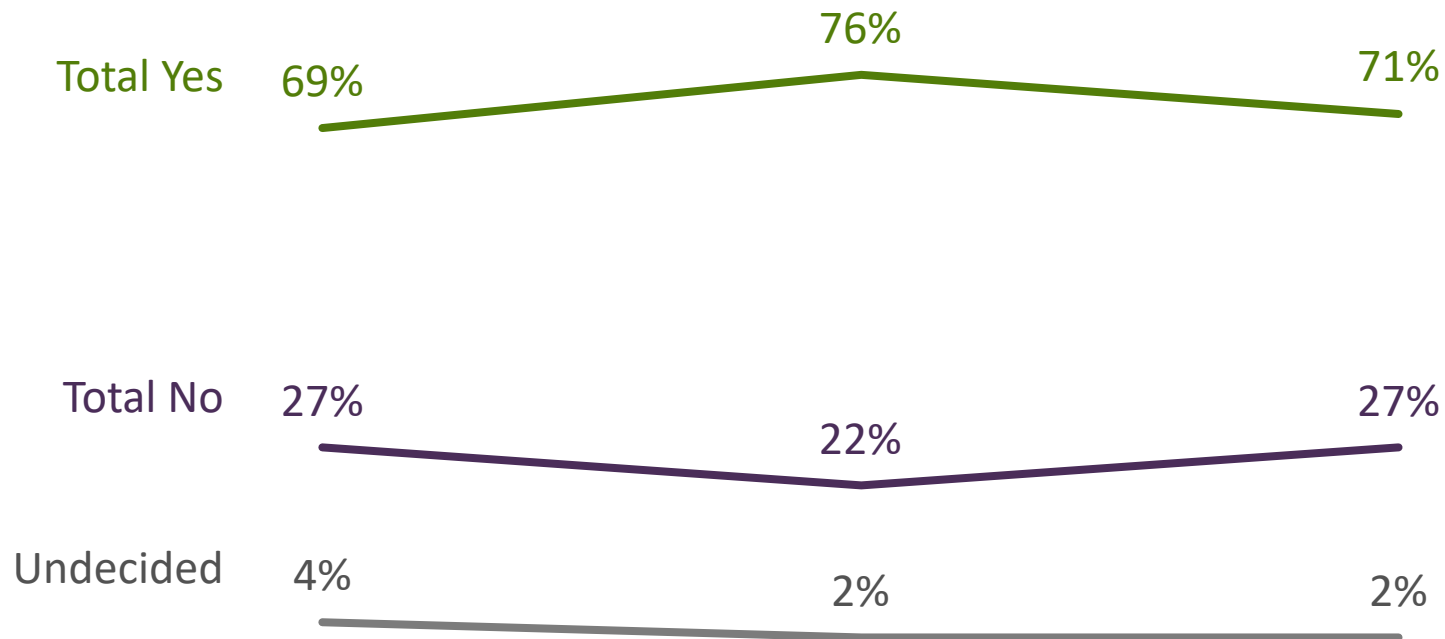
...and support was consistently high over the course of the survey.

(Bond Measure)

Initial Test

Second Test

Third Test



Hypothetical Education Parcel Tax Tested

(66.7% Vote Required for Passage)

SAN JOSÉ-EVERGREEN COMMUNITY COLLEGE DISTRICT CAREER TRAINING/ STUDENT SERVICES MEASURE.

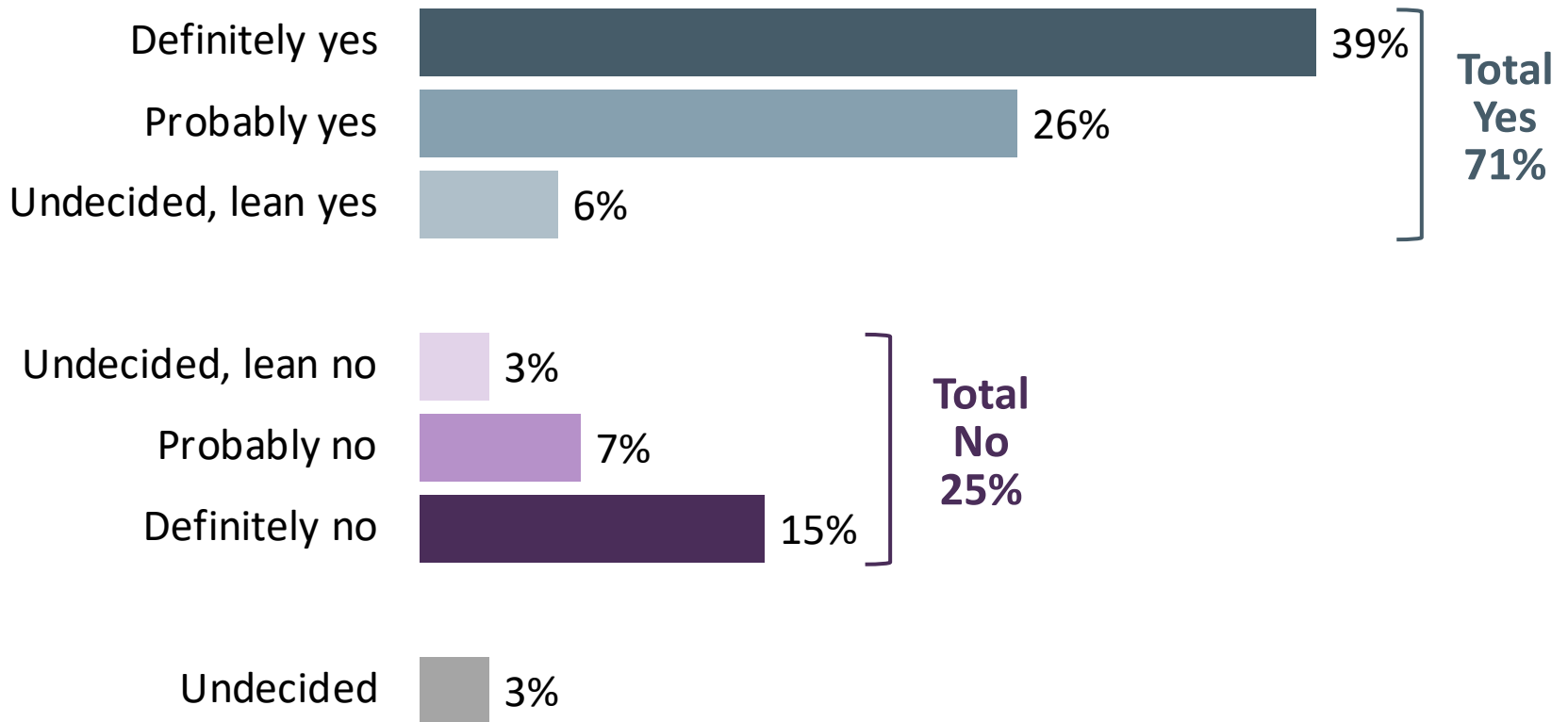
To provide locally controlled funding for community colleges to

- 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,

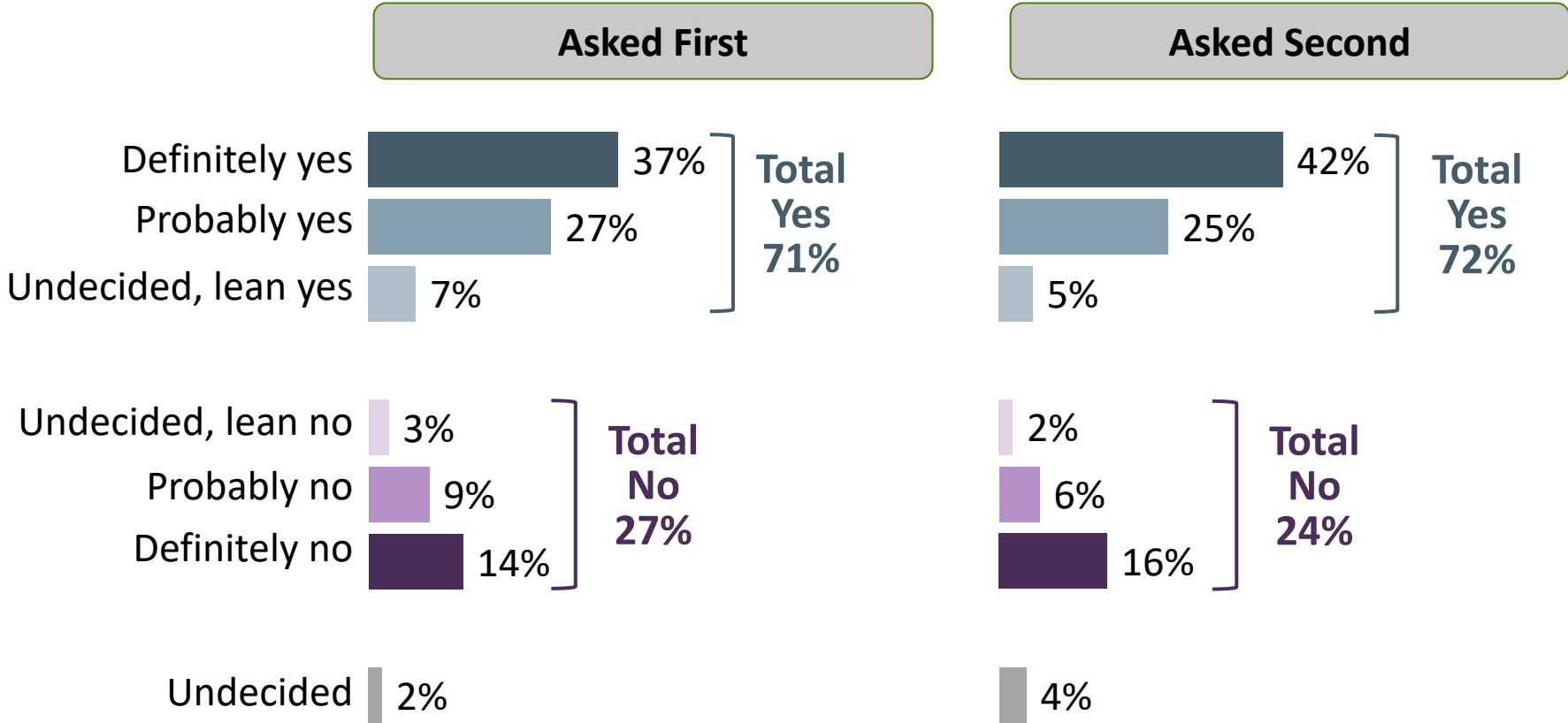
Shall San José-Evergreen Community College District's measure levying \$38 per parcel for 9 years, raising \$9.5 million annually, be adopted with citizens' oversight, all funds used locally?

Seven in ten also expressed support for an education parcel tax, with strong support from two in five.

(Combined Results)



It did not matter whether respondents heard the parcel tax first or second...



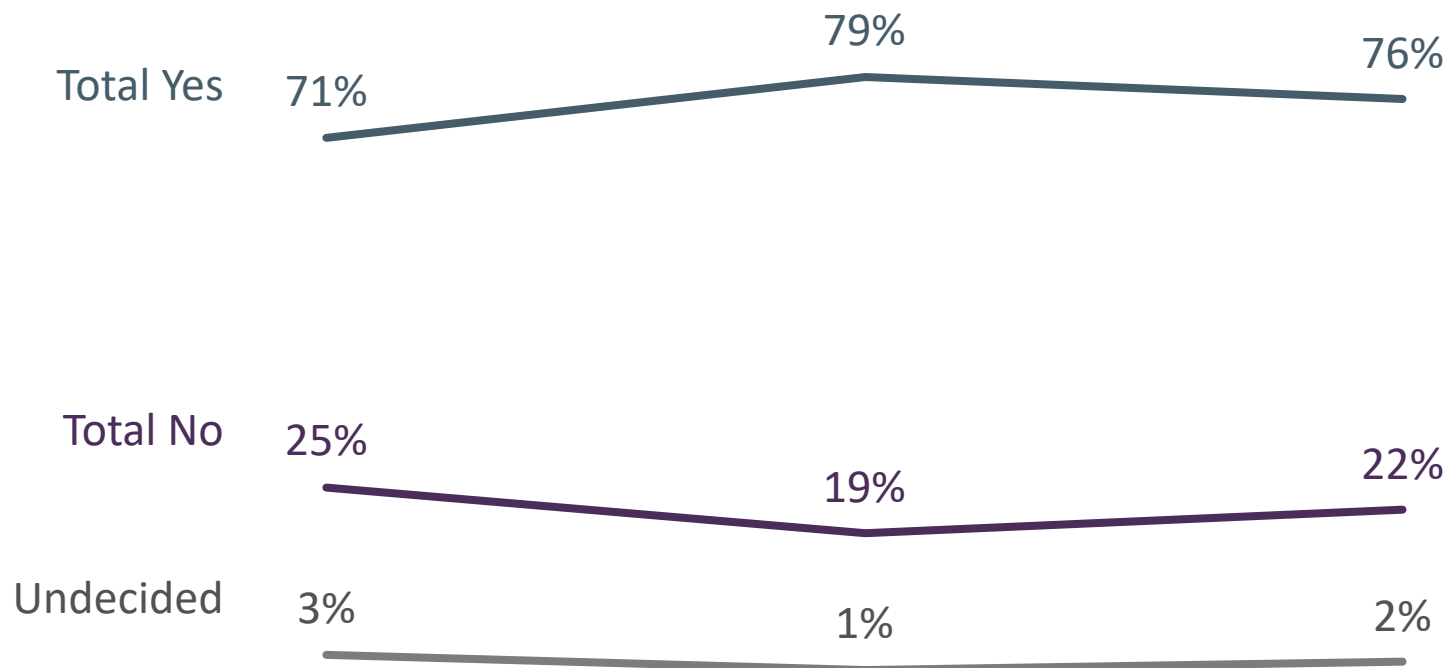
...and support was also consistently high over the course of the survey.

(Parcel Tax)

Initial Test

Second Test

Third Test

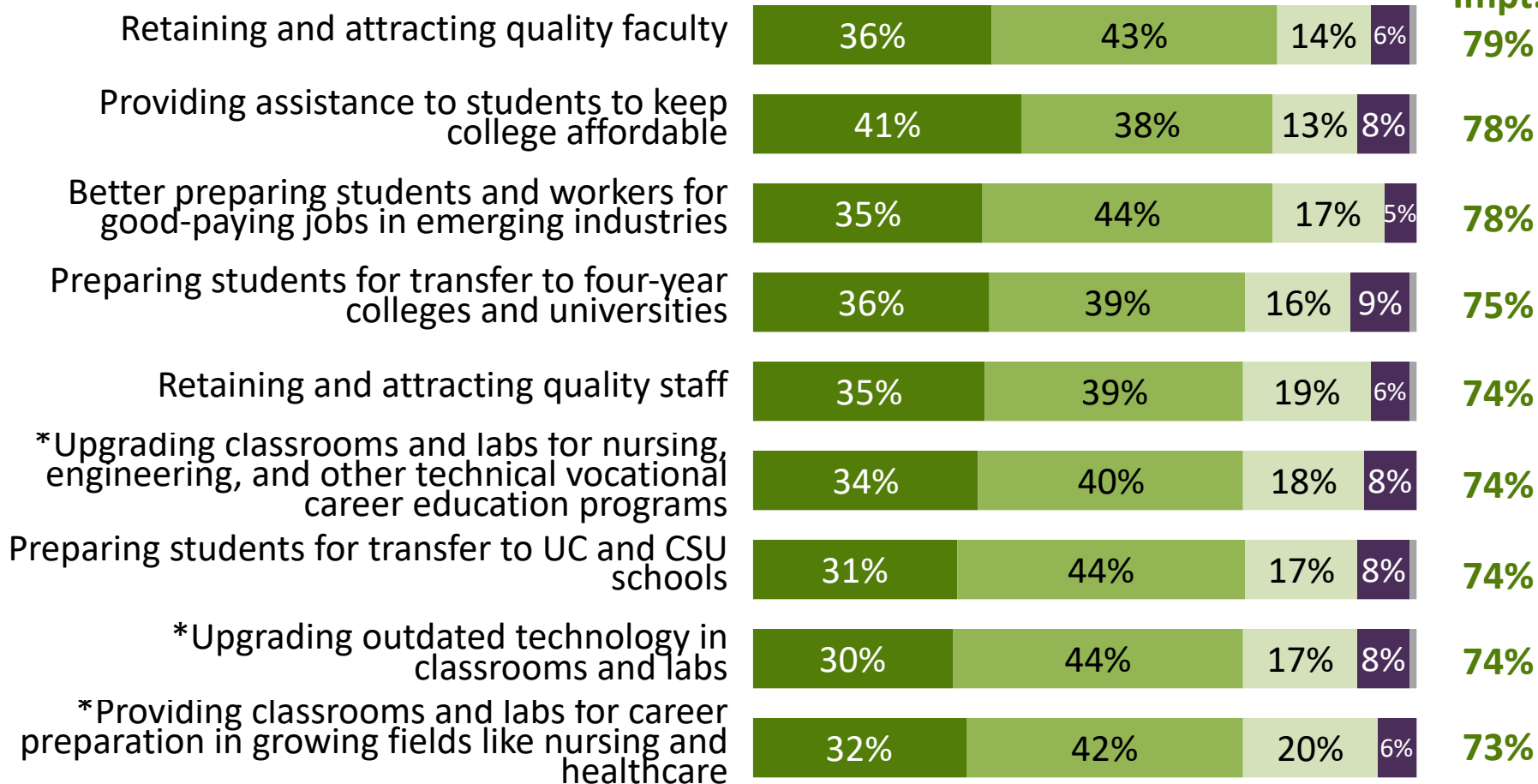


Education Priorities & Structural Elements of the Measure

Broad majorities value faculty retention, and better preparation for college and career.

(All Voters & Bond Measure Only)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't know **Ext./Very Impt.**



Q. I am going to read you a list of types of projects that could be funded or provisions that could be included in these measures. Please tell me how important it is to you personally: extremely important, very important, somewhat important, or not too important? Split Sample,

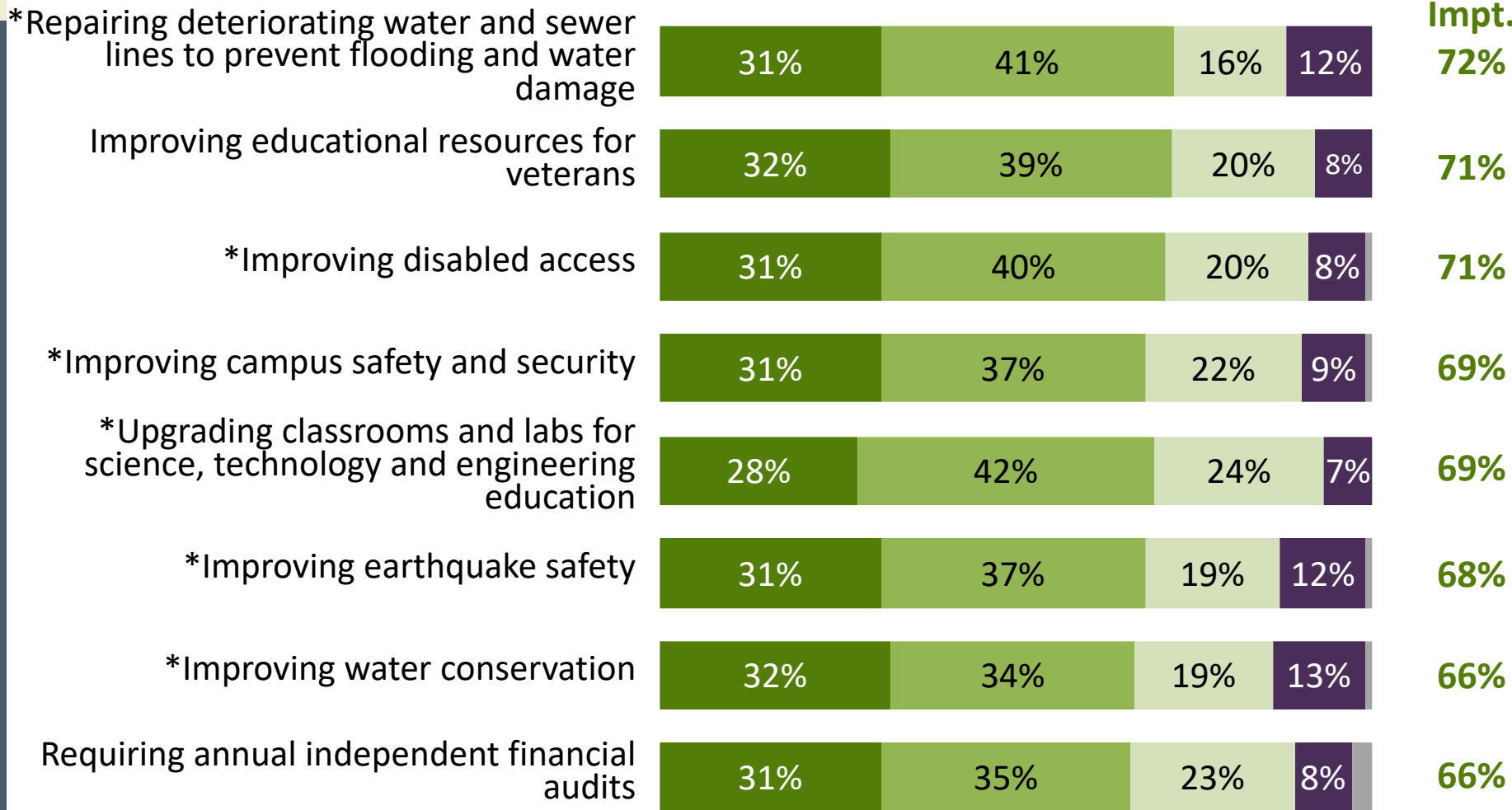
*Bond Measure Only

Two-thirds or more value basic repairs, safety and access for people with disabilities.

(All Voters & Bond Measure Only)

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Ext./Very Impt.



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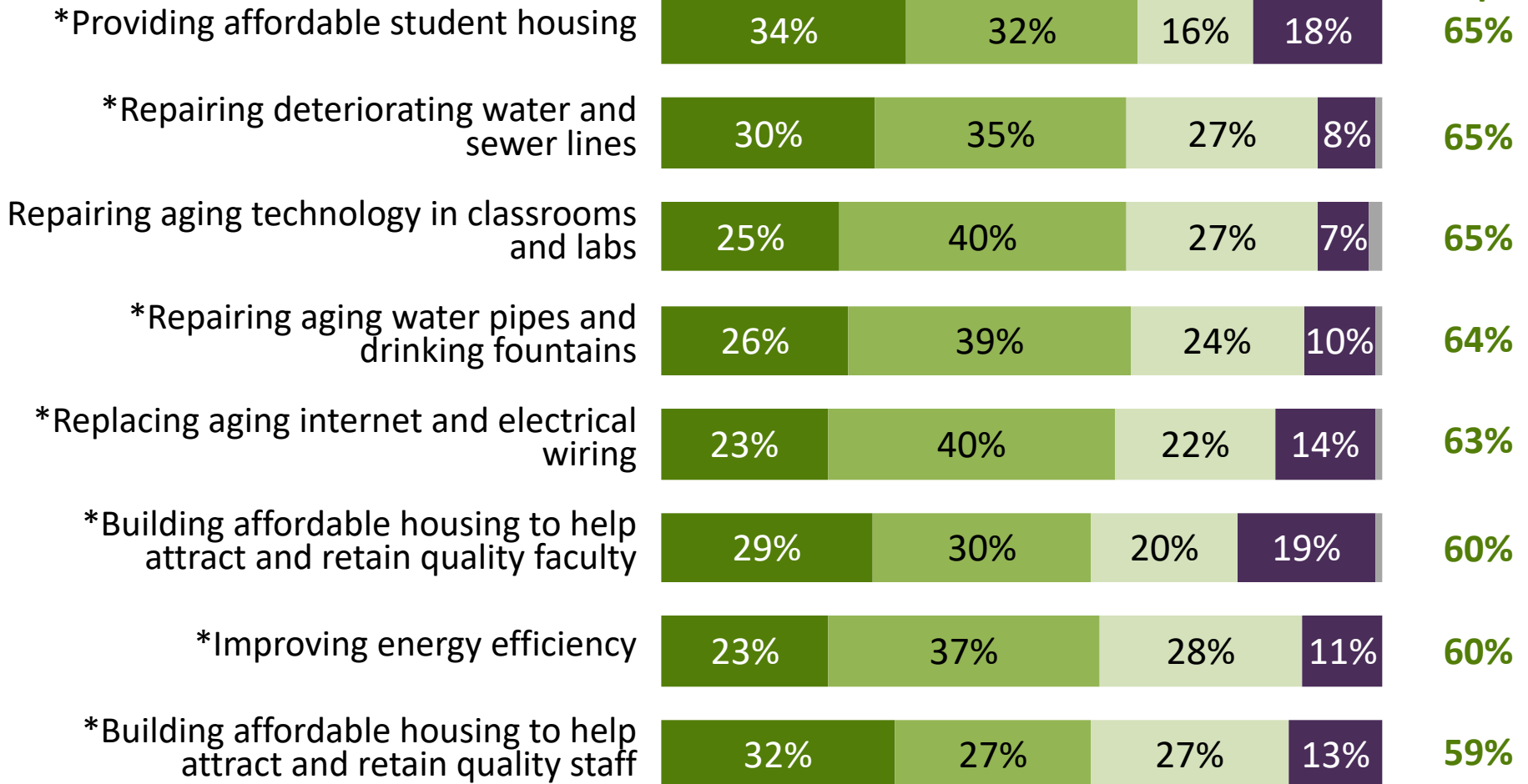
Split Sample, *Bond Measure Only

Majorities value affordable student housing and basic repairs as well.

(All Voters & Bond Measure Only)

■ Ext. Impt. ■ Very Impt. ■ Swmt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.



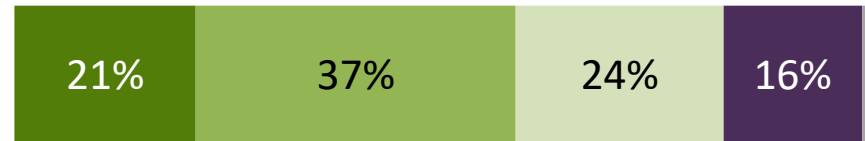
Parking, artificial intelligence labs and student centers rank much lower for a bond.

(All Voters & Bond Measure Only)

■ Ext. Impt. ■ Very Impt. ■ Swmt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.

*Providing educational facilities in neighborhoods near local high schools, not just central locations



58%

*Providing labs for artificial intelligence and cloud technology programs



52%

No funds for administrator salaries



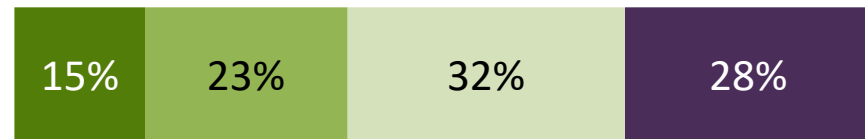
49%

*Improving student centers



49%

*Constructing student parking



39%

On a parcel tax, partnerships with employers are valued, as is supporting vulnerable students.

(All Voters & Parcel Tax Only)

■ Ext. Impt. ■ Very Impt. ■ Swmt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.

**Partnering with local employers and tech companies to expand scholarships and financial aid



83%

**Partnering with local employers and tech companies to make college more affordable to low-income students



81%

Retaining and attracting quality faculty



79%

**Supporting students experiencing homelessness



78%

**Supporting students facing food insecurity and hunger



78%

**Providing transitional housing for students experiencing homelessness



78%

**Providing financial aid to low-income students



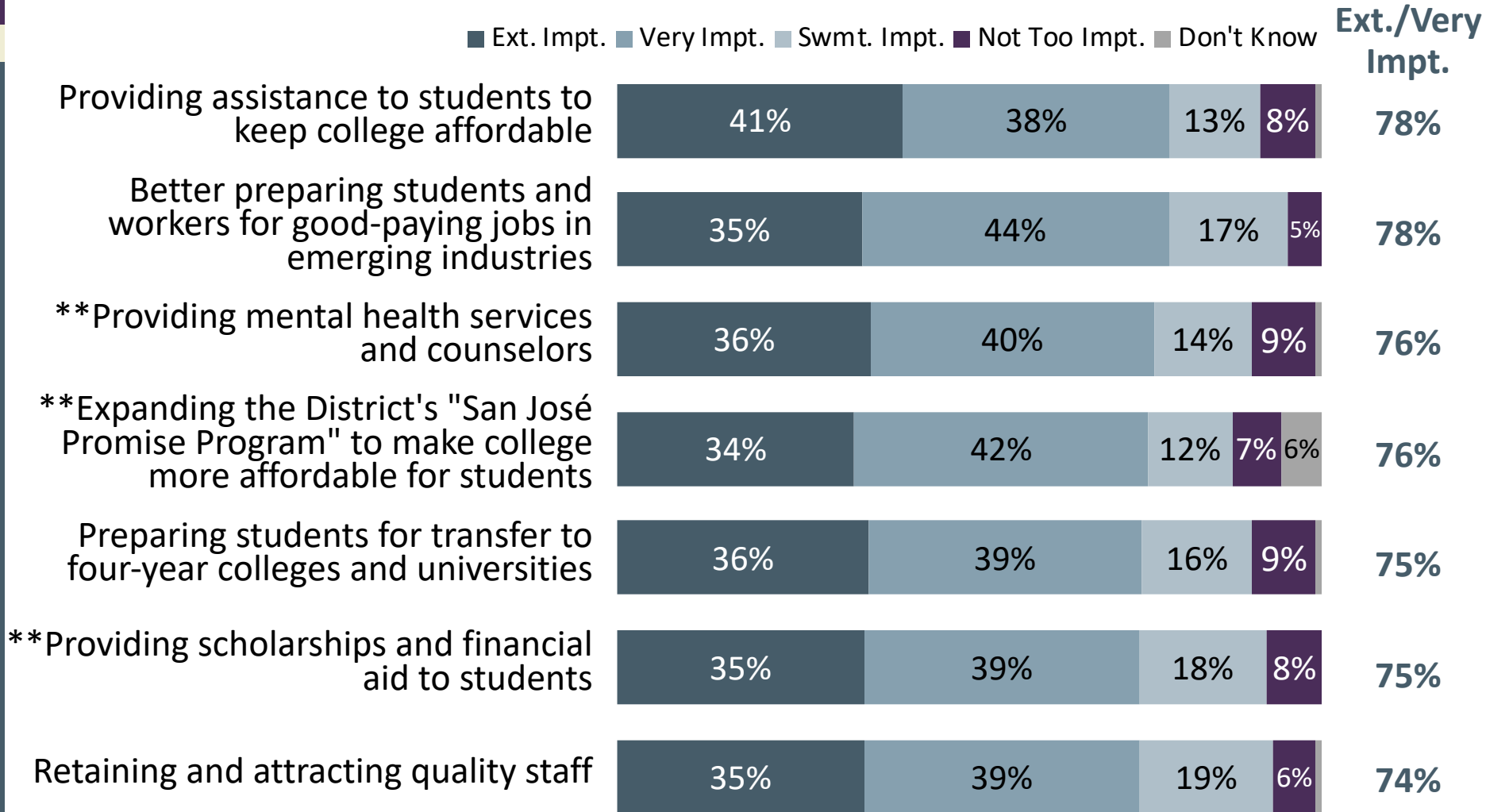
78%

Q: I am going to read you a list of types of projects that could be funded or provisions that could be included in these measures. Please tell me how important it is to you personally: extremely important, very important, somewhat important, or not too important? Split Sample,

**Parcel Tax Only

More than three-quarters rank scholarship assistance to students highly.

(All Voters & Parcel Tax Only)



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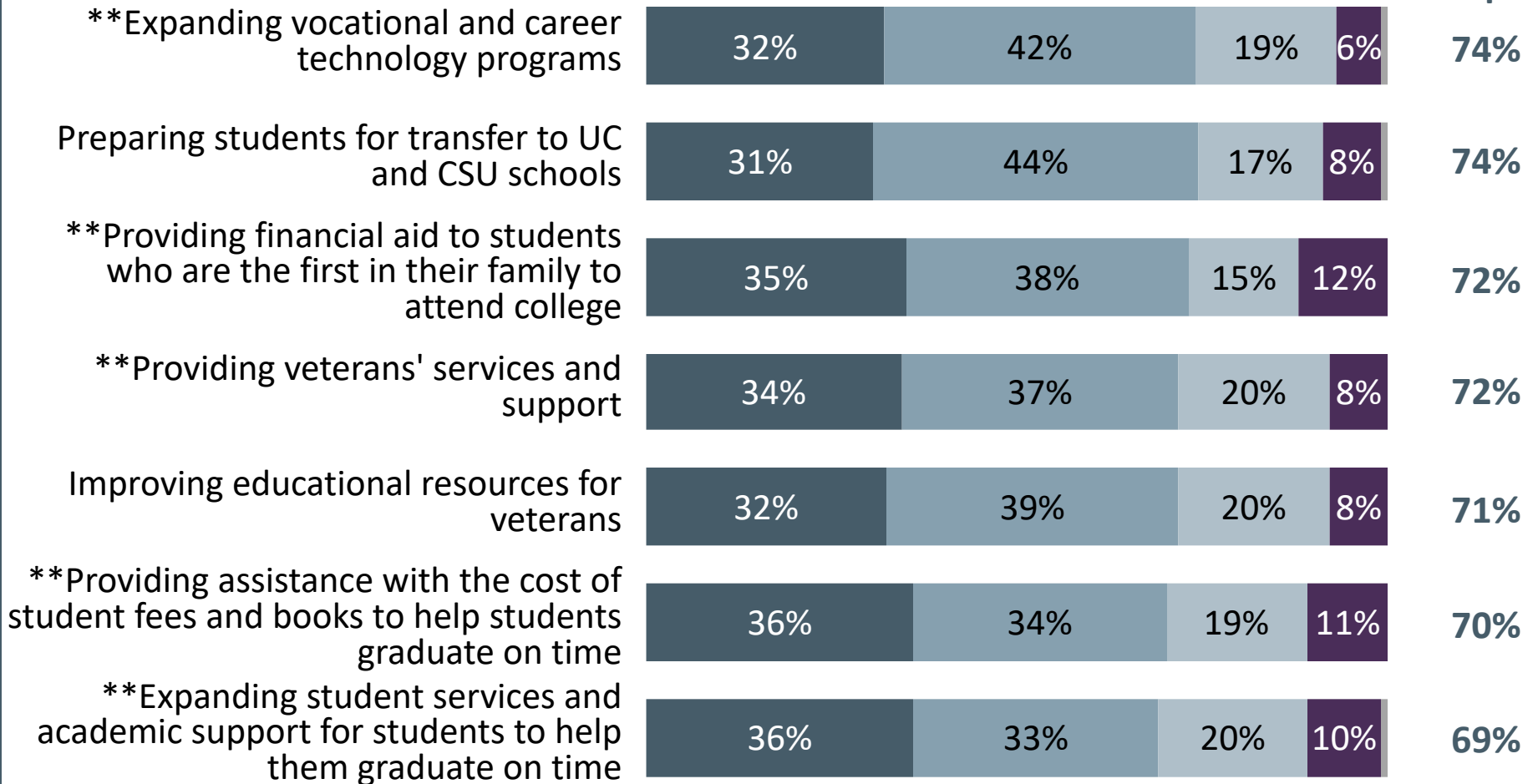
**Parcel Tax Only

Expanding vocational programs and preparing students for transfer rank highly for a parcel tax.

(All Voters & Parcel Tax Only)

■ Ext. Impt. ■ Very Impt. ■ Swmt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very
Impt.



Q. I am going to read you a list of types of projects that could be funded or provisions that could be included in these measures. Please tell me how important it is to you personally: extremely important, very important, somewhat important, or not too important? Split Sample,

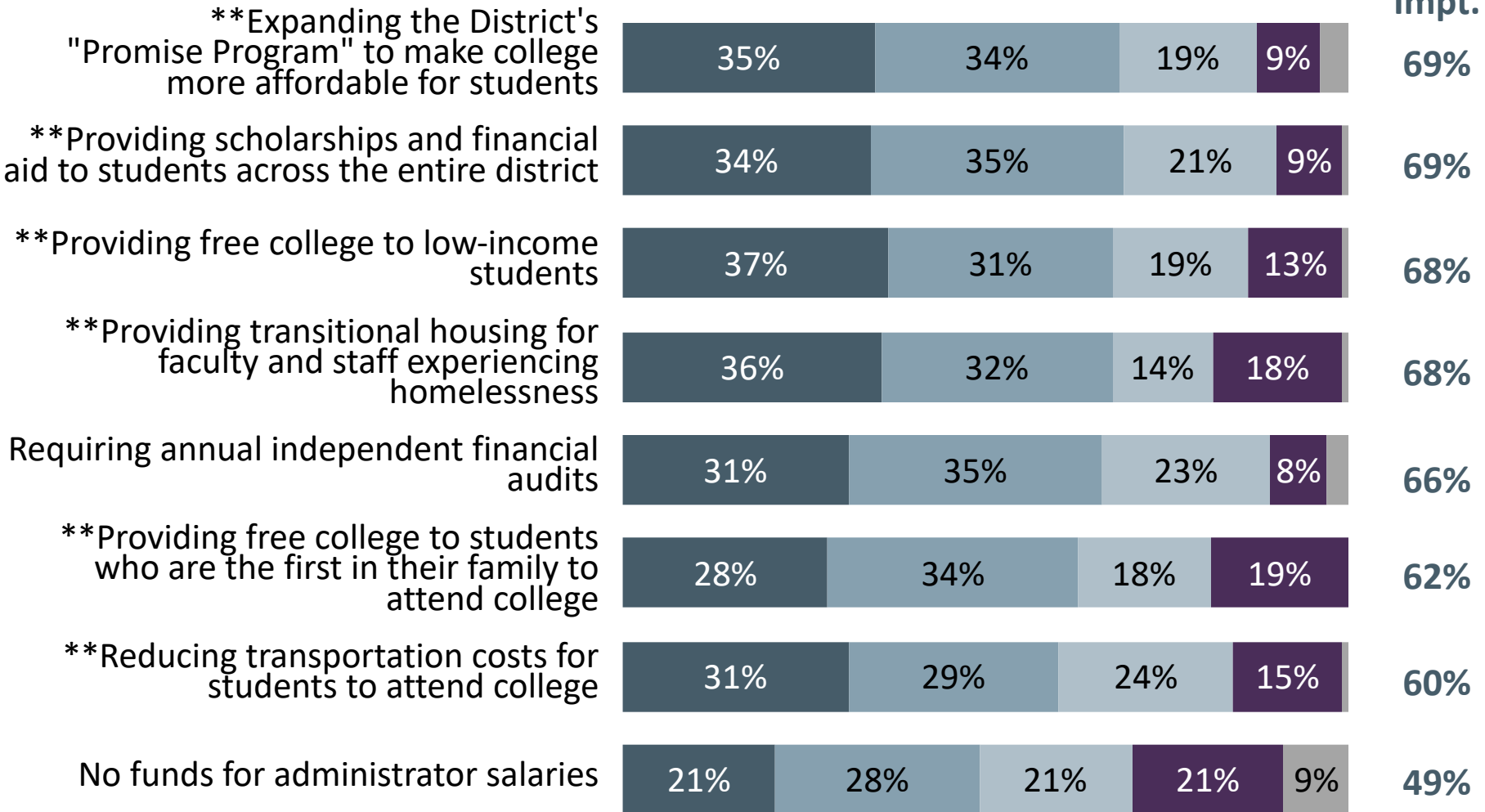
**Parcel Tax Only

Free college for first-generation students is less broadly valued than for low-income ones.

(All Voters & Parcel Tax Only)

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Ext./Very Impt.

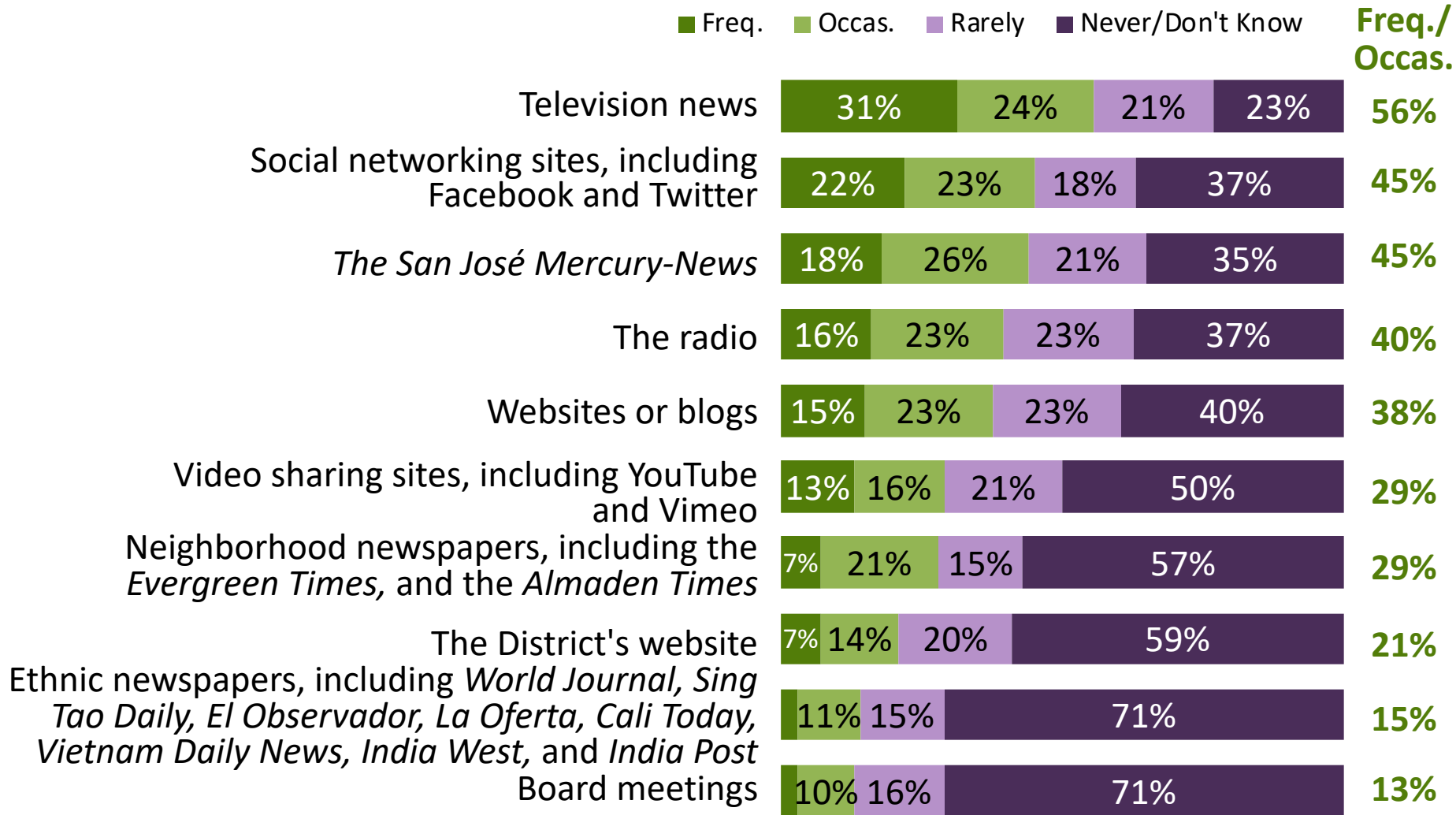


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**Parcel Tax Only

Communications

Most say they get information about the district from TV news and social media.



Q. I'm going to read you a list of sources from which people get information about San José-Evergreen Community College District. I'd like you to tell me how often you use it to get information about the District: frequently, occasionally, rarely, or never.

Social media is much more popular for voters under 50; newspapers and TV for older voters.

(Frequently/Occasionally)

Source	All Voters	Age		
		18-49	50-64	65+
Television news	56%	48%	58%	68%
Social networking sites, including Facebook and Twitter	45%	54%	40%	35%
<i>The San José Mercury-News</i>	45%	44%	42%	50%
The radio	40%	37%	46%	37%
Websites or blogs	38%	43%	39%	25%
Video sharing sites, including YouTube and Vimeo	29%	36%	28%	17%
Neighborhood newspapers, including the <i>Evergreen Times</i> , and the <i>Almaden Times</i>	29%	24%	32%	33%
The District's website	21%	22%	20%	18%
Ethnic newspapers, including <i>World Journal</i> , <i>Sing Tao Daily</i> , <i>El Observador</i> , <i>La Oferta</i> , <i>Cali Today</i> , <i>Vietnam Daily News</i> , <i>India West</i> , and <i>India Post</i>	15%	12%	17%	17%
Board meetings	13%	12%	14%	15%

Media platform use differs by ethnicity.

(Frequently/Occasionally)

Source	All Voters	Ethnicity				
		White Voters	Latino Voters	Vietnamese	Asian/Pacific Islanders	All Voters of Color
Television news	56%	57%	65%	42%	44%	55%
Social networking sites, including Facebook and Twitter	45%	34%	53%	50%	54%	53%
<i>The San José Mercury-News</i>	45%	56%	36%	35%	41%	38%
The radio	40%	42%	41%	25%	37%	39%
Websites or blogs	38%	35%	42%	16%	33%	39%
Video sharing sites, including YouTube and Vimeo	29%	16%	33%	40%	43%	37%
Neighborhood newspapers, including the <i>Evergreen Times</i> , and the <i>Almaden Times</i>	29%	26%	32%	38%	32%	31%
The District's website	21%	13%	32%	19%	21%	26%
Ethnic newspapers, including <i>World Journal</i> , <i>Sing Tao Daily</i> , <i>El Observador</i> , <i>La Oferta</i> , <i>Cali Today</i> , <i>Vietnam Daily News</i> , <i>India West</i> , and <i>India Post</i>	15%	6%	24%	23%	19%	20%
Board meetings	13%	8%	23%	11%	12%	17%

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