Telephone Survey of Santa Barbara Community College District Likely Voters
May 2013
*Executive Summary Board Presentation – August 8, 2013*

Prepared for
Santa Barbara City College

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**EMC Research, Inc.**
Contact: Ruth Bernstein & Emily Kirby
510-844-0680
www.emcresearch.com

**The Lew Edwards Group**
Catherine Lew
510-594-0224
www.lewedwardsgroup.com
Project Goals

- Understand the community’s perspectives on a wide range of issues including public perceptions of Santa Barbara City College, its role in the community, community priorities for the College, and the public’s interest in our campus and classroom infrastructure needs.

- Independently and objectively assess community perspectives and report back on results, including the viability of a potential ballot measure.
Community optimism has increased since 2007; 57% of respondents feel that things in this area are going in the right direction.

Perceptions of City College continue to be VERY positive (94% of respondents give a favorable rating); more than 4 out of 5 respondents rate the quality of the education you provide as excellent or good.

Solid support for a potential bond measure (59% of respondents would vote yes, and another 9% lean to vote yes). Support for the bond measure is at or above the 55% threshold for a bond up to $310 Million.

Providing quality, affordable, local education and helping students transfer to 4-year universities are most important themes for respondents.

Any potential proposal must include strong fiscal accountability provisions.

We recommend that City College continue to engage its constituents and stakeholders around the most community-responsive, fiscally prudent plan for a potential bond.
Telephone survey of Santa Barbara Community College District likely voters
- Conducted May 16 to May 24, 2013
- 601 completed interviews
- Margin of error: ±4.0 percentage points for overall results and ±5.7 percentage points on split samples
- Interviews conducted by trained, professional interviewers in English and Spanish, and monitored by EMC Research
  - Data is weighted to reflect the demographics of the District

When applicable, results compared with:
- November 11-18, 2007
  - n=501, MoE: ± 4.4%, EMC 07-3775

As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.

Please note that due to rounding, percentages may not add up to exactly 100%
To compare support for a potential $198M and a potential $310M bond, EMC implemented a commonly used split-sample methodology whereby half of respondents (300) heard one total bond amount throughout the survey and the other half (300) heard the other amount. This allowed us to obtain an unbiased read on support for each amount. Respondents were randomly assigned into one of two groups (Sample A or Sample B). Both groups are demographically and geographically representative of likely voters in the District.
Issue Environment
Community optimism has increased since 2007; 57% of respondents feel that things in this area are going in the right direction.

**Question:** Do you feel that things in your area are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track? (Q4)

**Graph:**
- **2013:**
  - Right Direction: 57%
  - (Don't know): 15%
  - Wrong Track: 28%

- **2007:**
  - Right Direction: 50%
  - (Don't know): 17%
  - Wrong Track: 33%
Eighty percent of respondents have taken classes at City College; 59% have taken classes at the Continuing Ed Program

Have you, or has anyone in your immediate family ever taken a class at Santa Barbara City College? (Q68) Have you, or has anyone in your immediate family ever taken a class at the City College Continuing Education Program? (Q69)

- **Taken classes at City College**
  - Yes: 80%
  - No: 18%
  - (Don't know): 2%

- **Taken classes at Continuing Ed Program**
  - Yes: 59%
  - No: 37%
  - (Don't know): 4%
Perceptions of City College continue to be VERY positive

I’m going to read you a list of organizations. For each one please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of them. If you have never heard of someone or something, please say so. (Q5-Q9)

Santa Barbara City College, or SBCC (Q6)

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly favorable</th>
<th>Somewhat favorable</th>
<th>(Can't rate/never heard)</th>
<th>Somewhat unfavorable</th>
<th>Strongly unfavorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>70%</td>
<td>24%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>70%</td>
<td>22%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
I’m going to read you a list of organizations. For each one please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of them. If you have never heard of someone or something, please say so. (Q5-Q9)

Ratings for Centers remain positive as well

% Strongly/Somewhat Favorable

- Santa Barbara Community College District (Q5)
  - 2013: 70%
  - 2007: 66%

- SBCC Schott Center (Q7)
  - 2013: 58%
  - 2007: 66%

- SBCC Wake Center (Q8)
  - 2013: 59%
  - 2007: 64%

- SBCC Center for Lifelong Learning (Q9)
  - 2013: 67%
As you may know, you live in the Santa Barbara Community College District. Using a scale of excellent, good, only fair, or poor, please rate the following areas relating to Santa Barbara City College. (Q10-Q17)

<table>
<thead>
<tr>
<th>Area</th>
<th>Excellent</th>
<th>Good</th>
<th>(Don't know)</th>
<th>Only fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>The overall quality of education (Q10)</td>
<td>44%</td>
<td>41%</td>
<td>10%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>The quality of facilities at Santa Barbara City College (Q14)</td>
<td>45%</td>
<td>35%</td>
<td>15%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>The variety of classes and programs offered (Q11)</td>
<td>38%</td>
<td>38%</td>
<td>17%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>The quality of faculty and staff (Q17)</td>
<td>40%</td>
<td>36%</td>
<td>20%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>The job the college is doing preparing students to transfer to four-year universities (Q13)</td>
<td>42%</td>
<td>33%</td>
<td>21%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>The job the college is doing in career training and advancement (Q12)</td>
<td>29%</td>
<td>35%</td>
<td>28%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>The quality and variety of classes offered in the Continuing Education Program (Q15)*</td>
<td>28%</td>
<td>35%</td>
<td>26%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>The use of 2008 Measure V bond money to improve the college (Q16)</td>
<td>13%</td>
<td>21%</td>
<td>58%</td>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>

*2007 survey asked “The quality and variety of classes offered in the Adult Education Program”
Ratings of the College have changed little in six years since the last survey was done.

As you may know, you live in the Santa Barbara Community College District. Using a scale of excellent, good, only fair, or poor, please rate the following areas relating to Santa Barbara City College. (Q10-Q17)

<table>
<thead>
<tr>
<th>Area</th>
<th>2013</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>The overall quality of education (Q10)</td>
<td>85%</td>
<td>82%</td>
</tr>
<tr>
<td>The variety of classes and programs offered (Q11)</td>
<td>76%</td>
<td>81%</td>
</tr>
<tr>
<td>The job the college is doing in career training and advancement (Q12)</td>
<td>63%</td>
<td>62%</td>
</tr>
<tr>
<td>The job the college is doing preparing students to transfer to four-year universities (Q13)</td>
<td>74%</td>
<td>77%</td>
</tr>
<tr>
<td>The quality of facilities at Santa Barbara City College (Q14)</td>
<td>80%</td>
<td>78%</td>
</tr>
<tr>
<td>The quality and variety of classes offered in the Continuing Education Program (Q15)*</td>
<td>63%</td>
<td>79%</td>
</tr>
</tbody>
</table>

*2007 survey asked “The quality and variety of classes offered in the Adult Education Program”
Trust in the college district is very high

For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement. (Q20-Q23)

- Strongly agree
- Somewhat agree
- (DK)
- Somewhat disagree
- Strongly disagree

I trust the Santa Barbara Community College District to properly manage my tax dollars (Q22)

- 24% Strongly agree
- 43% Somewhat agree
- 9% (DK)
- 14% Somewhat disagree
- 11% Strongly disagree
In findings consistent with 2007, most believe SBCC is focused on serving the local community.

City College is not really focused on serving our local community, they are more concerned about meeting larger regional or state education needs (Q21)

For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement. (Q20-Q23)

- Strongly agree
- Somewhat agree
- (DK)
- Somewhat disagree
- Strongly disagree

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>(DK)</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>8%</td>
<td>14%</td>
<td>16%</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>2013</td>
<td>9%</td>
<td>13%</td>
<td>17%</td>
<td>31%</td>
<td>31%</td>
</tr>
</tbody>
</table>
Support for a Potential Local Education Bond Measure
Just over two-thirds (68%) of respondents would vote yes, or lean toward voting yes on a potential bond measure for Santa Barbara City College Education Improvement Measure.

To repair, construct, and seismically upgrade facilities and sites; acquire equipment; upgrade academic, science, engineering, healthcare and vocational classrooms; and improve technology and energy efficiency; in order to maintain access to quality, affordable education for students, including high school graduates and veterans, and prepare students for careers and transfer to four-year universities, shall Santa Barbara Community College District issue (FORM A: $198 million / FORM B: $310 million) in bonds at legal rates, requiring citizens’ oversight, audits, and no money for administrators’ salaries?
Support for a potential bond measure is consistent with initial support in your 2007 baseline survey.

- **Initial Vote (Current 2013 survey):**
  - Yes, approve: 59%
  - (Lean Yes): 9%
  - (Undecided): 9%
  - (Lean No): 5%
  - No, reject: 19%

- **Initial Vote (2007 Measure V polling):**
  - Yes, approve: 60%
  - (Lean Yes): 9%
  - (Undecided): 10%
  - (Lean No): 2%
  - No, reject: 19%

Santa Barbara Community College District
EMC 13-4882
Support for a potential bond measure is viable up to the maximum amount tested

If the election were held today, would you vote “Yes” to approve or “No” to reject the measure? (Q18)

- Yes, approve: 59%
  - (Lean Yes): 19%
  - (Undecided): 21%
  - (Lean No): 16%
- No, reject: 62%
  - (Lean Yes): 5%
  - (Undecided): 9%
  - (Lean No): 6%

Initial Vote (Overall)
Initial Vote ($198M) Sample A
Initial Vote ($310M) Sample B
While constituents show some cost sensitivity, reactions demonstrate continued viability

If the measure would cost homeowners about (FORM A: $12 / FORM B: $18) per $100 thousand of assessed value per year – NOT market value – would you vote yes to approve or no to reject the measure? (Q19)

<table>
<thead>
<tr>
<th></th>
<th>Yes, approve</th>
<th>(Lean Yes)</th>
<th>(Undecided)</th>
<th>(Lean No)</th>
<th>No, reject</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Vote  ($198M)</td>
<td>55%</td>
<td>60%</td>
<td>62%</td>
<td>30%</td>
<td>58%</td>
</tr>
<tr>
<td>After Cost ($12 per $100k)</td>
<td>21%</td>
<td>30%</td>
<td>16%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Initial Vote ($310M)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>After Cost ($18 per $100k)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Respondents who have taken classes at City College, or at the Continuing Ed Program, are very supportive of a potential measure.
Support is strong throughout the District

Santa Barbara Community College District
EMC 13-4882
Priorities and Themes of Interest to the Community
Affordable local education and preparing students for transfer to 4-year universities are very important to respondents

For each of the following, please tell me how important a role you think it is for Santa Barbara City College to fulfill. On a scale of one to seven, where one is “not important at all” and seven is “very important,” please tell me how important each of these is to you. (Q24-Q31)

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Important (7)</th>
<th>Important (5-6)</th>
<th>4/(DK)</th>
<th>Not Important (1-3)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing affordable, local higher education (Q26)</td>
<td>67%</td>
<td>27%</td>
<td>3%</td>
<td></td>
<td>6.43</td>
</tr>
<tr>
<td>Preparing students to transfer to four-year colleges and universities (Q28)</td>
<td>66%</td>
<td>29%</td>
<td>3%</td>
<td></td>
<td>6.44</td>
</tr>
<tr>
<td>Addressing the educational needs of high school graduates (Q29)</td>
<td>59%</td>
<td>33%</td>
<td>5%</td>
<td></td>
<td>6.29</td>
</tr>
<tr>
<td>Providing career training and advancement (Q25)</td>
<td>58%</td>
<td>35%</td>
<td>5%</td>
<td></td>
<td>6.28</td>
</tr>
<tr>
<td>Improving educational resources for returning veterans (Q31)</td>
<td>57%</td>
<td>31%</td>
<td>8%</td>
<td></td>
<td>6.21</td>
</tr>
<tr>
<td>Providing opportunities for local high school students to enroll in college courses (Q24)</td>
<td>56%</td>
<td>35%</td>
<td>5%</td>
<td></td>
<td>6.14</td>
</tr>
<tr>
<td>Maintaining nationally-recognized, award-winning education (Q27)</td>
<td>45%</td>
<td>39%</td>
<td>11%</td>
<td>5%</td>
<td>5.90</td>
</tr>
<tr>
<td>Providing life-long learning opportunities for adults throughout the community (Q30)</td>
<td>43%</td>
<td>42%</td>
<td>8%</td>
<td>7%</td>
<td>5.80</td>
</tr>
</tbody>
</table>
Accessibility to affordable education, helping students transfer to 4-yr universities, and basic facility upgrades are most important project priorities.

Now I’m going to read you some projects that could be funded if the Santa Barbara City College bond measure was approved. For each one, please tell me how important this project is to you. Once again, we’ll use a scale of one to seven, with one meaning “not important at all” and seven meaning “very important.” (Q32-Q49)

Maintain access to quality, affordable education for students, including high school graduates and veterans...

- Very Important (7): 63%
- Important (5-6): 29%
- 4/(DK): 5%
- Not Important (1-3): 4%

Mean: 6.33

Help students prepare for careers and/or transfer to 4-year universities (Q33)

- Very Important (7): 59%
- Important (5-6): 34%
- 4/(DK): 4%
- Not Important (1-3): 2%

Mean: 6.27

Replace leaky roofs and decaying and aging classrooms and facilities (Q44)

- Very Important (7): 44%
- Important (5-6): 41%
- 4/(DK): 8%
- Not Important (1-3): 6%

Mean: 5.90

Continue to remove hazardous materials from old buildings (Q32)

- Very Important (7): 41%
- Important (5-6): 37%
- 4/(DK): 10%
- Not Important (1-3): 12%

Mean: 5.60

Improve technology and energy efficiency (Q43)

- Very Important (7): 37%
- Important (5-6): 40%
- 4/(DK): 13%
- Not Important (1-3): 10%

Mean: 5.54

Upgrade academic, science, engineering, healthcare, and vocational classrooms (Q34)

- Very Important (7): 37%
- Important (5-6): 43%
- 4/(DK): 13%
- Not Important (1-3): 7%

Mean: 5.68
The Impact of Educational Information
Giving local students access to an affordable education, improving Campus Center, and making basic safety upgrades are the most compelling themes (only top messages shown)

Now I’m going to read you some additional information about the proposed measure for Santa Barbara City College. After each piece of information, please tell me how compelling this is as a reason to support a bond measure for Santa Barbara City College. Please use a scale from 1 to 7, where one is not at all compelling and seven is a very compelling reason to support the measure. (Q50-Q60)

<table>
<thead>
<tr>
<th>Description</th>
<th>Very Compelling (7)</th>
<th>Compelling (5-6)</th>
<th>4/(DK)</th>
<th>Not Compelling (1-3)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>The costs of attending a public university in California have risen to at least six times that of attending a community college. This measure will enhance the opportunity for local students... (Q58)</td>
<td>46%</td>
<td>35%</td>
<td>10%</td>
<td>9%</td>
<td>5.77</td>
</tr>
<tr>
<td>The Campus Center building houses classrooms and other essential student services... This measure will allow SBCC to replace this critical facility and better serve our students (Q57)</td>
<td>44%</td>
<td>38%</td>
<td>7%</td>
<td>11%</td>
<td>5.73</td>
</tr>
<tr>
<td>This measure will create an independent, citizen oversight committee that will oversee all expenditures... (Q50)</td>
<td>42%</td>
<td>34%</td>
<td>10%</td>
<td>14%</td>
<td>5.54</td>
</tr>
<tr>
<td>Some of the buildings on campus have not been updated in over 40 years. This measure will pay for much needed seismic upgrades and replace deteriorating facilities... (Q51)</td>
<td>35%</td>
<td>42%</td>
<td>9%</td>
<td>14%</td>
<td>5.43</td>
</tr>
</tbody>
</table>
On Second Ballot Test solid support exists for a potential bond measure regardless of bond amount heard.

If the election were held today, would you vote “Yes” to approve or “No” to reject the measure? (Q18)

- **Yes, approve**: 21% (Initial Vote), 70% (2nd Ballot Test), 62% (Initial Vote), 68% (2nd Ballot Text)
- **(Lean Yes)**: 4% (Initial Vote), 9% (2nd Ballot Test), 6% (Initial Vote), 6% (2nd Ballot Text)
- **(Undecided)**: 9% (Initial Vote), 4% (2nd Ballot Test), 7% (Initial Vote), 6% (2nd Ballot Text)
- **(Lean No)**: 6% (Initial Vote), 9% (2nd Ballot Test), 1% (Initial Vote), 1% (2nd Ballot Text)
- **No, reject**: 19% (Initial Vote), 19% (2nd Ballot Test), 19% (Initial Vote), 19% (2nd Ballot Text)

Santa Barbara Community College District
EMC 13-4882
Respondents were also asked about their views on a range of other issues related to a potential bond measure, including information about serving students from around the state and country, Measure V spending, and whether an education bond is a priority, among other issues.
Following three ballot tests, a $310 Million Bond is above the Margin of Error

If the election were held today, would you vote “Yes” to approve or “No” to reject the measure? (Q18)

- **Yes, approve**
  - Initial Vote ($198M): 21%
  - 2nd Ballot Test ($198M): 21%
  - 3rd Ballot Test ($198M): 26%
  - Initial Vote ($310M): 16%
  - 2nd Ballot Test ($310M): 19%
  - 3rd Ballot Test ($310M): 24%

- **(Lean Yes)**
  - Initial Vote ($198M): 4%
  - 2nd Ballot Test ($198M): 9%
  - 3rd Ballot Test ($198M): 11%
  - Initial Vote ($310M): 6%
  - 2nd Ballot Test ($310M): 1%
  - 3rd Ballot Test ($310M): 2%

- **(Undecided)**
  - Initial Vote ($198M): 3%
  - 2nd Ballot Test ($198M): 4%
  - 3rd Ballot Test ($198M): 5%
  - Initial Vote ($310M): 9%
  - 2nd Ballot Test ($310M): 9%
  - 3rd Ballot Test ($310M): 7%

- **(Lean No)**
  - Initial Vote ($198M): 4%
  - 2nd Ballot Test ($198M): 4%
  - 3rd Ballot Test ($198M): 3%
  - Initial Vote ($310M): 6%
  - 2nd Ballot Test ($310M): 6%
  - 3rd Ballot Test ($310M): 6%

- **No, reject**
  - Initial Vote ($198M): 4%
  - 2nd Ballot Test ($198M): 4%
  - 3rd Ballot Test ($198M): 4%
  - Initial Vote ($310M): 0%
  - 2nd Ballot Test ($310M): 2%
  - 3rd Ballot Test ($310M): 7%
Consultant Recommendations
Residents still ❤️ City College. It has done a good job, is doing a good job, and the community trusts that it will continue to do a good job. The public is extremely pleased with the overall quality of education at SBCC.

The community is willing and ready to support SBCC in making sure it can continue to provide quality, affordable education and is prepared to support a local education bond in order to do so.
Any Plan must be based upon the Community’s priorities:

- Maintain **access to quality, affordable education for students**
- Help students prepare for careers and/or transfer to 4-year universities
- Replace leaky roofs and decaying and aging classrooms and facilities
- Continue to remove hazardous materials from old buildings
- Improve technology and energy efficiency
- Upgrade academic, science, engineering, healthcare, and vocational classrooms

*Your public is prepared to support a local education bond of up to $310 Million.*
Recommendations—Fiscal Accountability

- Fiscal Accountability is extremely important to your community:
  - Requiring citizens’ oversight of all expenditures guaranteeing that funds will only be spent on voter-approved projects
  - Funds to be subject to annual, independent financial audits
  - Prohibiting all funds raised by the measure from being used for administrators’ salaries or pensions
Recommendations – Election Timing

Given City College’s philosophy to have thorough, transparent, and comprehensive community dialogue and input, LEG recommends proceeding with planning for a potential November 2014 ballot.

- Allows for optimal planning timeline to engage the community
- Underscores City College’s efforts to keep all planning efforts transparent and to build community consensus around a fiscally responsible bond plan
Consistent with LEG’s “Best Practices” in other Districts, a comprehensive public information effort is necessary to fully solicit additional stakeholder and community input, build consensus, and develop a fiscally responsible plan.

The consulting team recommends the District proceed with its planning and stakeholder/community engagement over the next year prior to deciding whether to place a bond on the ballot.
Our successful Districts have undertaken the following activities in advance of deciding whether to place a bond measure on the ballot:

- Internal Campus dialogue and updates with staff, faculty, and students
- Engagement of the Foundation Board
- Early Citizens Advisory Committee
- External Communications with adherence to the community’s interests and priorities and focused messaging
- Speaker’s Bureau
- Informational Mail Program
- Engagement with Local Media
- Additional Opinion Research
- Careful construction of the Bond Package to specifically address Community Priorities
Draft Timeline of Recommended Activities

August – November 2013
- Present Survey Results and Recommendations
- Receive Board direction
- Develop Communications Plan to update internal stakeholders and external influentials
- Prepare to launch communications

December 2013 – May 2014
- Launch Community Engagement, Speakers Bureau Outreach, and Social Networking/Media Activities
- Obtain stakeholder and community input; respond to community questions
- Issue Stakeholder, Opinion Leader, and District-wide information
- Refine Bond Plan based on additional stakeholder/community input

June-July 2014
- Issue final District-wide informational mailing on the needs
- Draft and conduct follow-up Community Survey to re-assess support
- Decide whether it is still viable to proceed and finalize bond ballot materials

August 2014
- Prepare for Bond Placement vote
- Submit tax rate statement and other materials to the County Elections Office
The following are key findings from a telephone survey conducted by EMC Research in May 2013 among a random selection of 601 likely voters in the Santa Barbara Community College District. EMC Research performed a similar community survey for SBCC in 2007.

**Key Findings**

**Community optimism has increased** since 2007. Fifty-seven percent of respondents feel that things in their area are going in the right direction, compared to 28% who say things are on the wrong track.

**Perceptions of City College are VERY positive** (94% of respondents give the College a favorable job rating, including 70% who are very favorable and 24% who are somewhat favorable). These ratings are consistent with the findings from 2007 when 92% of respondents gave City College a favorable rating. Additionally, more than 4 out of 5 respondents rate the quality of education as excellent or good (44% excellent, 41% good). More than three-quarters of respondents (78%) positively rate the variety of classes offered (38% excellent, 38% good); similarly, 76% of respondents positively rate the quality of faculty and staff (40% excellent, 36% good). Two-thirds (67%) of respondents trust the District to manage their money; 24% of respondents strongly agree and 43% somewhat agree with the statement “I trust the Santa Barbara Community College District to properly manage my tax dollars.”

**There is strong support for a potential local education bond measure to continue investing in quality affordable education.** An impressive sixty-eight percent of respondents would vote yes or lean toward supporting a potential education bond measure that would maintain quality, affordable education by investing in repairs and upgraded infrastructure at City College (far exceeding the necessary 55% threshold for passage), of an amount up to $310 Million. Support is strong across all geographic and demographic audiences throughout the college district, and is especially strong with members of the community who have taken a class at City College.
Voters place a high priority on maintaining educational quality and improving student safety. Respondents rated the importance of a series of projects that would be undertaken with funds from a potential bond measure. Each project was rated on a scale of one to seven, where one is not at all important and seven is very important. Out of the eighteen projects tested, the projects that are rated as most important by respondents are:

- Helping students prepare for careers and/or transfer to 4-year universities (mean rating of 6.27 out of 7).
- Replacing leaky roofs and decaying classrooms and facilities (mean rating of 5.90 out of 7).
- Improving technology and energy efficiency (mean rating of 5.54 out of 7).
- Upgrading academic, science, engineering, healthcare, and vocational classrooms (mean rating of 5.68 out of 7).

City College’s vital role in providing local, affordable higher education strongly resonates with respondents. At a time when the costs of attending a public university have risen to at least six times that of attending a community college, explaining that essential college buildings and classrooms need help is of significant interest and concern to respondents.

Methodology

This telephone survey conducted by EMC Research included 601 interviews among likely voters in the Santa Barbara Community College District. The purpose of the research was to understand the community’s perspectives on a wide range of issues including perceptions of the College, its role in the community, community priorities for the College, and potential interest in funding local educational facility needs including opinions about a potential local Education Bond measure in 2014. The survey was also designed to compare opinions today to research that was conducted in previous years.

The results for this poll have an overall margin of error of ±4.0% at the 95% confidence interval. The margin of error for each sample of 300 voters is ±5.7% at the 95% confidence interval. Interviewing was conducted May 16 to May 24, 2013. Please contact Ruth Bernstein at ruth@emcresearch.com with any questions.