

BOND MEASURE FEASIBILITY SURVEY

CONDUCTED FOR THE
RIVERSIDE COMMUNITY
COLLEGE DISTRICT

4/2/2019





PURPOSE OF STUDY

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

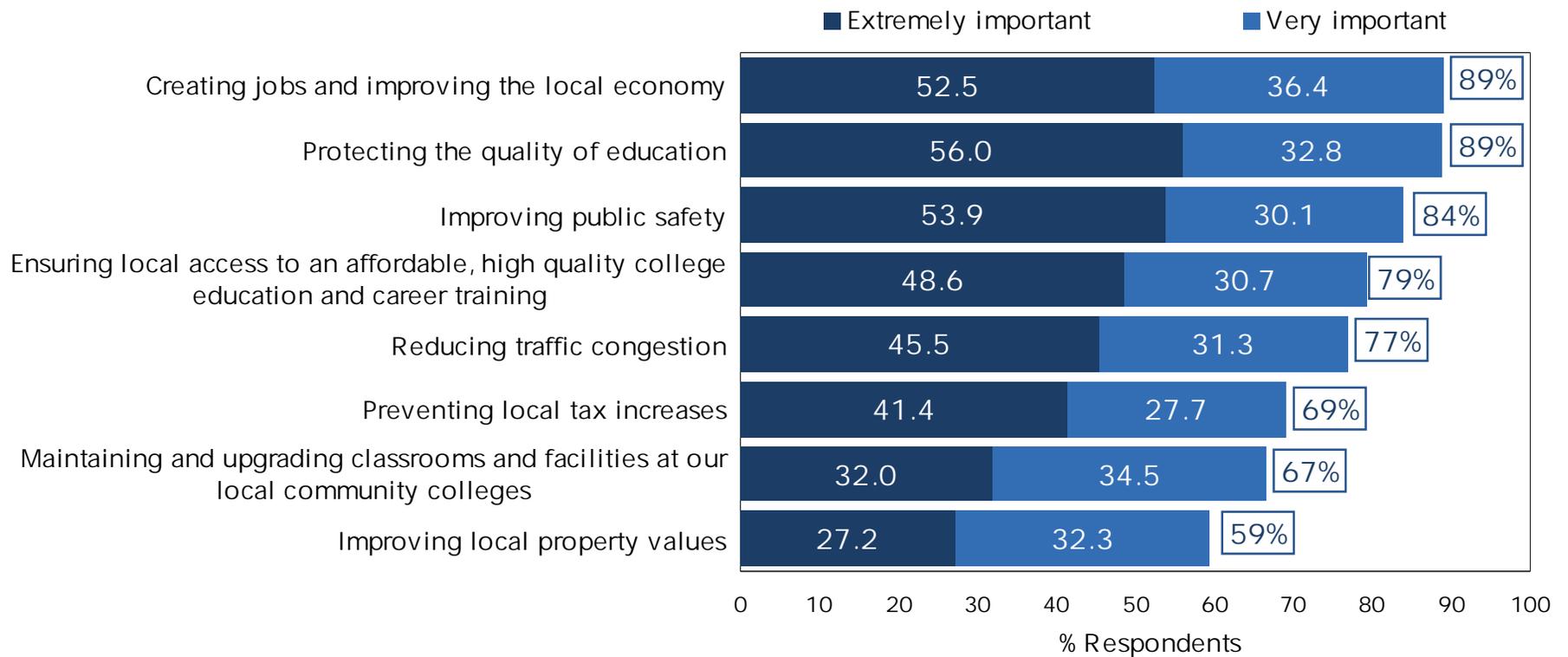


METHODOLOGY OF STUDY

- Conducted February 6th to February 18th, 2019
- 861 District voters likely to participate in November 2020 election
- Mixed-Method approach
 - Recruited via phone and email
 - Data collection via phone and online
 - 17-minute average interview length
 - English & Spanish
- Overall margin of error is $\pm 3.3\%$



IMPORTANCE OF ISSUES





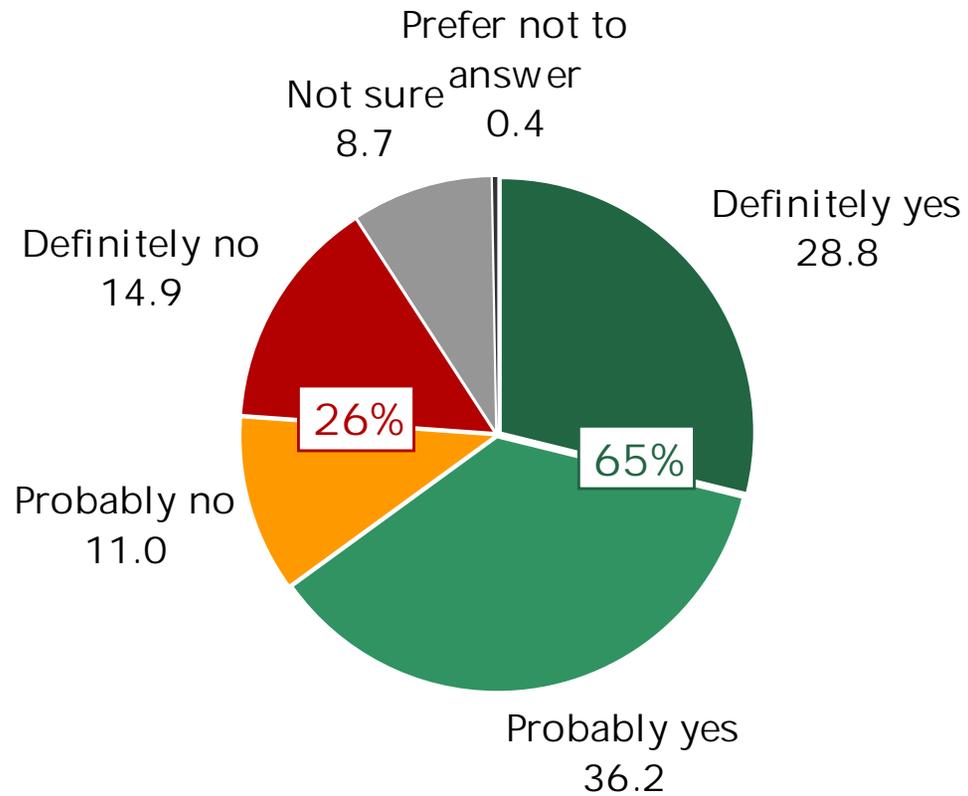
INITIAL BALLOT TEST

To improve access for students and veterans to high quality, affordable college education by:

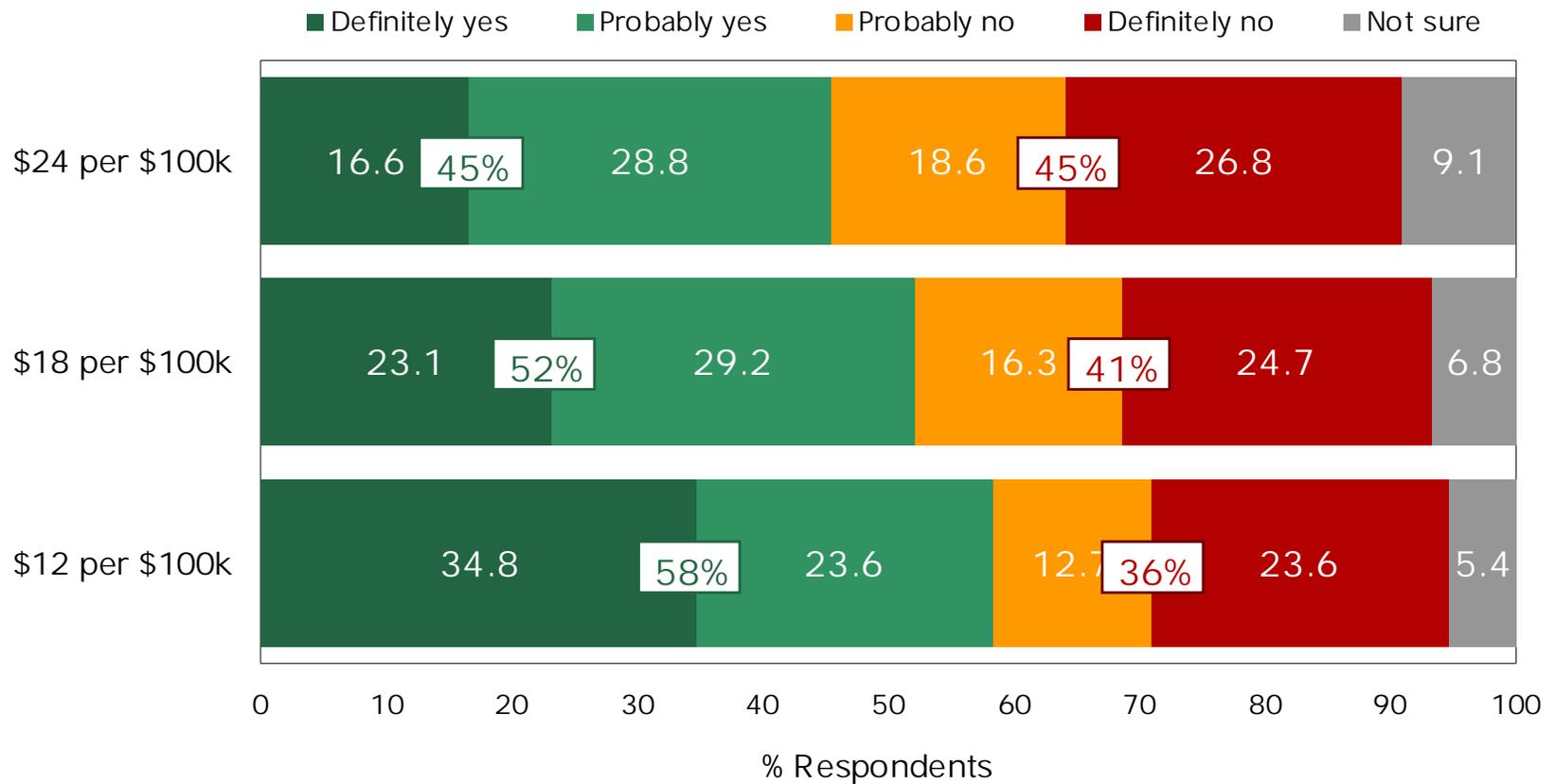
- Repairing, constructing, and acquiring classrooms, facilities, sites and equipment at Riverside City, Norco, and Moreno Valley Colleges for science, math, engineering, technology, healthcare, arts, career-training, and skilled trades

Shall the Riverside Community College District measure authorizing 840 million dollars in bonds at legal rates, levying 2 cents per 100 dollars of assessed value (\$51 million annually) while bonds are outstanding, be approved, with citizen oversight and all money locally controlled? If the election were held today, would you vote yes or no on this measure?

INITIAL BALLOT TEST

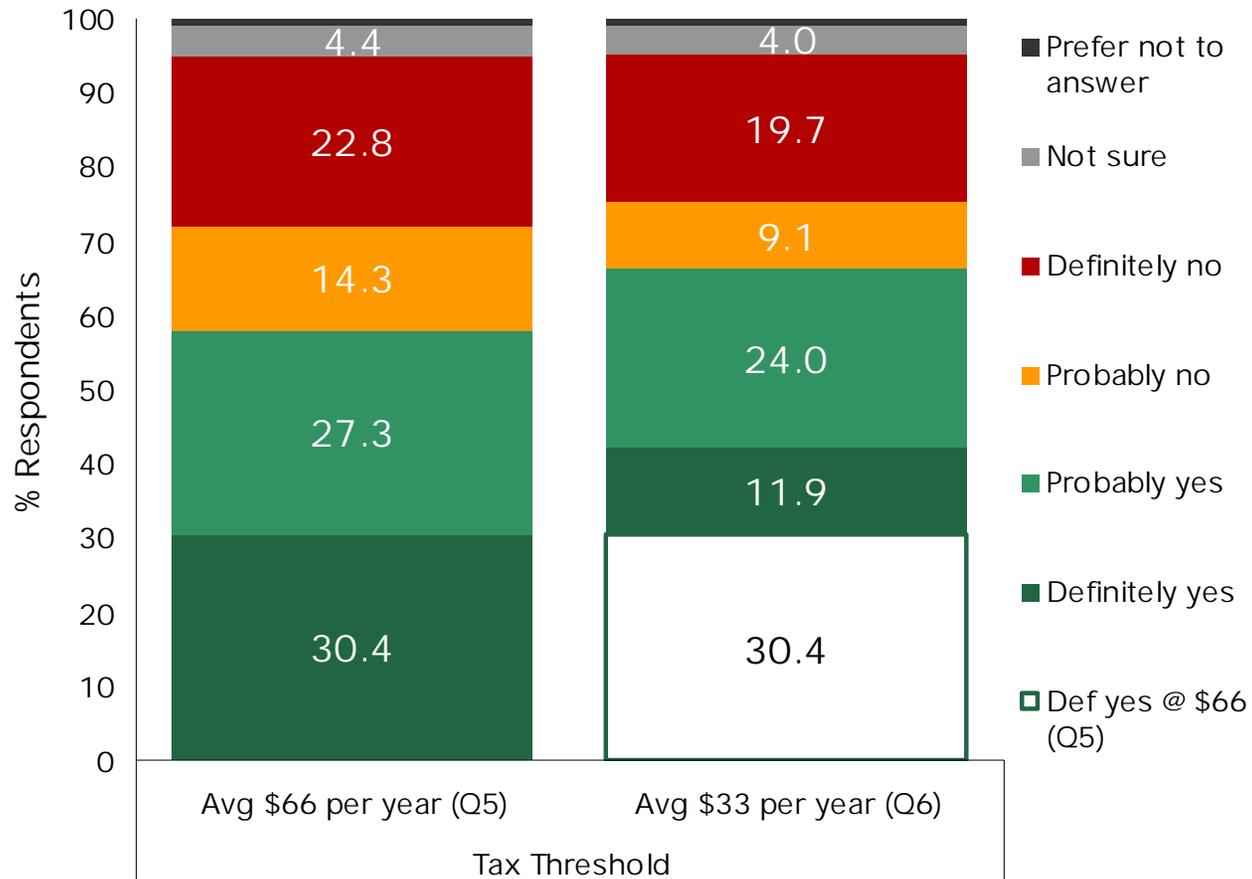


TAX THRESHOLD

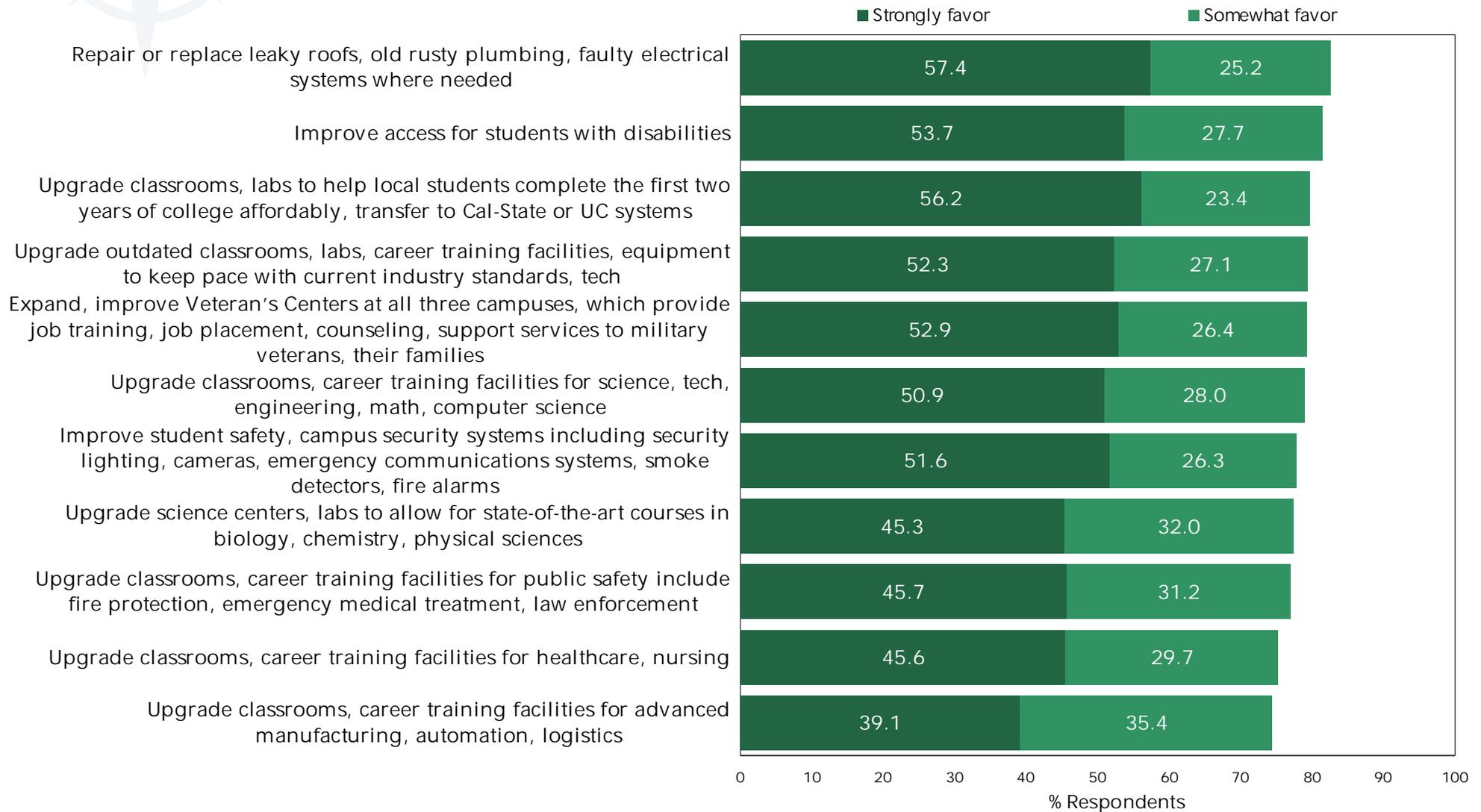


SUPPORT FOR MEASURE

AT \$66 & \$33 PER YEAR FOR TYPICAL OWNER

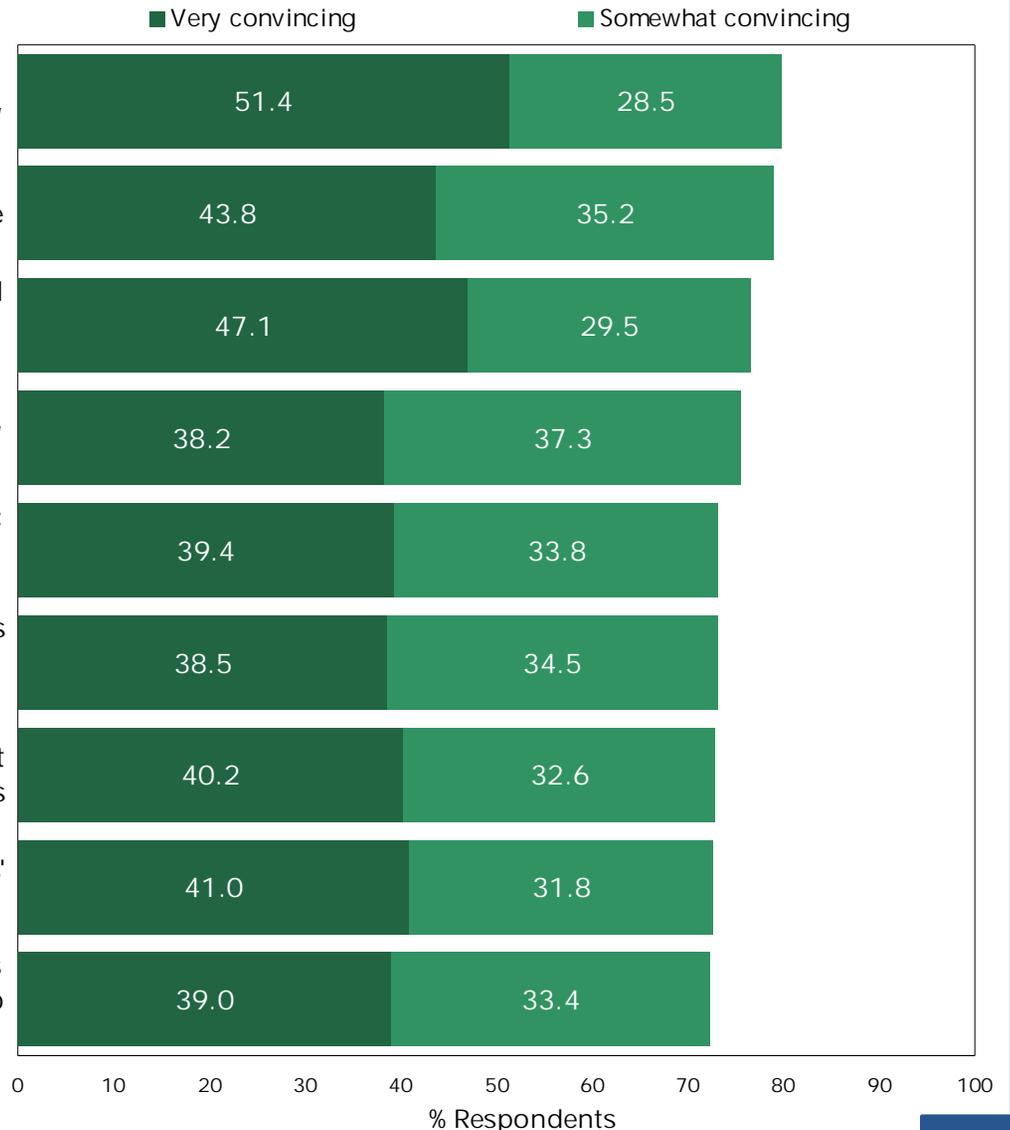


PROJECTS & PROJECTS

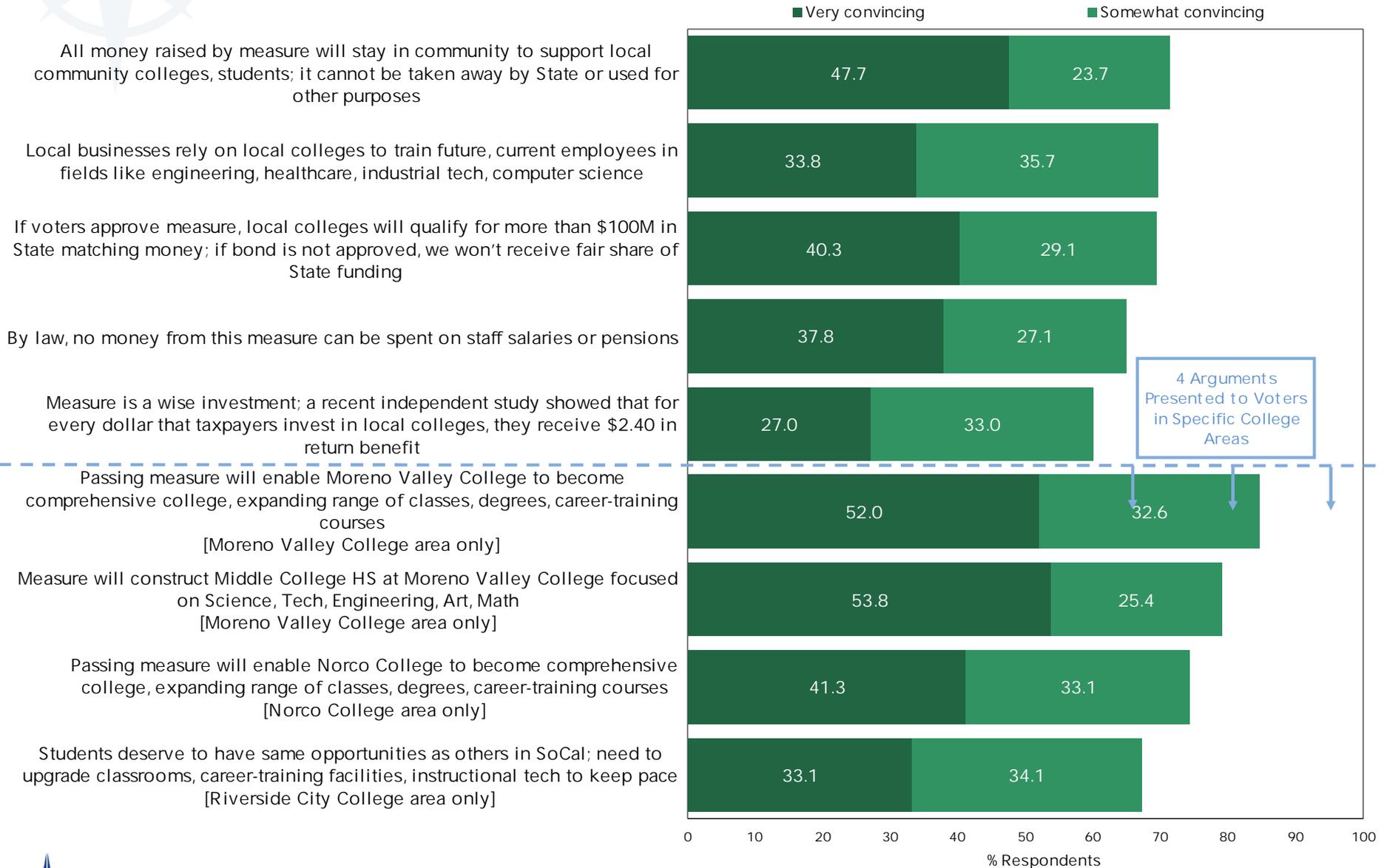


POSITIVE ARGUMENTS TIER 1

- Cost of attending college has become so expensive, more students starting at CC; measure will ensure students have access to affordable, high-quality education Riverside Co
- Nearly 40% of all HS graduates rely on local CCs to prepare for careers; we need to repair, upgrade local colleges so they can continue to serve community well for decades to come
- Local CCs ensure that lower, middle-income students who can't afford the high price of a university still have opportunity to succeed in college and careers
- The Colleges are vital resources; they educate healthcare professionals, law enforcement, firefighters, skilled workers who fuel economy
- Standards are rising for what it takes to compete for good paying jobs; measure will ensure students have access to education, facilities, tech, skills training, certifications needed
- Local hospitals, doctor's offices depend on colleges to train thousands of nurses, health care professionals to provide good, reliable health care in community
- The Colleges are vital economic engines for local biz community; last year, they added nearly \$1B to local economy, supported 13,000 jobs
- Measure requires clear system of accountability, project list, Citizens' Oversight Committee, independent audits
- Riverside CC District is one of the most important Veterans' services institutions in CA; it provides job placement, training, counseling to about 1800 vets every day

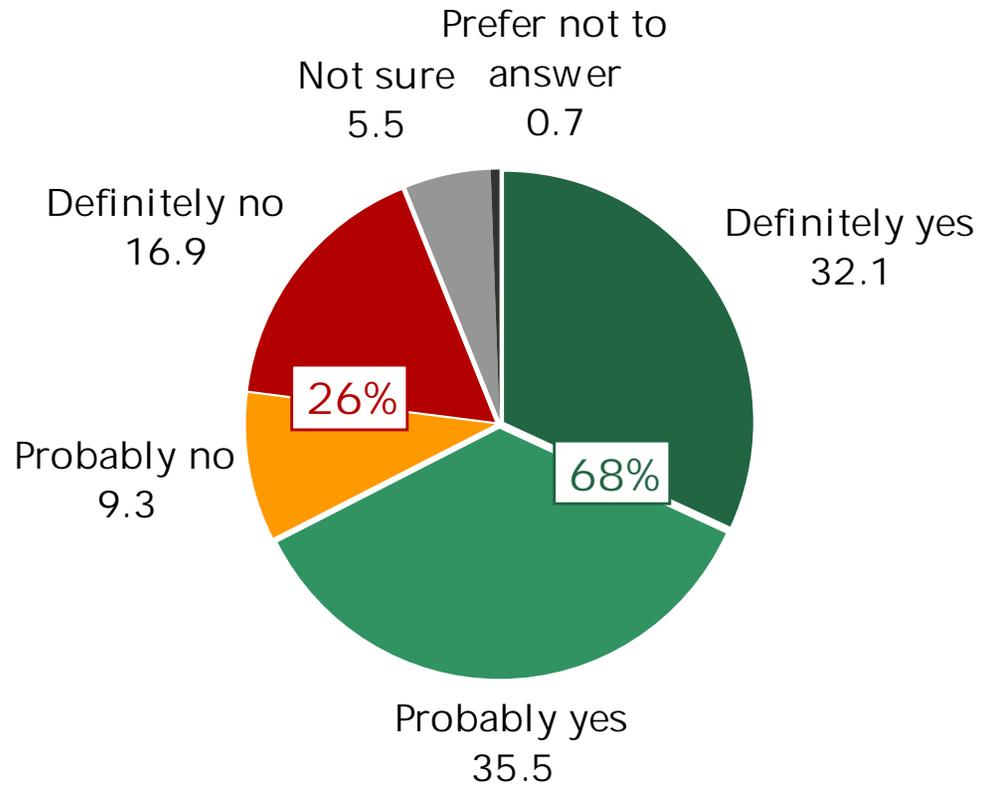


POSITIVE ARGUMENTS TIER 2

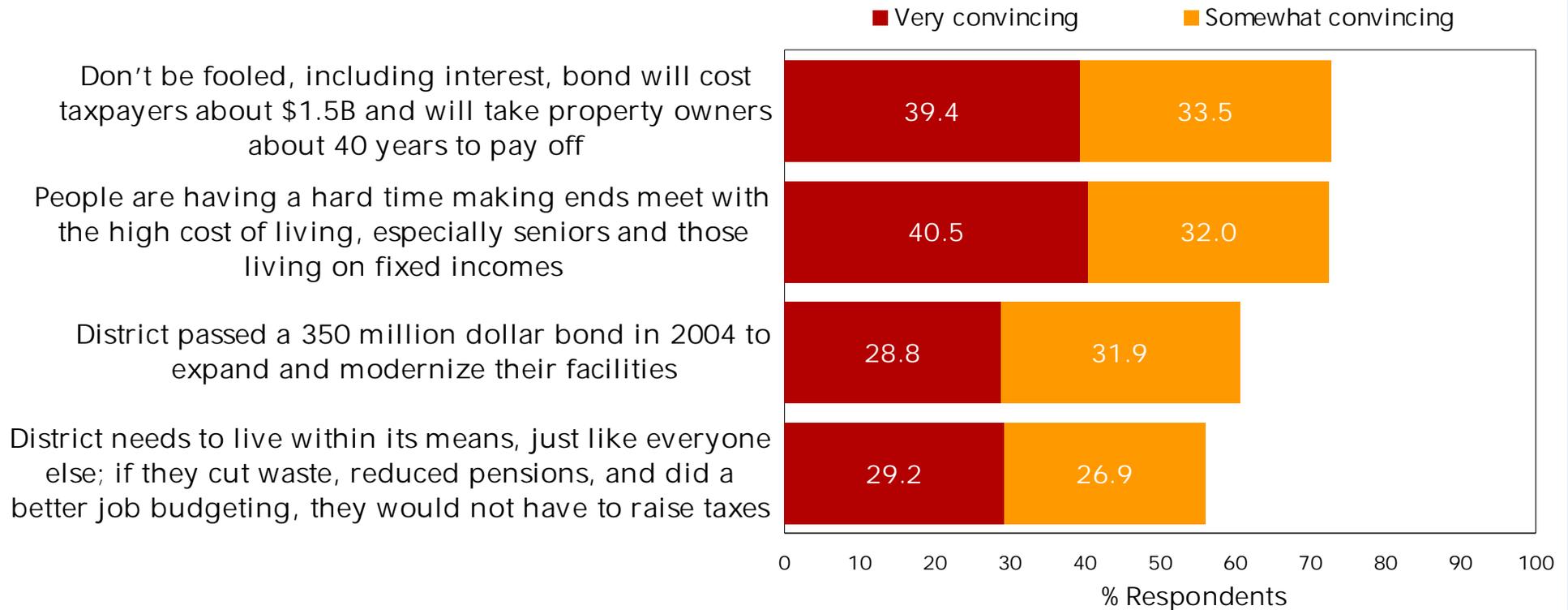




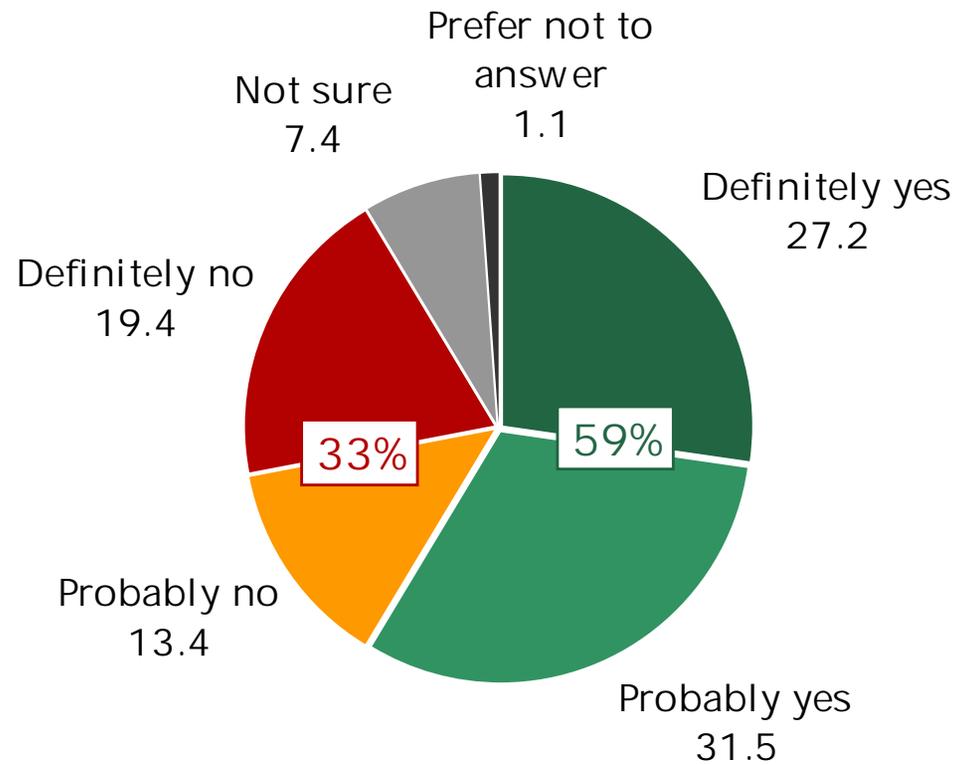
INTERIM BALLOT TEST



NEGATIVE ARGUMENTS



FINAL BALLOT TEST





KEY CONCLUSIONS

- Is it feasible to move forward with a bond measure in 2020? Yes.
 - Voters perceive that improving the quality of education and providing local access to affordable college education and career training are among the most important issues facing the community
 - Solid natural support for bond (65%)
 - Popular projects
 - Strong positive arguments
 - All ballot tests above 55% threshold



OBSERVATIONS & RECOMMENDATIONS

- Election Date: Keep both March 2020 and November 2020 as possibilities, which means proceeding according to the March 2020 time line at this point
- Price Tag: Need to keep it in voters' comfort zone and help them understand the modest annual amount.
- Project Priorities: Facility repairs, ADA, keeping classrooms, labs, career training technology & equipment up to industry standards, affordable 2-year transfer opportunities, and Veterans Centers/services.
- District Communications: Expand the conversation with the community to build awareness and consensus on a bond proposal.