## CONDUCTED FOR

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.
- o To provide Trustees with enough information for a future decision on pursuing a bond measure (July 2018)



### **PURPOSE OF STUDY**

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

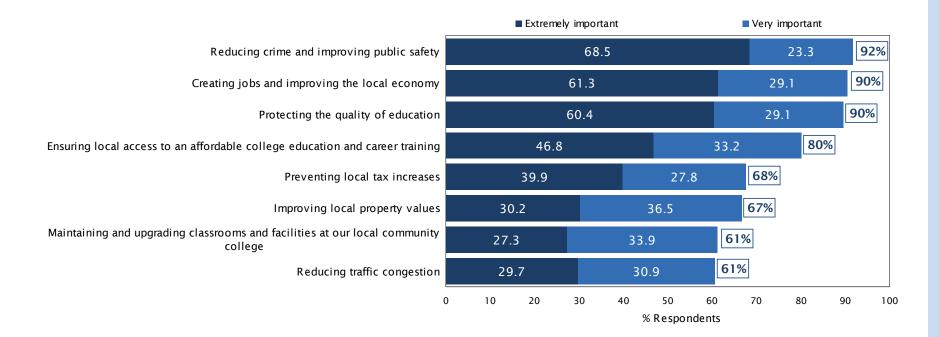


### METHODOLOGY OF STUDY

- o Conducted September 26th to October 6th, 2017
- o 683 District voters likely to participate in November 2018 election, with June 2018 subset
- o Mixed-Method approach
  - ORecruited via phone and email
  - OData collection via phone and online
  - o 17 minute average interview length
  - o English & Spanish
- Overall margin of error is ± 3.7%



### IMPORTANCE OF ISSUES





### INITIAL BALLOT TEST

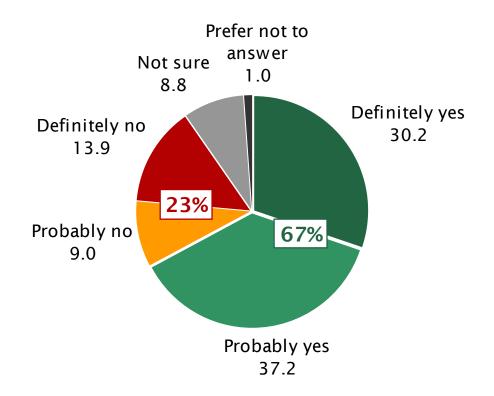
#### In order to:

- O 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
- o 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?

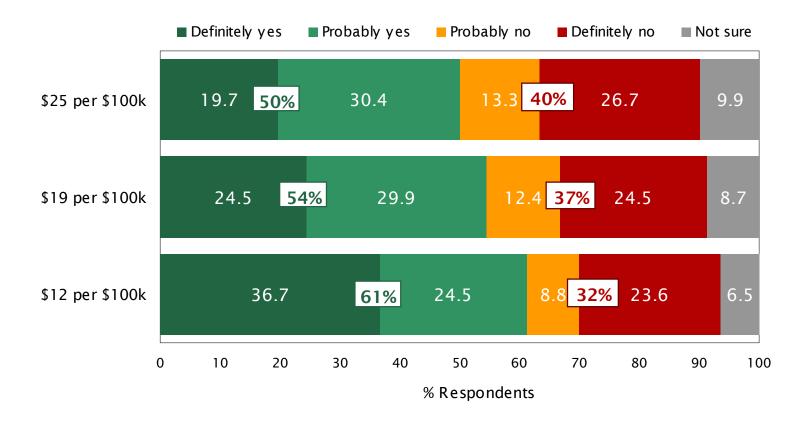


### INITIAL BALLOT TEST



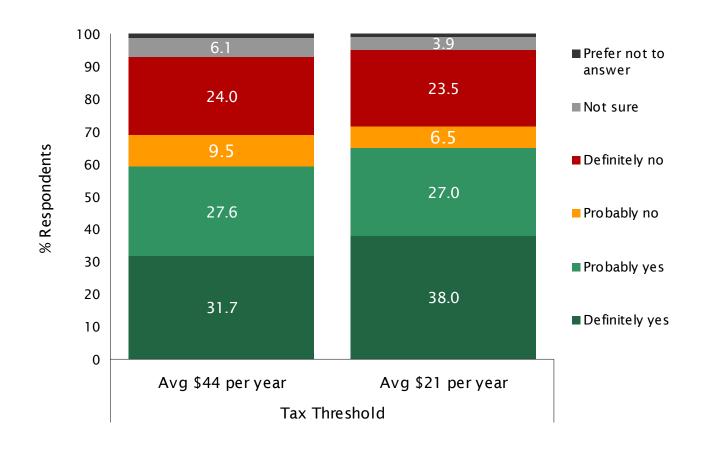


### TAX THRESHOLD



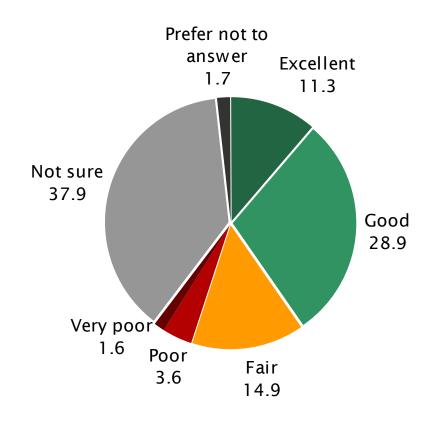


## AVERAGE SUPPORT FOR MEASURE AT \$44 & \$21



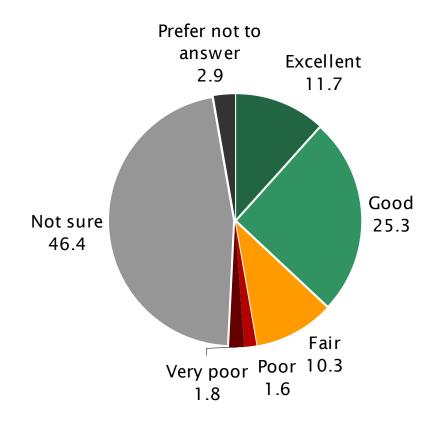


### QUALITY OF EDUCATION PROVIDED BY SAN BERNARDINO VALLEY COLLEGE



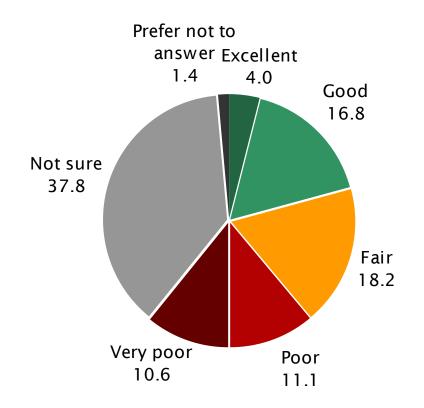


### QUALITY OF EDUCATION PROVIDED BY CRAFTON HILLS COLLEGE



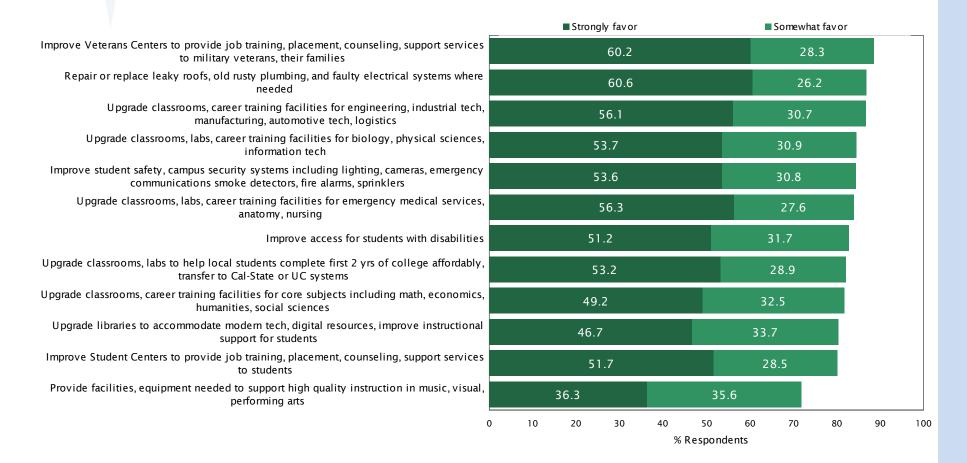


### DISTRICT MANAGING FINANCES





### 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 providea 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

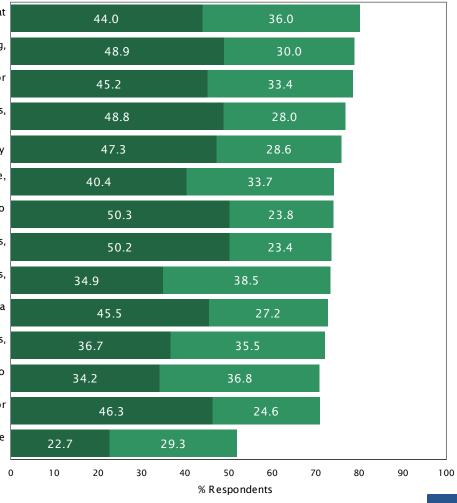
Colleges will qualify for up to \$100M in State matching money that otherwise will go to a different part of the State

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

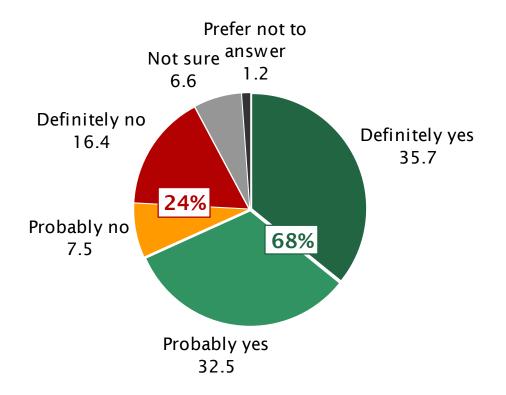


■ Somewhat convincing

■ Very convincing



### INTERIM BALLOT TEST





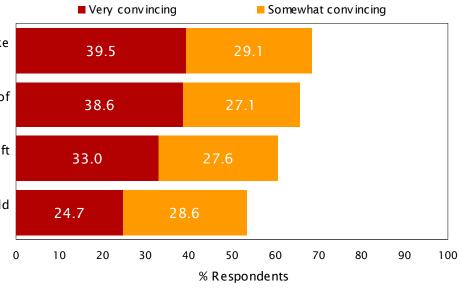
### **NEGATIVE ARGUMENTS**

Including interest, bond will cost taxpayers about \$800M, will take property owners 30 years to pay off

People are having a hard time making ends meet with the high cost of living, now is not the time to be raising taxes

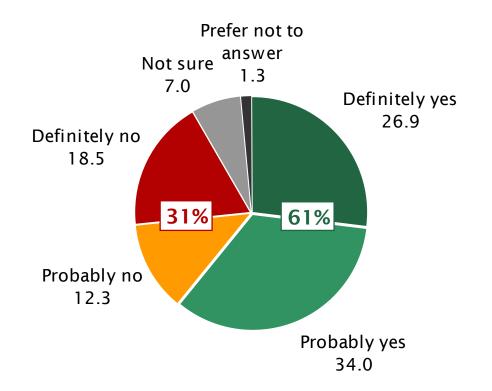
College just sold a radio channel for \$157M, they still have \$200M left over from bond passed in 2008, they don't need this bond

District can't be trusted, they mismanaged last bond and didn't build what they promised





### FINAL BALLOT TEST





### **KEY CONCLUSIONS**

- ols it feasible to move forward with a bond measure? **Yes**.
  - Ovoters 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%)
  - OPopular projects
  - Strong positive arguments
  - OAll ballot tests above 55% required for passage



#### **CONSIDERATIONS & TAKE-AWAYS**

- o 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
- o **Price tag**: Need to balance revenue needs with political realities of passing a measure. \$20 to \$25 tax rate feasible.
- o **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
  - o Ensure voters understand the plan, accountabilities, and the benefits.



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