



FOOTHILL-DE ANZA
Community College District



Foothill-De Anza Community College District Community Survey

Key Findings of a Survey Conducted August 17-22, 2019



OPINION
RESEARCH
& STRATEGY

Survey Methodology

- 800 telephone interviews with voters likely to cast ballots in 2020 in Foothill-De Anza Community College District
 - ❖ 693 interviews among likely March 2020 voters; overall sample was November
- Interviews conducted August 17-22, 2019
- Interviews in English and Chinese and on landlines and cell phones
- Margin of sampling error of $\pm 3.5\%$ at the 95% confidence interval
- Some percentages may not sum to 100% due to rounding
- Select tracking data from 2005 and 2017
- Survey respondents were asked to react to conceptual education bond and parcel tax measures.

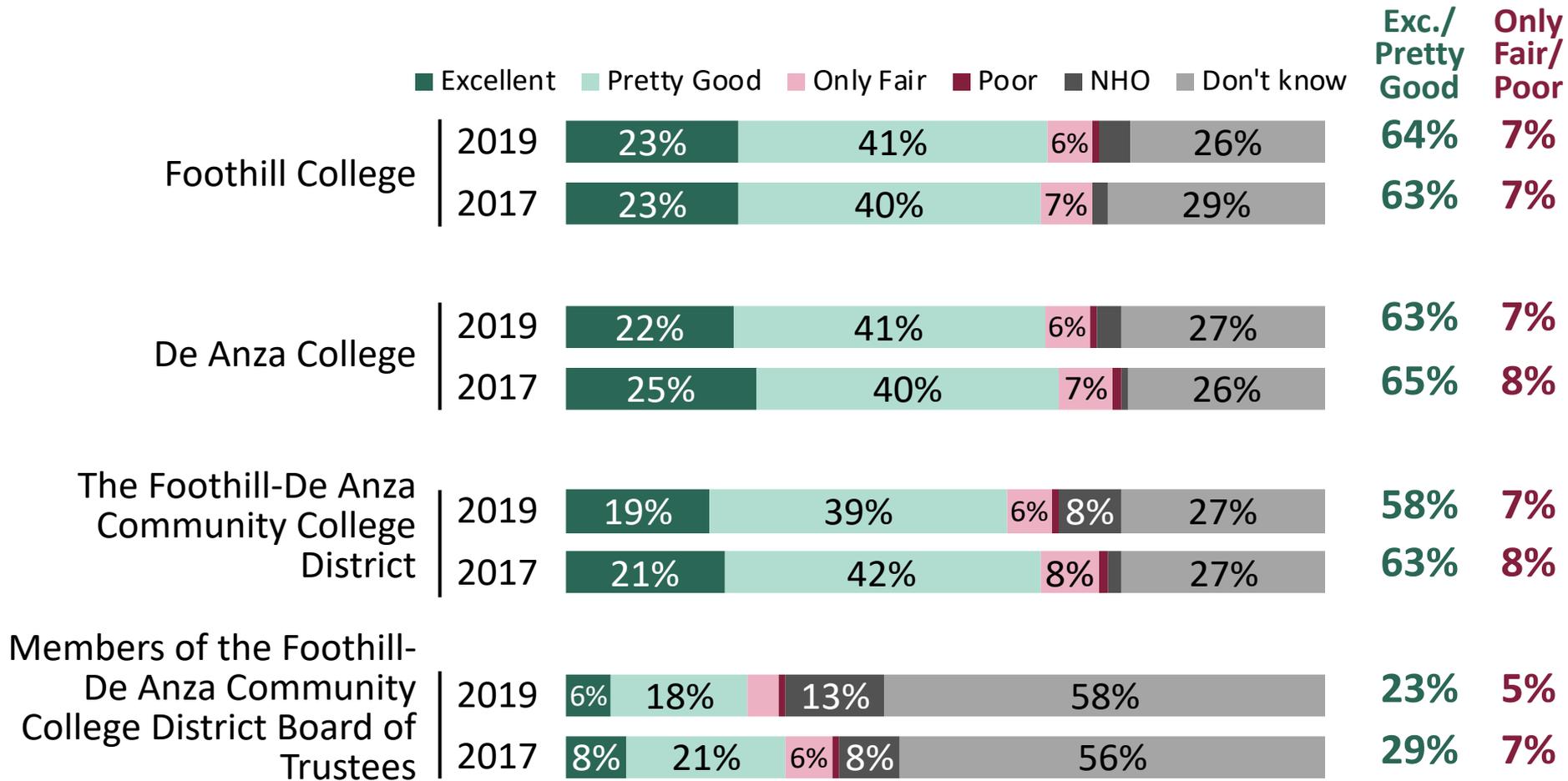


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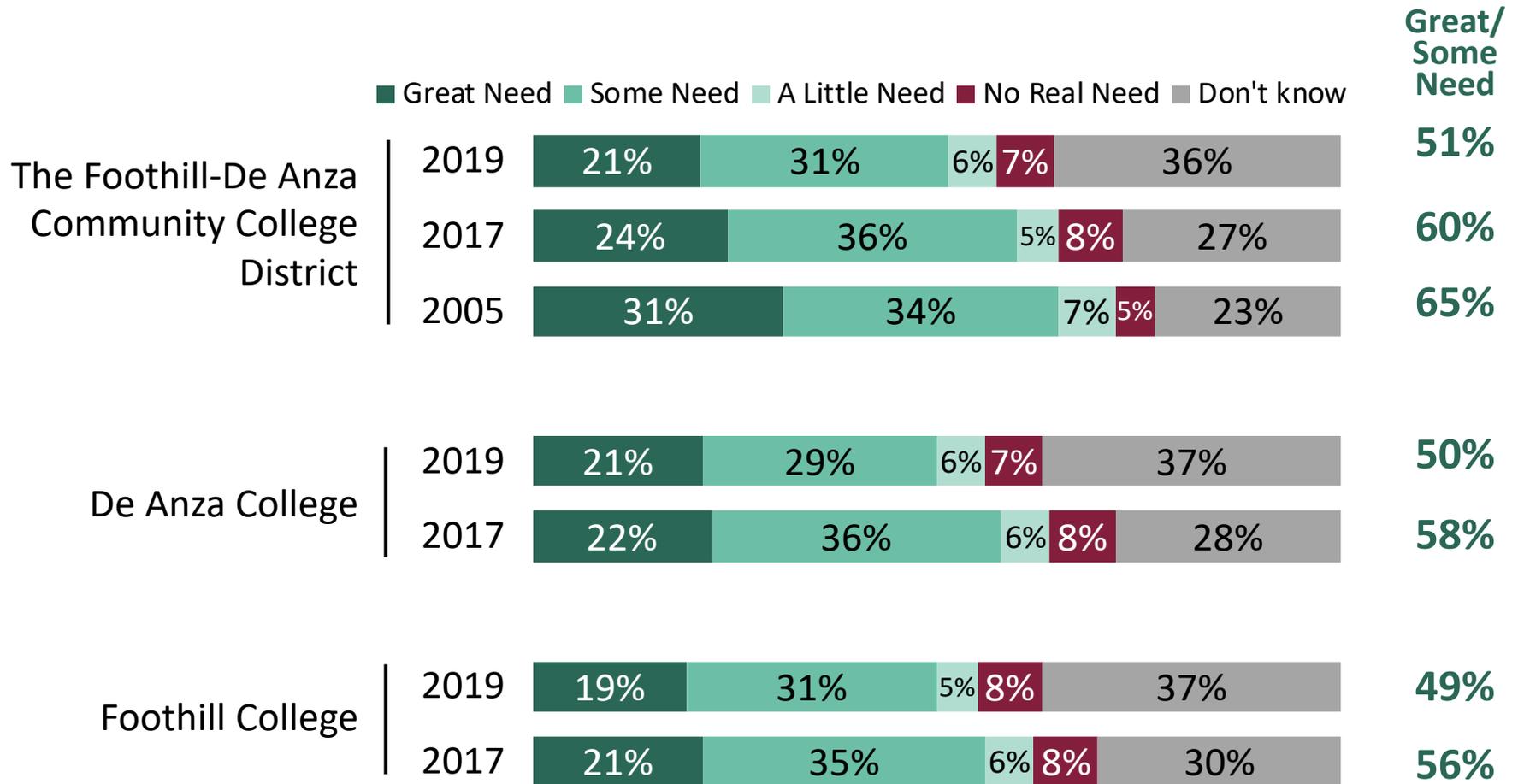


Perceptions of the District

Perceptions of the colleges, the District, and members of the board have remained consistent.



Respondents also shared their perceptions of financial needs of the District and the colleges.



Potential Education Bond Measure Tested

(55% Vote Threshold)

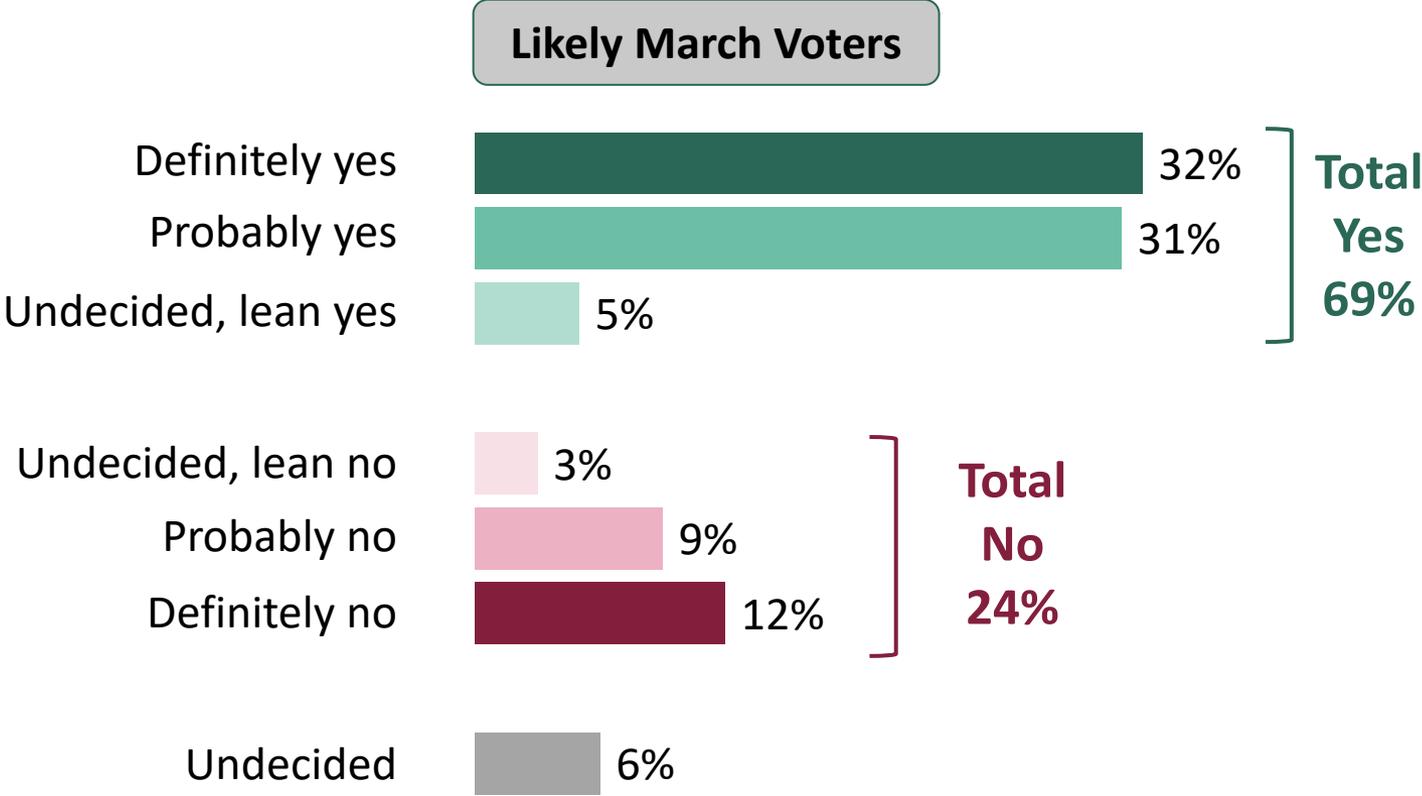
FOOTHILL-DE ANZA COMMUNITY COLLEGE DISTRICT CAREER, COLLEGE TRANSFER, CLASSROOM REPAIR, SAFETY MEASURE.

To upgrade facilities preparing students/veterans for university transfer/careers like healthcare, nursing, technology, engineering/sciences, by

- Modernizing/repairing aging classrooms, technology/science labs;
- Providing faculty/student housing;
- Acquiring, constructing, repairing, facilities/equipment, sites;

Shall Foothill-De Anza Community College District's measure authorizing \$898 million in bonds at legal rates, levying 18¢ per \$100 of assessed valuation, raising approximately \$51 million annually while bonds are outstanding, with audits/no money for administrators' salaries, be adopted?

Over two-thirds of respondents expressed support for a 55% requirement bond.



Support was consistently above the 55% vote threshold across the District and among different income groups.

Demographic Group	Total Yes	Total No	Undecided
Income			
<\$50,000	67%	28%	5%
\$50,000-\$100,000	72%	19%	10%
\$100,000-\$125,000	77%	19%	4%
\$125,000+	70%	27%	4%
City (with enough interviews to isolate)			
Mountain View	77%	16%	7%
Sunnyvale	72%	22%	6%
Palo Alto	72%	21%	7%
Cupertino	63%	31%	6%
Los Altos	62%	28%	10%

Potential Education Parcel Tax Tested

(Two-thirds vote threshold)

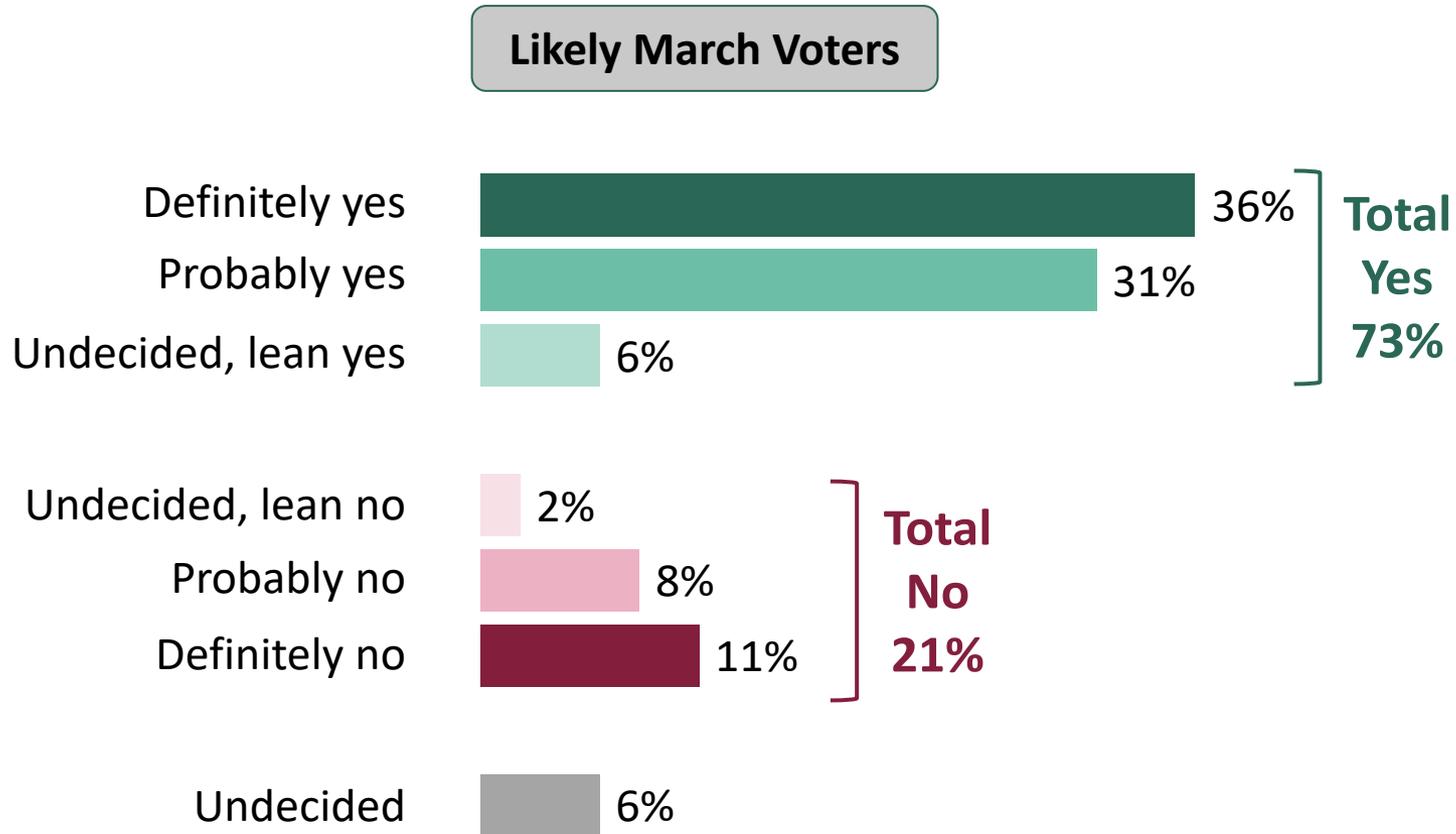
FOOTHILL-DE ANZA COMMUNITY COLLEGE DISTRICT EDUCATIONAL/TEACHER EXCELLENCE MEASURE.

To provide funding for local colleges that cannot be taken by the state, to

- Keep college education affordable;
- Attract/retain quality teachers;
- Provide housing for teachers;
- Maintain science, technology, health-science programs;
- Prepare students for university transfer, career/job training;

Shall Foothill-De Anza Community College District's measure levying \$48 per parcel for 5 years, raising \$5.6 million annually, be adopted with citizens' oversight, with no funds for administrator salaries?

Nearly three-quarters express support for the 2/3's requirement education parcel tax.



Support was consistently at or above the two-thirds vote threshold across the District and among different income groups.

Demographic Group	Total Yes	Total No	Undecided
Income			
<\$50,000	73%	22%	5%
\$50,000-\$100,000	67%	20%	13%
\$100,000-\$125,000	78%	18%	4%
\$125,000+	77%	20%	3%
City (with enough interviews to isolate)			
Sunnyvale	77%	17%	6%
Mountain View	76%	16%	8%
Palo Alto	73%	18%	9%
Cupertino	67%	31%	3%
Los Altos	66%	25%	10%



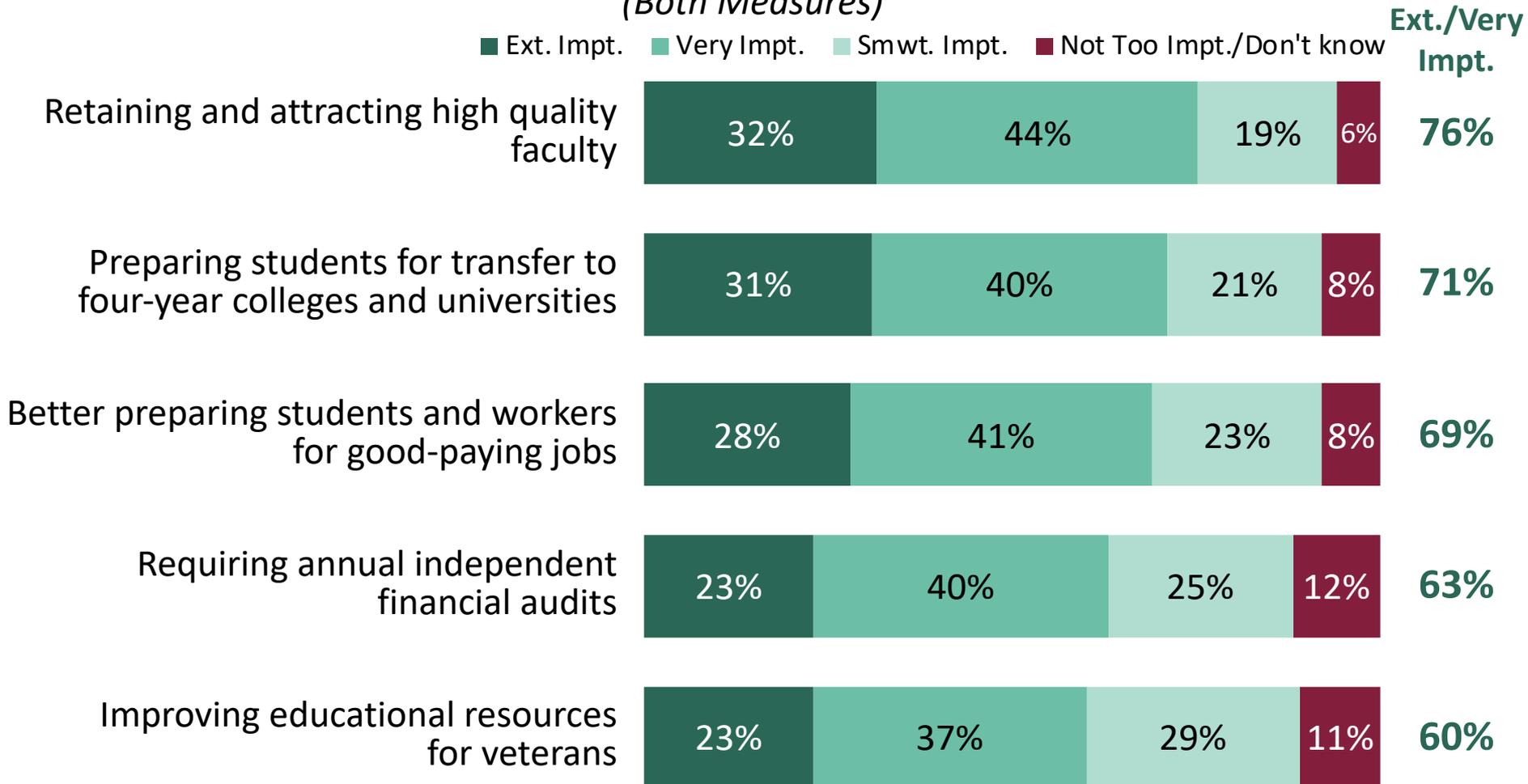
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Spending Priorities

Retaining and attracting high quality faculty and preparing students for the future were highly important spending priorities.

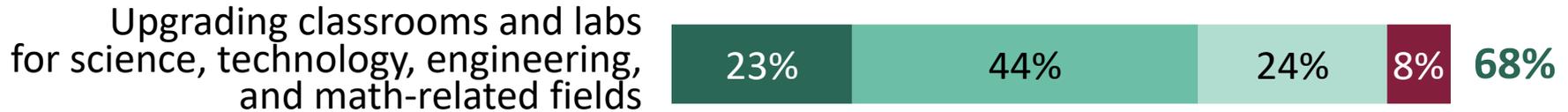
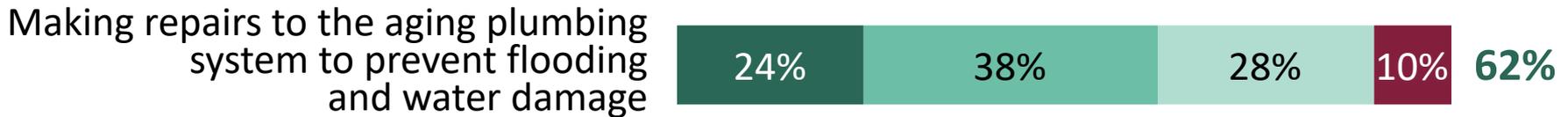
(Both Measures)



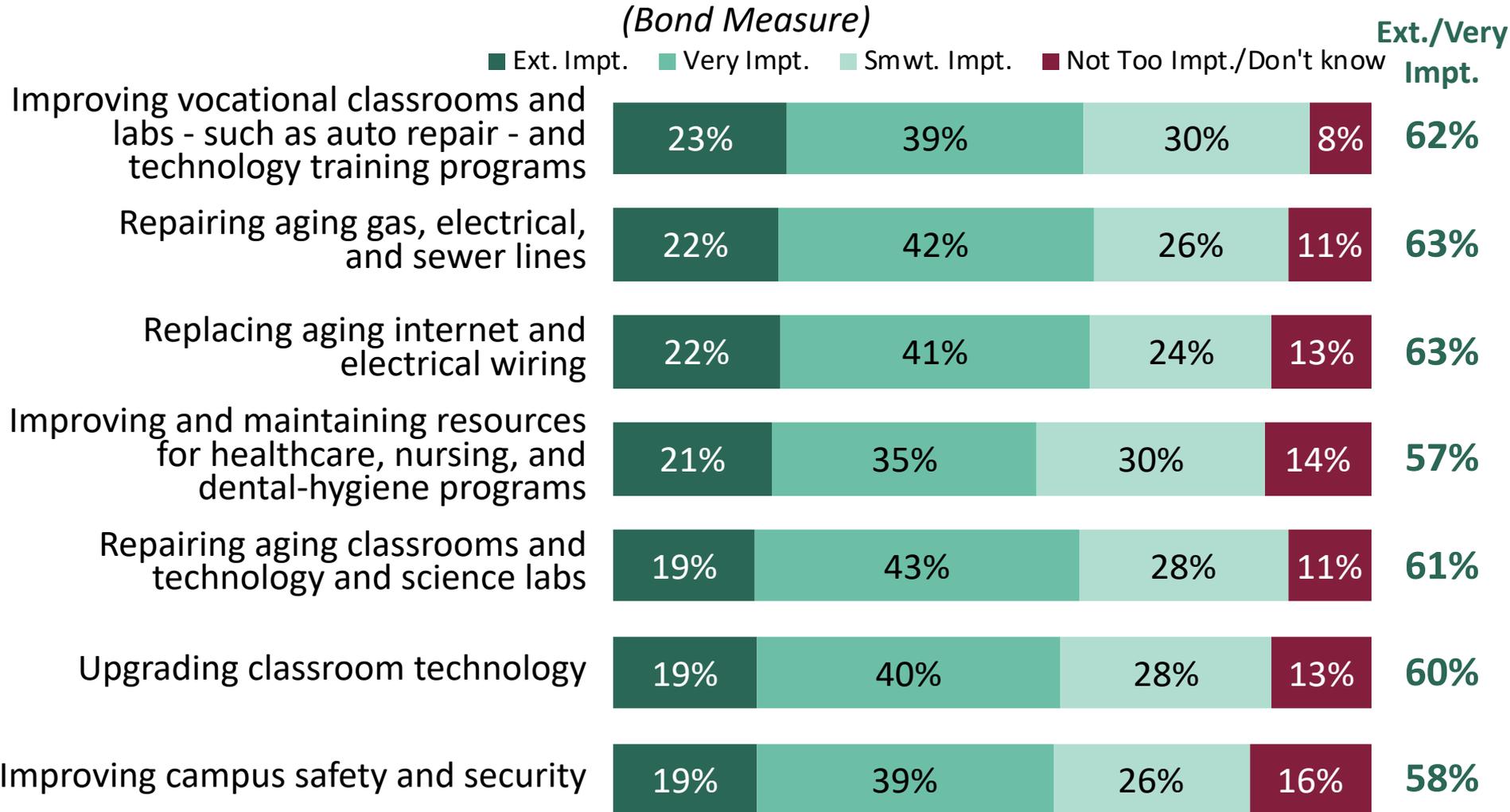
Improving accessibility, conservation, and classrooms were key priorities for a bond measure.

(Bond Measure)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't know **Ext./Very Impt.**



Repairs were a middle-tier priority.

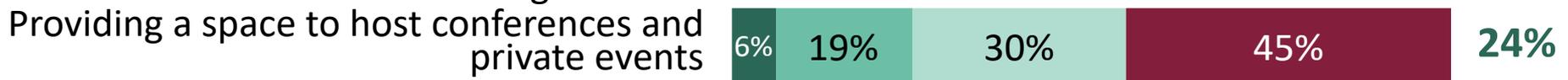
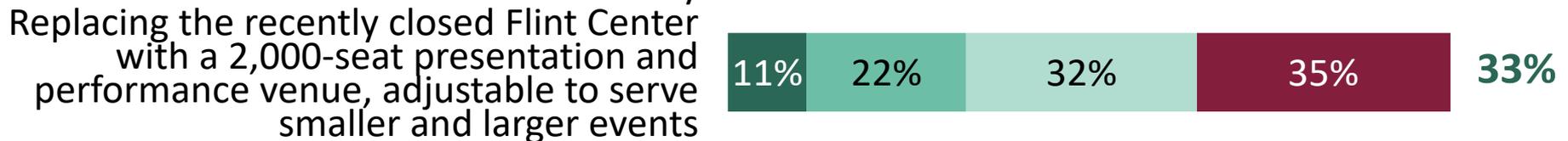


Student housing and conference/performance space was a lower priority for a bond measure.

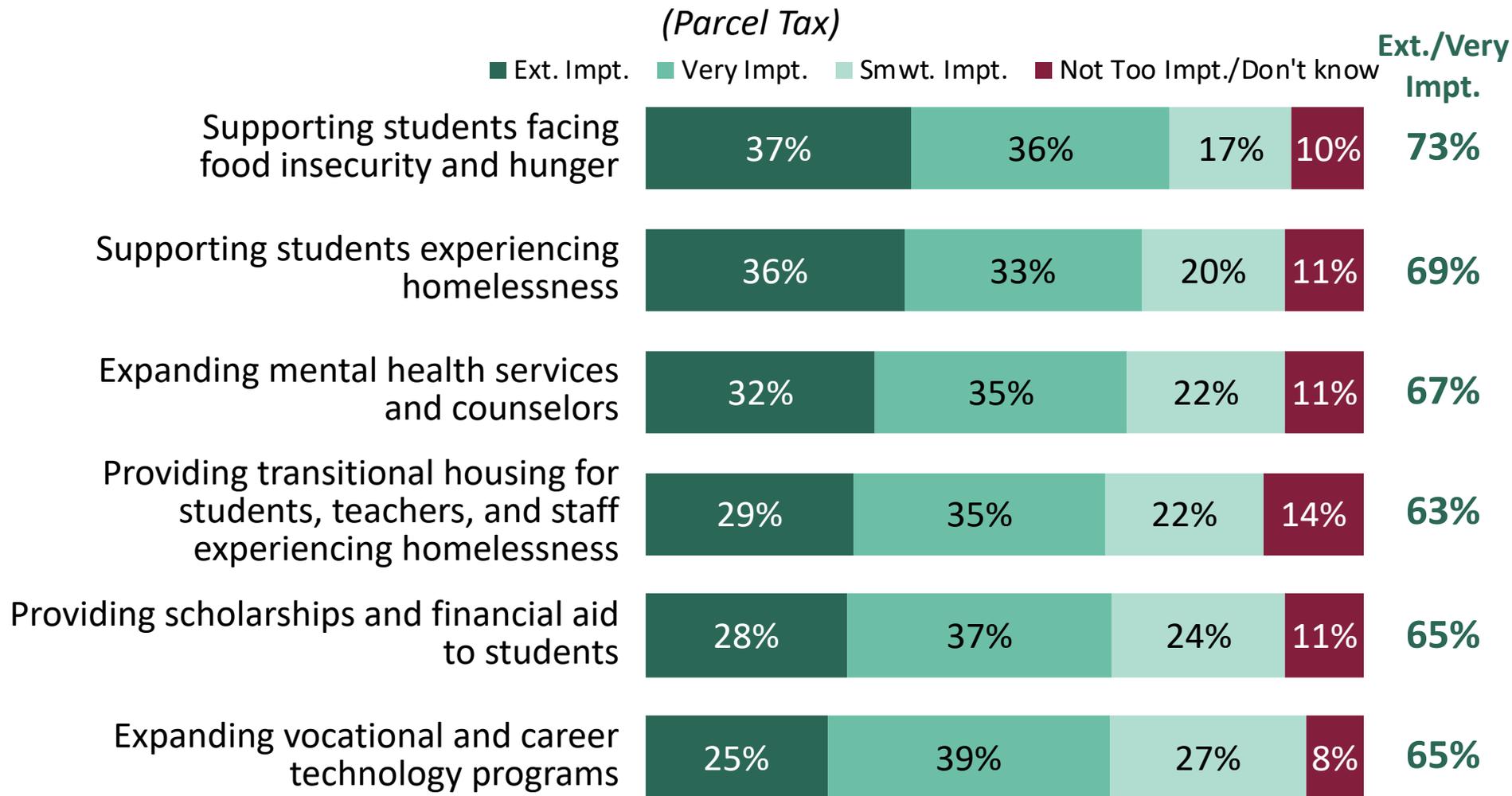
(Bond Measure)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't know

Ext./Very Impt.



For the parcel tax, supporting students experiencing hunger and homelessness was a top-tier spending area.

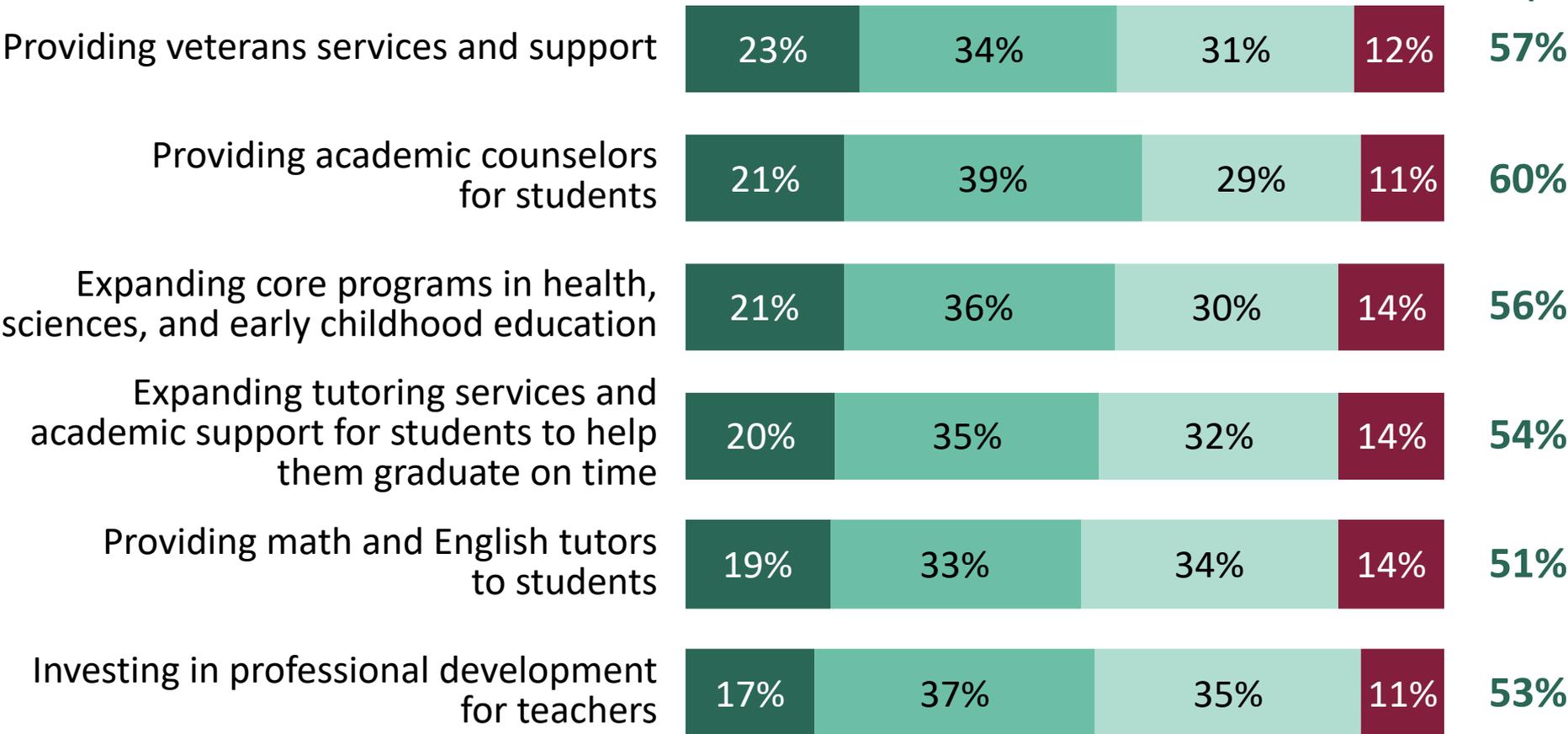


Supporting veterans and providing academic counselors were middle-tier priorities.

(Parcel Tax)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't know

Ext./Very Impt.





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