

TO: Interested Parties

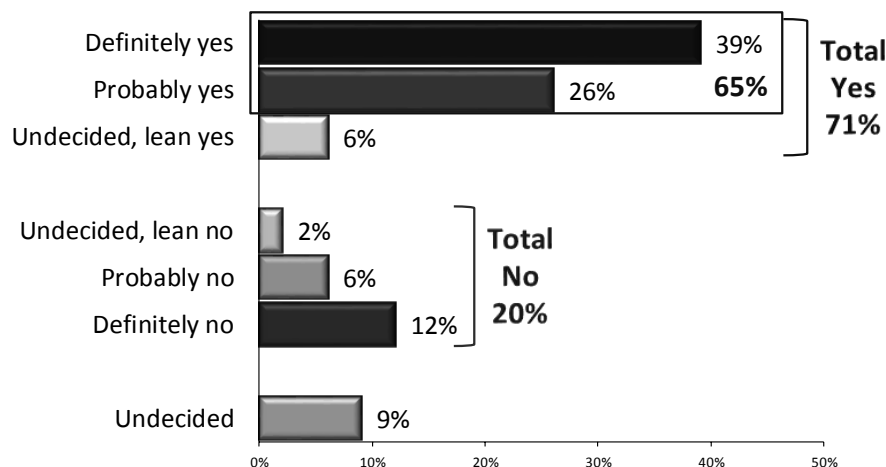
FROM: Fairbank, Maslin, Maullin, Metz & Associates (FM3)

RE: Pasadena Area Community College District Issues Survey Summary of Key Results

DATE: April 23, 2016

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- A recent survey¹ of 822 Pasadena Area Community College District voters likely to cast a ballot in the November 2016 General Election shows that if an election were held at the time of the survey, 65 percent of respondents would definitely or probably vote “yes” in favor of a \$888 million bond measure to fund repairs and upgrades to District facilities, with another six percent leaning toward voting yes. Additionally, just 20 percent would either definitely, probably or lean towards voting “no” to oppose the measure. A further nine percent were initially undecided on this 55% threshold measure. (See Figure 1.)

**FIGURE 1:
Initial Vote on Pasadena Area Community College District School Bond Measure**



¹ Between April 3-11, 2016, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone survey (landlines and cell phones) of 822 Pasadena Area Community College District voters likely to vote in the 2016 California General Election. The margin of error for the full sample is +/- 3.7% and for half the sample it is +/-4.8%; the margin of error for subgroups will be higher.

- **High percentages of respondents (60% or more) rated a number of features and provisions to be included in the measure as extremely or very important (see Table 1).** The highest rated features/provisions include preparing students to transfer to four-year colleges and universities, ensuring all classrooms and buildings meet California earthquake standards, and requiring that all funds be used locally.

**TABLE 1:
Perceived Importance of Potential Provisions and Features to be Included in the Measure**

Potential Provisions/Features to be Included in the Measure	% Ext/Very Important
Preparing students to transfer to four-year colleges and universities	78%
Ensuring all classrooms and buildings meet California earthquake standards	77%
Requiring all funds are used locally	75%
Expanding partnerships with area employers to fill local job training and placement needs	74%
Removing asbestos and lead paint	72%
Upgrading nursing, science, technology, engineering, math and technical job training classrooms and labs	71%
Improving educational resources for veterans	70%
Repairing, constructing, equipping and acquiring facilities, sites and equipment so that students and returning veterans are prepared for university and four-year college transfers	68%
Fixing leaky roofs	68%
Repairing deteriorating gas, electrical and sewer lines	68%
Improving campus safety	67%
Repairing classrooms to prepare students, veterans, and workers for jobs	64%
Improving energy efficiency and water conservation	63%
Qualifying for state matching funds	63%
Upgrading and renovating classrooms to prepare students for twenty-first century careers	63%
Improving disabled access	62%
Upgrading career education programs to train students and workers in alternative energy and other in-demand advanced technology jobs	62%
Updating computer technology	62%
Providing facilities for student support services, such as tutoring and career counseling	61%
Repairing aging water pipes and drinking fountains	60%
Requiring independent audits	60%

- **Seven in ten respondents (71 percent) said that they would be more inclined to support the measure after hearing that it would include strict accountability requirements** including a Citizens’ Oversight Committee, independent financial and performance audits, no money going toward administrators’ salaries or pensions, and all funds staying local.
- Three-quarters or more said they would be more inclined to vote “yes” in support of the measure after hearing the following statements/provisions which indicate the proposed measure will:
 - Improve educational opportunities for returning veterans (81% more inclined to vote yes);
 - Offer affordable education that prepares students for transfers to UC and Cal State schools (77%) and;
 - Provide critical career technical and vocational education to prepare for in-demand careers in nursing, healthcare, business, engineering and other high-paying 21st Century jobs (75%).
- Almost two-thirds (65 percent) agree that “Pasadena City College is well-run and serves our community’s needs.” (See Figure 2.)

**Figure 2: Perceived Accuracy of the Statement:
“Pasadena City College is well-run and serves our community’s needs.”**

