



Support for a Chabot-Las Positas Community College District Bond Measure

**Key Findings of a Survey Conducted
January 25 – February 2, 2016**

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Survey Methodology

- 411 telephone interviews with voters likely to cast ballots in June 2016 in the Chabot-Las Positas Community College District
 - 800 telephone interviews with voters likely to cast ballots in November 2016 in the Chabot-Las Positas Community College District
- Interviews conducted January 25 – February 2, 2016
- Interviews in English and Spanish and on landlines and cell phones
- Margin of sampling error of +/- 3.5% at the 95% confidence level
- Some percentages may not sum to 100% due to rounding

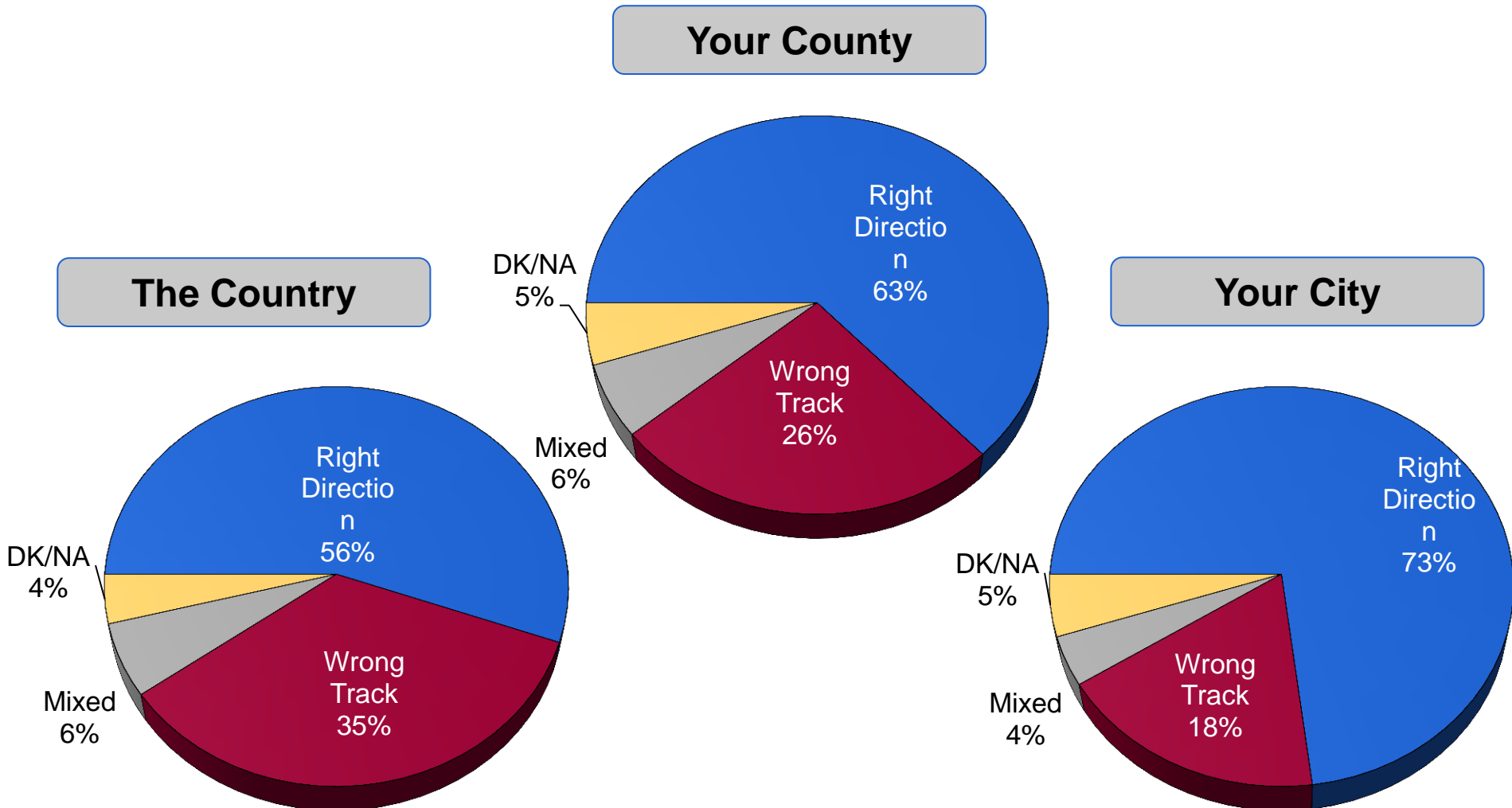
Key Findings

- Voters are optimistic about the direction of their County and City.
- Chabot-Las Positas Community College District benefits from widespread awareness and favorability.
- Nearly six in ten voters think the District is in need of additional funding (58%).
 - Voters see a higher need for the individual colleges.
- The proposed bond measure is very well-received.
 - 75% of June 2016 voters say they would vote ‘yes.’
 - 78% of November 2016 voters say they would vote ‘yes’.
 - Lower bond amounts receive weaker support.
- Pro and con arguments have little effect on support for the measure.
 - Pro arguments are individually perceived as more convincing.
 - Arguments related to affordability, veterans, and safety stand out to voters.



Issue Context

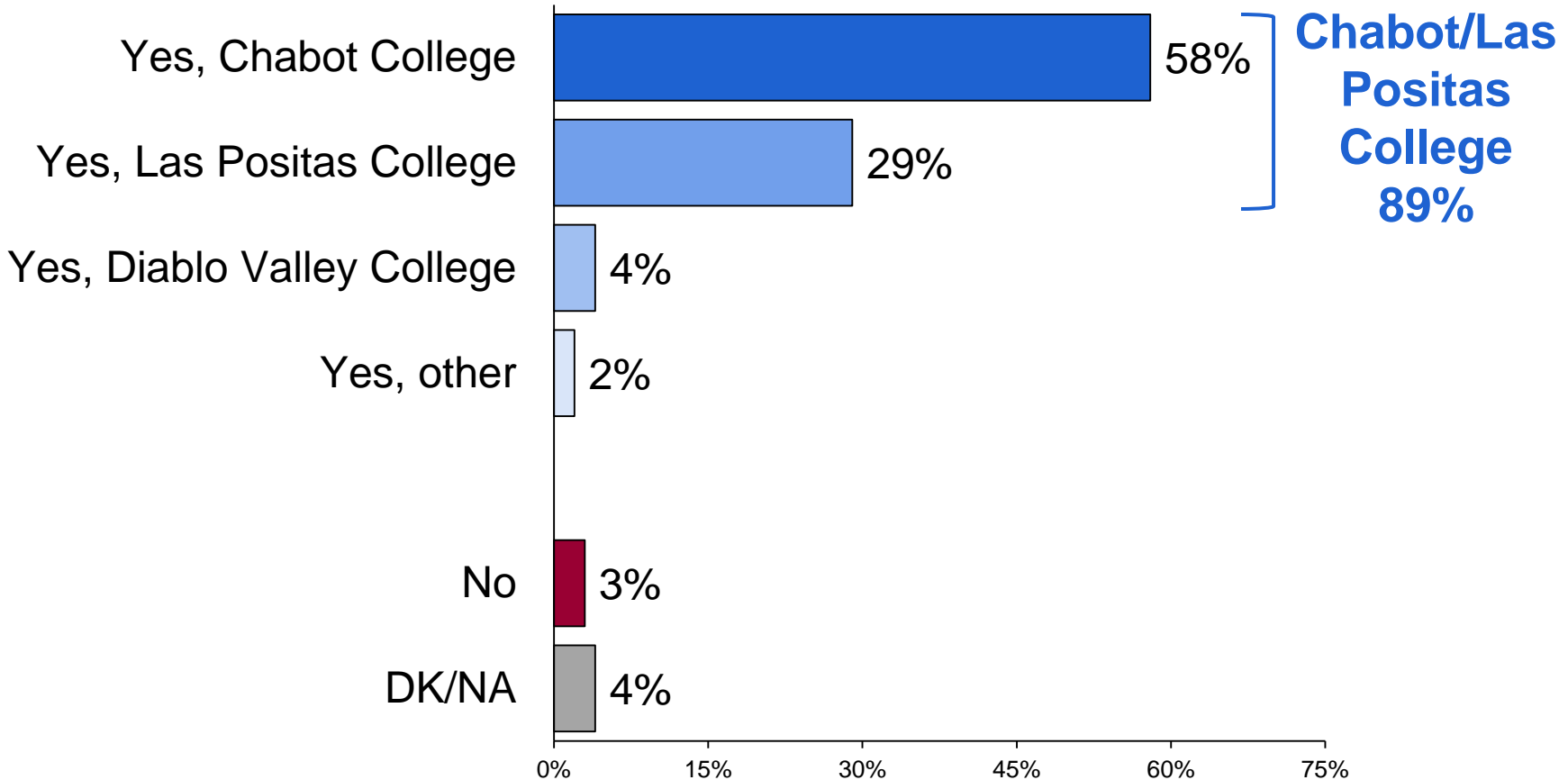
Voters are far more optimistic about the direction of their cities than the overall region.



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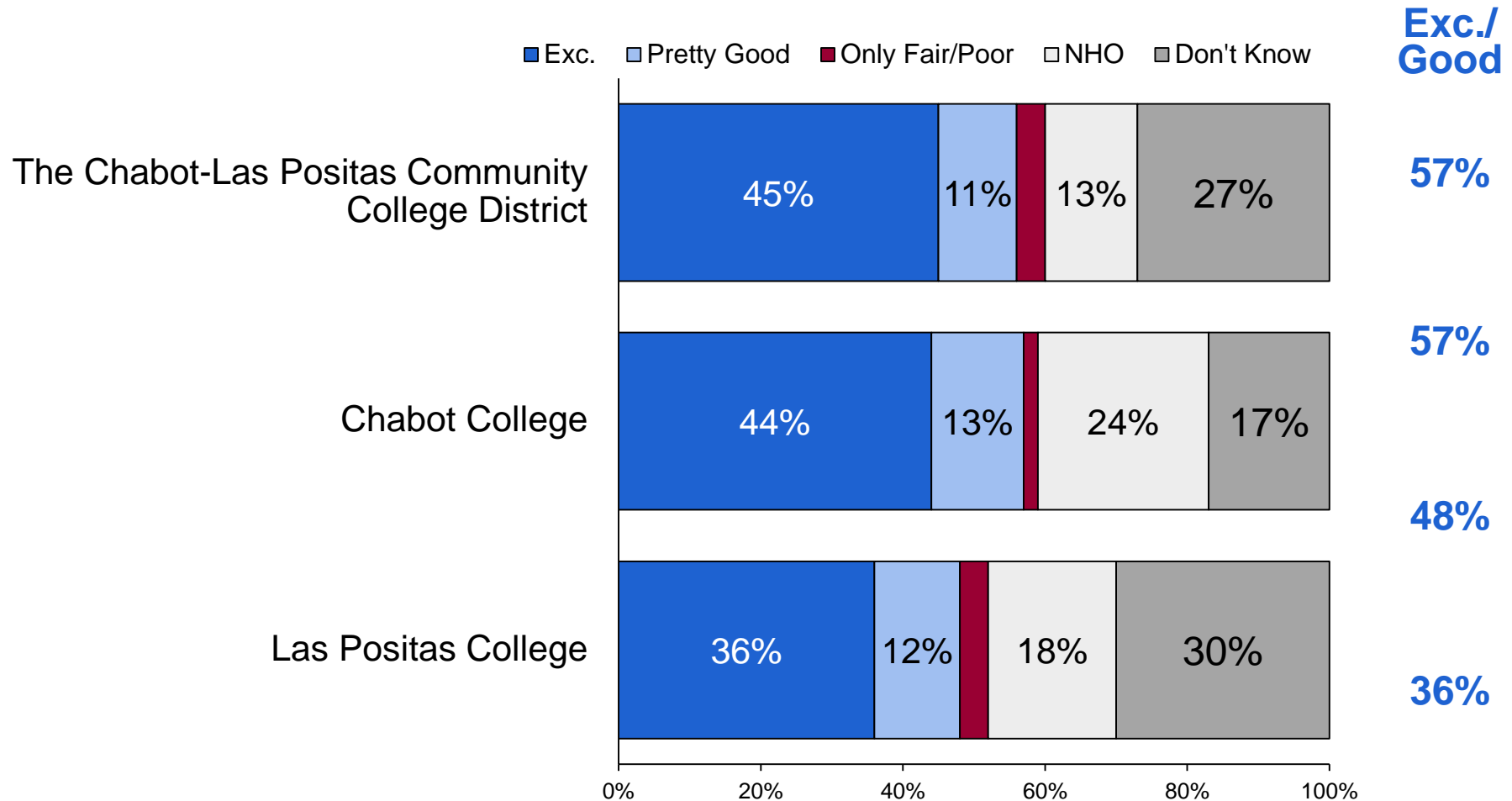
Nearly nine in ten identify Chabot-Las Positas as their local community college district.

From what you know, is there a local community college that serves your area?



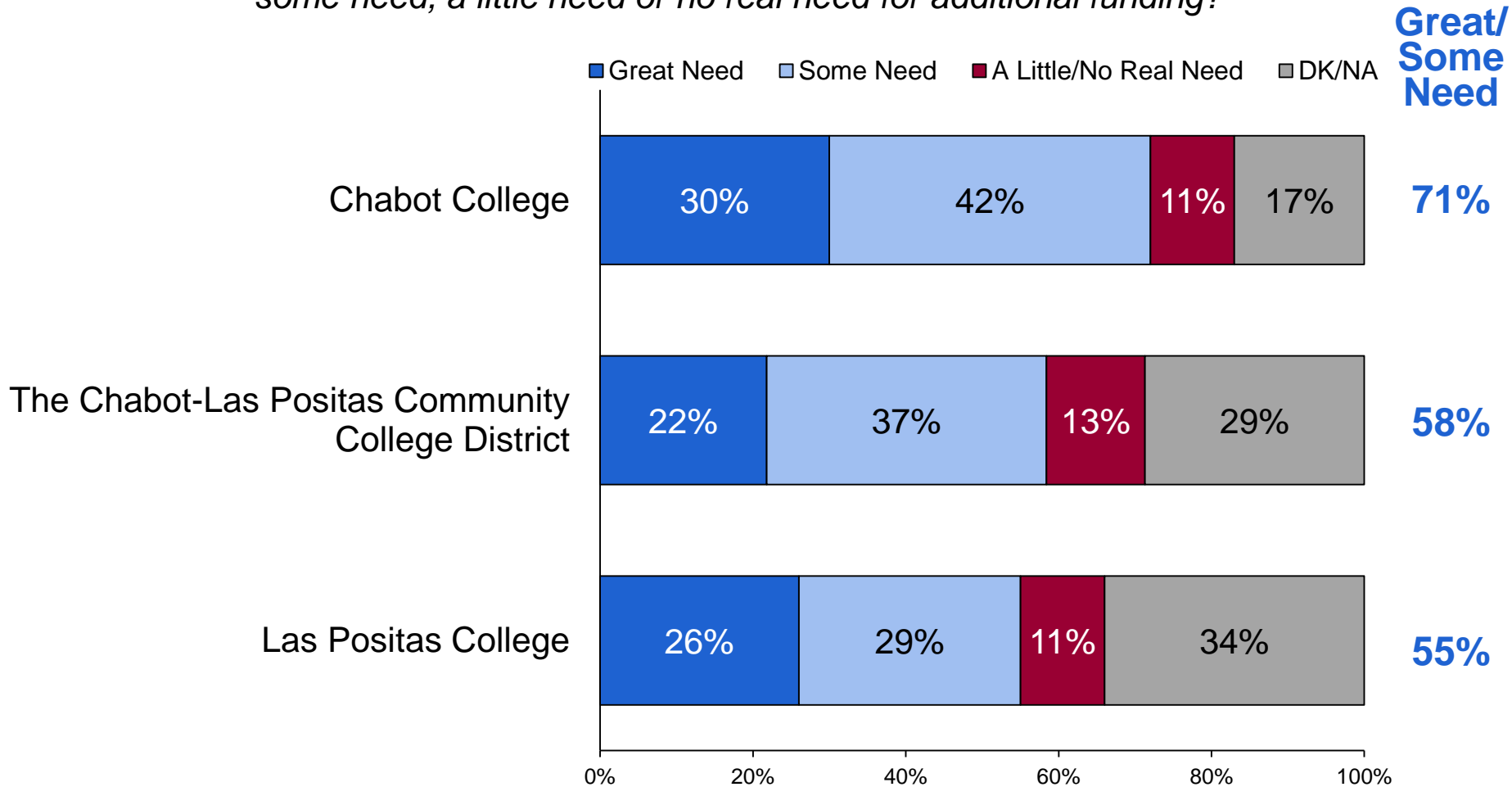
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Voters have an overall positive impression of the District.



There is a perception that the District needs additional funding.

Generally speaking, would you say that _____ has a great need for additional funding, some need, a little need or no real need for additional funding?

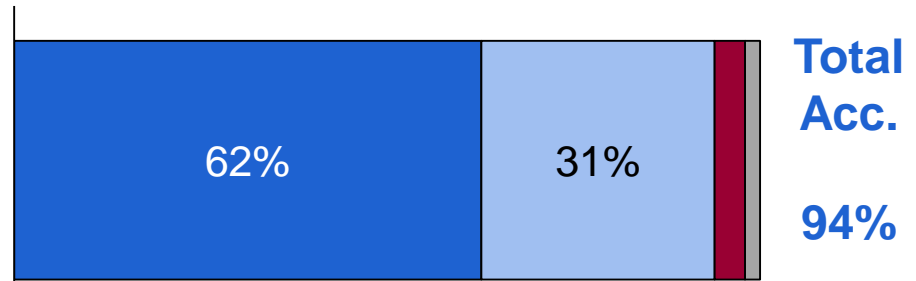


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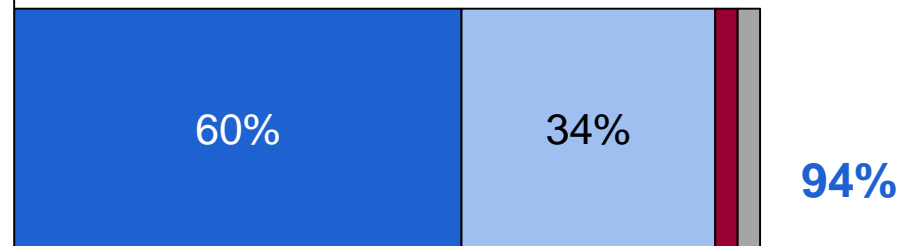
The role of community colleges in the context of an expensive higher education landscape is strongly appreciated.

■ Very Acc. ■ Smwt. Acc. ■ Smwt./Very Inacc. ■ DK/NA

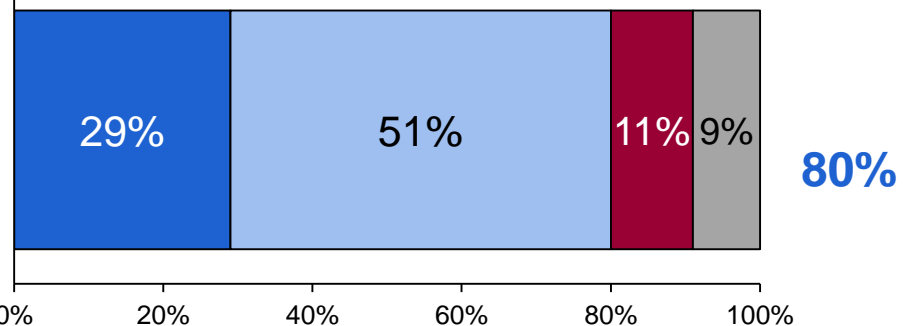
Because the University of California and California State systems have become so expensive, more students are relying on local community colleges for their education.



In tough economic times, community colleges are critically important to re-train people who want to expand their job skills.



The colleges are responsive to the needs of students and the community.



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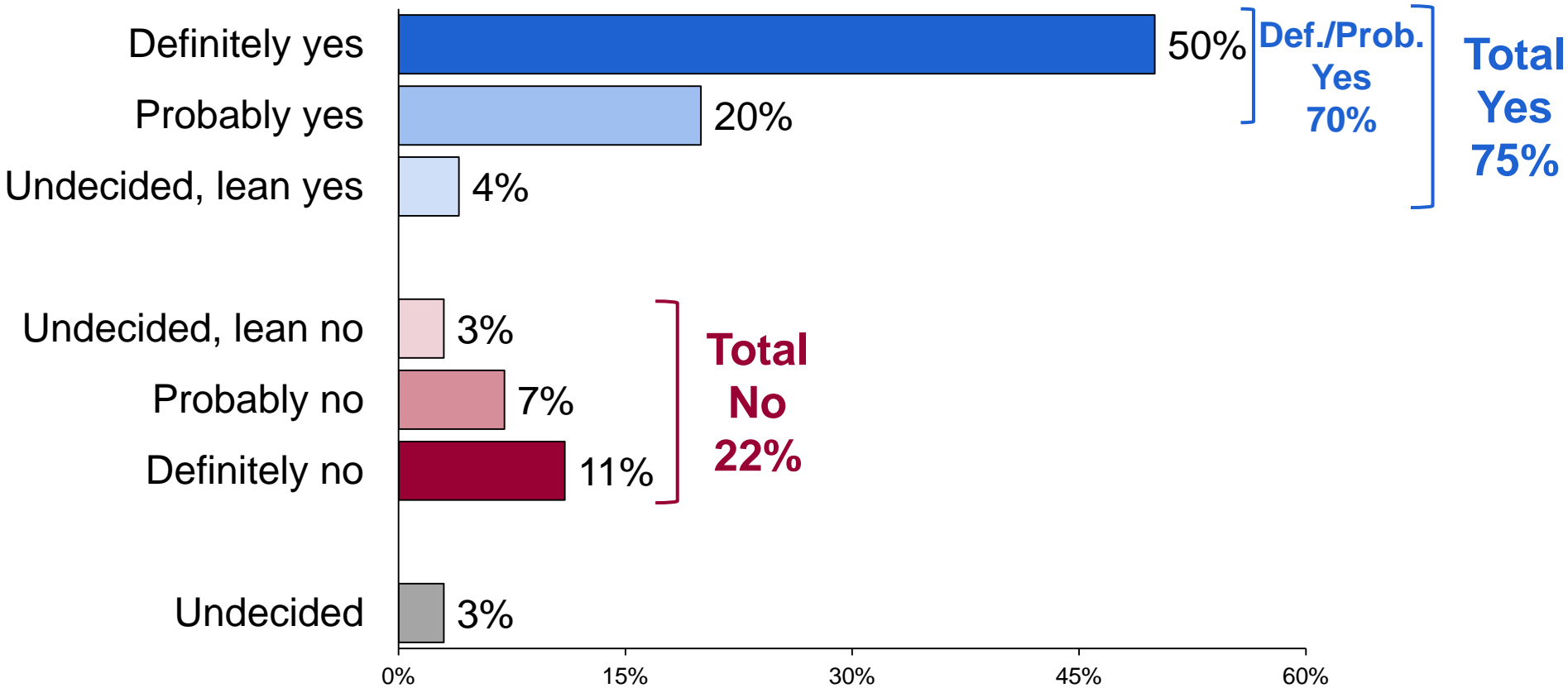
Initial Support for a Chabot-Las Positas Community College Bond Measure

Chabot-Las Positas Job Training, Classroom Repair, and Student Safety Measure

CHABOT-LAS POSITAS JOB TRAINING, CLASSROOM REPAIR, AND STUDENT SAFETY MEASURE. To upgrade aging classrooms and technology/science labs for career education so as to better prepare students, veterans, and workers for good jobs and university transfer; to remove asbestos/retrofit buildings for earthquake safety; to acquire, construct, and repair sites/facilities/equipment; and to improve campus safety/security. Shall the Chabot-Las Positas Community College District issue \$950 million in bonds at legal rates, no money for administrators' salaries/pensions, independent financial audits, and all funds used locally?

Three quarters of June voters support the measure.

(Likely June 2016)



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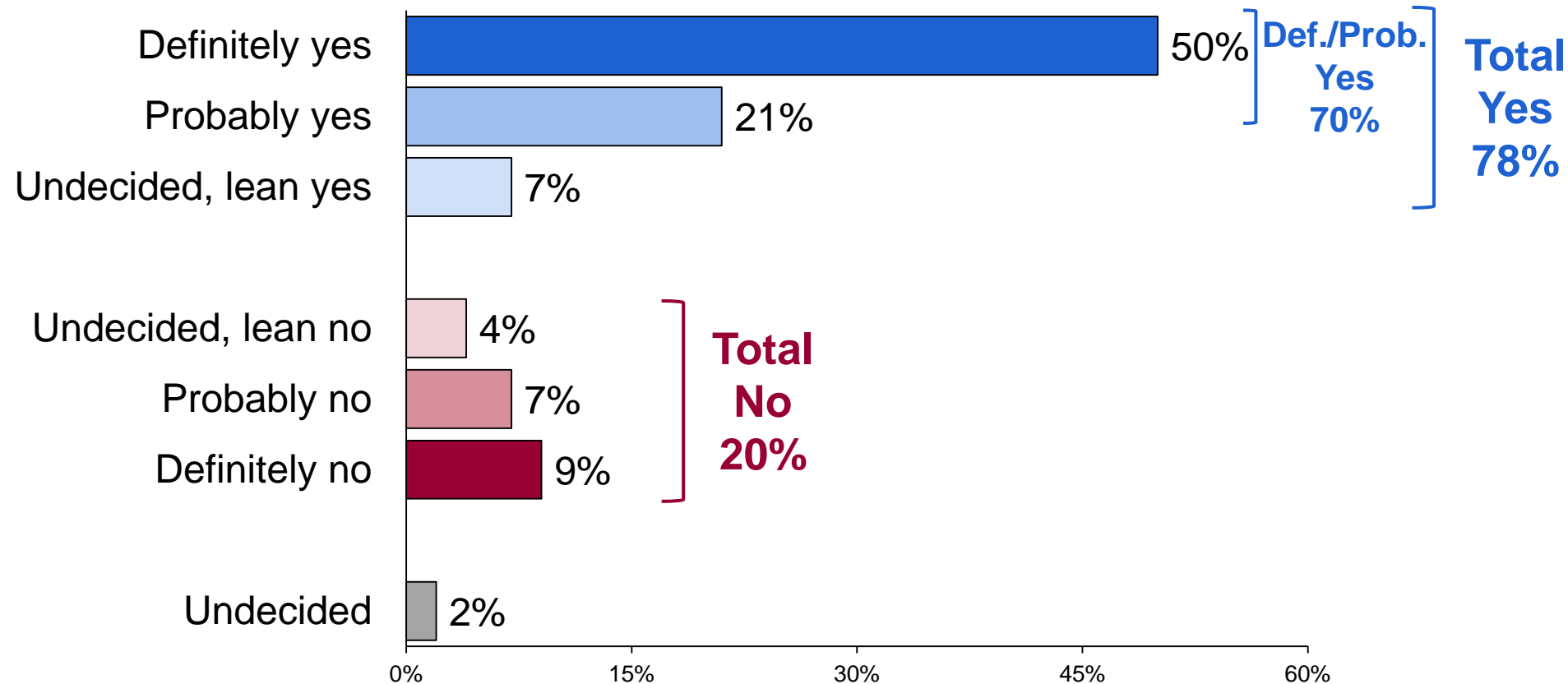
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Q5. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?

Nearly eight in ten November voters back the measure.

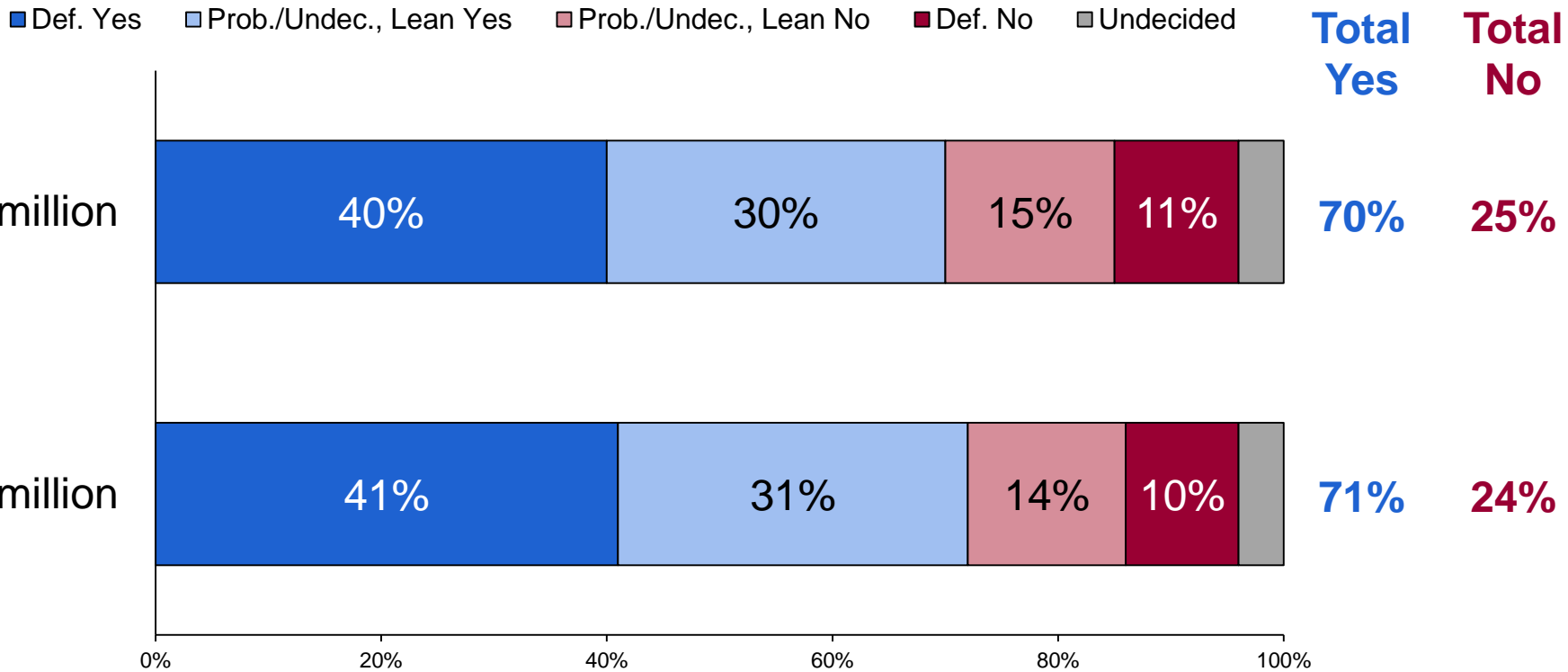
(Likely November 2016)



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Lower bond amounts receive lower levels of support.

*What if this bond measure were for _____, instead of \$950 million?
If that were the case, would you vote yes in favor of it, or no to oppose it?*

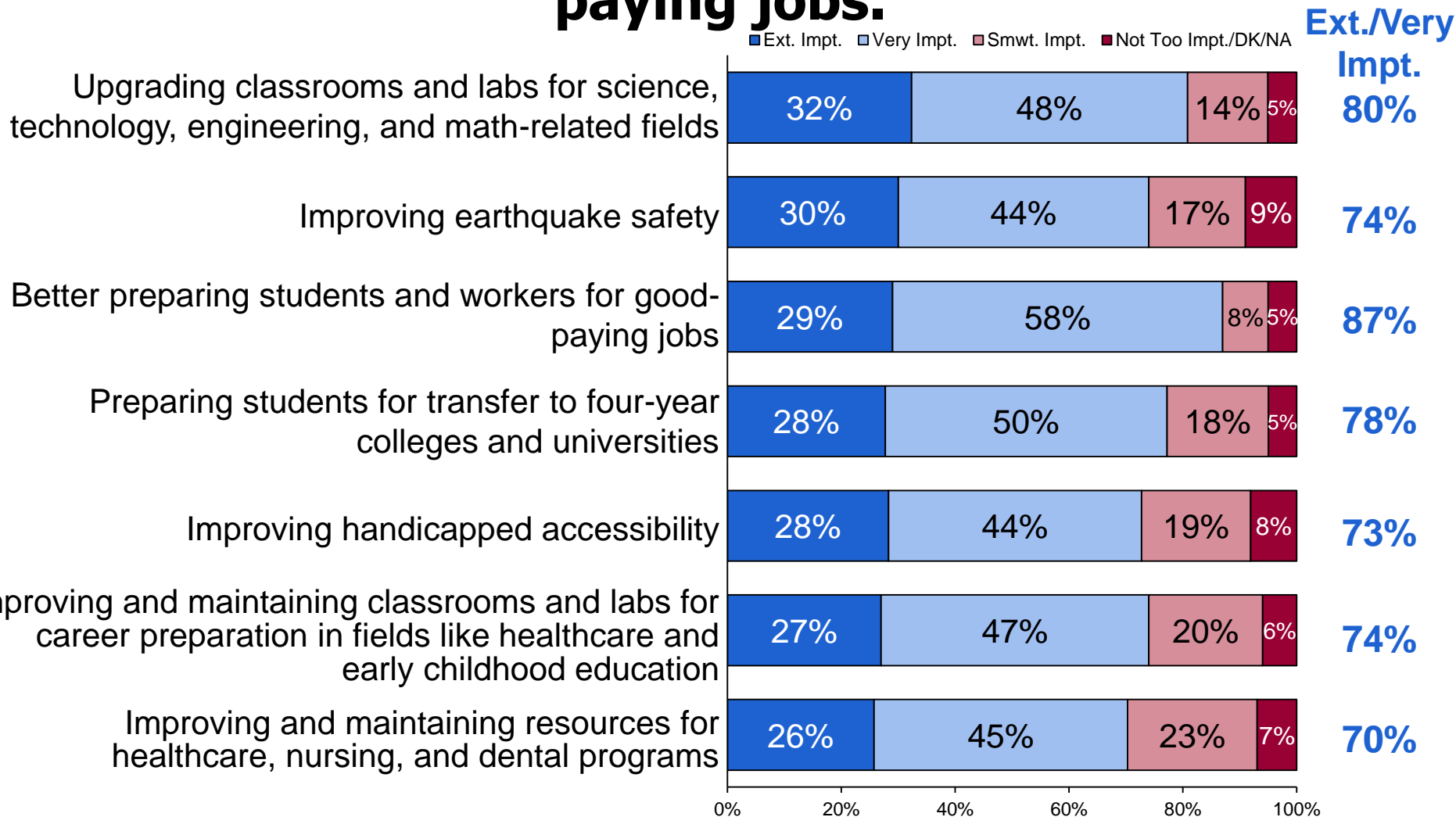


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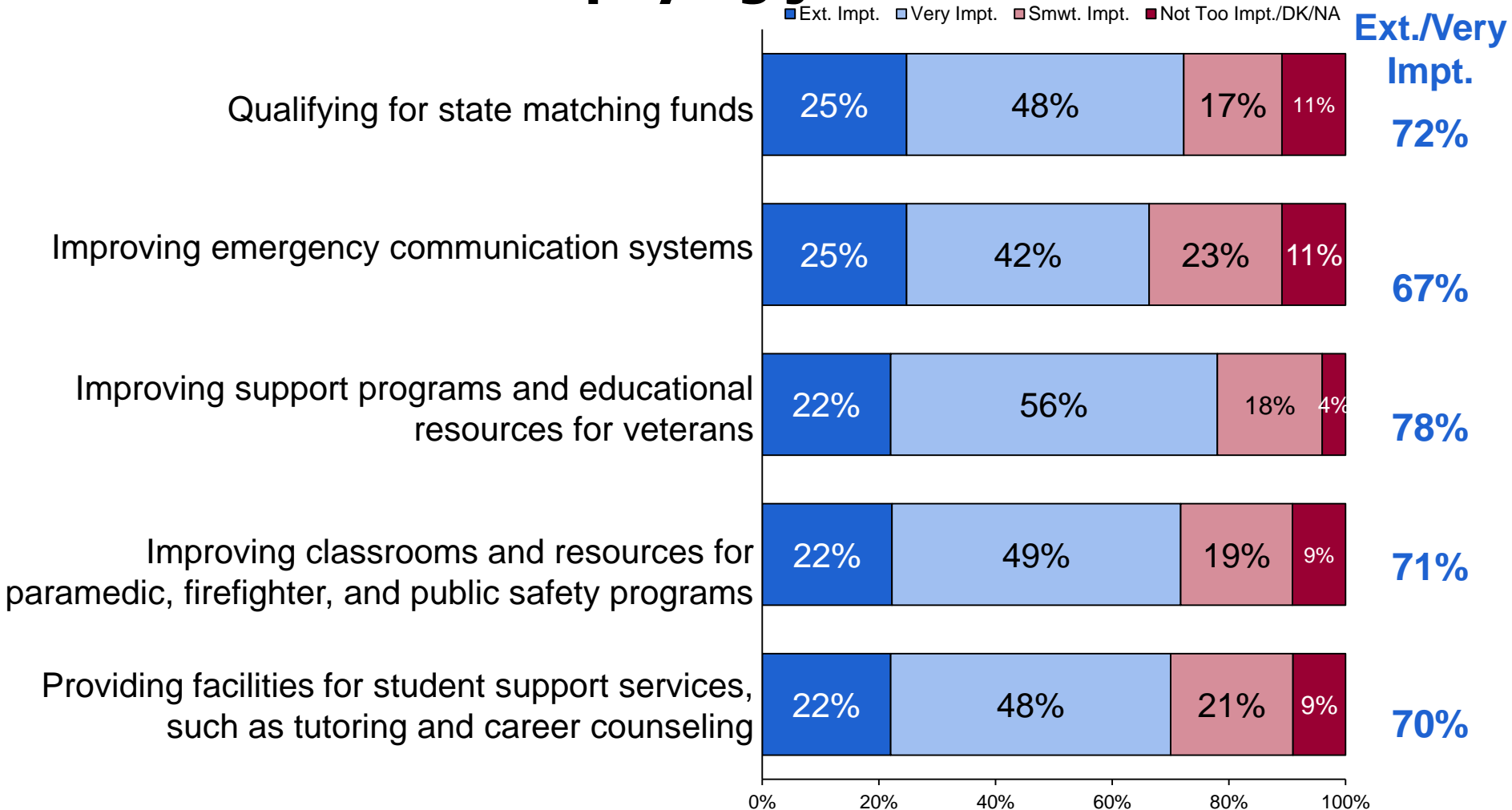
Structural Elements of the Measure

Voters prioritize upgrading classrooms and labs, earthquake safety, and preparing students for good-paying jobs.



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Messaging

Pro Arguments

(AFFORDABLE) The cost to attend California's public universities has risen to at least six times that of attending a community college. As a result, more local students and their families rely on their local community college to save tens of thousands of dollars. Passing this measure increases opportunities for local students to earn college credits, certifications, and job skills at a reasonable price and transfer to four-year colleges and universities.

^(VETERANS) Chabot and Las Positas have served thousands of military veterans, many of whom have recently returned from war zones and face challenges, including post-traumatic stress disorder and permanent disability. This measure will upgrade and expand veteran services and job training so returning Service Members receive the support they need to complete their education and enter the civilian workforce.

(SAFETY) This measure will help make Chabot-Las Positas Community College a safer place for local students to learn. Funds will be used to upgrade campus security and emergency communications systems, campus lighting, signage, cameras, and door locks, ensuring the safety and security of students.

(JOBS) Chabot-Las Positas Community College provides essential job training and workforce preparation for students of all ages, veterans, and local residents. This measure will upgrade classrooms, facilities, and technology and expand access to training programs that help students learn new skills and find better paying jobs in business, technology, nursing, early childhood education, public safety, and other high-demand careers.

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Pro Arguments; Continued

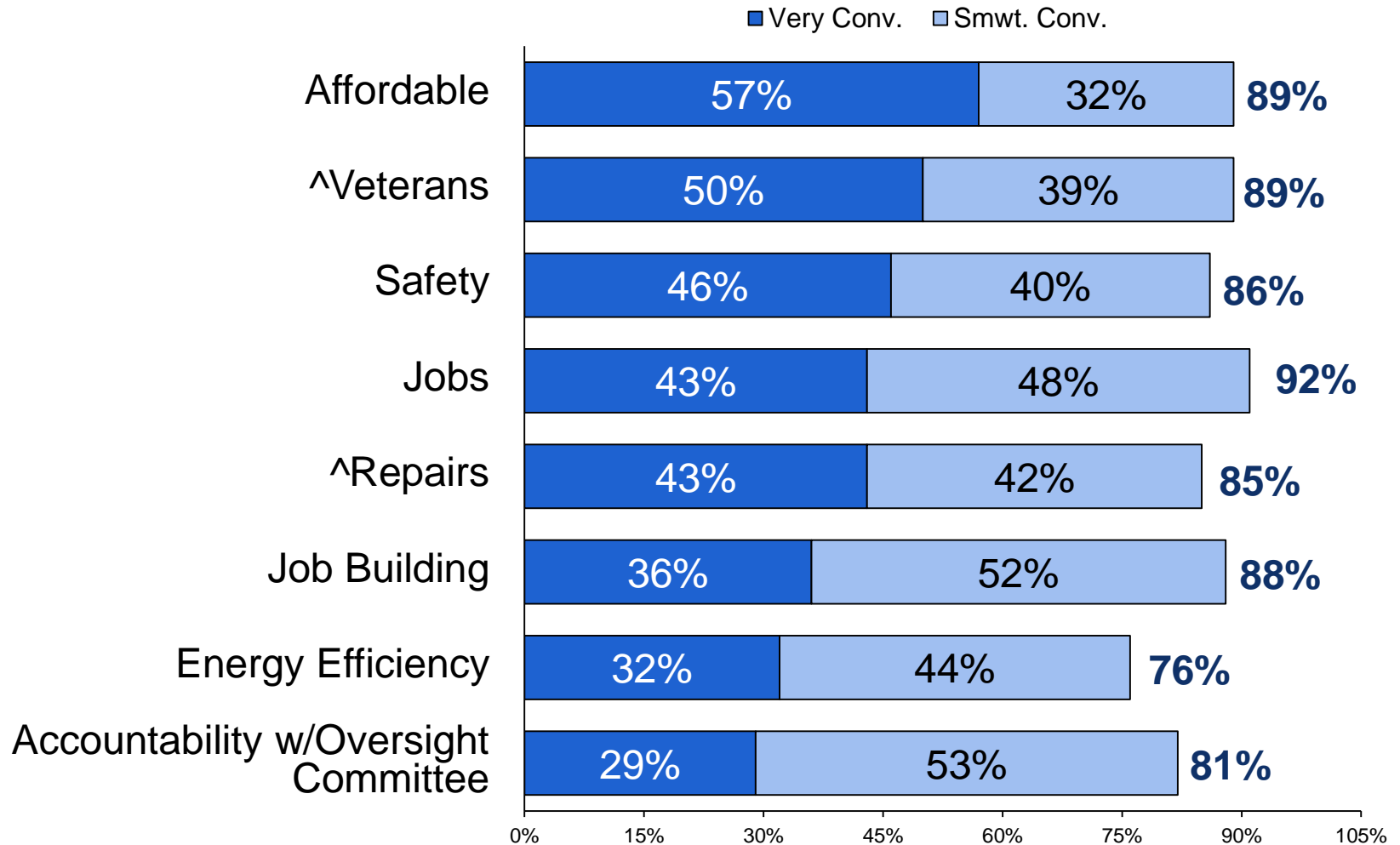
^(REPAIRS) Many of Chabot and Las Positas's buildings, classrooms, science labs, and job training equipment are outdated and deteriorating. This measure will address urgent and basic repairs, such as removing asbestos, ensuring earthquake safety, upgrading electrical wiring, gas and sewer lines, fixing leaky roofs, and replacing outdated plumbing, to make our local college clean and safe for learning.

(JOB BUILDING) Chabot-Las Positas Community College provides essential job training and workforce preparation for students of all ages, veterans, and local residents. This measure will build new, state-of-the-art classrooms and labs, expanding access to training programs that help students learn new skills and find better paying jobs in business, technology, nursing, early childhood education, public safety, and other high-demand careers.

(ENERGY EFFICIENCY) Chabot-Las Positas Community College District has been a leader in water and energy conservation. In the face of this historic drought they converted all campuses' irrigation to non-potable water. This measure will allow the District to continue to be a leader in water conservation and energy efficiency, and to continue making additional improvements.

(ACCOUNTABILITY W/ OVERSIGHT COMMITTEE) An independent citizens' oversight committee has closely analyzed prior bond projects and praised the District's prudent spending. This commitment to community oversight and accountability would continue with the next bond. Strict accountability requirements including a Citizens' Bond Oversight Committee and independent annual financial and performance audits would ensure all funds are used effectively, efficiently, and as promised. Furthermore, all funds will be used locally.

Messages related to the cost of higher education and CLPCCD's support for veterans resonate with voters.



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Conclusions

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- The “Chabot-Las Positas Job Training, Classroom Repair, and Student Safety” measure receives strong support from voters.
 - 75% of June 2016 voters would vote ‘yes’ and 78% of November 2016 voters say the same.
 - This support cuts across all major demographics including gender, age, and party.
 - Voters display little price sensitivity to different bond amounts.
- Chabot-Las Positas is seen as a key part of the community.
 - Voters have high levels of awareness and a high opinion of the colleges.
 - They value it as an alternative to expensive four-year colleges, and recognize its high performance, and the high quality academic and professional training it provides students.
- Voters prioritize spending on upgrading classrooms and labs, student job-training, student safety, and healthcare, nursing, and dental training programs.
- While pro and con arguments are individually convincing, they do little to sway voters, suggesting the measure is at its ceiling of support.
 - The most effective pro-arguments relate to community college as an alternative to expensive higher-education programs, as providing an important service to veterans, and as investing in students’ safety on campus.

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Next Steps and Timeline

- Finalize Bond Measure Resolution by March 11 deadline
 - Project list
 - 75 word ballot statement
 - Tax rate statement
- Finalize Ballot Arguments & Rebuttals (if necessary)
 - Alameda County ROV deadline: 3/18 for arguments, 3/25 for rebuttals
 - Contra Costa County deadline: 3/23 for arguments, 3/28 for rebuttals
- Transition to private/ volunteer led campaign*
- Election Day: June 7, 2016

*For information purposes only