



# Kern Community College District Bond Measure Feasibility Survey

Observations from Survey Conducted  
August 6-12, 2015

*Fairbank,  
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Associates*

FM3

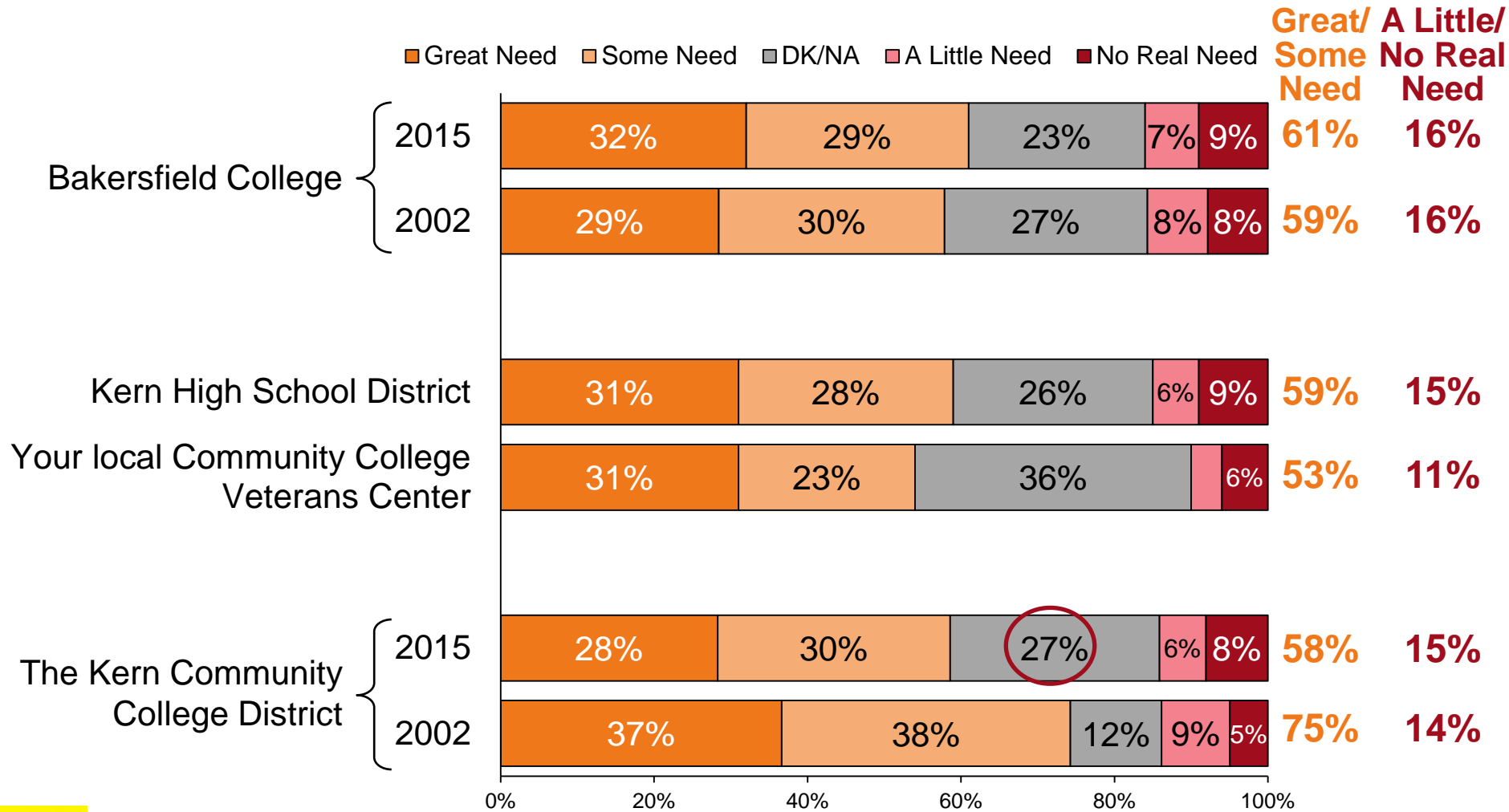
# Methodology

- 600 telephone interviews with November 2016 likely voters
  - 400 in hypothetical School Facilities Improvement District, 100 in Tulare County and 100 in the balance of KCCD
  - Weighted back to their true geographic distributions
- Conducted August 6-12, 2015 via landline and cell phones
- Margin of sampling error +/-4.4% at the 95% confidence interval; higher for subgroups
- Due to rounding, some percentages do not add up to 100%
- Selected tracks to June 2002 KCCD survey

# Key Findings

- More than 80% can name their local college and many have a personal connection to it. However, significant shares do not know about particulars, including KCCD's need for funding.
- Initial support for a KCCD measure exceeds 60%, with little change in attitudes at different bond amounts. The difference between SFID and non-SFID voters' support is just outside the margin of error.
- Voters value community colleges as an alternative to more expensive schools. They see KCCD as a source for vocational training for local students. Job training and veterans are powerful themes; this is consistent with statewide findings.
- Basic repairs, including water conservation and access for people with disabilities, rank among the highest priorities for building upgrades.
- Voters express trust in a variety of potential messengers, especially firefighters, police and civic groups.

# Voters see a need for additional funding at KCCD and Bakersfield College that is about as high as at Kern High.



# Language of Measure Tested

## **BAKERSFIELD, CERRO COSO, AND PORTERVILLE COLLEGES CLASSROOM REPAIR AND JOB TRAINING MEASURE.**

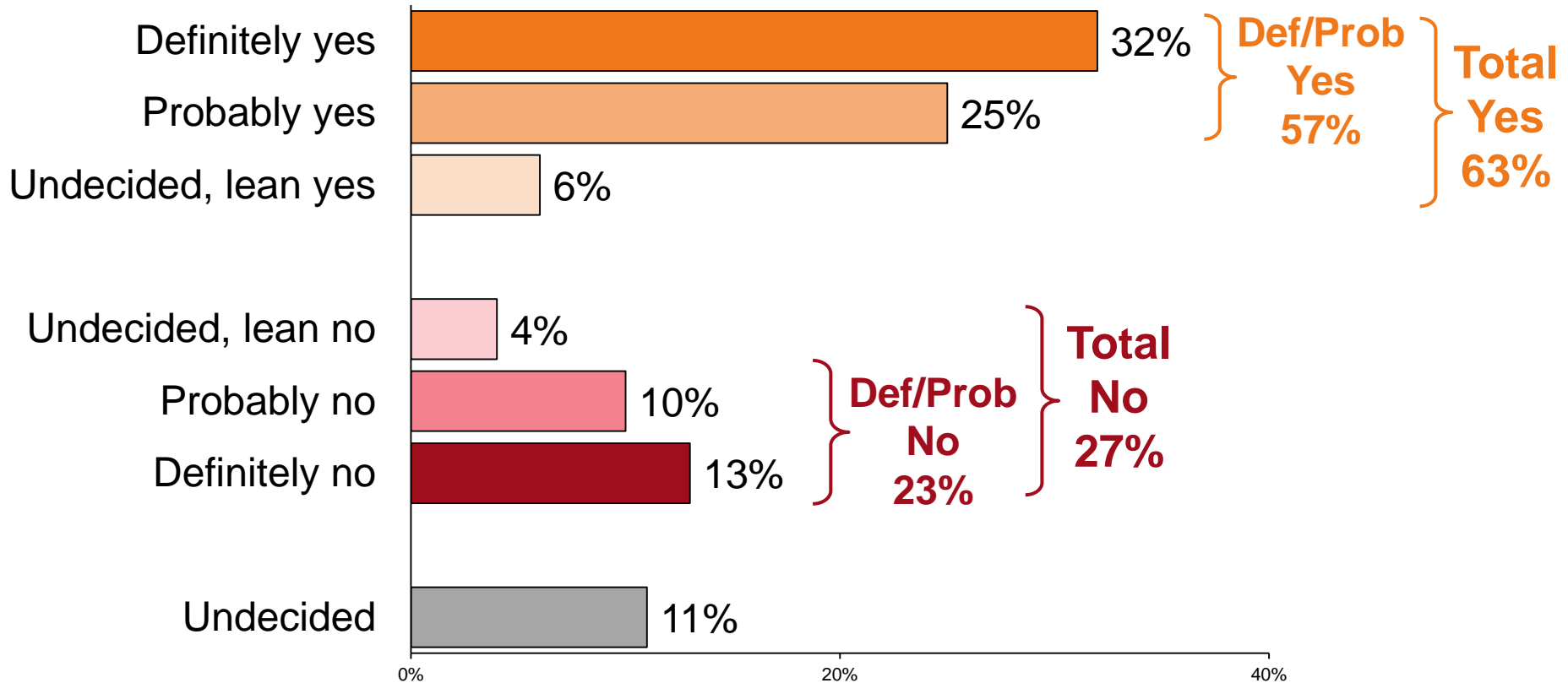
To upgrade facilities to prepare students, returning veterans and workers for good-paying jobs and university transfer by:

- Updating aging classrooms for math, science and engineering;
- Improving campus safety;
- Removing asbestos and lead paint;
- Improving water conservation; and
- Repairing, constructing, and acquiring facilities, sites and equipment;

Shall the Kern Community College District issue \$605 million in bonds at legal rates, requiring financial audits, citizens' oversight, and no money for administrators' salaries or pensions?

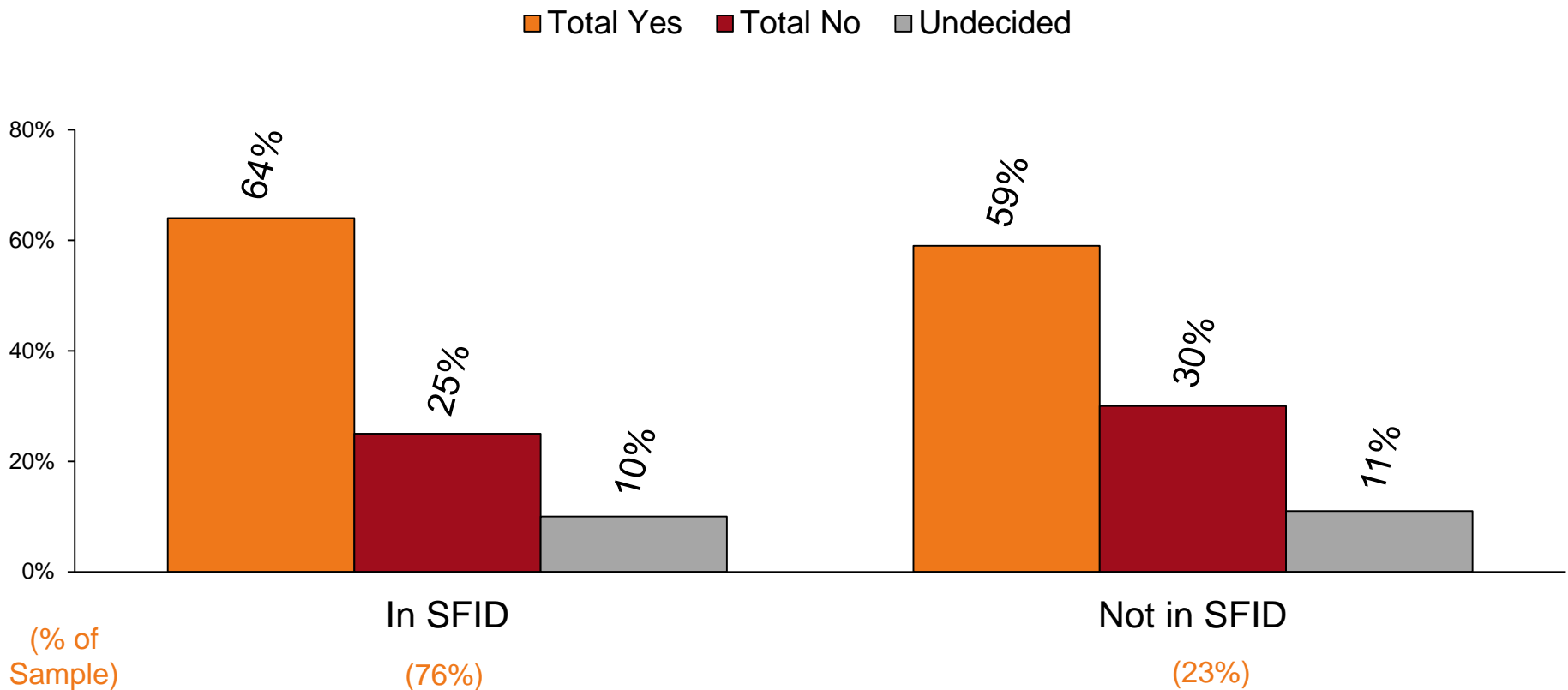
# Initial support for the measure exceeds 60 percent.

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



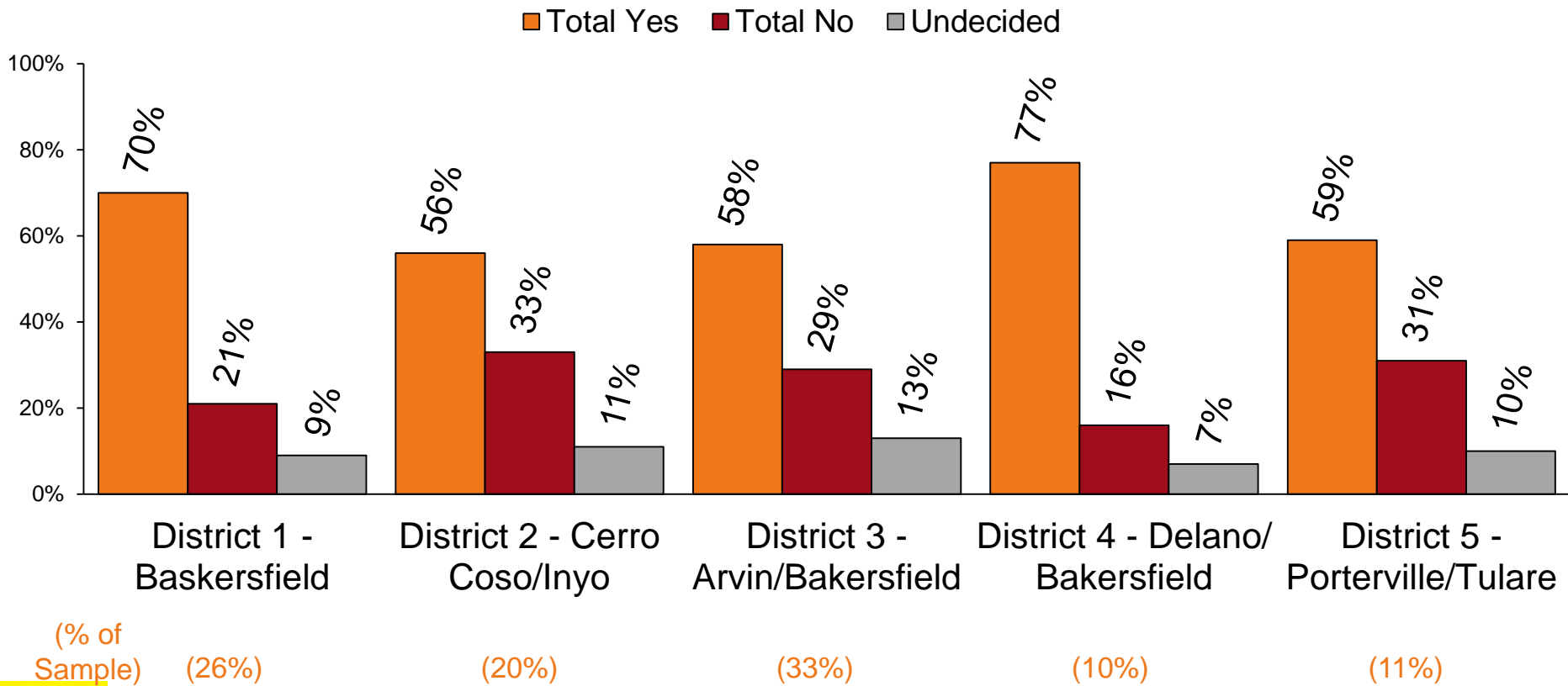
# Voters in a hypothetical SFID favor the measure over those outside it by a tiny margin.

## Initial Vote by School Facilities Improvement District



# Support is strongest in areas served by Bakersfield College and the Delano Center.

*Initial Vote by Trustee District*

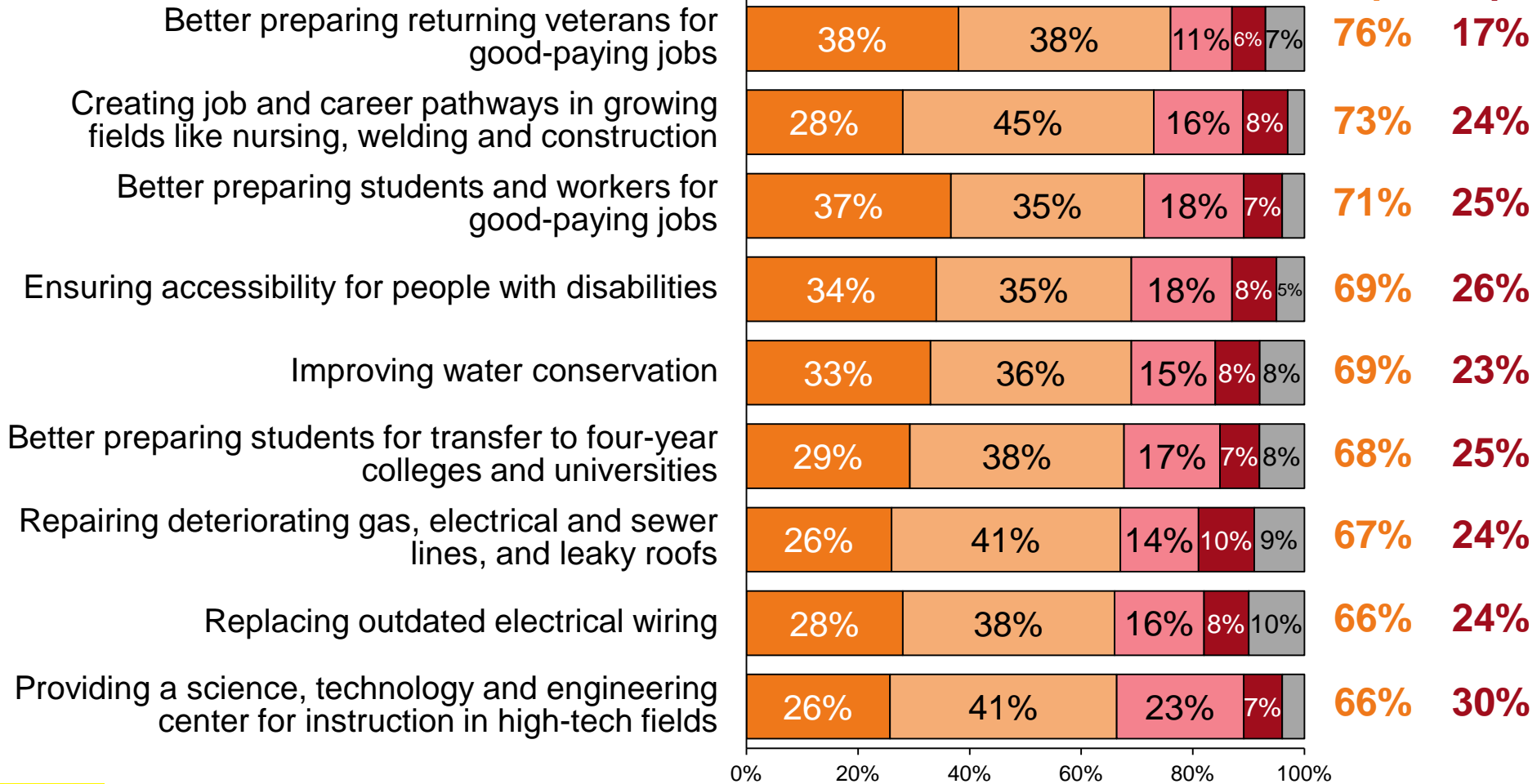




# Job training – especially for veterans – rank as voters' top spending priorities.

Ext. Impt. Very Impt. Smwt. Impt. Not Too Impt. DK/NA

Ext./  
Very  
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/Not  
Too  
Impt.

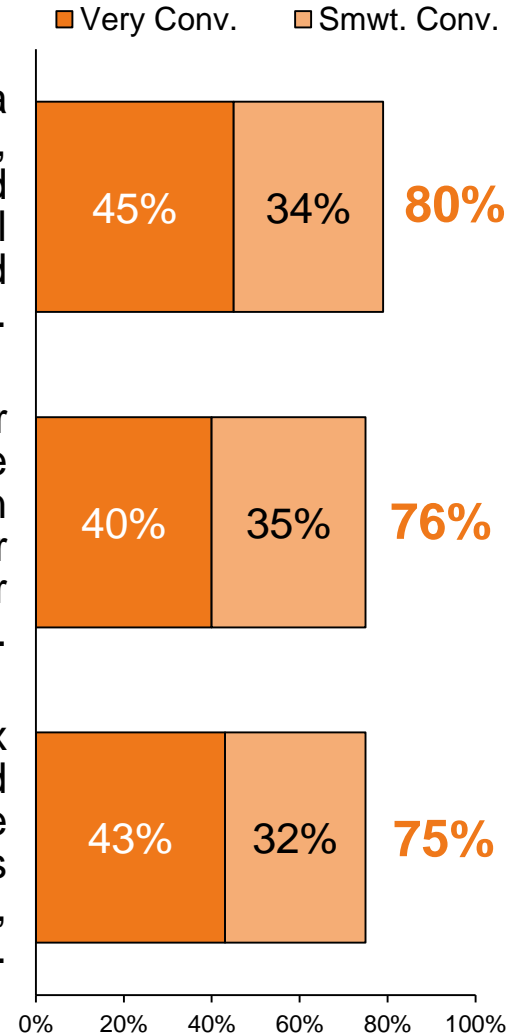


# Job-training and value messages also resonated most strongly.

**(VOCATIONAL)** Students who do not go to a four-year college need a vocational education that provides the job training, technical knowledge, and specialized skills to compete for good-paying jobs. This bond measure will allow our local community colleges to upgrade vocational education programs so students and returning veterans can train and learn the skills they need to get a job in a competitive global economy.

**(JOB TRAINING)** Not everyone chooses to attend a four-year university. This measure will ensure the Kern Community College District can continue to provide quality, affordable career education programs for those students who choose not to go on to a 4-year college, but need real-world skills and vocational training to compete for local jobs.

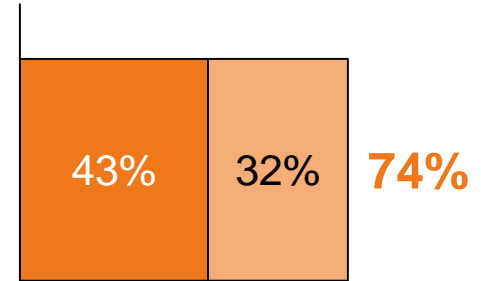
**(VALUE)** With the cost of attending California public universities six times that of community colleges, more and more local students and their families are relying on Bakersfield, Cerro Coso, and Porterville Colleges for affordable education. Passing this measure ensures opportunities for local students to earn college credits, certifications, and job skills at a reasonable price.



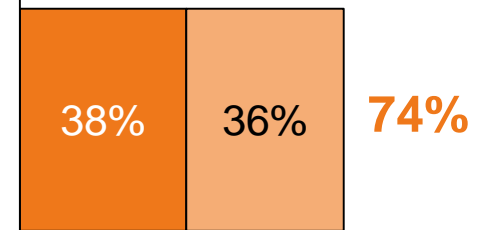
# Messages about veterans and public safety were also highly effective.

Very Conv. Smwt. Conv.

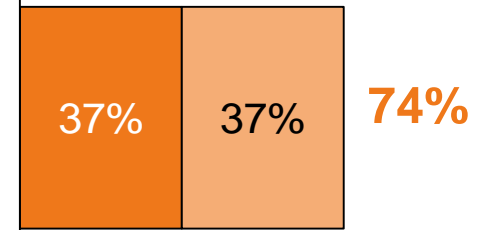
**^(VETERANS)** Kern Community Colleges have served thousands of military veterans, many of whom have recently returned from war zones and face challenges including post-traumatic stress disorder and permanent disability. Our colleges are national leaders in helping returning veterans reintegrate with their education and careers, and 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.



**^(REPAIRS)** Much of the Kern Community College District campus was built over sixty years ago in the 1950s, and many buildings, classrooms, science labs, and job training equipment are deteriorating, run down, and in need of repair. This measure will address urgent and basic repairs such as upgrading electrical systems, gas and sewer lines, fixing leaky roofs, repairing bathrooms, replacing outdated plumbing and wiring, and removing asbestos and lead paint, to make our local colleges clean and safe for learning.



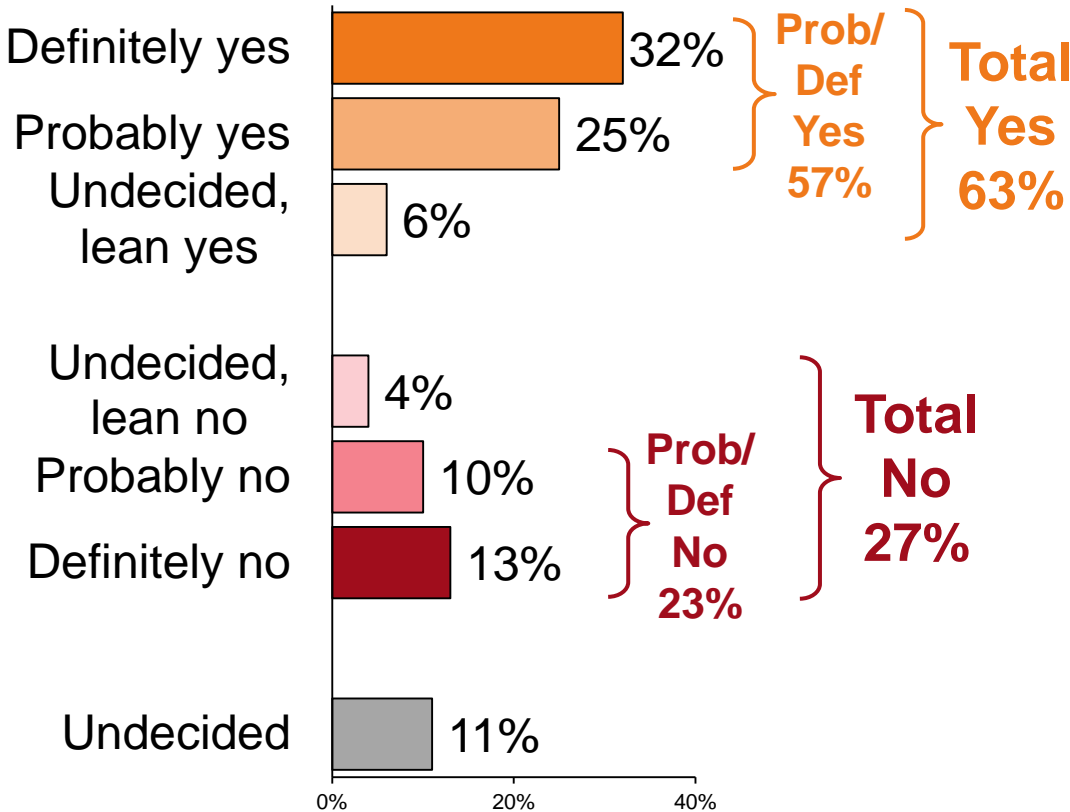
**(PUBLIC SAFETY)** Our local community colleges are where our area's police officers, firefighters, and 911 emergency responders are trained and educated. This measure will ensure our colleges can continue to play this vital role in keeping our communities safe.



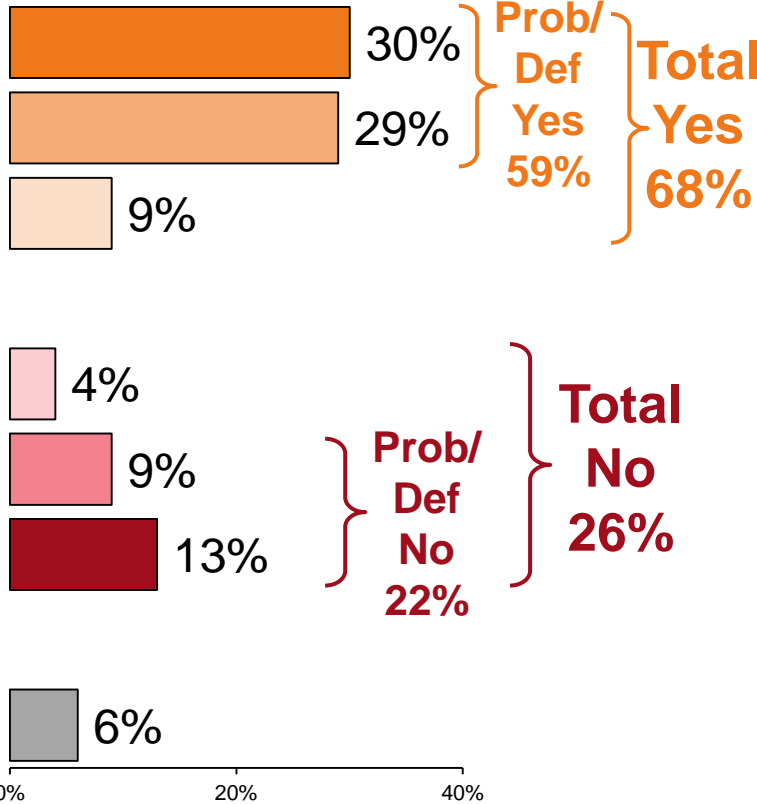
0% 20% 40% 60% 80% 100%

# Support edged up slightly after positive messages.

**Initial Vote**

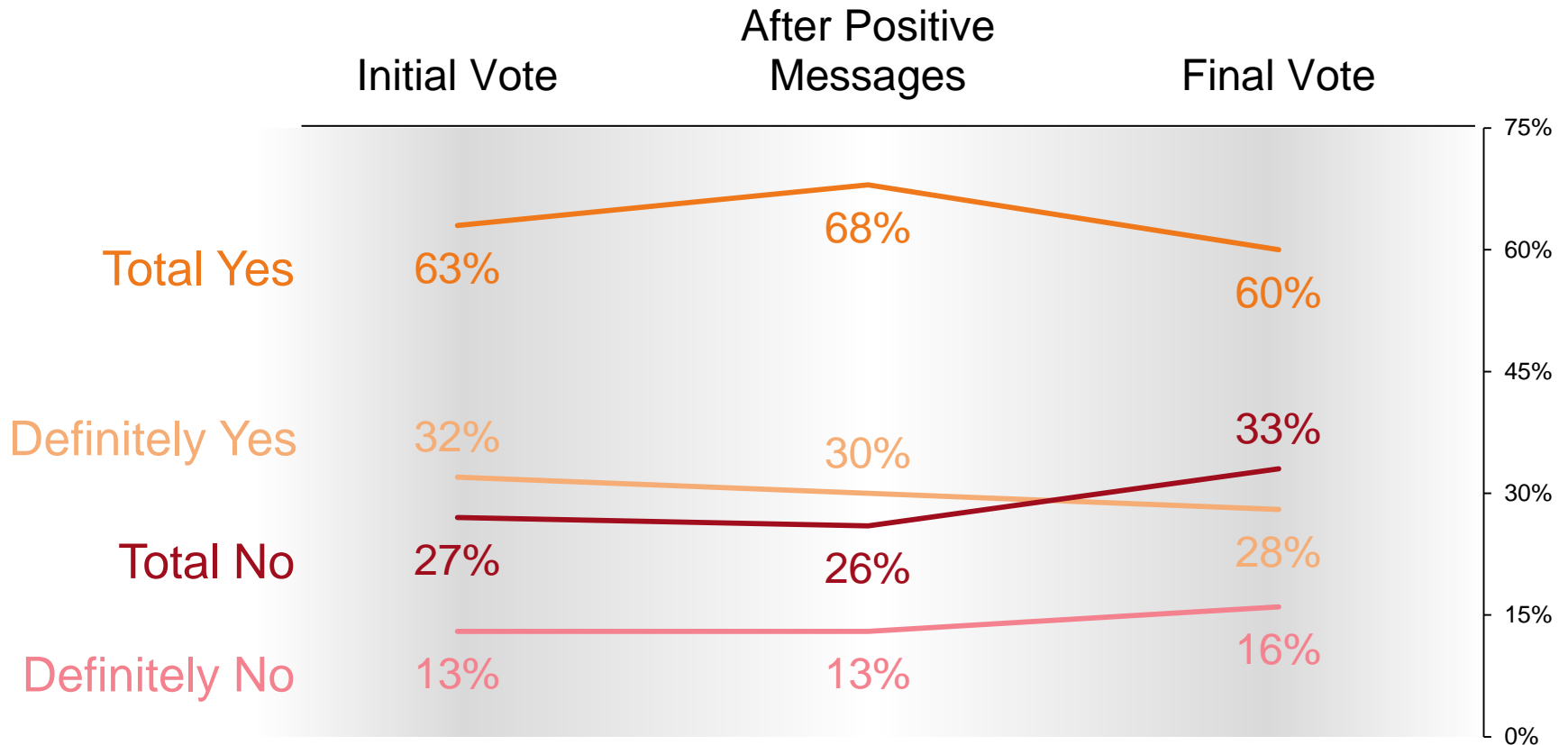


**After Messages**



# The measure ended with support right above the approval threshold.

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



# Conclusions

- A potential bond measure's prospects are encouraging, but many voters need to know more about the District and its needs.
- Turnout matters. Traditional anti-tax voters and those who live far from a familiar KCCCD institution are least likely to support the bond; younger voters, voters of color, Democrats and Independents are strong supporters.
- While the overall bond amount matters little to voters, putting the cost in household terms generates significant opposition.
- Voters' anxiety about the economy and cost of higher education are a part of why they value community colleges – they largely agree that KCCCD connects students to career pathways, and recognize it as a valuable alternative to UC schools.
- Swing voters especially value KCCCD serving veterans.

**For more information, contact:**

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