



**TO** Interested Parties

**FROM** Curt Below and Lucia Del Puppo  
FM3 Research

**RE:** Foothill De Anza Community College District Survey

**DATE** September 12, 2019

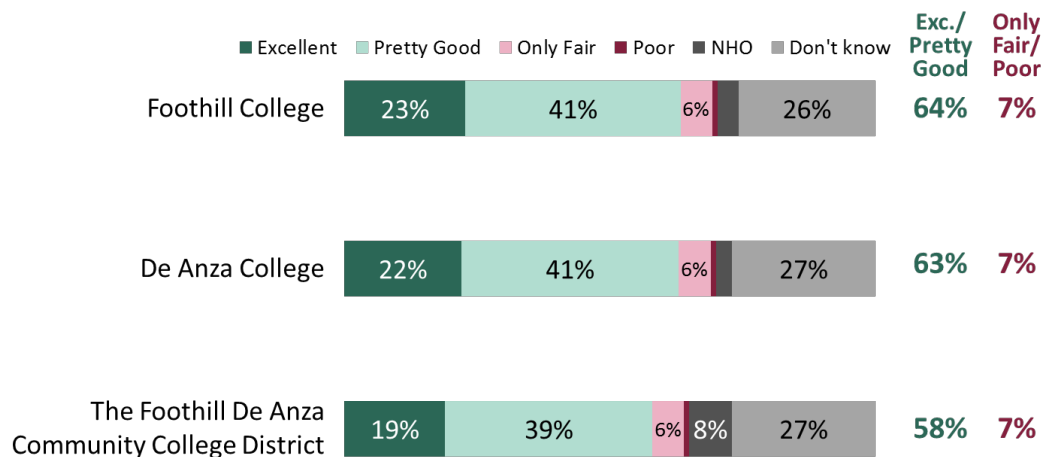
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Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 800 voters likely to cast ballots in November 2020 in the Foothill-De Anza Community College District, including 693 voters likely to cast ballots in the March 2020 election, regarding their attitudes toward two potential ballot measures generating funds to serve critical educational and student needs at Foothill and De Anza Colleges.<sup>i</sup> The survey found that voters view both local colleges positively and are willing to support two potential educational funding measures that help maintain affordability and support the most vulnerable students.

Key findings of the survey include:

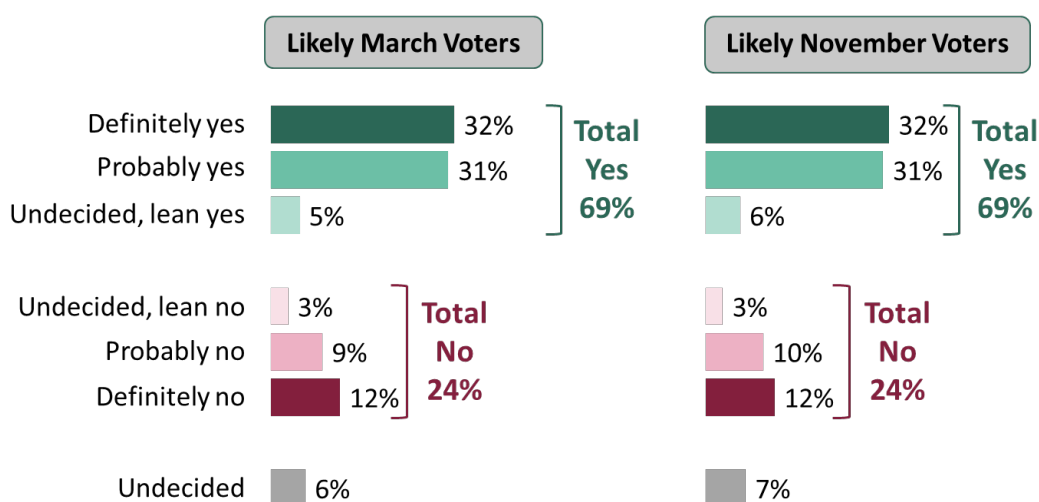
- **A majority of respondents expressed favorable views of the colleges’ and of the District’s job performance.** Approximately three in five said the colleges and the District are doing an “excellent” or “good” job (Figure 1).

**Figure 1: Foothill-De Anza CCD Job Ratings**



- **Over two-thirds of respondents expressed support for a potential 55% requirement bond measure.** After hearing about a potential \$898 million bond measure, 69 percent of likely March and likely November voters indicated they would vote “yes” on the measure (
- Figure 2), well above the 55 percent threshold for passage. This type of measure is commonly used to upgrade college classrooms and labs, aging gas, electrical and sewer lines, and other infrastructure needs.

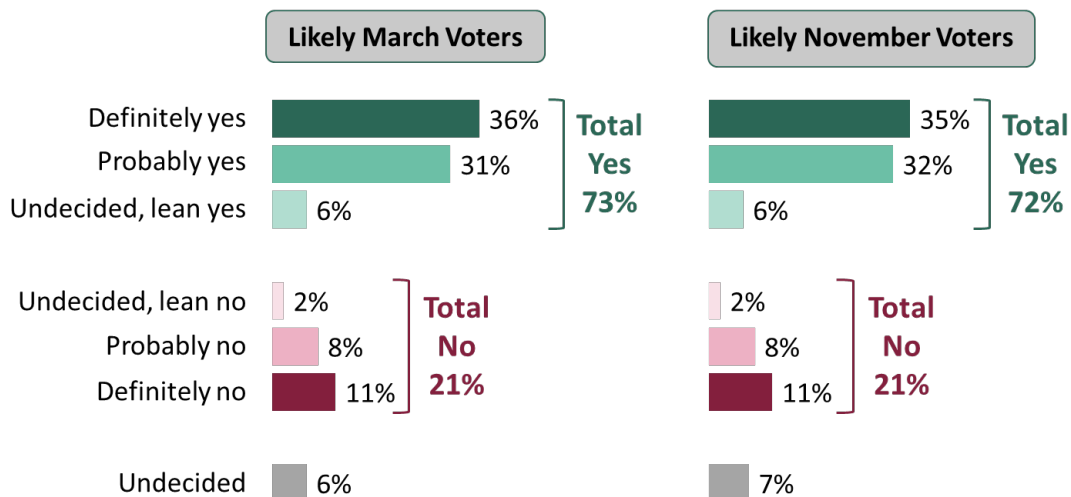
**Figure 2: Support for a Potential Bond Measure**



**Nearly three-quarters of respondents also support a potential parcel tax measure.** After hearing about the potential measure, 72 percent of likely November voters said they would vote “yes”, and 73 percent of likely March voters said they would back the measure (

Figure 3 on the next page). This type of educational funding measure can be used for programs that prepare students for college transfer and support other student needs including students facing homelessness or hunger.

**Figure 3: Support for a Potential Parcel Tax Measure**



- Top priorities identified by respondents include retaining faculty, preparing students for transfer to four-year college, and preparing students for good paying jobs.** Additionally, improving accessibility for students with disabilities, upgrading classrooms and labs for science, technology, engineering, and math-related fields, and improving and maintaining classrooms and labs for career preparation in fields like healthcare and early education, supporting students facing food insecurity, hunger, supporting students experiencing homelessness, and expanding mental health services and counselors were cited as top of mind needs.

<sup>i</sup> **Methodology:** From August 17-22, 2019, FM3 completed 800 telephone interviews (in English and Chinese) with Foothill De Anza Community College District voters likely to cast a ballot in November 2020 (693 voters likely to cast a ballot in March 2020) on both landline and wireless phones. The margin of sampling error for the study is +/-3.5% at the 95% confidence level. Margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.