

G.O. Bond Survey Results Presentation for Hartnell Community College District

by

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Voter Attitudes and Benchmark

General Questions



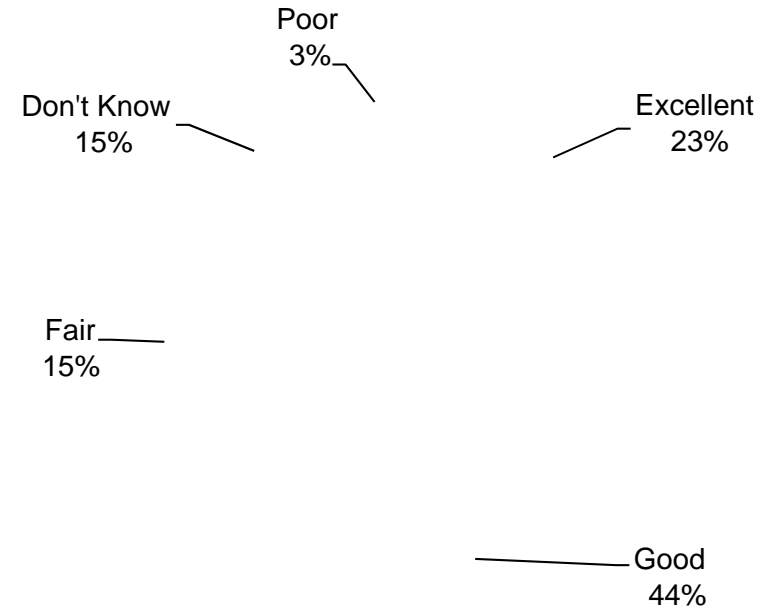
Most voters are satisfied with education in the District

Hartnell CCD

™ Would you say that education in California is headed in the right direction or the wrong direction?



™ How would you rate the quality of education provided by the College?



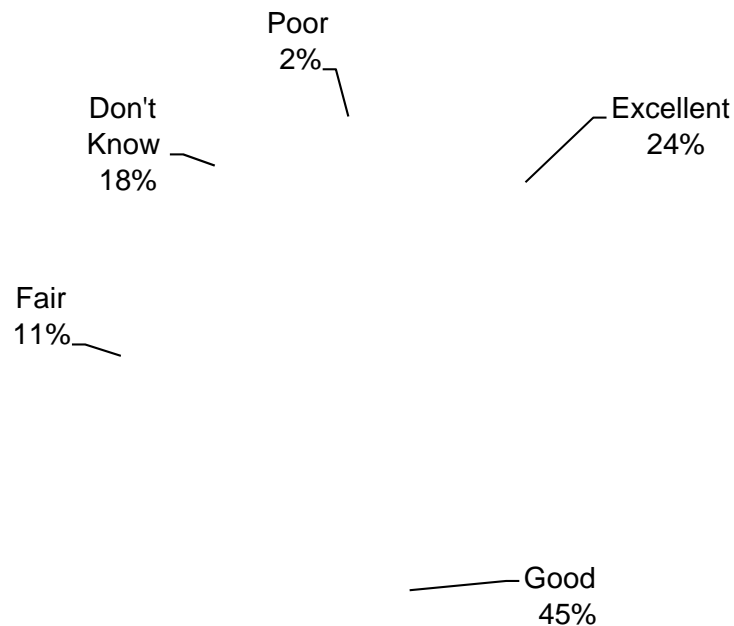
General Questions



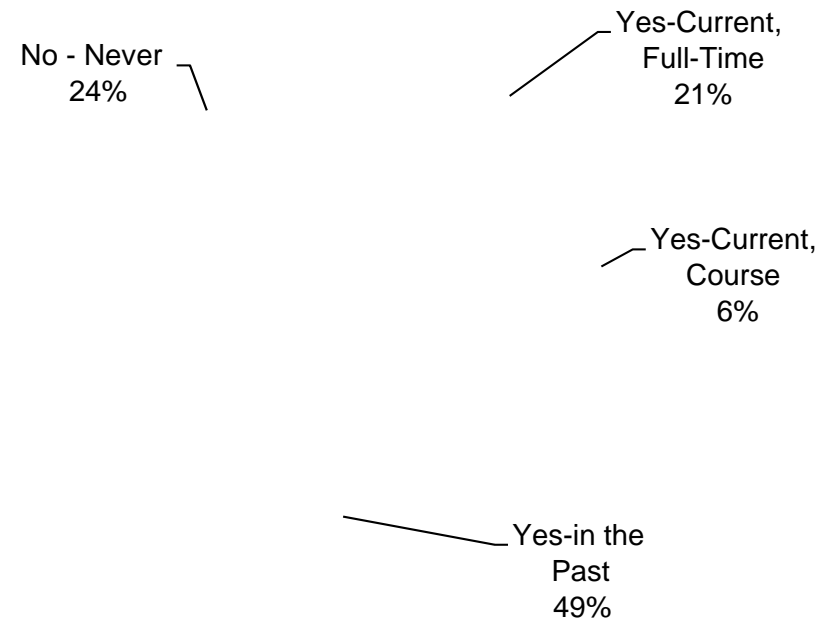
Majority of voters have a connection to the District

Hartnell CCD

™ How would you rate the condition of the facilities provided by the College?



™ Are you or someone in your family currently enrolled full-time or taking a course offered by the College? Or Have you or someone in your family EVER been enrolled full-time or taken a course offered by the College?



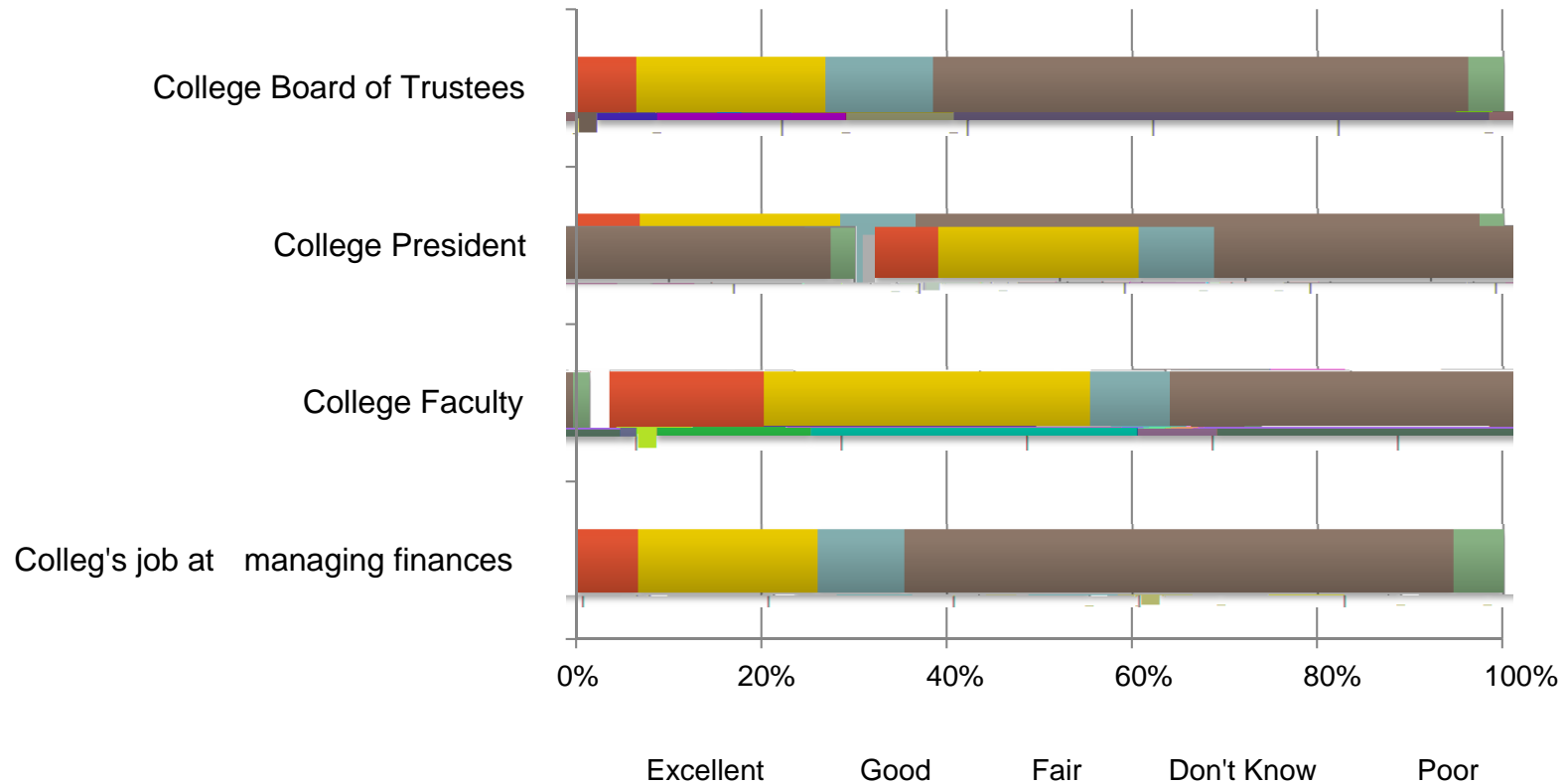
General Questions



Voters are satisfied with most aspects of the District

Hartnell CCD

Now I would like to ask you several questions regarding different aspects of the Hartnell Community College District. For each please tell me whether you would rate it as Excellent, Good, Fair, or Poor?



General Questions



Majority of voters recognize the value of a quality College

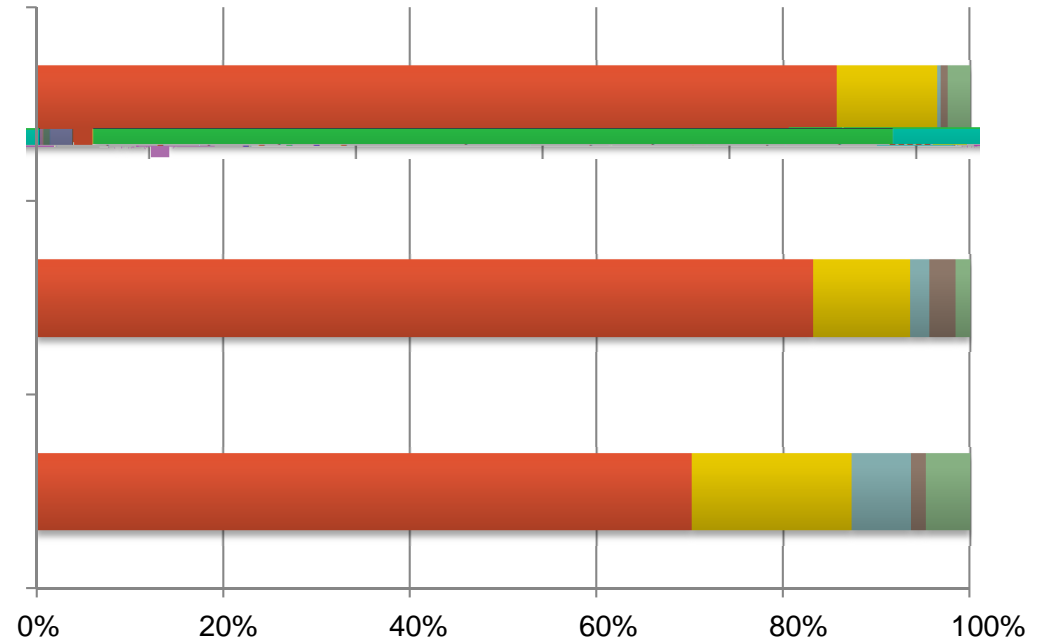
Hartnell CCD

TM Now I would like to read you some statements about the College as well as other community related issues. For each of the following statements please tell me if you Agree or Disagree.

A quality College is important because it provides training and education for better paying jobs. *(SS_B1)

A quality College is good for the local economy, because it provides training and education for a skilled workforce and job readiness. *(SS_B2)

Increasing access to higher education locally must be improved as only 60% of adults over the age of 25 have a high school diploma. *(SS_A1)



Stongly Agree

Somewhat Agree

Don't Know

Somewhat Disagree

Strongly Disagree

*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2



General Questions



Majority of voters recognize the value of a quality College

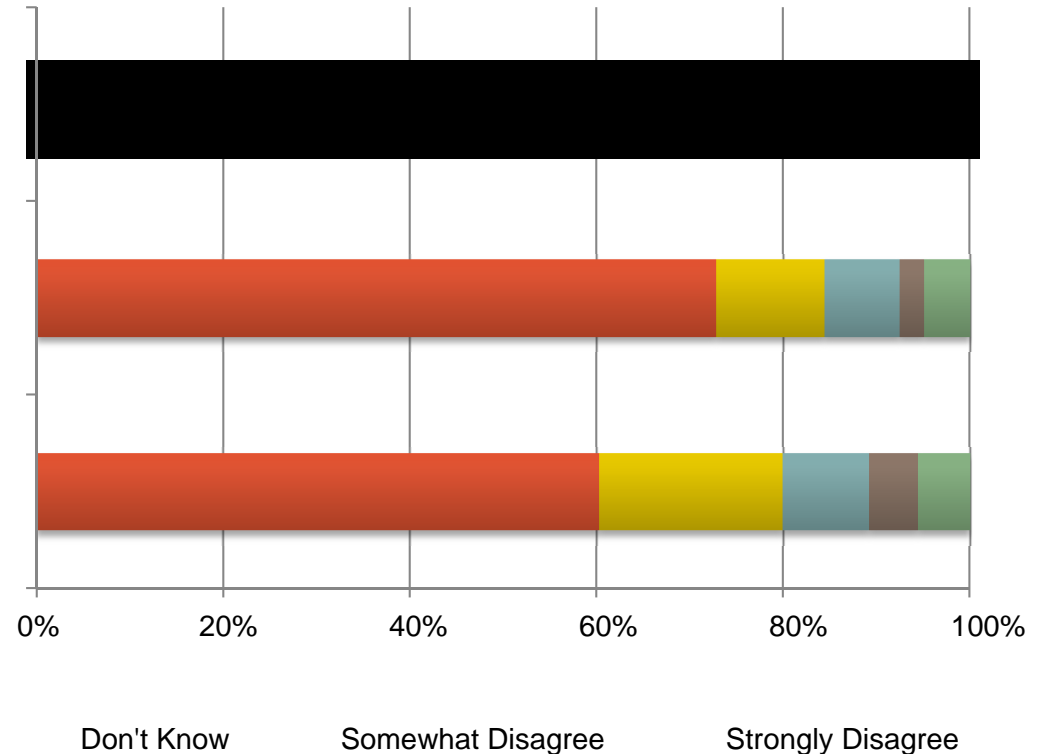
Hartnell CCD

Now I would like to read you some statements about the College as well as other community related issues. For each of the following statements please tell me if you Agree or Disagree.

Because the state continues to reduce funding for community college facilities, local voters need to do more to protect the quality of facilities at their local colleges.

Improving literacy rates and access to higher education should be a priority as only 5%-7% of the District's Latino population has attained a 4-year degree or higher.

Increasing access to higher education must be improved as local adults over the age of 18 have very low participation rates for college.
*(SS_A2)



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2



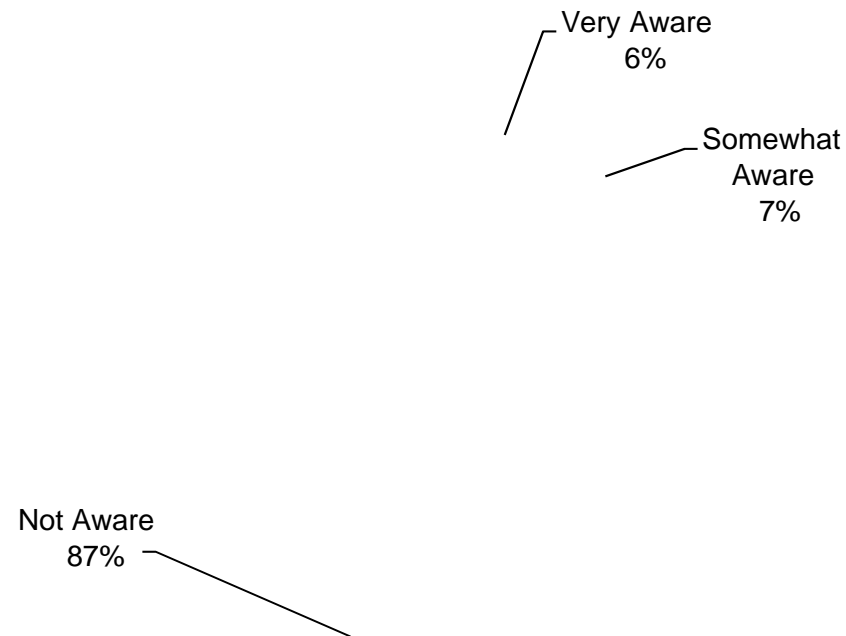
General Questions



Majority of voters were not aware of the refinancing

Hartnell CCD

TM The District recently refinanced some outstanding Hartnell College bonds that property taxpayers have been repaying over the years. The total savings to taxpayers from the refinancing is nearly \$175 million. How aware are you of this recent financing?



Ballot Measure (Pre-Benchmark)

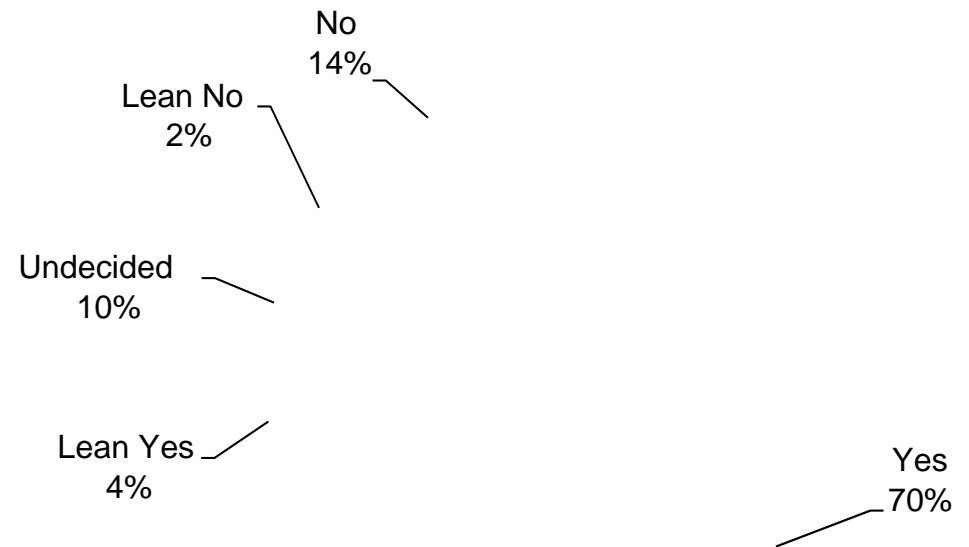


Support for measure is above the Prop. 39 55% threshold

Hartnell CCD

™ At this time, the Community College District is looking to make classroom and educational facility improvements and is considering placing a facilities improvement bond measure before voters in your community on an upcoming ballot. If the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?

“To improve the quality of education and job training; provide upgraded college facilities for students with funding that cannot be taken by the state; renovate, modernize, and construct classrooms, labs, and student support facilities; increase student access to modern technology; improve nursing, science, agriculture, and literacy programs; construct/expand libraries; and make handicap accessibility and security improvements, shall Hartnell Community College District issue \$170,000,000 of bonds at legal interest rates, include an independent citizens’ oversight committee, and NO money for administrative salaries?”



G.O. Bond Projects

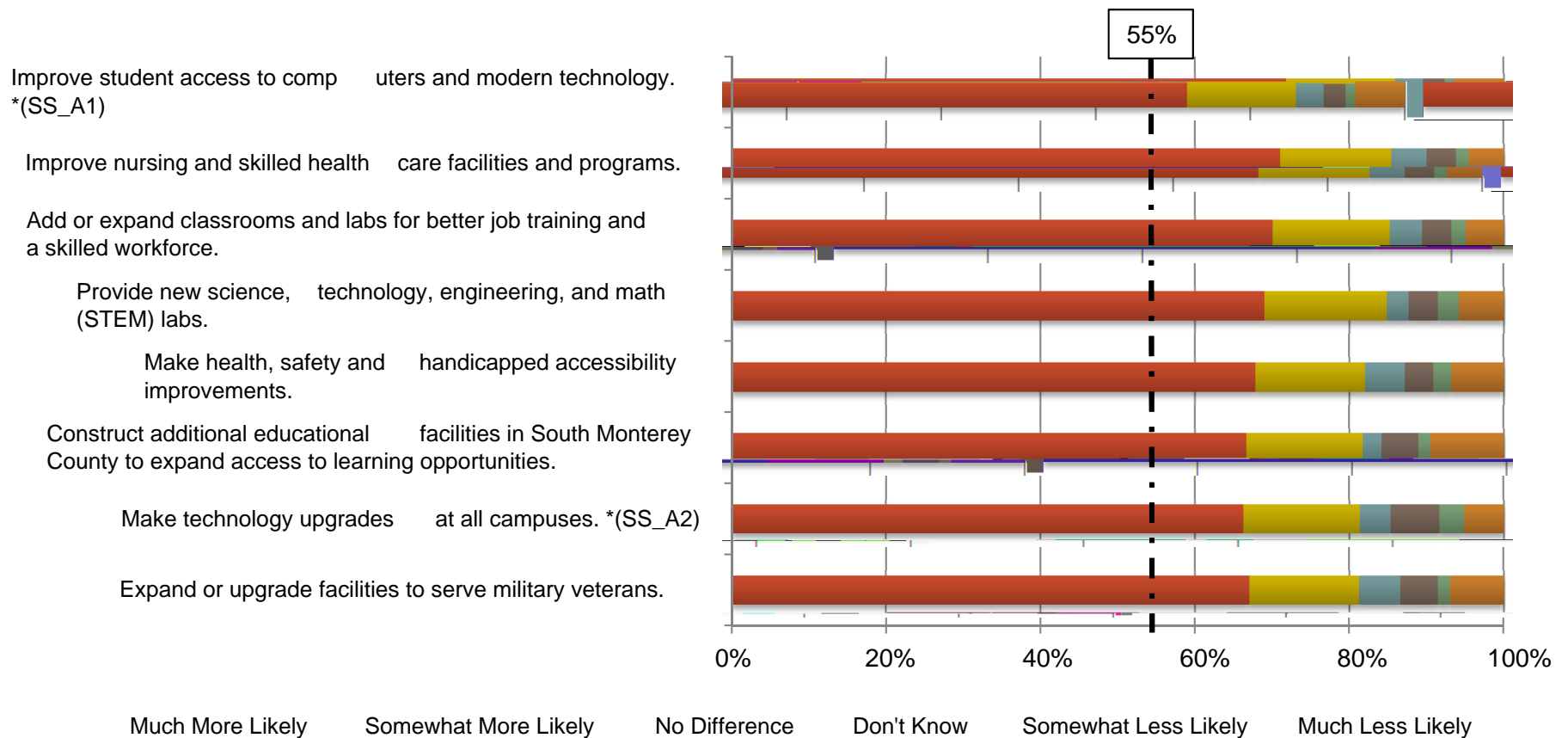
G.O. Bond Project



All projects received over 55% voter support

Hartnell CCD

TM For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:



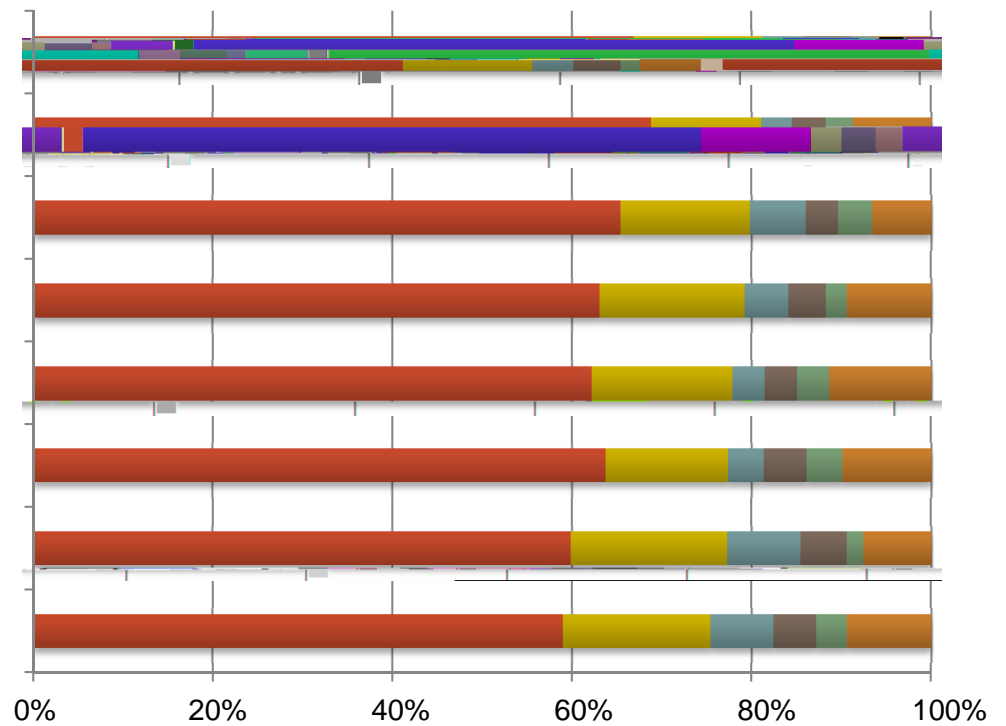
*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2





All projects received over 55% voter support

Hartnell CCD



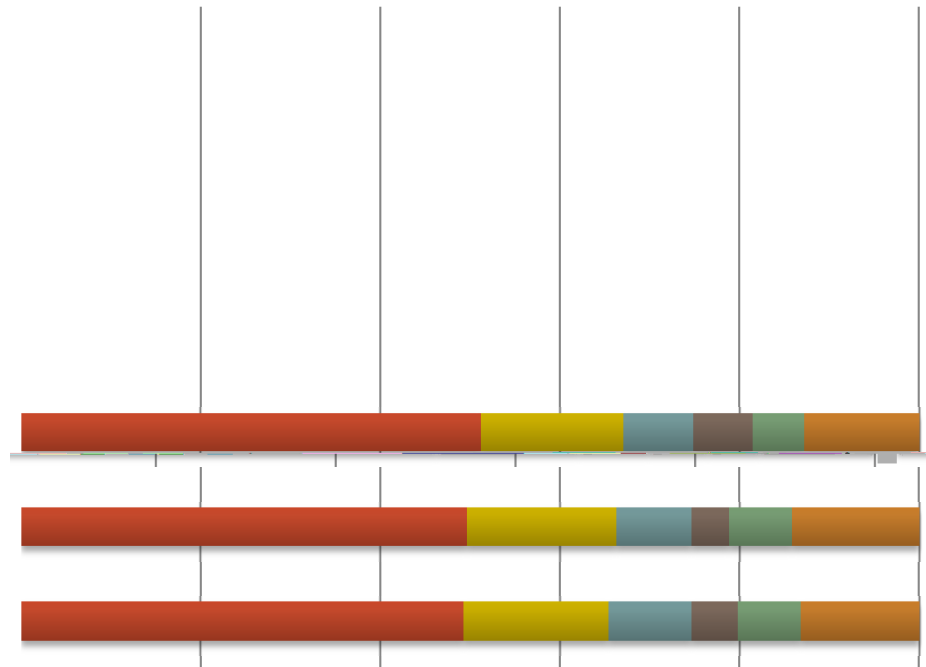
Add general education classes throughout the District to avoid





All projects received over 55% voter support

Hartnell CCD



Tax Tolerances

Tax Tolerances

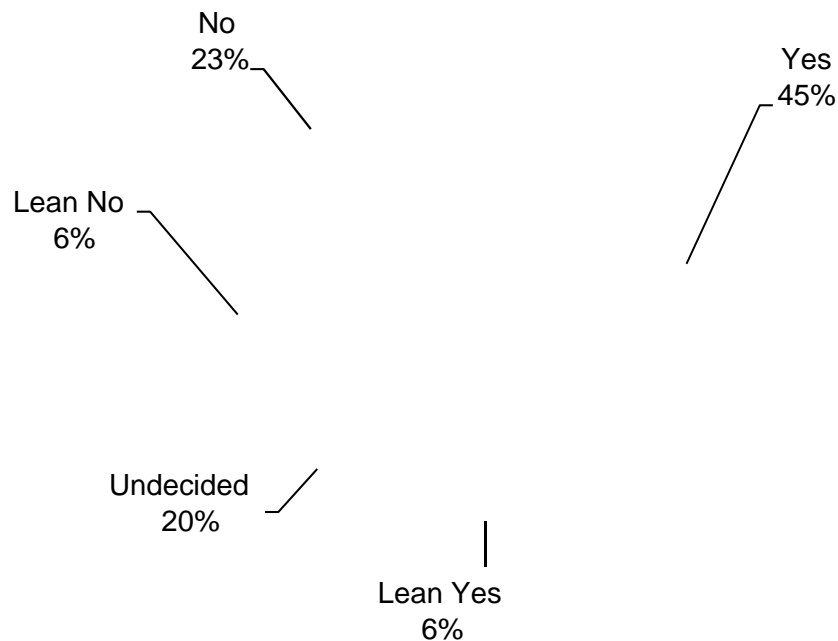


There is support for \$25 tax rate on a per month basis

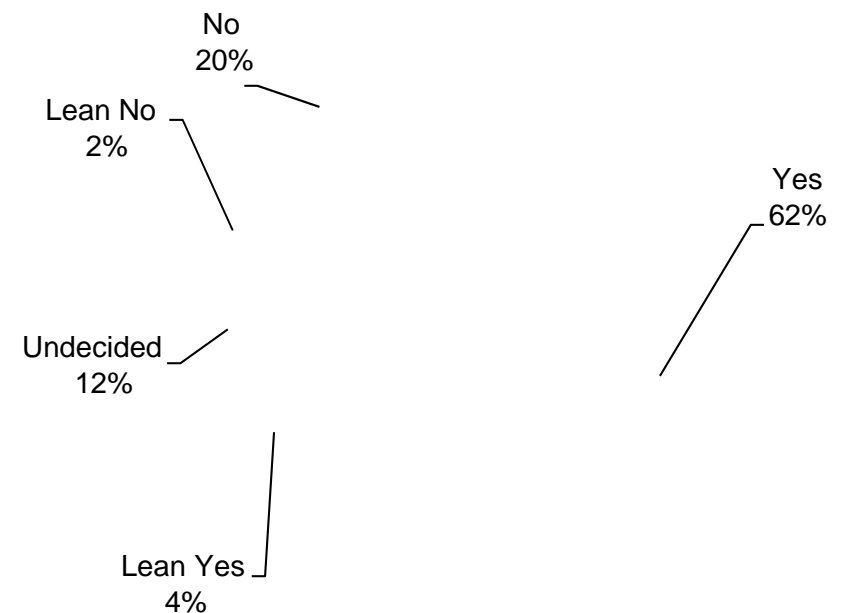
Hartnell CCD

TM If the proposed measure would cost property owners \$25.00 per \$100,000 of assessed valuation per year/\$2.00 per \$100,000 of assessed valuation per month, would you vote “yes” in Favor of or “no” to Oppose the measure?

*SSA: \$25.00/year



*SSB: \$2.00/month



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2



Tax Tolerances



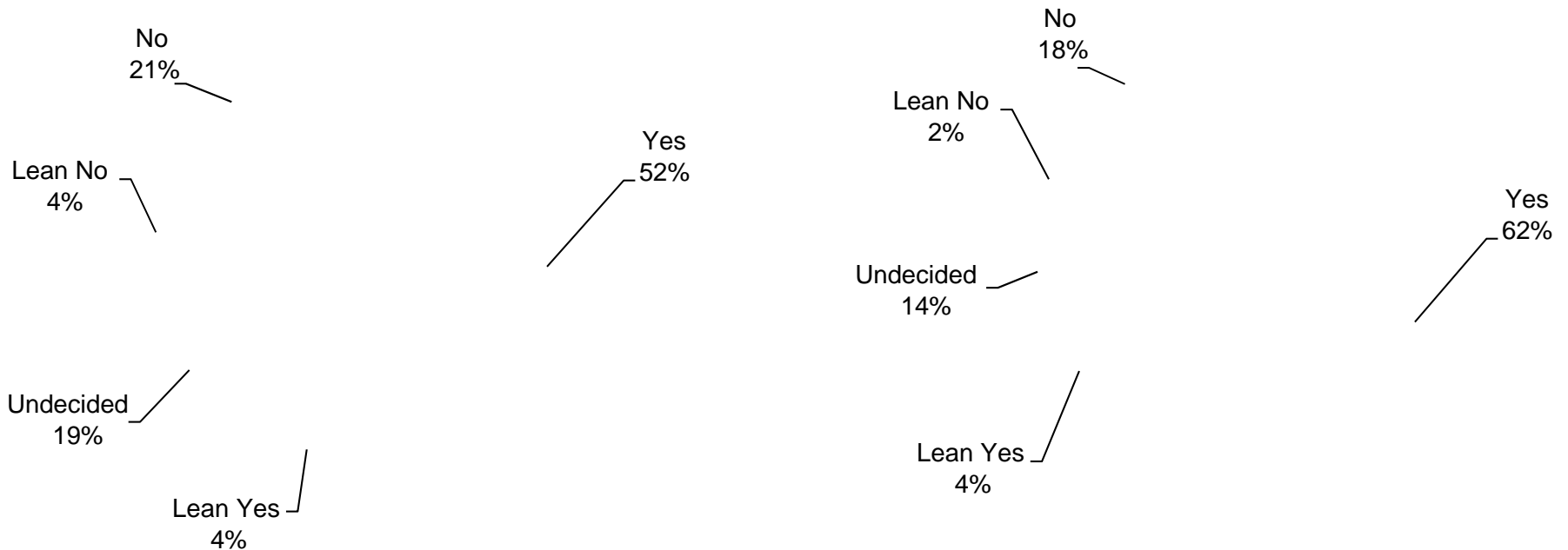
There is support for \$19 tax rate on a per month basis

Hartnell CCD

TM If the proposed measure would cost property owners \$19.00 per \$100,000 of assessed valuation per year/\$1.60 per \$100,000 of assessed valuation per month, would you vote “yes” in Favor of or “no” to Oppose the measure?

*SSA: \$19.00/year

*SSB: \$1.60/month



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2





Post Benchmark

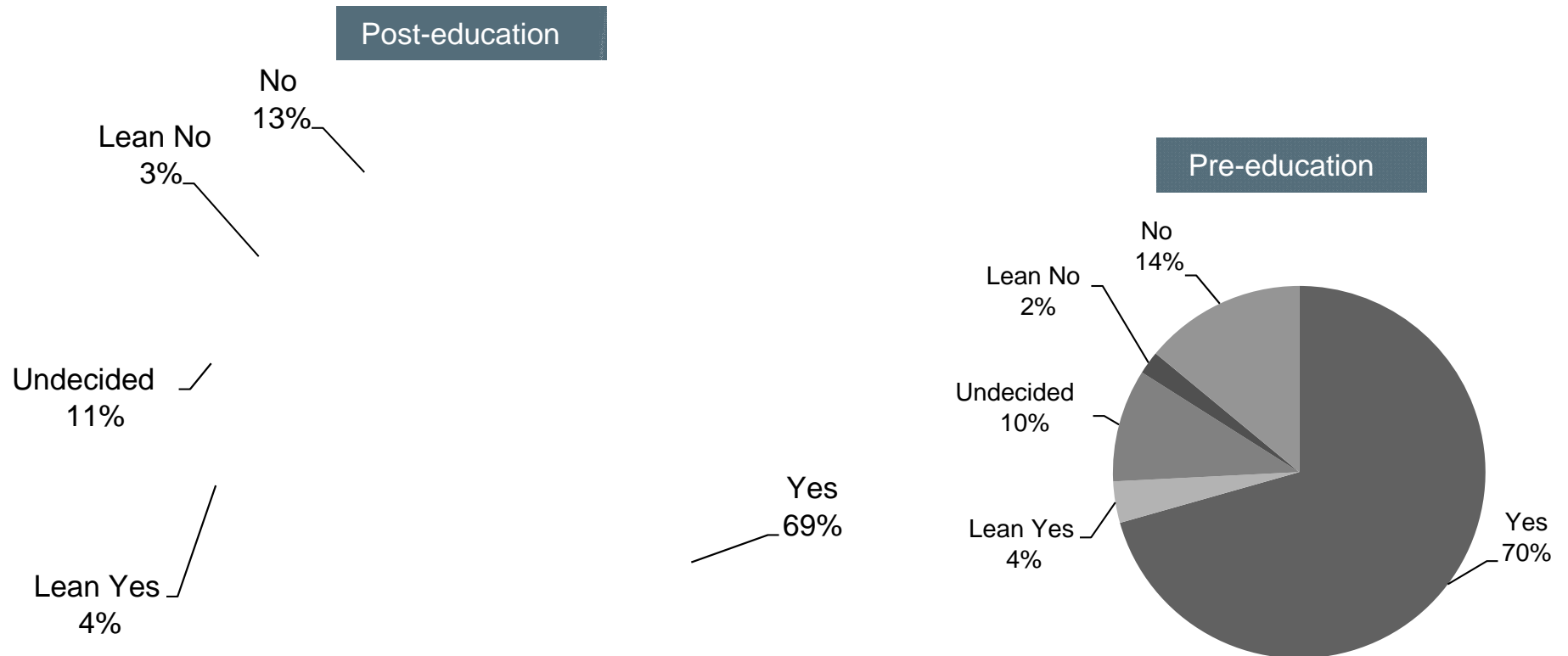
Ballot Measure (Post-education)



After education voter support remained above 55%

Hartnell CCD

™ Now that you have heard some more information regarding the proposed measure, projects, and cost, if the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?





Conclusions and Recommendations

Conclusions and Recommendations



Over 55% voter support for the proposed measure

Hartnell CCD

- ™ 86% of voters strongly agree that a quality College is important for providing training and education for better paying jobs.
- ™ 69% strongly agree that local voters need to do more to protect the quality of facilities at their local colleges.
- ™ All of the bond projects tested, received over 55% voter support.
- ™ Support for a bond measure before voter education was 74% (70% Yes/4% Lean Yes), and after education was 73% (69% Yes/4% Lean Yes).
- ™ All of the tax rates tested, when presented on a per month basis, received over 55% voter support.
- ™ After voter education there is over 60% voter support for a bond measure from both June 2016 likely voters and November 2016 likely voters.
- ™ We recommend the District to continue to reach out to and educate the community to increase support after education, and plan on placing a bond measure on a 2016 ballot.

Next Steps

Timeline – 2016 Election



Following these steps are key to District's success

Hartnell CCD

Task	Responsible Party	June 2016 Election	Nov. 2016 Election
Board Meeting - approve "exploring" feasibility of a bond	District	Complete	Complete
Conduct Survey	Consultant	January	January
Initiate public information program, speaking with elected officials, large taxpayers, community service groups to discuss proposed bond	District	Nov. - March	Nov. - April
Board Meeting - Survey Results Presentation	Consultant	February 2	

