



Peralta Community College District Key Findings: Community Survey *Conducted: February 2018*

- ▶ Telephone survey of likely November 2018 voters in Peralta Community College District
 - Survey conducted February 6-13, 2018
 - 800 interviews; overall margin of error ± 3.5 percentage points
 - Interviews were conducted in English and Chinese by trained, professional interviewers; landlines and mobile phones included
- ▶ A split sample methodology was used to test two bond amounts
 - \$500,000,000; n=400, margin of error ± 4.9 percentage points
 - \$800,000,000; n=400, margin of error ± 4.9 percentage points
- ▶ Where applicable, results compared with EMC survey of Peralta Community College District voters in June 2011; 502 interviews, margin of error ± 4.4 percentage points

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

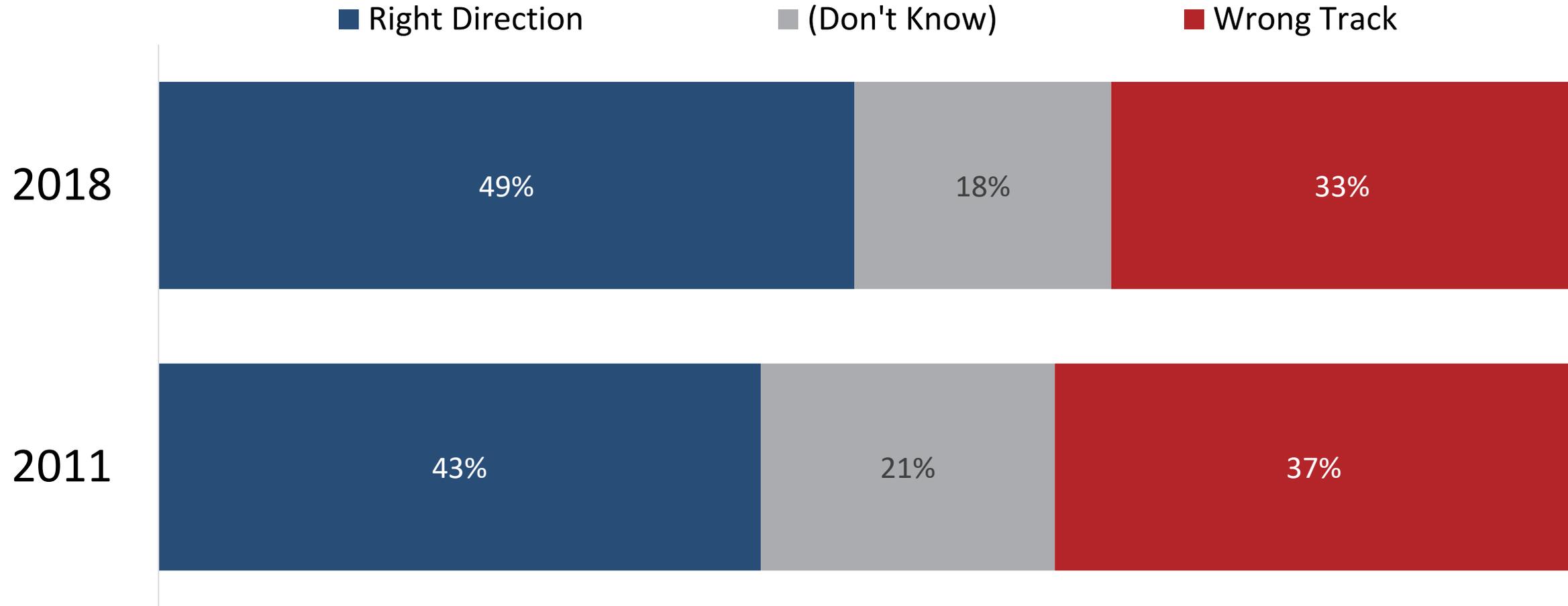
- ▶ Poll results demonstrate that the community values its community colleges greatly, and most voters believe the colleges need additional funding.
- ▶ Support for a bond measure comfortably exceeds the 55% threshold necessary for passage regardless of the total amount tested.
- ▶ Voters indicate that basic facilities repairs and upgrades to classrooms, labs and technology would be high priorities for bond expenditures.
- ▶ A parcel tax renewal measure, with no increase, is supported by well over two-thirds.



Community Perspectives

Right Direction / Wrong Track

About half of voters in the District are optimistic about the way things are going in their area.

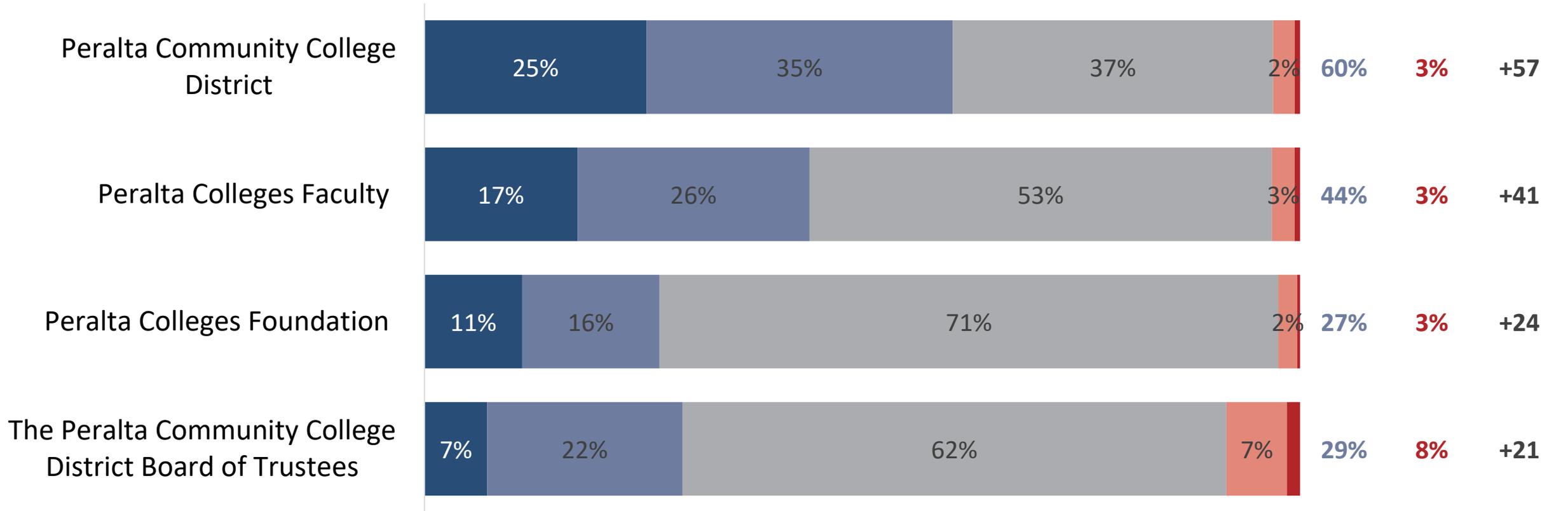


Do you feel that things in your area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

District Ratings

While majorities rate the District positively, many are unable to rate the faculty, foundation, and Board of Trustees.

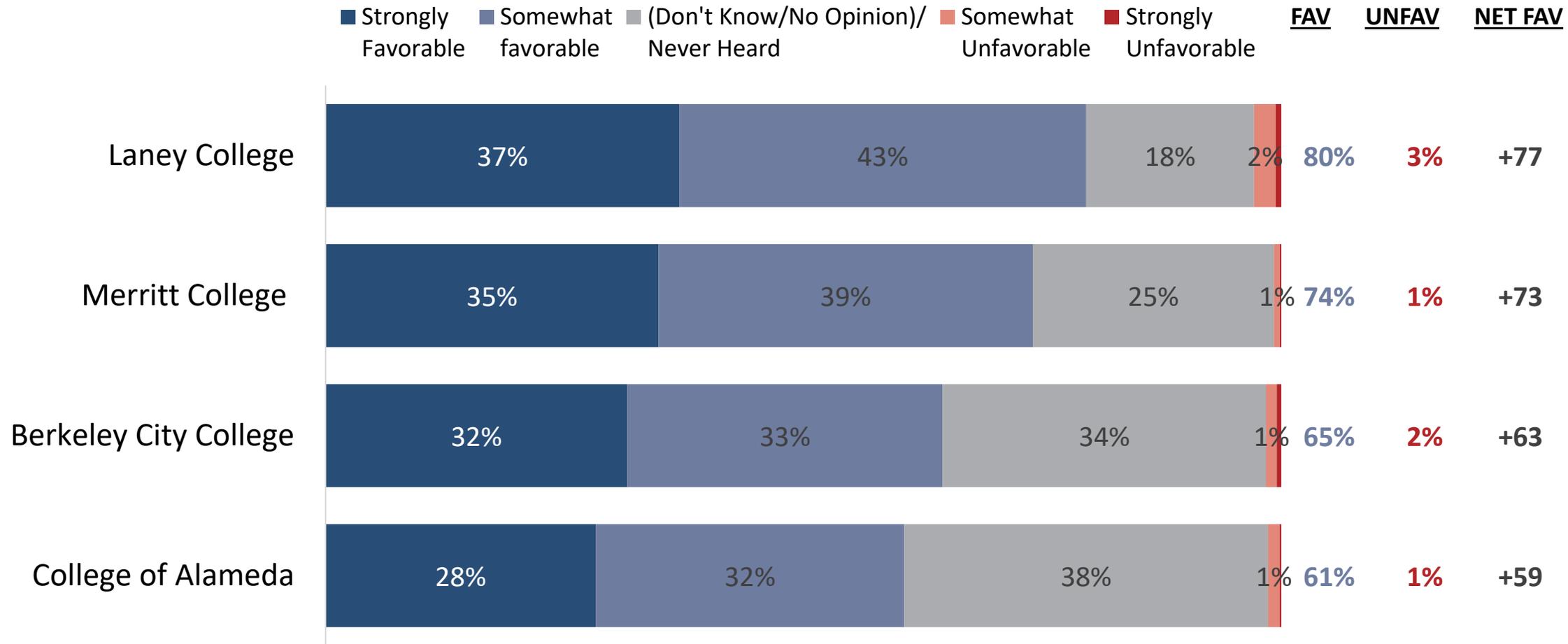
■ Strongly Favorable
■ Somewhat favorable
■ (Don't Know/No Opinion)/ Never Heard
■ Somewhat Unfavorable
■ Strongly Unfavorable
FAV
UNFAV
NET FAV



Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

College Ratings

The individual colleges are all viewed favorably.

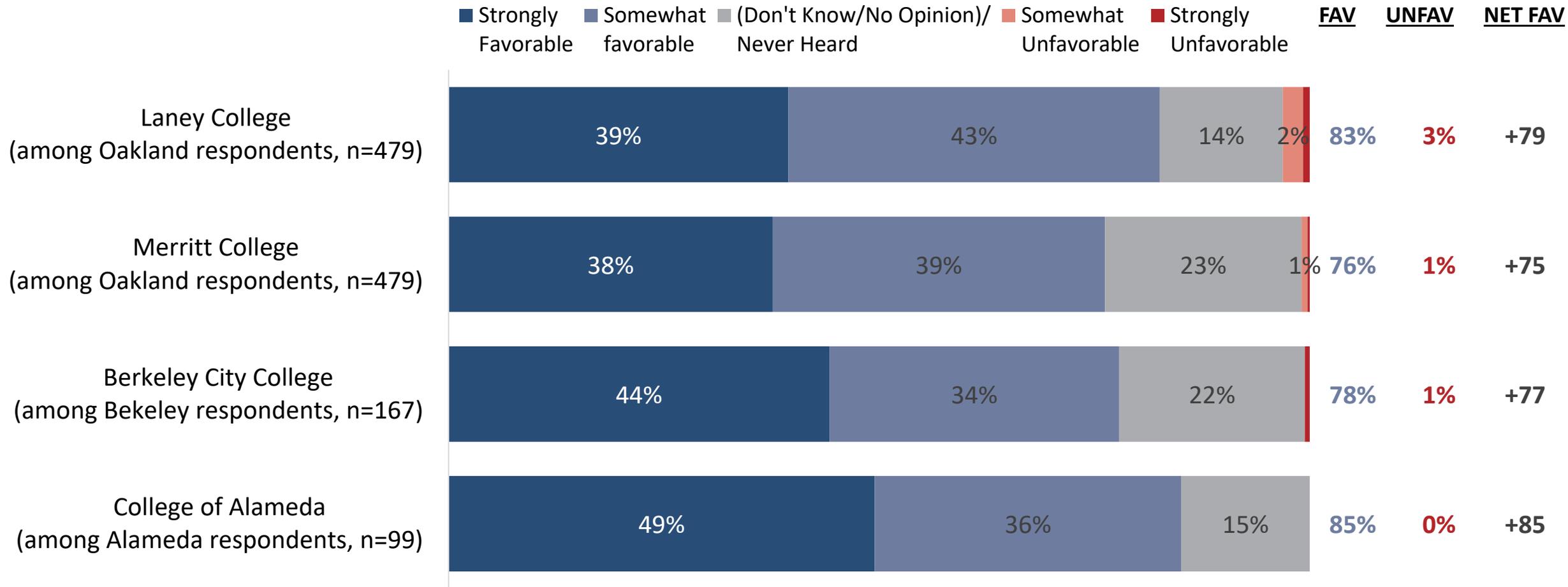


Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

College Ratings Among Home Cities



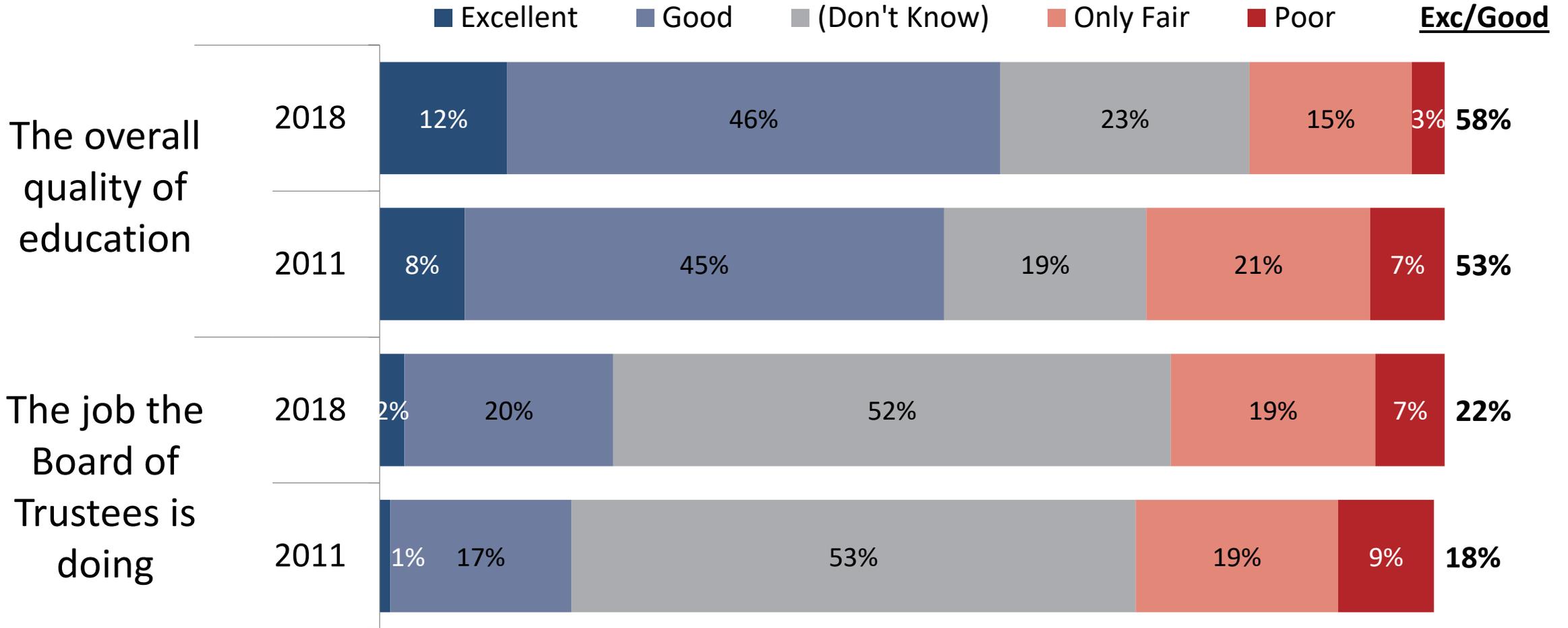
College ratings among respondents in their respective home cities are even stronger.



Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

District Ratings, Over Time

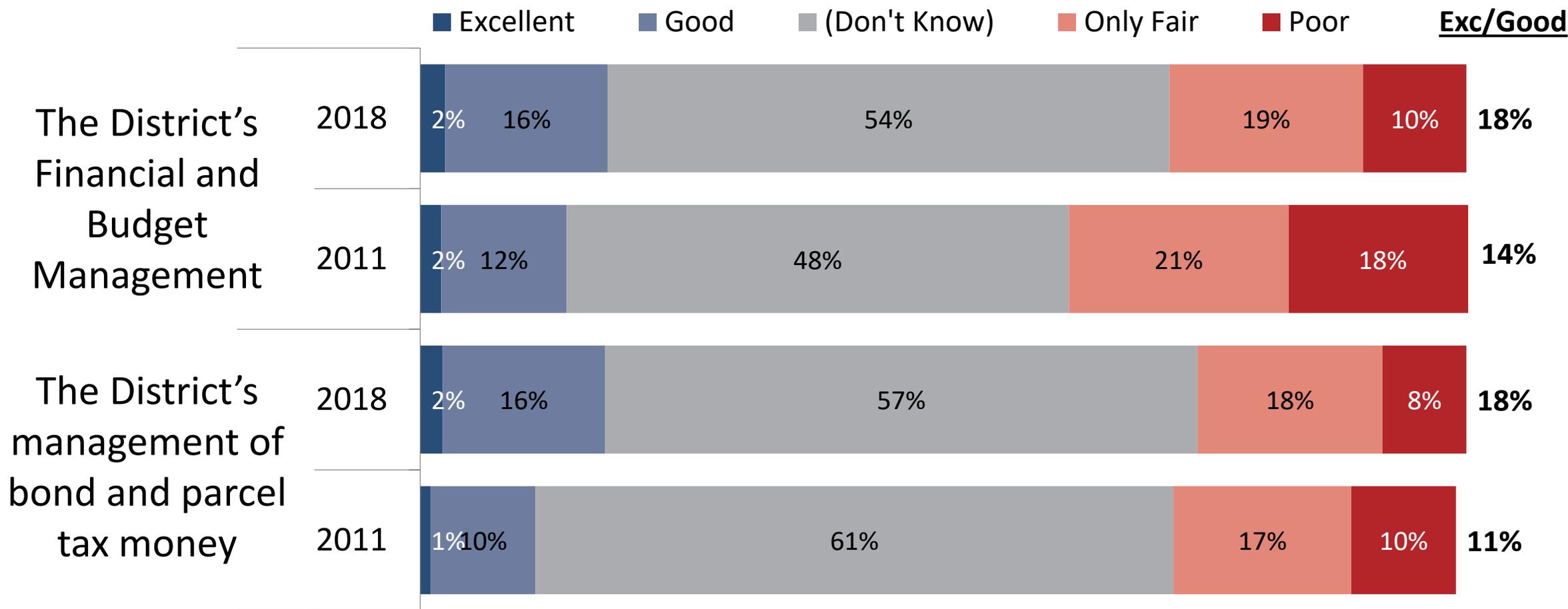
The quality of education is rated positively, while many are not sure about the job that the Board is doing.



Regardless of whether you or anyone in your family has been a student at the colleges, using a scale of excellent, good, only fair, or poor, please rate the following areas relating to the Peralta Community College District.

Fiscal Ratings, Over Time

Although there are some negative sentiments, a majority are unable to rate the District's fiscal management, and the ratings have not worsened over time.

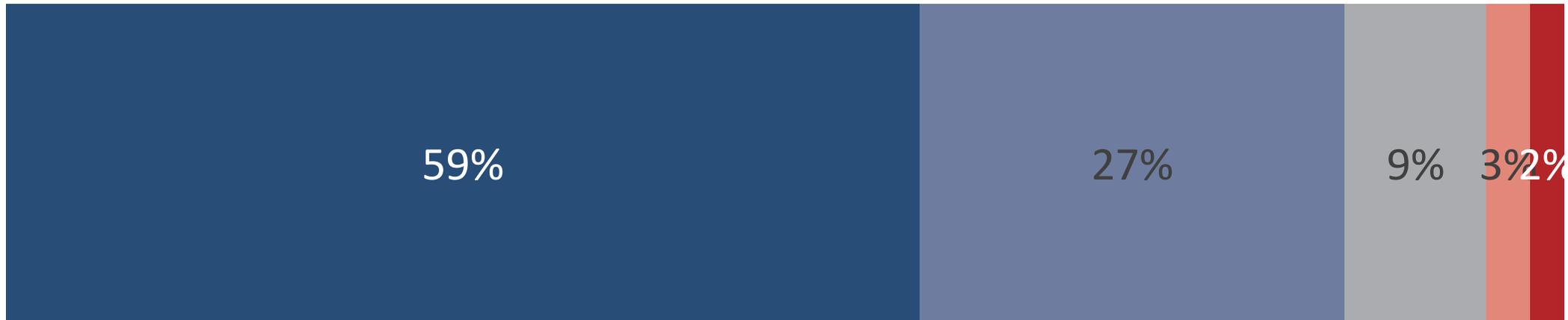


Regardless of whether you or anyone in your family has been a student at the colleges, using a scale of excellent, good, only fair, or poor, please rate the following areas relating to the Peralta Community College District.

Perceived Need for Money

Awareness of the need for additional funding for local community colleges is very high.

■ Great need ■ Some need ■ (Don't know) ■ Little need ■ No real need



Would you say that the community colleges in your area have a great need for more money, some need for more money, only a little need, or no real need for more money?



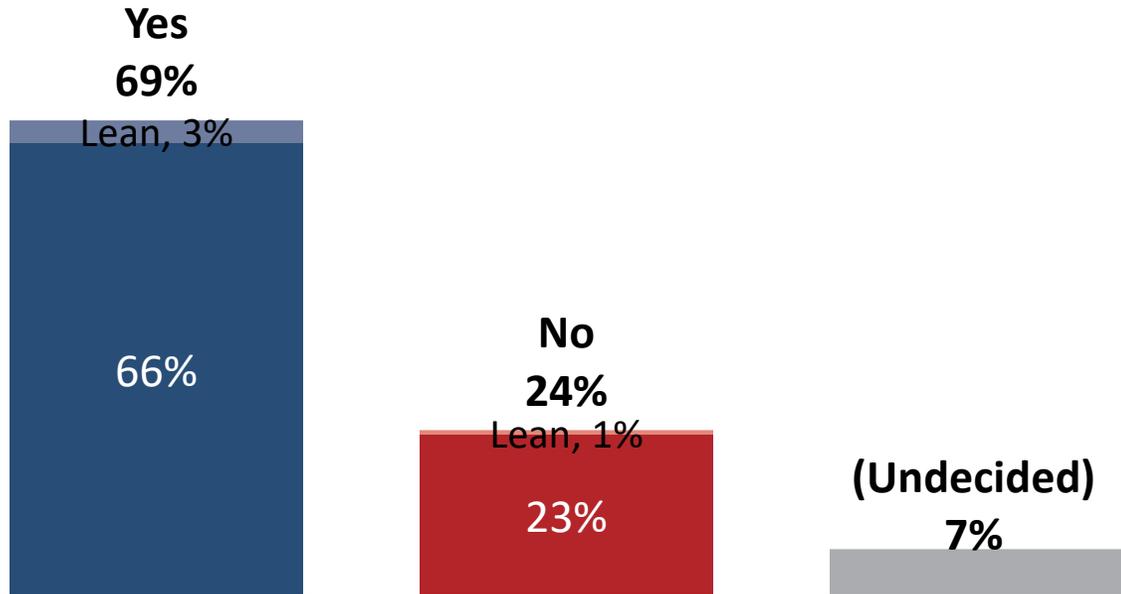
Reaction to a Potential Bond Measure & the Public's Priorities

Conceptual Bond Measure Language Tested

Support for a bond measure exceeds the 55% threshold needed to pass, for both amounts tested.

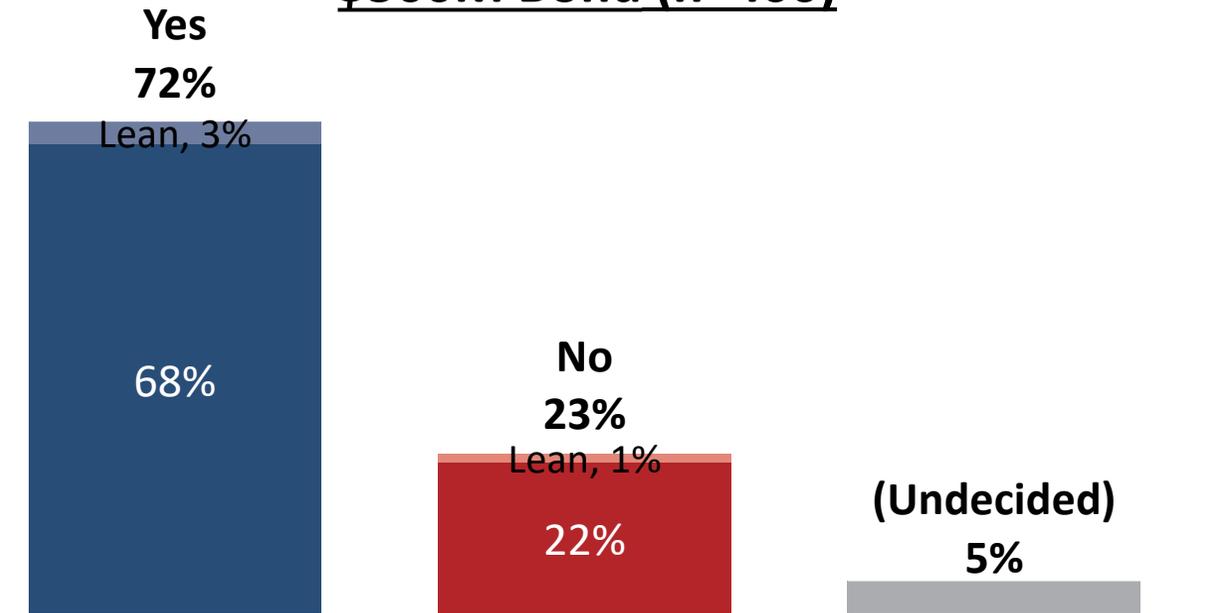
*Peralta Colleges Classroom Upgrades Measure. To upgrade aging classrooms, technology, science labs; expand job-training classrooms; and acquire, construct, repair sites/facilities/equipment, shall the Peralta Community College District issue **\$800,000,000** in bonds at legal interest rates, with approximately **\$55,000,000** in taxes raised annually for 36 years at projected tax rates of **\$25** per \$100,000 of assessed valuation, with no funds for administrators' salaries, audits and citizens' oversight, and all funds used locally?*

\$800M Bond (n=400)



*Peralta Colleges Classroom Upgrades Measure. To upgrade aging classrooms, technology, science labs; expand job-training classrooms; and acquire, construct, repair sites/facilities/equipment, shall the Peralta Community College District issue **\$500,000,000** in bonds at legal interest rates, with approximately **\$31,000,000** in taxes raised annually for 36 years at projected tax rates of **\$16-\$19** per \$100,000 of assessed valuation, with no funds for administrators' salaries, audits and citizens' oversight, and all funds used locally?*

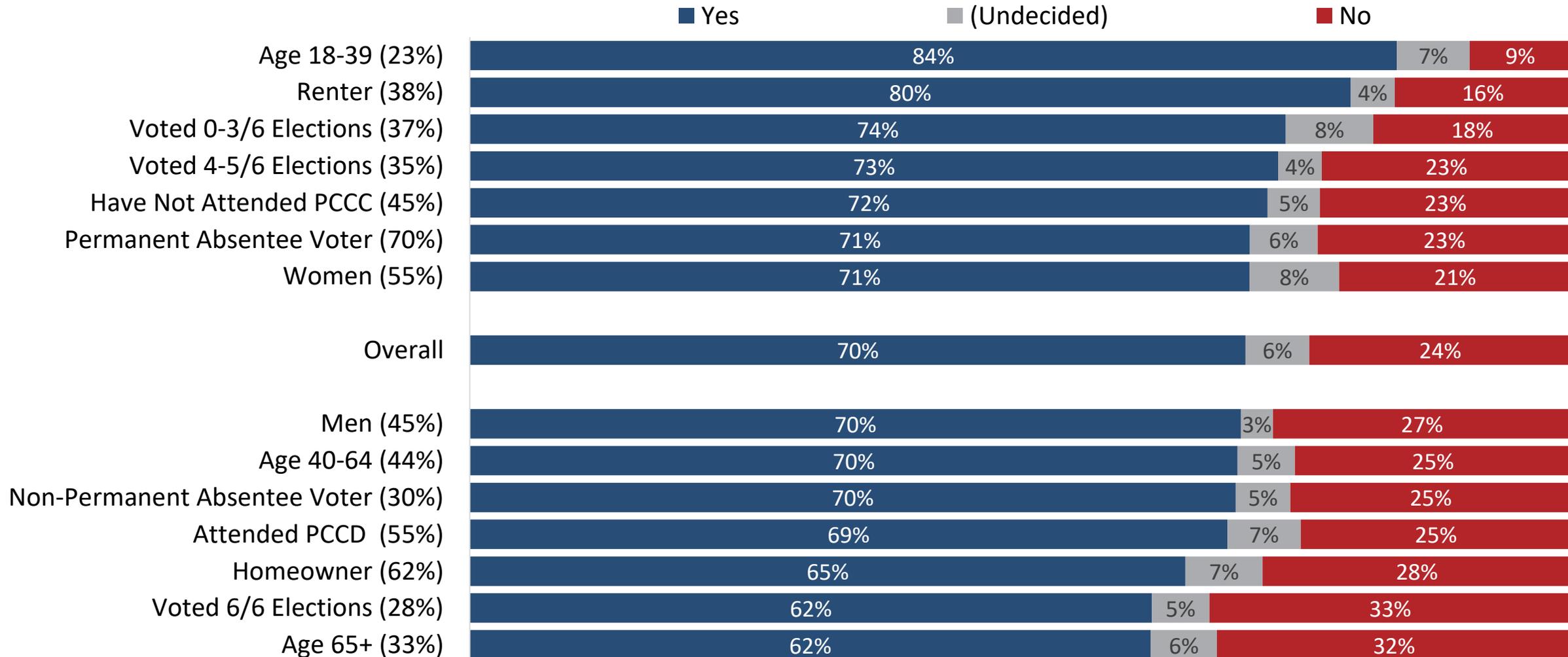
\$500M Bond (n=400)



Initial Interest in Bond Measure by Demos

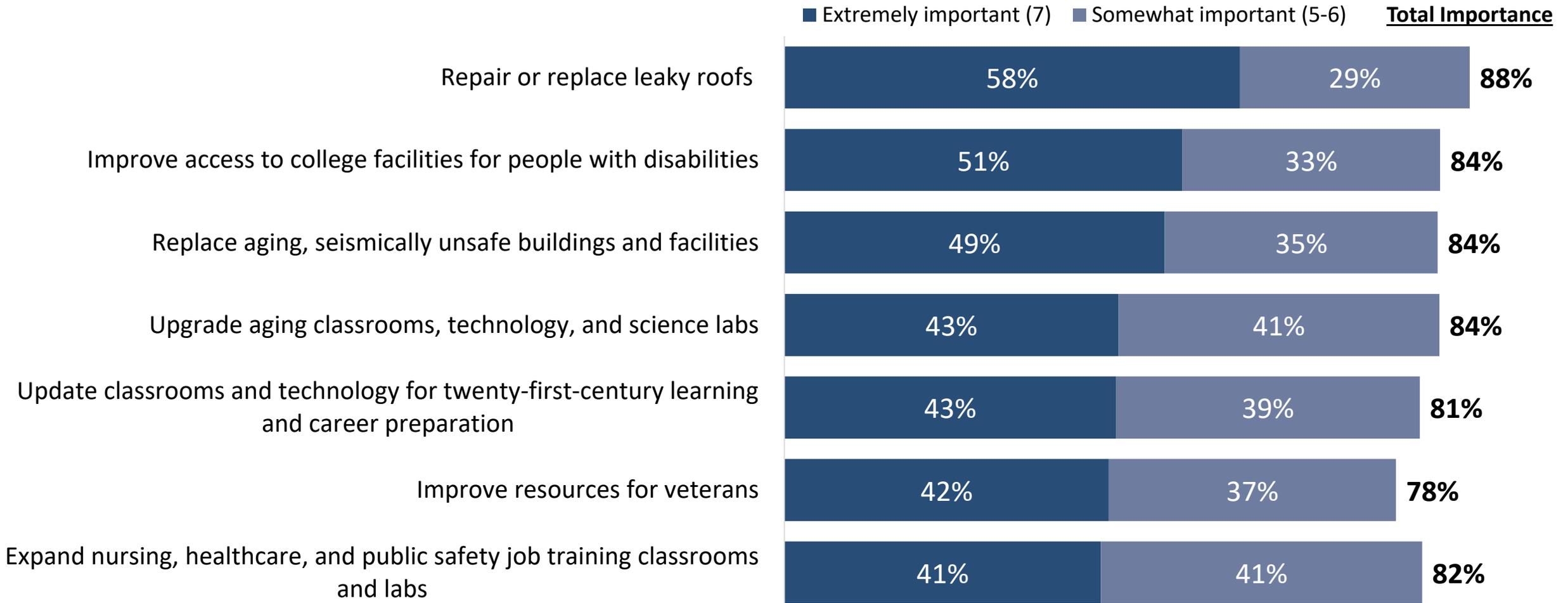
There is widespread support for a bond across demographic subgroups.

% shown for combined bond amounts



Respondent Priorities

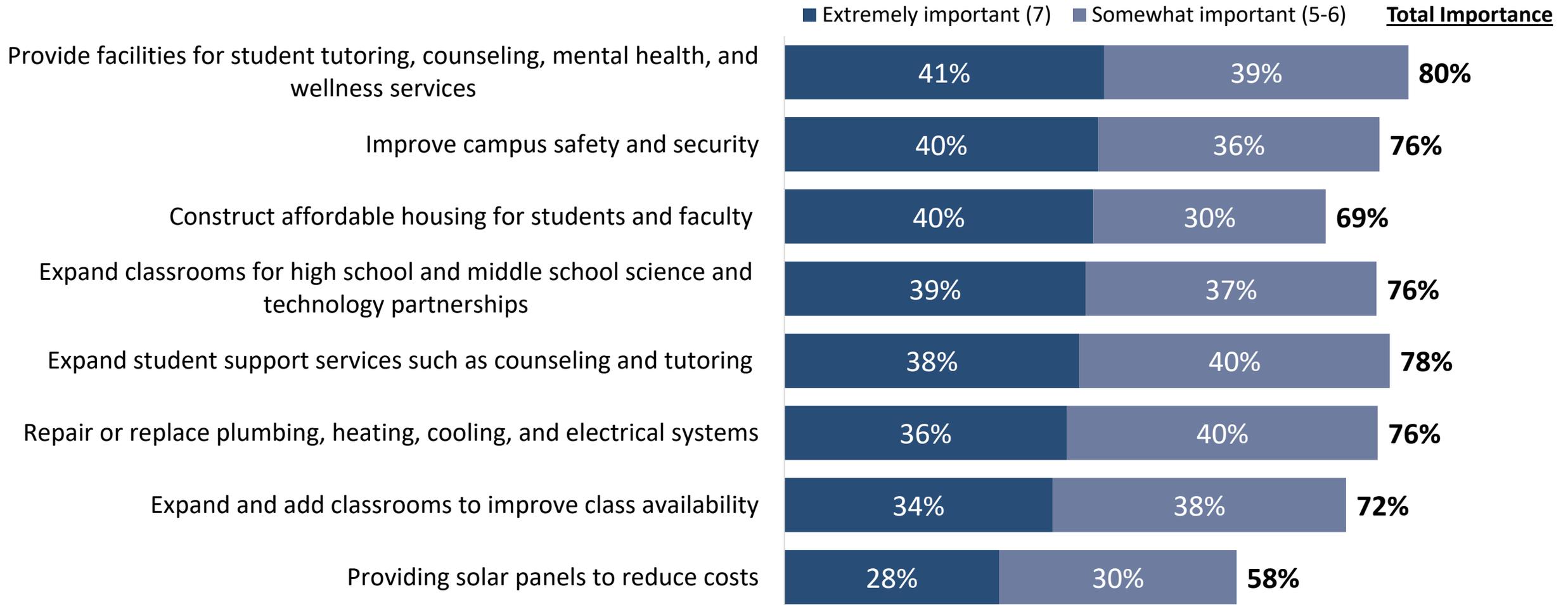
Basic facilities repairs and upgrading classrooms, technology and labs are high priorities.



I'm going to read you some projects that could be included in a Peralta Community College District bond measure. After each one, please rate how important that is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Respondent Priorities, cont.

All bond projects tested are important to a majority.



I'm going to read you some projects that could be included in a Peralta Community College District bond measure. After each one, please rate how important that is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.



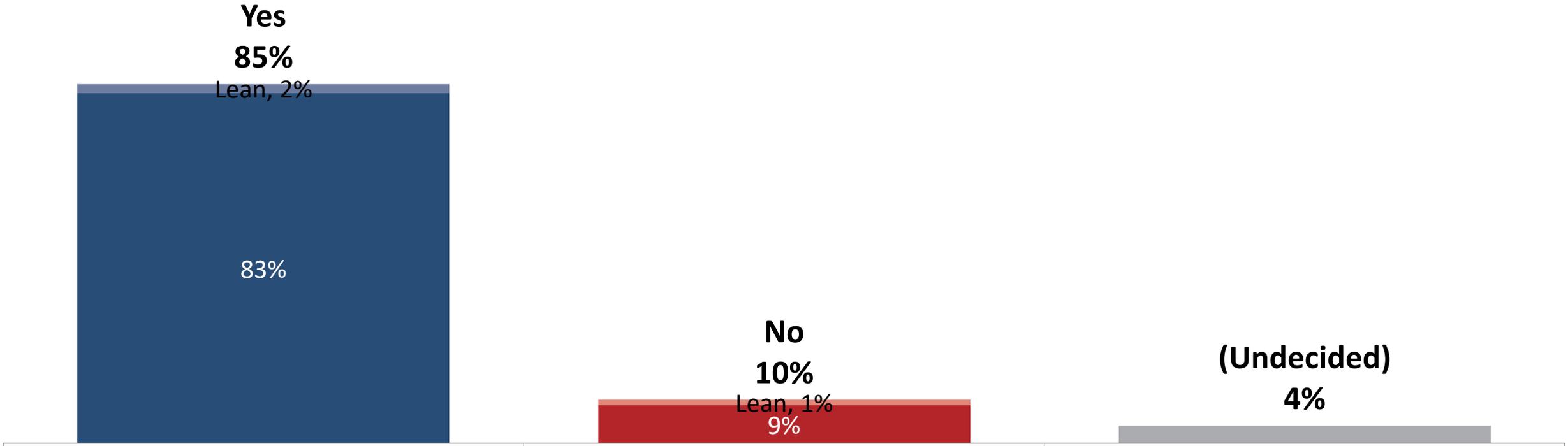
Reactions to a Potential Parcel Tax Renewal Measure

Conceptual Parcel Tax Renewal Measure Language Tested



Interest in a parcel tax renewal measure with no increase is well above the necessary two-thirds.

Extension of Peralta Education Funding. To continue College of Alameda, Laney College, Merritt College, and Berkeley City College funding that supports affordable college education, including core academic programs; workforce/career/job training; and, university transfer; shall the Peralta Community College District levy its existing voter-approved \$48 parcel tax for eight more years with no increase in rate providing \$8,000,000 annually with citizens' oversight, no funds for administrators' salaries, and all funds benefiting our local colleges?



Key Takeaways

- Majorities of voters:
 - View the District and Faculty favorably
 - Recognize that local community colleges have a need for more funding
 - Are largely unaware of the District's financial and budget management or management of bond and parcel tax money
- Bond measure components most important to the community are:
 - Repair/replace leaky roofs
 - Improve access to college facilities for people with disabilities
 - Replace aging, seismically unsafe buildings and facilities
 - Upgrade aging classrooms, technology and science labs
 - Update classrooms and technology for 21st-century learning and career preparation
- The themes of most interest to voters are maintaining quality, affordable education and job training that saves families thousands of dollars, local control of funds and strict accountability measures, and upgrades that will equip students with the training and skills they need to be competitive, access high-paying jobs and work in their own community.

EMC/LEG Recommendations & Conclusions

- The District is potentially well-positioned to proceed with both a no-tax increase parcel tax renewal and education facilities bond in November 2018.
 - Current discussions to amend AB 195 to potentially change the format of the bond ballot question should be carefully monitored.
- ▶ The communities you serve continue to highly value the affordable, accessible education you provide
- ▶ Reactions are very positive, but there are some policy areas where the public is unaware of the District's efforts—this is not unusual, and should be viewed as an informational opportunity.
- ▶ These results still mean the District must properly inform and engage the public on its programs and needs over the coming weeks.



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