



## EXECUTIVE SUMMARY

### **I. INTRODUCTION**

This Executive Summary report presents the main findings from a telephone study conducted by Gene Bregman & Associates on behalf of the Rancho Santiago Community College District (RSCCD). A total of 600 likely voters in a November, 2008 election throughout the Rancho Santiago Community College District were interviewed from June 13 - 15, 2008. A survey of this size has a margin of error ranging from +/- 2.4% to +/- 4.0%, depending on response levels to a particular question. If a difference is not mentioned in this report, it can be assumed to be not statistically significant, not meaningful to the discussion, or both.

Particular attention has been paid to the differences among all voters in the District, those who live in the Orange Unified School District, and those who live in the combined Garden Grove/Santa Ana Unified School Districts area. Summary charts can be found attached to this Executive Summary report.

### **II. SUMMARY OF FINDINGS**

1. **Most people with an opinion gave "excellent" or "good" job ratings to California community colleges, in general, (62 percent), the Rancho Santiago Community College District (54 percent), Santa Ana College (51 percent) and Santiago Canyon College (50 percent).** Among the rest of the respondents, most were unable to voice an opinion and very few had negative opinions about each entity.

Opinions of the District were more positive among those who said an immediate family member had attended one of the schools in the District and those who remembered the 2002 bond measure. Positive ratings were lower among men 50 and over.

Opinions of Santa Ana College were more positive among those who said an immediate family member had attended the College, residents of the Garden Grove/Santa Ana Unified School District area, residents of the City



of Santa Ana, and those under 40 years of age. Once again, positive ratings were lower among men 50 and over.

Opinions of Santiago Canyon College were more positive among those who said an immediate family member had attended the College, those who remembered the 2002 bond measure and those under 40 years of age. As with the previous ratings, positive ratings were lower among men 50 and over.

(See Chart 1)

2. **Most voters said that the main role that community colleges play today is "getting students started on their education after high school and preparing them for four year colleges" (63 percent), and a majority also said this should be their main role in the future (56 percent).** In most other studies where we have asked this question, most people said the future role should be "providing vocational training both to prepare students for the job market and to keep the current local workforce up-to-date."

Voters were evenly divided between the two choices on the future role of community colleges among those who remembered the 2002 bond measure, those registered as Independents or with "other" parties, and Democratic men over 50.

(See Chart 2)

3. **76 percent said that their local community college had at least "some need" for more money, including 37 percent who said there was a "great need" for more money.**

More people said there was a "great need" among those identifying themselves as Hispanic or Asian, renters, residents of the area encompassing the Garden Grove and Santa Ana Unified School Districts, residents of the City of Santa Ana, those who said someone in their family had attended Santa Ana College, those under 40 years of age, and those who vote only in higher turnout elections.

Fewer voters said there was a great need among registered Republicans, Whites, people who vote in all or nearly all elections, residents of the City of Anaheim, voters in the Orange Unified School District, and homeowners.

(See Chart 3)



4. **Somewhat fewer people (69 percent), said there was at least some need for "the modernization and upgrading of existing local community college facilities," including 29 percent who said this was a "great need."**

More people said there was a "great need" among those identifying themselves as Hispanic or Asian, renters, residents of the area encompassing the Garden Grove and Santa Ana Unified School Districts, residents of the City of Santa Ana, women under 50 years of age, and those who vote only in higher turnout elections.

Fewer voters said the local community college had a great need to upgrade facilities among registered Republicans, Whites, people who vote in all or nearly all elections, residents of the City of Anaheim, voters in the Orange Unified School District, and homeowners.

(See Chart 4)

5. **When asked about the need for the District "to build additional facilities to relieve overcrowding," fewer voters (63 percent) said there was at least some need, although those saying there was a "great need" (31 percent) was about equal to the proportion saying there was a great need for modernizing and upgrading facilities.**

More people said there was a "great need" among those identifying themselves as Hispanic or Asian, residents of the area encompassing the Garden Grove and Santa Ana Unified School Districts, residents of the City of Santa Ana, and those who vote only in higher turnout elections.

Lower percentages said the local community college had a great need to build additional facilities among registered Republicans, Whites, people who vote in all or nearly all elections, residents of the City of Anaheim, and voters in the Orange Unified School District.

(See Chart 5)

6. **When first asked to vote on a possible bond measure for the Rancho Santiago Community College District, overall support was below the 55 percent threshold needed for passage for a bond measure bearing a \$25 per \$100,000 assessed value tax (Yes = 51 percent). Support reached the 55 percent threshold with a \$16 tax rate (58 percent), increasing to 67 percent when the tax rate dropped to \$8.**



Support was slightly higher in the Garden Grove/Santa Ana USD area, (\$25 = 53 percent, \$16 = 59 percent, \$8 = 68 percent), than in the Orange USD area (\$25 = 49 percent, \$16 = 57 percent, \$8 = 64 percent),.

Support in all vote questions was higher among those who describe themselves as Asian, renters, those who vote less frequently, those who said that they or an immediate family member had attended either Santa Ana or Santiago Canyon College, registered Democrats, and those under 40 years of age.

Support was lower among residents of the City of Anaheim, homeowners, those who had no family member attending either of the District's colleges, those who vote in every or nearly every election, those who identify themselves as White or Hispanic, and those registered as Republicans, independents or with some "other" party.

(See Chart 6)

7. **About two-thirds of the voters (68 percent) either did not remember the 2002 bond measure (61 percent) or remembered it but had no opinion about how the District was spending the bond money (7 percent).** For the rest, 16 percent said the District was doing an "excellent" or "good" job spending the bond money, with just 5 percent saying it was doing a "poor" job.

Fewer people remembered the 2002 bond among undecided voters, those who said that no immediate family member had attended either District college, those who have lived in the area for less than ten years, and non-Whites.

(See Chart 7)

8. **While voters responded favorably to each of seven recent programs and accomplishments of the District, the largest proportions said their opinions of the District became much more favorable because of two items:**

- The District's colleges train thousands of health care professionals, including nurses, paramedics, occupational therapists, medical technologists, pharmacy technicians, and others every year (Much more favorable = 46 percent)



- Last year, nearly 3,000 District graduates transferred to University of California and California State University campuses to continue their education and get their 4-year degrees, with about 4,000 students earning either associate degrees or professional certificates (Much more favorable = 46 percent)

Among those people who did not support the bond measure at first but became supporters at the end of the interview, reactions were most favorable for the items concerning 3,000 students transferring to four year colleges and that "The District wants to build an off-campus Firefighters Training Academy alongside the Sheriff's Training Academy to create a unique public safety complex to serve the needs of Orange County residents for many years to come."

Those who had a family member who attended a District college, renters, and those describing themselves as Asian reacted more favorably to most items.

Garden Grove/Santa Ana residents reacted more favorably to the District's Digital Media Center.

Women more often than men reacted favorably to three items: 3,000 students transferring to four-year colleges; the fact that RSCCD is one of the fastest growing districts in the state and is now the fourth largest in California; and the Orange County Sheriff's Regional Training Academy providing state-of-the-art training for 800 new law enforcement officers each year.

(See Chart 8)

**9. Among 13 problems that could be addressed by the bond measure, two-thirds or more of the voters said that 8 were either "extremely serious" or "very serious" problems, including five where about one-third said the problem was "extremely serious." These five were:**

- The building that currently provides courses for the nursing and pharmacy programs has science labs that have corroded equipment that simply cannot be safely used (Extremely serious problem= 35 percent)



- Schools need to add or improve outside lighting to increase safety and security on campus, especially for women taking classes after work and at night (Extremely serious problem = 34 percent)
- Classrooms need to be made safe from asbestos and other hazards (Extremely serious = 34 percent)
- Santa Ana College is especially overcrowded; in fact, the school was built for 10 to 15,000 students, but currently serves over 35,000 students, and enrollment continues to increase (Extremely serious = 33 percent)
- Since the Colleges do not have the facilities to provide all the classes that are needed, students often cannot graduate on time (Extremely serious = 32 percent)

Most items were more often said to be serious problems by: renters than owners; non-Whites than Whites; women than men; those under 50 than those 50 and over; and Democrats rather than Republicans.

In addition, those people who had a family member who attended either Santa Ana College or Santiago Canyon College more often said that three problems were serious: Santa Ana College being built for 10-15,000 students but now having more than 35,000 students, and increasing; technology and infrastructure wiring being unable to handle the computers that all students should be using; and inadequate parking facilities affecting neighborhood residents and forcing students to miss classes when they could not find a place to park.

(See Chart 9)

10. **The most effective reasons to oppose a new bond measure were that "the last bond measure was supposed to pay for all these improvements; we shouldn't be asked again to increase our taxes" (Much more likely to oppose = 36 percent) and "With the economy in near-recession conditions and gas prices at record levels, the last thing we need is to pay higher taxes" (35 percent).**

The belief that the last bond was supposed to pay for the improvements was more effective among residents of the Garden Grove/Santa Ana USD area than among residents of the Orange USD area.



City of Santa Ana residents reacted more strongly than other voters to the argument that they did not trust the District because the last bond paid for building the Sheriff's Training Academy instead of the new science building.

Those people who had no family member attending the District's colleges were more influenced by the argument that "taxes are already too high without this tax increase."

Voters 50 and over more often did not trust the District, either in general or because of the science building/Sheriff's Training academy issue.

Homeowners and the most frequent voters (those who vote in all or nearly all elections) reacted more positively to many of the opposition arguments.

(See Chart 10)

11. **Among all voters, more than four people in ten said that five of the reasons to support the bond measure would make them "much more likely" to vote in favor of it. Perhaps of even greater importance, every reason was more effective in the Garden Grove/Santa Ana USD area than in the Orange USD area. The five most effective reasons were:**

- "This bond will help give students access to the classrooms, labs, equipment and technological advancements needed to help them prepare to be competitive in the job market" (Total Much More Favorable = 44 percent; Garden Grove/Santa Ana USD= 52 percent)
- "None of this money will go to pay administrators" (Total Much More Favorable = 44 percent; Garden Grove/Santa Ana USD= 52 percent)
- "All the money raised by this measure will be used here in our local community" (Total Much More Favorable = 44 percent; Garden Grove/Santa Ana USD= 50 percent)
- "Passage of this measure will allow the Rancho Santiago Community College District to qualify for millions of dollars in state matching funds that otherwise would be lost to other community college districts" (Total Much More Favorable = 43 percent; Garden Grove/Santa Ana USD= 48 percent)



- "Passage of this measure will enable more students to transfer to four year colleges" (Total Much More Favorable = 43 percent; Garden Grove/Santa Ana USD= 48 percent)

Most reasons were viewed more positively by renters, those who had a family member who attended either District college, voters under 40 years of age, and registered Democrats.

Most reasons were less effective with homeowners, those who had no family tie to either college, Whites, residents of the City of Anaheim, registered Republicans, and men 50 and over.

The reason that "without this measure, the Rancho Santiago Community College District will not have the facilities for local residents to take the job training and career development courses they need" was more effective with women than men and with those who lived in the area for less than 10 years.

Women also were more often favorably influenced by another job-related statement: "This bond will help give students access to the classrooms, labs, equipment and technological advancements needed to help them prepare to be competitive in the job market."

Those who had lived in the area for less than 10 years also reacted more positively than other voters to the statement that "An independent citizens' oversight committee has certified that the money from the existing bond has been spent properly; they also will make sure that the money from this bond is spent properly."

(See Chart 11)

12. **Having heard about the problems that could be addressed by the bond, as well as reasons to vote for and against it, overall support remained slightly below the 55 percent threshold needed for passage for a bond measure bearing a \$25 per \$100,000 assessed value tax (Yes = 54 percent). Overall, there also were slight increases in support for bonds at tax rates of \$16 (60 percent) and \$8 (68 percent).**

Support stayed slightly higher in the Garden Grove/Santa Ana USD area, (\$25 = 56 percent, \$16 = 60 percent, \$8 = 70 percent), than in the Orange USD area (\$25 = 52 percent, \$16 = 58 percent, \$8 = 67 percent).





Support in at least some of the vote questions was higher among those who describe themselves as Asian, renters, those who vote less frequently, those who said that they or an immediate family member had attended either Santa Ana or Santiago Canyon College, registered Democrats, those under 40 years of age, and those who have never voted by absentee ballot.

Support was lower among residents of the City of Anaheim, homeowners, those who had no family member attending either of the District's colleges, those who vote in every or nearly every election, those who identify themselves as White, those registered as Republicans, independents or with some "other" party, men 50 and over, and those who have lived in the area for more than 20 years.

(See Chart 12)

- 13. The most believable people on this issue to RSCCD voters were "teachers in the Rancho Santiago Community College District (Very believable = 37 percent), "students in the Rancho Santiago Community College District (Very believable = 35 percent), and local firefighters (Very believable = 34 percent). Also particularly believable were "doctors and nurses who work at local hospitals" (32 percent), Emergency Medical Technicians (32 percent), and "local police officers" (29 percent).**

Among those who changed their vote to become "yes" voters at the end of the interview, teachers and students were most believable. Among those who changed their vote from "yes" at the beginning to either "no" or "undecided" at the end of the interview, firefighters, EMTs, police, and doctors and nurses were most believable.

Teachers and students at District colleges were more believable to those with a family member who had attended one of the colleges, and those less than 40 years of age. Students were much less frequently believable to those 65 and over and to registered Republicans.

The RSCCD Board of Trustees was less believable to those 65 and over and those who have lived in the area for more than 20 years.

(See Chart 13)



### **III. CONCLUSIONS**

The Rancho Santiago Community College District is faced with several choices for measures to put before District voters in the November, 2008 election. There could be one districtwide measure or the District could be divided into two SFID areas for placement of different measures in each area or a measure in only one of the two areas.

As District leadership considers these options, it is important to point out the positive and negative factors learned in the survey. First, there is a base of goodwill that the District and its member Colleges enjoy in the community. Majorities of voters said that California community colleges, in general, and the District and each of its individual colleges are doing either an excellent or a good job. Relatively few voters remember the 2002 bond measure, and among those who do remember it, most say the district is doing a good job spending the money from the bonds. Further, most people felt that the colleges are meeting their main objective. They said that California community colleges currently have, and in the future should have as their top priority, to prepare students to continue with their educations at four year colleges and universities.

Voters also react positively to the programs and accomplishments of the District, as well as many of the reasons for supporting the bond measure. However, voters are only somewhat aware of the needs of these colleges. While reactions are generally quite positive towards the overall needs as well as the specific problems that will be addressed by the bond measure, the intensity level evident in voters' responses indicates that they are not yet aware of the immediacy of these needs.

In addition, although the reasons to oppose a bond measure did not receive as strong a reaction as did the reasons to support a bond measure, significant proportions of voters found a few of the opposition statements to be effective.

When deciding on a course of action for the November ballot, several questions are worth noting. In particular, residents of what would be an SFID area encompassing the Garden Grove and Santa Ana Unified School District boundaries have only slightly higher "yes" vote totals than those living in the rest of the District. However, these voters' predisposition to support a measure for the RSCCD can be seen by more awareness that the District and its colleges have a great need for more money, to modernize and upgrade facilities, and to build additional facilities to relieve overcrowding. More important, every reason to support a bond measure was more effective with these voters than with voters living within the boundaries of the Orange Unified School District.



The survey tested bond measures with tax rates of \$25, \$16 and \$8 per \$100,000 of assessed value. Falling short of the 55 percent required to pass a bond measure under the terms of Proposition 39, makes a measure with a tax rate at the highest level to be problematic, at best. A measure with a tax rate at or below the \$16 tested in the survey, would have a much better chance for success, especially if confined to an SFID encompassing the Garden Grove and Santa Ana Unified School Districts, where it received support from 59 percent of the survey participants in the first ballot. For a measure confined to a separate SFID, encompassing the Orange Unified School District area, lower levels of support for various questions in the survey, when combined with this area's voting history, points towards a separate measure (if any at all) with a tax rate no greater than \$8 or \$9 per \$100,000 assessed value.

In short, we believe the Rancho Santiago Community College District has some good options for this Fall. However, voters' lack of specific knowledge of the Colleges' programs, accomplishments and needs must be addressed over the next few months. Obtaining super-majority voter approval for a tax measure is never easy. It requires hard work in all areas of the community. Assuming that the District's supporters can provide the needed resources to have a professional, proficient, and well-managed campaign, with adequate volunteers from the community, we are optimistic about the District's chances for passage of a bond measure (or measures) in November, 2008.



**APPENDIX: SUMMARY CHARTS**

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GENE BREGMAN & ASSOCIATES  
*Public Opinion & Marketing Research*

**EXECUTIVE SUMMARY REPORT**  
**FROM A SURVEY**  
**CONDUCTED AMONG**  
**600 LIKELY VOTERS**  
**IN THE RANCHO SANTIAGO**  
**COMMUNITY COLLEGE DISTRICT**

**PREPARED FOR THE**  
**RANCHO SANTIAGO**  
**COMMUNITY COLLEGE DISTRICT**

**BY**  
**GENE BREGMAN & ASSOCIATES**

**JUNE, 2008**



# SAIGON WEST

## Summary of Findings RSCCD Phone Survey

### Procedural Overview

This survey was conducted on June 16 and 17 between 2:00 pm and 9:00 p.m. Fifty surveys were completed by questioning individuals selected randomly among Vietnamese voters in the district who have voted in at least one of the last four elections. Of the 50 surveys, 43 were completed with residents of the Santa Ana or Garden Grove Unified School Districts and seven were completed among residents of the Orange U.S.D. All surveys were completed in Vietnamese.

### Results Overview

In GGUSD and SAUSD, 72% of the respondents answered that they would (definitely or probably) support a bond on the first question when the cost was \$25 per \$100,000 of assessed value. The response was 76% for \$15/\$100,000 and 86% for \$8/\$100,000.

| Respondents answering "yes" to first bond question |     |
|--|-----|
| \$25/\$100,000                                     | 72% |
| \$15/\$100,000                                     | 76% |
| \$8/\$100,000                                      | 86% |

On the second question, the same universe supported a bond by 79% at \$25/\$100,000; by 81% at \$15/\$100,000; and by 90% at \$8/\$100,000.

### Issues Most Likely to Generate Support

1. 98% — RSCCD is one of Orange County's largest employers
2. 94% — Nearly 3,000 graduates transferred to four-year programs
  - 94% — The District plans a firefighter training center
  - 94% — RSCCD is one of the fastest growing districts

### Most Serious Problems the District Faces

1. 98% — Overcrowding
2. 94% — Parking
  - 94% — Growing population, adult education, and teaching English
  - 94% — Safety and asbestos

### Likely Reasons to Oppose

1. 54% — Economy and taxes
2. 46% — Don't trust because of Sheriff Academy
  - 46% — Don't trust government

### **Likely Reasons to Support**

1. 92% — Money needed to keep up with technology
2. 90% — Citizens' oversight committee
3. 88% — More students can transfer to four-year schools  
88% — Will give students access to equipment needed

### **Most Believable**

1. 88% — Emergency Medical Technicians
2. 86% — Local firefighters  
86% — Doctors and nurses

### **Most Unbelievable**

1. 40% — Assemblyman Van Tran (compared with 48% believable)
2. 26% — Supervisor Janet Nguyen (compared with 64% believable)
3. 18% — Police Officers

### **Differences from Larger Survey**

- More Vietnamese believe preparation for four-year colleges is more important than vocational training (62%:22% vs. 56%:39%).
- Vietnamese recognize a greater need for more funding (56% vs 37%), more modernization (68% vs. 29%), and new facilities (68% vs. 31%).
- Fewer Vietnamese remember the bond from 2006 (16% compared to 39%).
- In general, this survey shows that Vietnamese seem more hesitant to give negative answers.
- A larger percentage of renters were included in the Vietnamese survey (56% to 24%), however, in the areas surveyed, we would expect to find more renters than homeowners.

N = 600

Rancho Santiago CCD Study  
(FINAL)

Time Began \_\_\_\_\_  
Time Ended \_\_\_\_\_  
Minutes \_\_\_\_\_

Hello, I'm \_\_\_\_\_ from GBA, an opinion research firm. We're conducting a survey about issues that concern the citizens of this area. May I speak with \_\_\_\_\_. (MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED - OTHERWISE TERMINATE.) We are not selling anything and all your answers will be kept confidential.

1. First, please tell me how you would generally rate the job each of the following is doing: as excellent, good, only fair or poor?

|   | EXC | GOOD | ONLY FAIR | POOR | DON'T KNOW |
|---|-----|------|-----------|------|------------|
| a. <u>[ASK Q1a only in Garden Grove Unified School District area]</u><br>Garden Grove Unified School District | 18% | 43%  | 23%       | 5%   | 12%        |
| b. <u>[ASK Q1b only in Orange Unified School District area]</u><br>Orange Unified School District             | 10% | 40%  | 24%       | 8%   | 17%        |
| c. <u>[ASK Q1c only in Santa Ana Unified School District area]</u><br>Santa Ana Unified School District       | 12% | 37%  | 23%       | 16%  | 13%        |
| d. <u>[ASK EVERYONE]</u><br>California Community Colleges   |     |      |           |      |            |
| e. Rancho Santiago Community College District   | 14% | 48%  | 18%       | 3%   | 19%        |
| f. Santa Ana College  | 14% | 40%  | 13%       | 2%   | 31%        |
| g. Santiago Canyon College  | 11% | 40%  | 13%       | 3%   | 33%        |

2a. Thinking about California community colleges, which one of the following do you feel is the single main role they play today? (RECORD UNDER Q.2a)

2b. And which one do you feel is the single most important role that they should play in the future? (RECORD UNDER Q.2b)

|   | Q.2a<br>TODAY | Q.2b<br>FUTURE |
|---|---------------|----------------|
| A. Getting students started on their education after high school and preparing them for four year colleges                      | 63%           | 56%            |
| OR  |               |                |
| B. Providing vocational training both to prepare students for the job market and to keep the current local workforce up-to-date | 32%           | 39%            |
| (DO NOT READ)DK/NA  | 6%            | 5%             |

3. Generally speaking, would you say that your local community college has a great need for more money, some need, a little need, or no real need for more money?

|                    |     |
|--------------------|-----|
| Great need         | 37% |
| Some need          | 39% |
| Little need        | 7%  |
| No need            | 8%  |
| (DON'T READ) DK/NA | 11% |

4. Generally speaking, how much need is there for the modernization and upgrading of existing local community college facilities: a great need, some need a little need, or no real need?

|                    |     |
|--------------------|-----|
| Great need         | 29% |
| Some need          | 40% |
| Little need        | 12% |
| No need            | 8%  |
| (DON'T READ) DK/NA | 12% |



5. Generally speaking, how much need is there for the Rancho Santiago Community College District to build additional facilities to relieve overcrowding: a great need, some need, a little need or no real need?

Great need -----31%  
 Some need -----32%  
 Little need -----11%  
 No need -----7%  
**(DON'T READ) DK/NA-----20%**

6a. In an upcoming election there may be a ballot measure affecting the Rancho Santiago Community College District. Let me read you the language of a possible ballot measure:

"To relieve overcrowding and train students for 21<sup>st</sup> century jobs, and to renovate and construct classrooms and vocational training facilities, science labs, and high-tech computer labs; expand and upgrade firefighter, nursing, and other emergency training facilities, meet current health, safety, security and accessibility standards; modernize out-of-date facilities, replace inadequate electrical and other critical systems, construct and acquire other facilities, shall the Rancho Santiago Community College District issue general obligation bonds which would add about \$25 per \$100,000 of assessed value, not market value to property tax bills each year, with independent citizen oversight and no money for administrator salaries?"

If the election were held today on this measure, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably (yes/no)?" **(RECORD UNDER Q.6a, BELOW)**

6b. **(ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.6A):** If you knew that the bond would add \$15 per \$100,000 of assessed value, not market value, to property tax bills each year, would you vote "yes" or "no" on this bond? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.6b, BELOW)**

6c. **(ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.6B):** How about if the bond would add \$8 per \$100,000 of assessed value, not market value, to property tax bills each year, would you vote yes or no on this bond? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.6c, BELOW)**

**ALL VOTERS**

|                                | <b><u>Q.6A</u></b> | <b><u>Q.6B</u></b> | <b><u>Q.6C</u></b> |
|--------------------------------|--------------------|--------------------|--------------------|
| Definitely yes -----           | 32%                | 33%                | 35%                |
| Probably yes -----             | 19%                | 25%                | 32%                |
| Probably no -----              | 16%                | 15%                | 9%                 |
| Definitely no -----            | 24%                | 21%                | 19%                |
| <b>(DON'T READ) DK/NA-----</b> | <b>9%</b>          | <b>6%</b>          | <b>6%</b>          |

**ORANGE U.S.D.**

|                                | <b><u>Q.6A</u></b> | <b><u>Q.6B</u></b> | <b><u>Q.6C</u></b> |
|--------------------------------|--------------------|--------------------|--------------------|
| Definitely yes -----           | 31%                | 32%                | 33%                |
| Probably yes -----             | 18%                | 25%                | 31%                |
| Probably no -----              | 17%                | 16%                | 10%                |
| Definitely no -----            | 25%                | 21%                | 21%                |
| <b>(DON'T READ) DK/NA-----</b> | <b>9%</b>          | <b>6%</b>          | <b>5%</b>          |

**GARDEN GROVE/SANTA ANA USD**

|                                | <b><u>Q.6A</u></b> | <b><u>Q.6B</u></b> | <b><u>Q.6C</u></b> |
|--------------------------------|--------------------|--------------------|--------------------|
| Definitely yes -----           | 33%                | 34%                | 36%                |
| Probably yes -----             | 20%                | 25%                | 32%                |
| Probably no -----              | 15%                | 15%                | 7%                 |
| Definitely no -----            | 23%                | 20%                | 18%                |
| <b>(DON'T READ) DK/NA-----</b> | <b>9%</b>          | <b>7%</b>          | <b>7%</b>          |

7a. In 2002, voters approved a bond measure for the Rancho Santiago Community College District. Do you remember hearing about this before today?

Yes-----ASK Q.7b-----39%  
 No-----SKIP TO Q.8-----58%  
 DK/NA-----SKIP TO Q.8-----3%

7b. From what you have seen or heard about how the District is spending the bond money, would you say they are doing an excellent job, a good job, only a fair job or a poor job in spending this money?

Excellent-----3%  
 Good-----13%  
 Only fair-----11%  
 Poor-----5%  
 DK/NA-----7%  
 Don't remember bond-----61%

8. Next, I'm going to read a few statements about some of the recent programs and accomplishments of the Rancho Santiago Community College District. Please tell me if each statement makes your opinion of the District and its colleges much more favorable, somewhat more favorable, or if that fact has no effect on your opinion. (ROTATE)

**MUCH  
 MORE  
 FAVOR**      **SMWT  
 MORE  
 FAVOR**      **NO  
 EFF.**      **DK/NA**

- a. The District's new Orange County Sheriff's Regional Training Academy provides state-of-the-art training each year for 800 new law enforcement officers serving throughout many Orange County communities-----30%-----37%-----30%----- 4%
- b. The District is one of the largest employers in Orange County, providing nearly 5,000 jobs for local residents-----37%-----37%-----23%----- 4%
- c. The District's colleges train thousands of health care professionals, including nurses, paramedics, occupational therapists, medical technologists, pharmacy technicians, and others every year-----46%-----33%-----18%----- 3%
- d. The District wants to build an off-campus Firefighters Training Academy alongside the Sheriff's Training Academy to create a unique public safety complex to serve the needs of Orange County residents for many years to come-----39%-----35%-----23%----- 4%
- e. Last year, nearly 3,000 District graduates transferred to University of California and California State University campuses to continue their education and get their 4-year degrees, with about 4,000 students earning either associate degrees or professional certificates-----46%-----32%-----20%----- 3%
- f. The District's Digital Media Center is both an educational facility and economic development center for this fast-growing Southern California industry-----33%-----38%-----24%----- 4%
- g. Rancho Santiago is one of the fastest growing community college districts in the State of California and, in fact, is now the 4<sup>th</sup> largest district in the entire state-----34%-----38%-----25%----- 3%

Now I am going to read you a list of some of the problems that will be addressed if a bond measure is passed by the voters for the Rancho Santiago Community College District. Please tell me how serious a problem you think each one is for the quality of education provided by the District: extremely serious, very serious, somewhat serious or not too serious a problem. (ROTATE)

|  | <u>EXT</u><br><u>SER.</u> | <u>VERY</u><br><u>SER.</u> | <u>SMWT</u><br><u>SER.</u> | <u>NOT TOO</u><br><u>SER.</u> | <u>DON'T</u><br><u>KNOW</u> |
|--|---------------------------|----------------------------|----------------------------|-------------------------------|-----------------------------|
| i. Santa Ana College is especially overcrowded; in fact, the school was built for 10 to 15,000 students, but currently serves over 35,000 students, and enrollment continues to increase -----   | 33%                       | 38%                        | 19%                        | 8%                            | 3%                          |
| b. The technology infrastructure and wiring are inadequate to handle the computers that all students should be using in order to succeed in today's world -----  | 26%                       | 41%                        | 22%                        | 8%                            | 4%                          |
| c. Since the Colleges do not have the facilities to provide all the classes that are needed, students often cannot graduate on time -----  | 32%                       | 38%                        | 18%                        | 9%                            | 3%                          |
| d. Some of the buildings are more than 40 years old, with outdated facilities that cannot meet the needs of today's students -----   | 27%                       | 38%                        | 20%                        | 11%                           | 4%                          |
| e. The Rancho Santiago Community College District cannot provide the state-of-the-art technology training that many local companies require of their new employees -----   | 27%                       | 36%                        | 24%                        | 10%                           | 4%                          |
| f. Parking facilities are so inadequate that neighborhood residents often have difficulty finding places to park near their homes, and students have missed classes because they could not find a parking spot -----   | 29%                       | 33%                        | 22%                        | 12%                           | 4%                          |
| g. Classrooms need to be made safe from asbestos and other hazards -----   | 34%                       | 35%                        | 19%                        | 8%                            | 4%                          |
| h. The building that currently provides courses for the nursing and pharmacy programs have science labs that have corroded equipment that simply cannot be safely used -----   | 35%                       | 37%                        | 19%                        | 5%                            | 5%                          |
| i. At one campus, there are currently no modern science labs for biology, chemistry and physics courses that meet the needs of a 21 <sup>st</sup> century education -----  | 29%                       | 39%                        | 21%                        | 7%                            | 4%                          |
| j. Schools need to add or improve outside lighting to increase safety and security on campus, especially for women taking classes after work and at night -----  | 34%                       | 37%                        | 20%                        | 7%                            | 2%                          |
| k. Many students take classes to help them prepare for getting better jobs; the lack of space prevents them from taking the classes they need and getting those jobs -----   | 27%                       | 40%                        | 23%                        | 8%                            | 3%                          |
| l. As the population of the area has grown, facilities for adult education that helps people get their high school diplomas, allows new immigrants to learn English, and helps people take the courses to get better jobs have become severely overcrowded ----- | 28%                       | 37%                        | 21%                        | 11%                           | 3%                          |
| m. There are currently no gyms, lockers, showers and other physical education facilities at Santiago Canyon College that are adequate to support the campus' growing athletics program, which includes one of the nation's leading women's soccer teams -----    | 21%                       | 34%                        | 24%                        | 16%                           | 5%                          |

ALTERNATE ORDER OF Q.10 AND Q.11

10. Next, I'm going to read a few statements made by some people who oppose the measure to issue bonds for the Rancho Santiago Community College District. Please tell me if each statement makes you much more likely to vote against this measure, somewhat more likely, or whether the statement makes no difference to you one way or the other. (ROTATE)

|  | <b>MUCH MORE LIKELY</b> | <b>SMWT MORE LIKELY</b> | <b>MAKES NO DIFF</b> | <b>DK/NA</b> |
|--|-------------------------|-------------------------|----------------------|--------------|
| a. Improvements for community colleges are important, but not so important that we should have to raise our taxes to pay for them  | 23%                     | 30%                     | 45%                  | 2%           |
| b. I don't trust the government to actually use the money for what they say they will  | 30%                     | 30%                     | 37%                  | 2%           |
| c. Taxes are already too high without this tax increase  | 31%                     | 31%                     | 37%                  | 2%           |
| d. The last bond measure was supposed to pay for all these improvements; we shouldn't be asked again to increase our taxes   | 36%                     | 30%                     | 32%                  | 2%           |
| e. With the economy in near-recession conditions and gas prices at record levels, the last thing we need is to pay higher taxes  | 35%                     | 33%                     | 30%                  | 2%           |
| f. I don't trust the District because the last bond was supposed to pay for a new science building at Santa Ana College, but the District built the Sheriff's Training Academy instead | 32%                     | 30%                     | 34%                  | 4%           |

11. Now I would like to read you some statements that may be made by people who favor a measure to issue bonds for the Rancho Santiago Community College District. Please tell me whether each statement would make you much more likely to favor the bonds, somewhat more likely to favor the bonds, or whether the statement makes no difference to you one way or the other. (ROTATE)

|   | <b>MUCH MORE LIKELY TO FAVOR</b> | <b>SMWT MORE LIKELY TO FAVOR</b> | <b>MAKES NO DIFF</b> | <b>DK/NA</b> |
|---|----------------------------------|----------------------------------|----------------------|--------------|
| a. All the money raised by this measure will be used here in our local community  | 44%                              | 29%                              | 27%                  | 1%           |
| b. This money is needed if the schools are to keep up with technology both now and in the future  | 39%                              | 38%                              | 22%                  | 2%           |
| c. Passage of this measure will allow the Rancho Santiago Community College District to qualify for millions of dollars in state matching funds that otherwise would be lost to other community college districts | 43%                              | 30%                              | 24%                  | 4%           |
| d. An independent citizens oversight committee has certified that the money from the existing bond has been spent properly; they also will make sure that the money from this bond is spent properly              | 38%                              | 35%                              | 26%                  | 2%           |
| e. This bond will help give students access to the classrooms, labs, equipment and technological advancements needed to help them prepare to be competitive in the job market                                     | 44%                              | 34%                              | 20%                  | 2%           |
| f. Without this measure, the Rancho Santiago Community College District will not have the facilities for local residents to take the job training and career development courses they need                        | 37%                              | 36%                              | 24%                  | 4%           |
| g. Passage of this measure will enable more students to transfer to four year colleges  | 43%                              | 30%                              | 25%                  | 3%           |
| h. Passage of this measure will allow the District to create a state-of-the-art Firefighters Academy off-campus to go along with the Orange County Sheriff's Regional Training Academy                            | 35%                              | 35%                              | 27%                  | 3%           |
| i. None of this money will go to pay administrators   | 44%                              | 28%                              | 25%                  | 3%           |

12a. Now that you know more about the bond measure that may appear on the ballot for the Rancho Santiago Community College District and that would add about \$25 per \$100,000 of assessed value, not market value, to property tax bills each year: if the election were held today on this measure, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or just probably (yes/no)?" **(RECORD UNDER Q.12A, BELOW)**

12b. **(ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.12A):** If you knew that the bond would add \$16 per \$100,000 of assessed value, not market value, to property tax bills each year, would you vote "yes" or "no" on this bond? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.12b, BELOW)**

12c. **(ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.12B):** How about if the bond would add \$8 per \$100,000 of assessed value, not market value, to property tax bills each year, would you vote yes or no on this bond? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.12c, BELOW)**

**ALL VOTERS**

|                                 | <b><u>Q.12A</u></b> | <b><u>Q.12B</u></b> | <b><u>Q.12C</u></b> |
|---------------------------------|---------------------|---------------------|---------------------|
| Definitely yes -----            | 38%                 | 39%                 | 40%                 |
| Probably yes -----              | 16%                 | 21%                 | 28%                 |
| Probably no -----               | 17%                 | 14%                 | 7%                  |
| Definitely no -----             | 24%                 | 22%                 | 20%                 |
| <b>(DON'T READ) DK/NA</b> ----- | 5%                  | 5%                  | 5%                  |

**ORANGE U.S.D.**

|                                 | <b><u>Q.12A</u></b> | <b><u>Q.12B</u></b> | <b><u>Q.12C</u></b> |
|---------------------------------|---------------------|---------------------|---------------------|
| Definitely yes -----            | 36%                 | 38%                 | 40%                 |
| Probably yes -----              | 16%                 | 20%                 | 27%                 |
| Probably no -----               | 16%                 | 16%                 | 7%                  |
| Definitely no -----             | 27%                 | 21%                 | 20%                 |
| <b>(DON'T READ) DK/NA</b> ----- | 5%                  | 6%                  | 5%                  |

**GARDEN GROVE/SANTA ANA USD**

|                                 | <b><u>Q.12A</u></b> | <b><u>Q.12B</u></b> | <b><u>Q.12C</u></b> |
|---------------------------------|---------------------|---------------------|---------------------|
| Definitely yes -----            | 39%                 | 39%                 | 40%                 |
| Probably yes -----              | 17%                 | 21%                 | 29%                 |
| Probably no -----               | 18%                 | 15%                 | 7%                  |
| Definitely no -----             | 21%                 | 20%                 | 19%                 |
| <b>(DON'T READ) DK/NA</b> ----- | 5%                  | 4%                  | 4%                  |

13. Next, I'm going to read a list of people and organizations who might take a stand on a measure for the Rancho Santiago Community College District. Please tell me if you feel each one's opinion on this issue would be very believable, somewhat believable, not too believable, or not at all believable. If you have never heard of the person or organization, or have no opinion about them, please tell me that too. (ROTATE)

|   | VERY<br>BEL. | S.W.<br>BEL. | N.T.<br>BELV. | N.A.A.<br>BELV. | NEVER<br>HEARD<br>OF | NO<br>OPINION |
|---|--------------|--------------|---------------|-----------------|----------------------|---------------|
| a. Teachers in the Rancho Santiago Community College District   | 37%          | 37%          | 8%            | 9%              | 2%                   | 8%            |
| b. Students in the Rancho Santiago Community College District   | 35%          | 41%          | 7%            | 7%              | 1%                   | 9%            |
| c. Doctors and nurses who work at local hospitals               | 32%          | 43%          | 10%           | 8%              | 1%                   | 7%            |
| d. Local police officers  | 29%          | 41%          | 12%           | 10%             | 1%                   | 6%            |
| e. Local firefighters   | 34%          | 40%          | 10%           | 9%              | 1%                   | 6%            |
| f. Emergency medical technicians                                | 32%          | 42%          | 8%            | 9%              | 1%                   | 8%            |
| g. Rancho Santiago Community College District Board of Trustees | 19%          | 37%          | 16%           | 16%             | 2%                   | 10%           |
| h. The Mayor of your city                                       | 16%          | 40%          | 14%           | 19%             | 2%                   | 10%           |
| i. Orange County Labor Council                                  | 12%          | 35%          | 18%           | 16%             | 6%                   | 14%           |
| j. Howard Jarvis Taxpayers Association                          | 14%          | 29%          | 16%           | 16%             | 9%                   | 16%           |
| k. Orange County Register                                       | 12%          | 39%          | 17%           | 16%             | 2%                   | 14%           |

Now for some background questions.

14. Do you own or rent your home?

|                      |     |
|----------------------|-----|
| Own home             | 74% |
| Rent                 | 24% |
| (DON'T READ) Refused | 3%  |

15a. Have you or has anyone in your immediate family attended a California Community College?

|       |                |     |
|-------|----------------|-----|
| Yes   | (ASK Q.15b)    | 69% |
| No    | (SKIP TO Q.16) | 30% |
| DK/NA | (SKIP TO Q.16) | 2%  |

15b. Was that Santa Ana College, Santiago Canyon College or some other community college? (MULTIPLE MENTIONS ACCEPTABLE)

|                            |     |
|----------------------------|-----|
| Santa Ana College          | 34% |
| Santiago Canyon College    | 22% |
| Other                      | 21% |
| (DON'T READ) DK/NA/REFUSED | 6%  |
| No family member attended  | 31% |

16. For about how long now have you lived in this area?

|                         |     |
|-------------------------|-----|
| Five years or less      | 9%  |
| Six to ten years        | 13% |
| Eleven to fifteen years | 11% |
| Sixteen to twenty       | 13% |
| More than 20 years      | 53% |
| Refused                 | 2%  |

17. In what year were you born?

|                             |     |
|-----------------------------|-----|
| 1990-1984 (18-24)           | 8%  |
| 1983-1979 (25-29)           | 7%  |
| 1978-1974 (30-34)           | 6%  |
| 1973-1969 (35-39)           | 8%  |
| 1968-1964 (40-44)           | 11% |
| 1963-1959 (45-49)           | 11% |
| 1958-1954 (50-54)           | 11% |
| 1953-1949 (55-59)           | 8%  |
| 1948-1944 (60-64)           | 6%  |
| 1943 or earlier (65 & over) | 18% |
| Refused                     | 6%  |

18. With which ethnic group do you identify yourself:  
 Are you: White, African-American or Black,  
 Hispanic/Latino, Asian, or of some other ethnic,  
 or racial background? (IF ASIAN, ASK): Is that  
 Chinese, Filipino, Japanese, Korean, Vietnamese  
 or some other Asian background?

White ----- 57%  
 African-American/Black ----- 2%  
 Hispanic/Latino ----- 26%  
 Asian - Chinese ----- 2%  
 Asian - Filipino ----- 2%  
 Asian - Japanese ----- 1%  
 Asian - Korean ----- 1%  
 Asian - Vietnamese ----- 3%  
 All Others (Specify) ----- 3%  
 Refused ----- 4%

Gender: By observation

Male ----- 46%  
 Female ----- 54%

Name \_\_\_\_\_ Phone # \_\_\_\_\_

Address \_\_\_\_\_ Date \_\_\_\_\_

City \_\_\_\_\_ Precinct # \_\_\_\_\_

Interviewer \_\_\_\_\_ Zip Code (FROM SAMPLE) \_\_\_\_\_

Party Affiliation:

Democrat ----- 38%  
 Republican ----- 45%  
 Independents/Others ----- 18%

Voting History:

2/08 ----- 76%  
 11/06 ----- 69%  
 6/06 ----- 46%  
 11/04 ----- 81%  
 3/04 ----- 51%  
 10/03 ----- 62%

Permanent Absentee:

Yes ----- 44%  
 No ----- 56%

Ever Voted Absentee:

Yes ----- 58%  
 No ----- 42%

Public School District:

Garden Grove Unified School District ----- 14%  
 Orange Unified School District ----- 61%  
 Santa Ana Unified School District ----- 25%  
 Tustin Unified School District ----- \*

Cities:

Anaheim ----- 16%  
 Garden Grove ----- 9%  
 Orange ----- 36%  
 Santa Ana ----- 33%  
 All other areas ----- 7%

N = 50

1. First, please tell me how you would generally rate the job each of the following is doing: as excellent, good, only fair or poor?

|   | <u>EXC</u> | <u>GOOD</u> | <u>ONLY FAIR</u> | <u>POOR</u> | <u>DON'T KNOW</u> |
|---|------------|-------------|------------------|-------------|-------------------|
| a. <u>[ASK Q1a only in Garden Grove Unified School District area]</u><br>Garden Grove Unified School District ----- | 0%         | 56%         | 35%              | 0%          | 9%                |
| b. <u>[ASK Q1b only in Orange Unified School District area]</u><br>Orange Unified School District -----             | 0%         | 20%         | 60%              | 0%          | 20%               |
| c. <u>[ASK Q1c only in Santa Ana Unified School District area]</u><br>Santa Ana Unified School District -----       | 5%         | 43%         | 24%              | 0%          | 28%               |
| <u>[ASK EVERYONE]</u>   |            |             |                  |             |                   |
| d. California Community Colleges -----  | 4%         | 58%         | 16%              | 0%          | 22%               |
| e. Rancho Santiago Community College District -----   | 2%         | 22%         | 12%              | 0%          | 64%               |
| f. Santa Ana College -----  | 4%         | 30%         | 20%              | 0%          | 46%               |
| g. Santiago Canyon College -----  | 2%         | 22%         | 8%               | 0%          | 68%               |

2a. Thinking about California community colleges, which one of the following do you feel is the single main role they play today? (RECORD UNDER Q.2a)

2b. And which one do you feel is the single most important role that they should play in the future? (RECORD UNDER Q.2b)

|   | <u>Q.2a TODAY</u> | <u>Q.2b FUTURE</u> |
|---|-------------------|--------------------|
| A. Getting students started on their education after high school and preparing them for four year colleges -----                      | 66%               | 62%                |
| OR  |                   |                    |
| B. Providing vocational training both to prepare students for the job market and to keep the current local workforce up-to-date ----- | 20%               | 22%                |
| (DO NOT READ)DK/NA -----  | 14%               | 16%                |

3. Generally speaking, would you say that your local community college has a great need for more money, some need, a little need, or no real need for more money?

|                                 |           |
|---------------------------------|-----------|
| Great need -----                | 56%       |
| Some need -----                 | 20%       |
| Little need -----               | 10%       |
| No need -----                   | 6%        |
| <b>(DON'T READ) DK/NA -----</b> | <b>8%</b> |

4. Generally speaking, how much need is there for the modernization and upgrading of existing local community college facilities: a great need, some need, a little need, or no real need?

|                                 |           |
|---------------------------------|-----------|
| Great need -----                | 68%       |
| Some need -----                 | 20%       |
| Little need -----               | 6%        |
| No need -----                   | 4%        |
| <b>(DON'T READ) DK/NA -----</b> | <b>2%</b> |



5. Generally speaking, how much need is there for the Rancho Santiago Community College District to build additional facilities to relieve overcrowding: a great need, some need, a little need or no real need?

Great need----- 68%  
 Some need ----- 20%  
 Little need ----- 6%  
 No need ----- 4%  
**(DON'T READ) DK/NA ----- 2%**

6a. In an upcoming election there may be a ballot measure affecting the Rancho Santiago Community College District. Let me read you the language of a possible ballot measure:

"To relieve overcrowding and train students for 21<sup>st</sup> century jobs, and to renovate and construct classrooms and vocational training facilities, science labs, and high-tech computer labs; expand and upgrade firefighter, nursing, and other emergency training facilities, meet current health, safety, security and accessibility standards; modernize out-of-date facilities, replace inadequate electrical and other critical systems, construct and acquire other facilities, shall the Rancho Santiago Community College District issue general obligation bonds which would add about \$25 per \$100,000 of assessed value, not market value to property tax bills each year, with independent citizen oversight and no money for administrator salaries?"

If the election were held today on this measure, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably (yes/no)?" **(RECORD UNDER Q.6a, BELOW)**

6b. **(ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.6A):** If you knew that the bond would add \$15 per \$100,000 of assessed value, not market value, to property tax bills each year, would you vote "yes" or "no" on this bond? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.6b, BELOW)**

6c. **(ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.6B):** How about if the bond would add \$8 per \$100,000 of assessed value, not market value, to property tax bills each year, would you vote yes or no on this bond? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.6c, BELOW)**

**ALL VOTERS**

|                                 | <b><u>Q.6A</u></b> | <b><u>Q.6B</u></b> | <b><u>Q.6C</u></b> |
|---------------------------------|--------------------|--------------------|--------------------|
| Definitely yes-----             | 42%/21             | 0%/0               | 0%/0               |
| Probably yes-----               | 30%/15             | 14.2%/2            | 41.6%/5            |
| Probably no-----                | 6%/3               | 28.5%/4            | 8.3%/1             |
| Definitely no-----              | 10%/5              | 35.7%/5            | 41.6%/5            |
| <b>(DON'T READ) DK/NA</b> ----- | 12%/6              | 21.4%/3            | 8.3%/1             |
| Total-----                      | 100%/50            | 99.8%/14           | 99.8%/12           |

**ORANGE U.S.D.**

|                                 | <b><u>Q.6A</u></b> | <b><u>Q.6B</u></b> | <b><u>Q.6C</u></b> |
|---------------------------------|--------------------|--------------------|--------------------|
| Definitely yes-----             | 43%/3              | 0%/0               | 0%/0               |
| Probably yes-----               | 28%/2              | 0%/0               | 50%/1              |
| Probably no-----                | 0%/0               | 0%/0               | 0%/0               |
| Definitely no-----              | 14%/1              | 50%/1              | 50%/1              |
| <b>(DON'T READ) DK/NA</b> ----- | 14%/1              | 50%/1              | 0%/0               |
| Total-----                      | 99%/7              | 100%/2             | 100%/2             |

**GARDEN GROVE/SANTA ANA USD**

|                                 | <b><u>Q.6A</u></b> | <b><u>Q.6B</u></b> | <b><u>Q.6C</u></b> |
|---------------------------------|--------------------|--------------------|--------------------|
| Definitely yes-----             | 41%/18             | 0%/0               | 0%/0               |
| Probably yes-----               | 30%/13             | 16.6%/2            | 40%/4              |
| Probably no-----                | 7%/3               | 33.3%/4            | 10%/1              |
| Definitely no-----              | 9%/4               | 33.3%/4            | 40%/4              |
| <b>(DON'T READ) DK/NA</b> ----- | 11%/5              | 16.6%/2            | 10%/1              |
| Total-----                      | 98%/43             | 99.8%/12           | /10                |

7a. In 2002, voters approved a bond measure for the Rancho Santiago Community College District. Do you remember hearing about this before today?

Yes-----ASK Q.7b ----- 16%  
 No-----SKIP TO Q.8 ----- 80%  
 DK/NA-----SKIP TO Q.8-----4%

7b. From what you have seen or heard about how the District is spending the bond money, would you say they are doing an excellent job, a good job, only a fair job or a poor job in spending this money?

Excellent -----0%  
 Good-----4%  
 Only fair-----6%  
 Poor-----. %  
 DK/NA -----6%  
 Don't remember bond----- 84%

8. Next, I'm going to read a few statements about some of the recent programs and accomplishments of the Rancho Santiago Community College District. Please tell me if each statement makes your opinion of the District and its colleges much more favorable, somewhat more favorable, or if that fact has no effect on your opinion. (ROTATE)

|  | <b>MUCH<br/>MORE<br/>FAVOR</b> | <b>SMWT<br/>MORE<br/>FAVOR</b> | <b>NO<br/>EFF.</b> | <b>DK/NA</b> |
|--|--------------------------------|--------------------------------|--------------------|--------------|
| a. The District's new Orange County Sheriff's Regional Training Academy provides state-of-the-art training each year for 800 new law enforcement officers serving throughout many Orange County communities -----  | 58%                            | 18%                            | 14%                | 10%          |
| b. The District is one of the largest employers in Orange County, providing nearly 5,000 jobs for local residents -----  | 94%                            | 4%                             | 0%                 | 2%           |
| c. The District's colleges train thousands of health care professionals, including nurses, paramedics, occupational therapists, medical technologists, pharmacy technicians, and others every year -----   | 80%                            | 12%                            | 2%                 | 6%           |
| d. The District wants to build an off-campus Firefighters Training Academy alongside the Sheriff's Training Academy to create a unique public safety complex to serve the needs of Orange County residents for many years to come -----  | 74%                            | 20%                            | 4%                 | 2%           |
| e. Last year, nearly 3,000 District graduates transferred to University of California and California State University campuses to continue their education and get their 4-year degrees, with about 4,000 students earning either associate degrees or professional certificates ----- | 82%                            | 12%                            | 2%                 | 4%           |
| f. The District's Digital Media Center is both an educational facility and economic development center for this fast-growing Southern California industry -----  | 52%                            | 36%                            | 0%                 | 12%          |
| g. Rancho Santiago is one of the fastest growing community college districts in the State of California and, in fact, is now the 4 <sup>th</sup> largest district in the entire state -----  | 70%                            | 24%                            | 4%                 | 2%           |

9. Now I am going to read you a list of some of the problems that will be addressed if a bond measure is passed by the voters for the Rancho Santiago Community College District. Please tell me how serious a problem you think each one is for the quality of education provided by the District: extremely serious, very serious, somewhat serious or not too serious a problem. **(ROTATE)**

|   | <u>EXT<br/>SER.</u> | <u>VERY<br/>SER.</u> | <u>SMWT<br/>SER.</u> | <u>NOT TOO<br/>SER.</u> | <u>DON'T<br/>KNOW</u> |
|---|---------------------|----------------------|----------------------|-------------------------|-----------------------|
| a. Santa Ana College is especially overcrowded; in fact, the school was built for 10 to 15,000 students, but currently serves over 35,000 students, and enrollment continues to increase-----   | 50%                 | 48%                  | 2%                   | 0%                      | 0%                    |
| b. The technology infrastructure and wiring are inadequate to handle the computers that all students should be using in order to succeed in today's world-----  | 26%                 | 62%                  | 10%                  | 0%                      | 2%                    |
| c. Since the Colleges do not have the facilities to provide all the classes that are needed, students often cannot graduate on time-----  | 34%                 | 54%                  | 8%                   | 2%                      | 2%                    |
| d. Some of the buildings are more than 40 years old, with outdated facilities that cannot meet the needs of today's students-----   | 26%                 | 54%                  | 16%                  | 4%                      | 0%                    |
| e. The Rancho Santiago Community College District cannot provide the state-of-the-art technology training that many local companies require of their new employees-----   | 24%                 | 64%                  | 12%                  | 0%                      | 0%                    |
| f. Parking facilities are so inadequate that neighborhood residents often have difficulty finding places to park near their homes, and students have missed classes because they could not find a parking spot-----   | 46%                 | 48%                  | 4%                   | 2%                      | 0%                    |
| g. Classrooms need to be made safe from asbestos and other hazards-----   | 32%                 | 62%                  | 6%                   | 0%                      | 0%                    |
| h. The building that currently provides courses for the nursing and pharmacy programs have science labs that have corroded equipment that simply cannot be safely used-----   | 36%                 | 50%                  | 12%                  | 0%                      | 2%                    |
| i. At one campus, there are currently no modern science labs for biology, chemistry and physics courses that meet the needs of a 21 <sup>st</sup> century education-----  | 34%                 | 54%                  | 10%                  | 0%                      | 2%                    |
| j. Schools need to add or improve outside lighting to increase safety and security on campus, especially for women taking classes after work and at night-----  | 44%                 | 44%                  | 6%                   | 2%                      | 4%                    |
| k. Many students take classes to help them prepare for getting better jobs; the lack of space prevents them from taking the classes they need and getting those jobs-----   | 28%                 | 58%                  | 12%                  | 0%                      | 2%                    |
| l. As the population of the area has grown, facilities for adult education that helps people get their high school diplomas, allows new immigrants to learn English, and helps people take the courses to get better jobs have become severely overcrowded----- | 40%                 | 54%                  | 2%                   | 2%                      | 2%                    |
| m. There are currently no gyms, lockers, showers and other physical education facilities at Santiago Canyon College that are adequate to support the campus' growing athletics program, which includes one of the nation's leading women's soccer teams-----    | 14%                 | 48%                  | 26%                  | 12%                     | 0%                    |

ALTERNATE ORDER OF Q.10 AND Q.11

10. Next, I'm going to read a few statements made by some people who oppose the measure to issue bonds for the Rancho Santiago Community College District. Please tell me if each statement makes you much more likely to vote against this measure, somewhat more likely, or whether the statement makes no difference to you one way or the other. (ROTATE)

|  | <b>MUCH MORE LIKELY</b> | <b>SMWT MORE LIKELY</b> | <b>MAKES NO DIFF</b> | <b>DK/NA</b> |
|--|-------------------------|-------------------------|----------------------|--------------|
| a. Improvements for community colleges are important, but not so important that we should have to raise our taxes to pay for them  | 26%                     | 8%                      | 56%                  | 10%          |
| b. I don't trust the government to actually use the money for what they say they will  | 30%                     | 16%                     | 48%                  | 6%           |
| c. Taxes are already too high without this tax increase  | 34%                     | 8%                      | 42%                  | 16%          |
| d. The last bond measure was supposed to pay for all these improvements; we shouldn't be asked again to increase our taxes   | 26%                     | 16%                     | 46%                  | 12%          |
| e. With the economy in near-recession conditions and gas prices at record levels, the last thing we need is to pay higher taxes  | 34%                     | 20%                     | 40%                  | 6%           |
| f. I don't trust the District because the last bond was supposed to pay for a new science building at Santa Ana College, but the District built the Sheriff's Training Academy instead | 30%                     | 16%                     | 40%                  | 14%          |

11. Now I would like to read you some statements that may be made by people who favor a measure to issue bonds for the Rancho Santiago Community College District. Please tell me whether each statement would make you much more likely to favor the bonds, somewhat more likely to favor the bonds, or whether the statement makes no difference to you one way or the other. (ROTATE)

|   | <b>MUCH MORE LIKELY TO FAVOR</b> | <b>SMWT MORE LIKELY TO FAVOR</b> | <b>MAKES NO DIFF</b> | <b>DK/NA</b> |
|---|----------------------------------|----------------------------------|----------------------|--------------|
| a. All the money raised by this measure will be used here in our local community  | 62%                              | 22%                              | 14%                  | 2%           |
| b. This money is needed if the schools are to keep up with technology both now and in the future  | 74%                              | 18%                              | 8%                   | 0%           |
| c. Passage of this measure will allow the Rancho Santiago Community College District to qualify for millions of dollars in state matching funds that otherwise would be lost to other community college districts | 56%                              | 22%                              | 16%                  | 6%           |
| d. An independent citizens oversight committee has certified that the money from the existing bond has been spent properly; they also will make sure that the money from this bond is spent properly              | 64%                              | 26%                              | 8%                   | 2%           |
| e. This bond will help give students access to the classrooms, labs, equipment and technological advancements needed to help them prepare to be competitive in the job market                                     | 68%                              | 20%                              | 12%                  | 0%           |
| f. Without this measure, the Rancho Santiago Community College District will not have the facilities for local residents to take the job training and career development courses they need                        | 58%                              | 26%                              | 12%                  | 4%           |
| g. Passage of this measure will enable more students to transfer to four year colleges  | 70%                              | 18%                              | 10%                  | 2%           |
| h. Passage of this measure will allow the District to create a state-of-the-art Firefighters Academy off-campus to go along with the Orange County Sheriff's Regional Training Academy                            | 58%                              | 26%                              | 10%                  | 6%           |
| i. None of this money will go to pay administrators   | 38%                              | 14%                              | 34%                  | 14%          |

- 12a. Now that you know more about the bond measure that may appear on the ballot for the Rancho Santiago Community College District and that would add about \$25 per \$100,000 of assessed value, not market value, to property tax bills each year: if the election were held today on this measure, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or just probably (yes/no)?" **(RECORD UNDER Q.12A, BELOW)**
- 12b. **(ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.12A):** If you knew that the bond would add \$16 per \$100,000 of assessed value, not market value, to property tax bills each year, would you vote "yes" or "no" on this bond? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.12b, BELOW)**
- 12c. **(ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.12B):** How about if the bond would add \$8 per \$100,000 of assessed value, not market value, to property tax bills each year, would you vote yes or no on this bond? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.12c, BELOW)**

**ALL VOTERS**

|                                 | <b><u>Q.12A</u></b> | <b><u>Q.12B</u></b> | <b><u>Q.12C</u></b> |
|---------------------------------|---------------------|---------------------|---------------------|
| Definitely yes-----             | 52%/52              | 10%/1               | 0%/0                |
| Probably yes-----               | 28%/14              | 0%/0                | 44.4%/4             |
| Probably no-----                | 12%/6               | 40%/4               | 11.1%/1             |
| Definitely no-----              | 6%/3                | 30%/3               | 33.3%/3             |
| <b>(DON'T READ) DK/NA</b> ----- | 2%/1                | 20%/2               | 11.1%/1             |
| Total-----                      | 100%/50             | 100%/10             | 99.9%/9             |

**ORANGE U.S.D.**

|                                 | <b><u>Q.12A</u></b> | <b><u>Q.12B</u></b> | <b><u>Q.12C</u></b> |
|---------------------------------|---------------------|---------------------|---------------------|
| Definitely yes-----             | 71%/5               | 0%                  | 0%                  |
| Probably yes-----               | 14%/1               | 0%                  | 0%                  |
| Probably no-----                | 0%                  | 0%                  | 0%                  |
| Definitely no-----              | 14%/1               | 100%/1              | 100%/1              |
| <b>(DON'T READ) DK/NA</b> ----- | 0%                  | 0%                  | 0%                  |
| Total-----                      | 99%/7               | 100%/1              | 100%/1              |

**GARDEN GROVE/SANTA ANA USD**

|                                 | <b><u>Q.12A</u></b> | <b><u>Q.12B</u></b> | <b><u>Q.12C</u></b> |
|---------------------------------|---------------------|---------------------|---------------------|
| Definitely yes-----             | 48.8%/21            | 11%/1               | 0%/0                |
| Probably yes-----               | 30.2%/13            | 0%                  | 50%/4               |
| Probably no-----                | 13.9%/6             | 44%/4               | 12.5%/1             |
| Definitely no-----              | 4.6%/2              | 22%/2               | 25%/2               |
| <b>(DON'T READ) DK/NA</b> ----- | 2.3%/1              | 22%/2               | 12.5%/1             |
| Total-----                      | 99.8%/43            | 99%/9               | 100%/8              |

13. Next, I'm going to read a list of people and organizations who might take a stand on a measure for the Rancho Santiago Community College District. Please tell me if you feel each one's opinion on this issue would be very believable, somewhat believable, not too believable, or not at all believable. If you have never heard of the person or organization, or have no opinion about them, please tell me that too. (ROTATE)

|   | VERY<br>BEL. | S.W.<br>BEL. | N.T.<br>BELV. | N.A.A.<br>BELV. | NEVER<br>HEARD<br>OF | NO<br>OPINION |
|---|--------------|--------------|---------------|-----------------|----------------------|---------------|
| a. Teachers in the Rancho Santiago Community College District   | 6%           | 36%          | 0%            | 2%              | 26%                  | 30%           |
| b. Students in the Rancho Santiago Community College District   | 4%           | 36%          | 4%            | 2%              | 28%                  | 26%           |
| c. Doctors and nurses who work at local hospitals               | 28%          | 58%          | 6%            | 2%              | 4%                   | 2%            |
| d. Local police officers  | 26%          | 50%          | 14%           | 4%              | 6%                   | 0%            |
| e. Local firefighters   | 48%          | 38%          | 8%            | 0%              | 2%                   | 4%            |
| f. Emergency medical technicians                                | 44%          | 44%          | 2%            | 2%              | 4%                   | 4%            |
| g. Rancho Santiago Community College District Board of Trustees | 10%          | 28%          | 2%            | 0%              | 3%                   | 3%            |
| h. The Mayor of your city                                       | 18%          | 34%          | 12%           | 0%              | 16%                  | 18%           |
| i. Orange County Labor Council                                  | 10%          | 34%          | 4%            | 0%              | 26%                  | 26%           |
| j. OC Tax   | 6%           | 22%          | 10%           | 2%              | 26%                  | 34%           |
| k. Howard Jarvis Taxpayers Association                          | 8%           | 14%          | 10%           | 2%              | 28%                  | 34%           |
| l. Orange County Register                                       | 8%           | 24%          | 10%           | 6%              | 34%                  | 18%           |
| r. Assemblyman Van Tran   | 24%          | 24%          | 12%           | 28%             | 6%                   | 6%            |
| s. Supervisor Janet Nguyen                                      | 22%          | 42%          | 18%           | 8%              | 8%                   | 2%            |

Now for some background questions.

|  |                             |                    |
|--|-----------------------------|--------------------|
| 14. Do you own or rent your home?  | Own home                    | 40%                |
|  | Rent                        | 56%                |
|  | (DON'T READ) Refused        | 4%                 |
| 15a. Have you or has anyone in your immediate family attended a California Community College?                            | Yes                         | (ASK Q.15b) 68%    |
|  | No                          | (SKIP TO Q.16) 32% |
|  | DK/NA                       | (SKIP TO Q.16) 0%  |
| 15b. Was that Santa Ana College, Santiago Canyon College or some other community college? (MULTIPLE MENTIONS ACCEPTABLE) | Santa Ana College           | 23.5%              |
|  | Santiago Canyon College     | 5.9%               |
|  | Other                       | 64.7%              |
|  | (DON'T READ) DK/NA/REFUSED  | 5.9%               |
|  | No family member attended   | 0%                 |
| 16. For about how long now have you lived in this area?  | Five years or less          | 18%                |
|  | Six to ten years            | 18%                |
|  | Eleven to fifteen years     | 22%                |
|  | Sixteen to twenty           | 18%                |
|  | More than 20 years          | 24%                |
|  | Refused                     | 0%                 |
| 17. In what year were you born?  | 1990-1984 (18-24)           | 2%                 |
|  | 1983-1979 (25-29)           | 0%                 |
|  | 1978-1974 (30-34)           | 2%                 |
|  | 1973-1969 (35-39)           | 2%                 |
|  | 1968-1964 (40-44)           | 4%                 |
|  | 1963-1959 (45-49)           | 14%                |
|  | 1958-1954 (50-54)           | 6%                 |
|  | 1953-1949 (55-59)           | 14%                |
|  | 1948-1944 (60-64)           | 16%                |
|  | 1943 or earlier (65 & over) | 36%                |
|  | Refused                     | 4%                 |

18. All surveys were conducted in Vietnamese.

Gender: By observation

|              |     |
|--------------|-----|
| Male -----   | 48% |
| Female ----- | 52% |

42  
47  
58

Name \_\_\_\_\_ Phone # \_\_\_\_\_  
 Address \_\_\_\_\_ Date \_\_\_\_\_  
 City \_\_\_\_\_ Precinct # \_\_\_\_\_  
 Interviewer \_\_\_\_\_ Zip Code (FROM SAMPLE) \_\_\_\_\_

Party Affiliation:

|                           |     |
|---------------------------|-----|
| Democrat -----            | 26% |
| Republican -----          | 50% |
| Independents/Others ----- | 24% |

33  
40  
27

Permanent Absentee:

|           |     |
|-----------|-----|
| Yes ----- | 94% |
| No -----  | 6%  |

56  
44

Public School District:

|  |     |
|--|-----|
| Garden Grove Unified School District ----- | 64% |
| Orange Unified School District -----       | 14% |
| Santa Ana Unified School District -----    | 22% |
| Tustin Unified School District -----       | *   |

27  
46  
27

Cities:

|                       |     |
|-----------------------|-----|
| Anaheim -----         | 2%  |
| Garden Grove -----    | 30% |
| Orange -----          | 12% |
| Santa Ana -----       | 54% |
| All other areas ----- | 2%  |

**Summary Charts of Results**  
**From a Survey of Likely Voters**  
**in the Rancho Santiago**  
**Community College District**

**600 Interviews**

**June 2008**

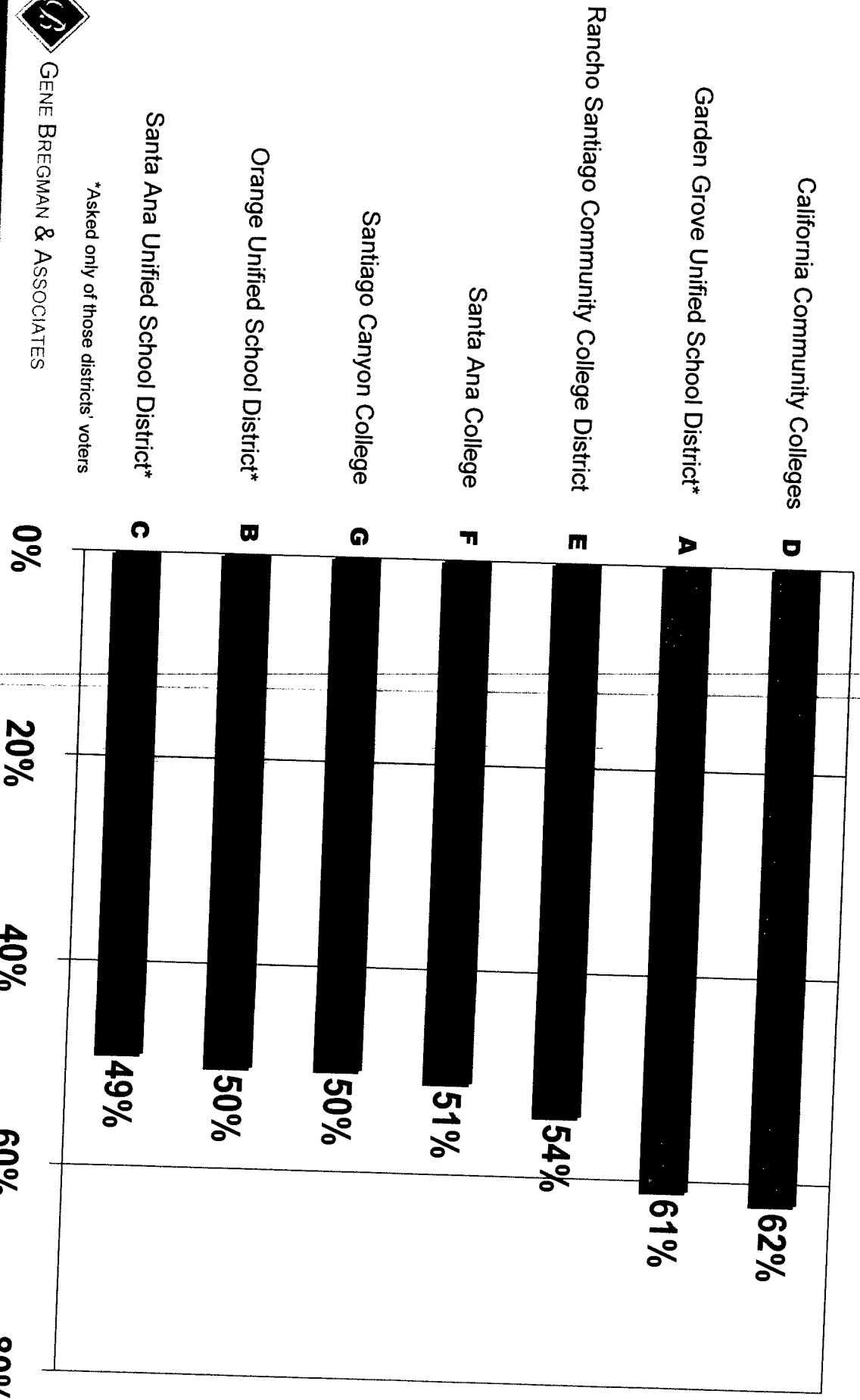
*conducted by*



**GENE BREGMAN & ASSOCIATES**  
*Public Opinion & Marketing Research*



# Excellent/Good Job Ratings for Educational Institutions

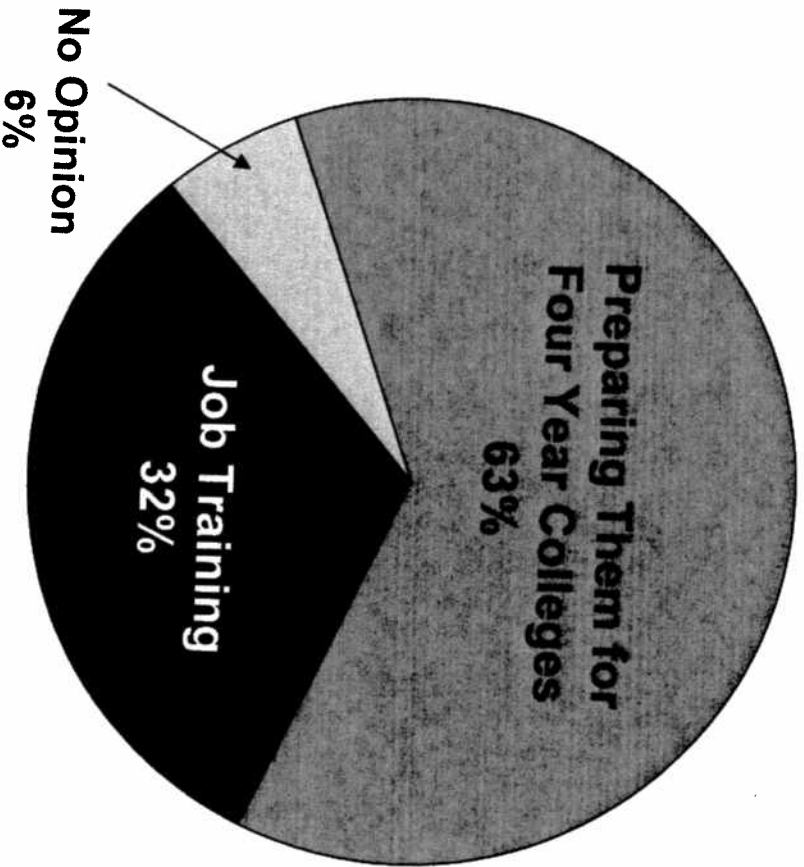


\*Asked only of those districts' voters

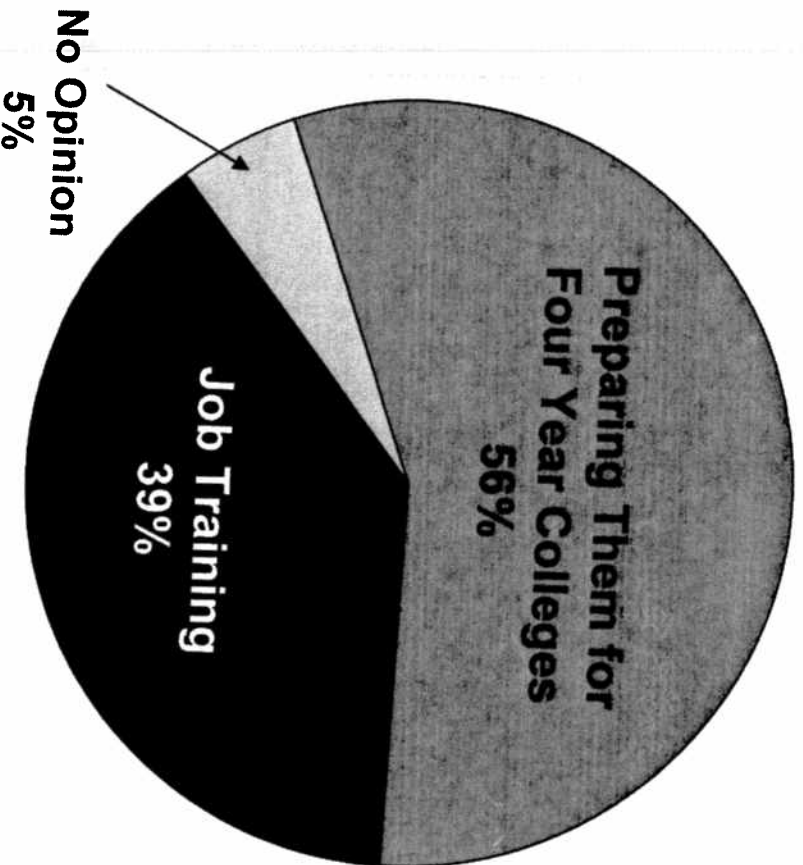


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## Current Main Role of Community Colleges



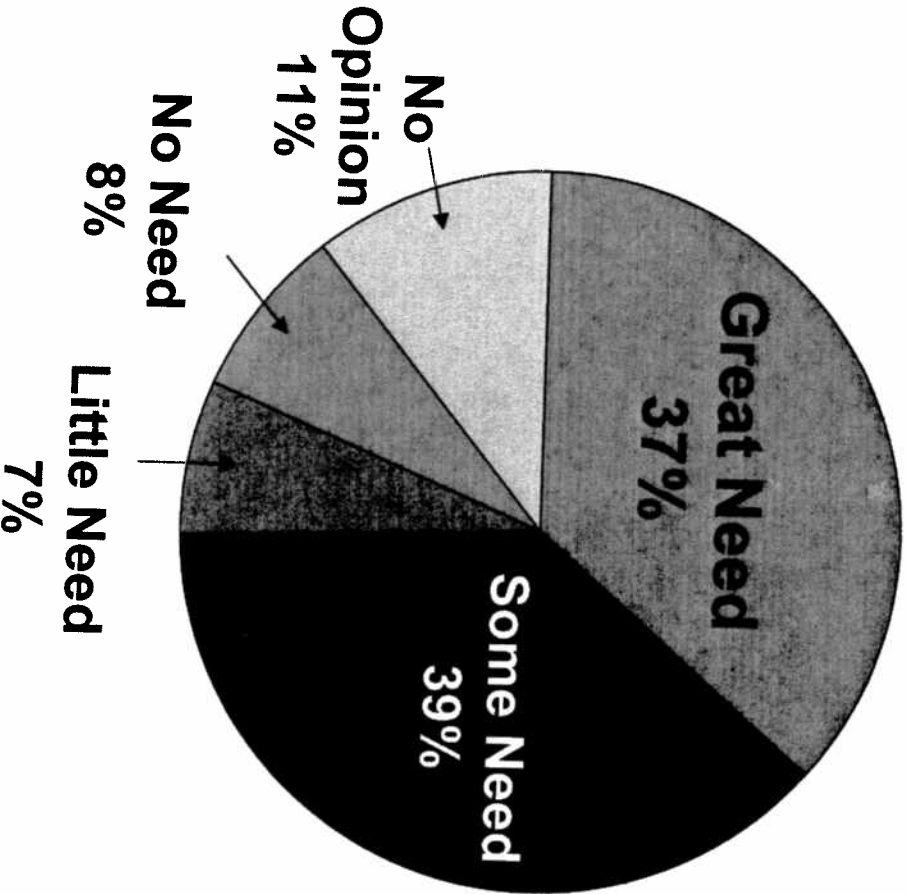
## What Should the Future Main Role of Community Colleges Be?



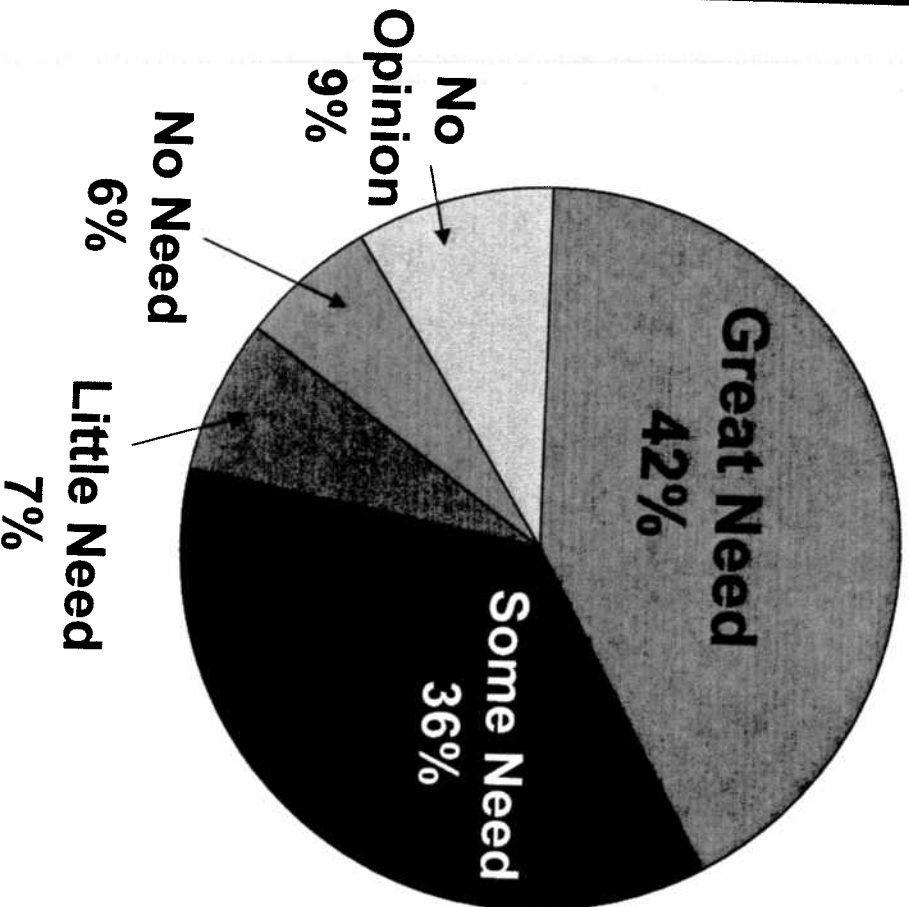
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# Local Community College's Need for More Money

Total Sample



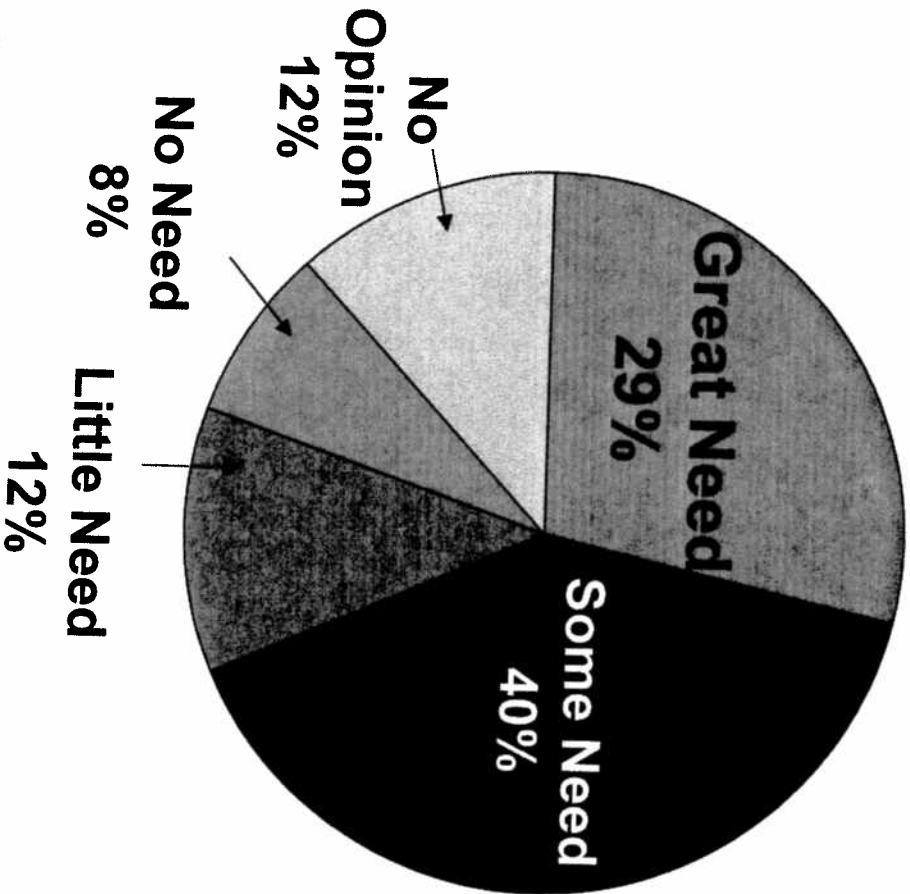
GG/SA Area



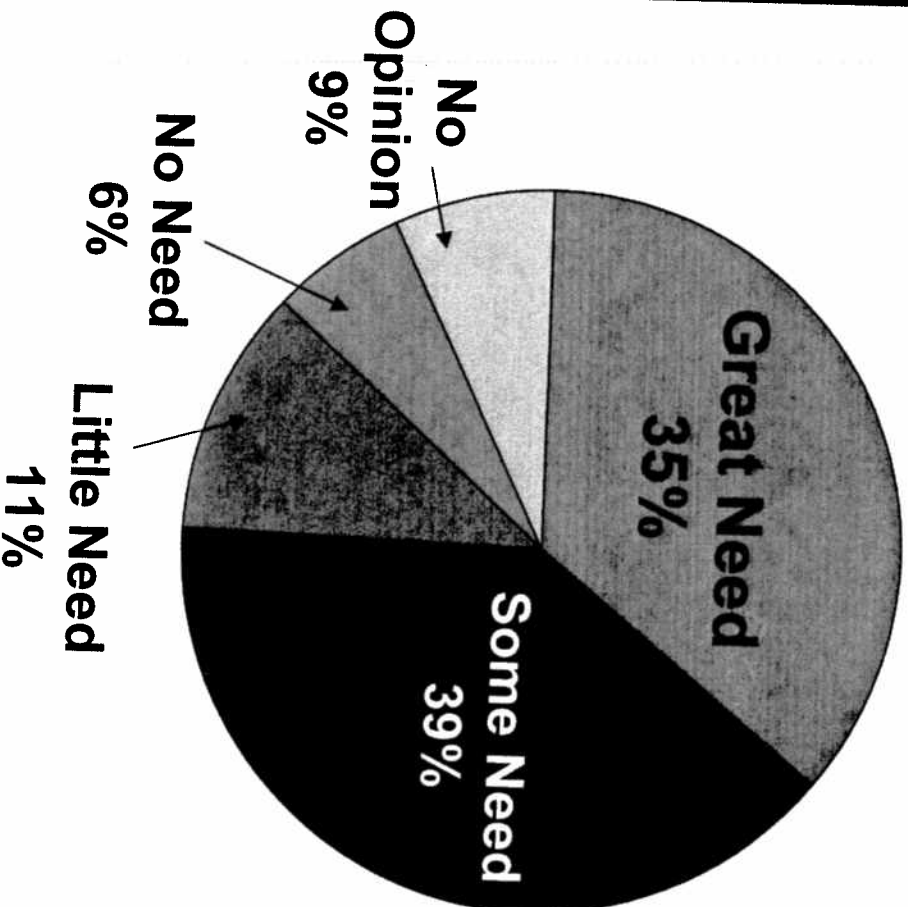
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# Need to Modernize/Upgrade Local Community College Facilities

Total Sample



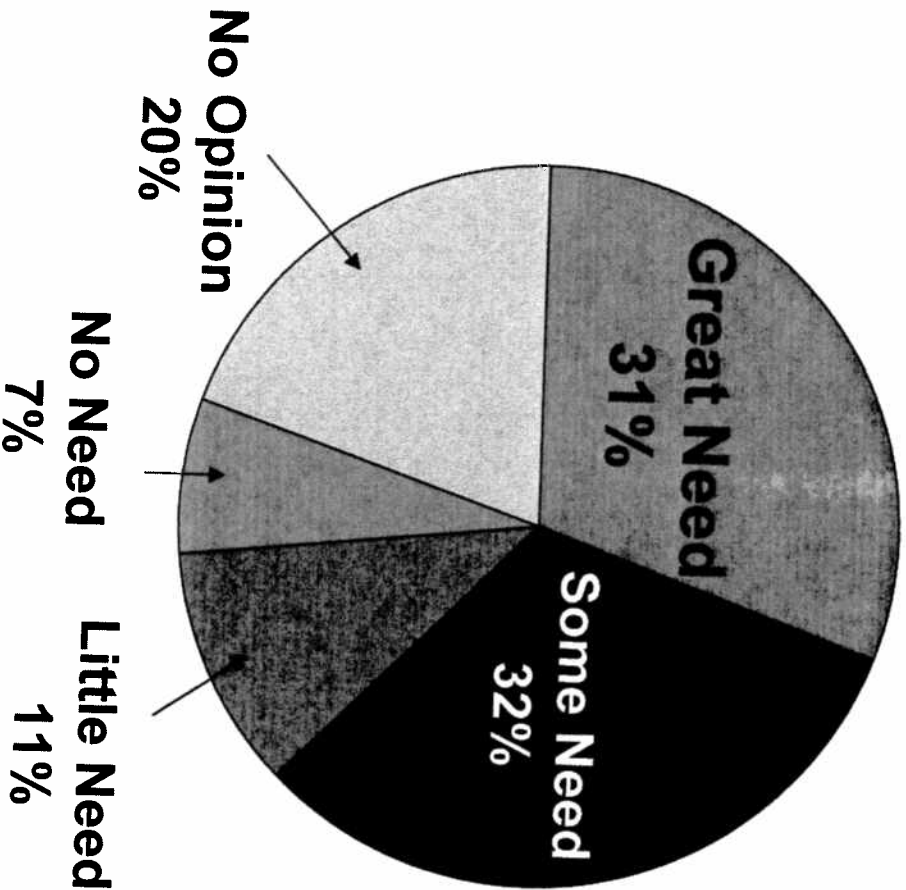
GG/SA Area



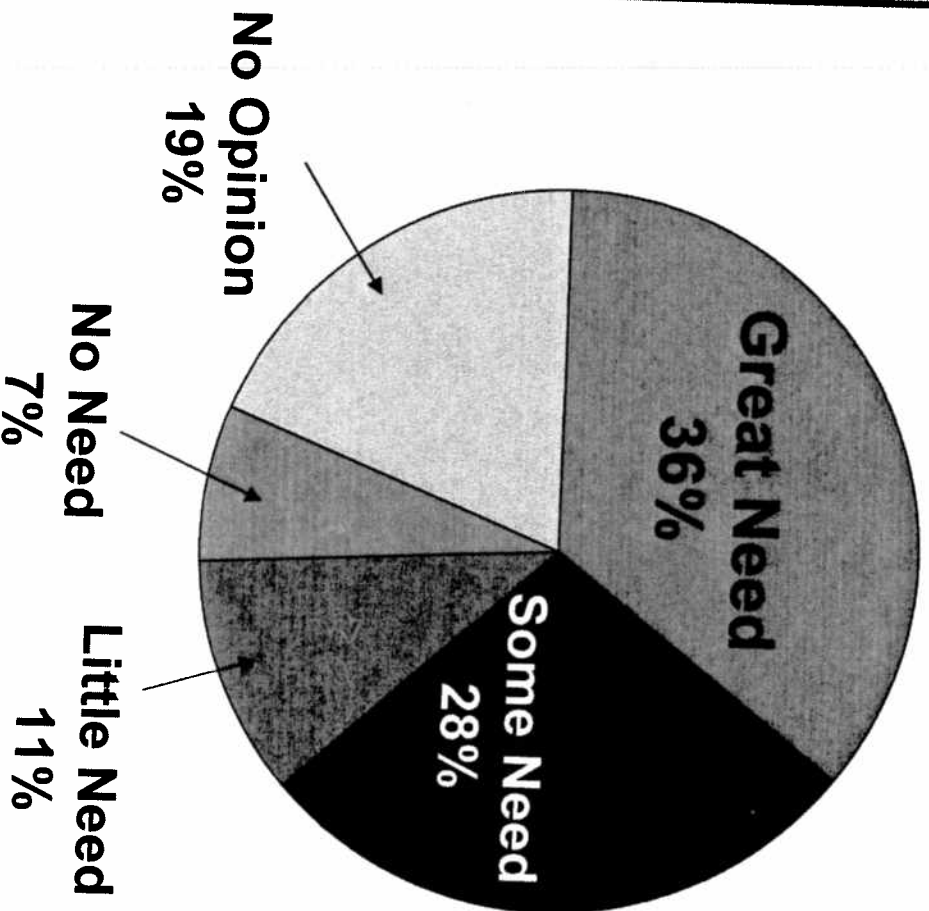
GENE BREGMAN & ASSOCIATES

# Need for District to Build New Facilities to Relieve Overcrowding

Total Sample

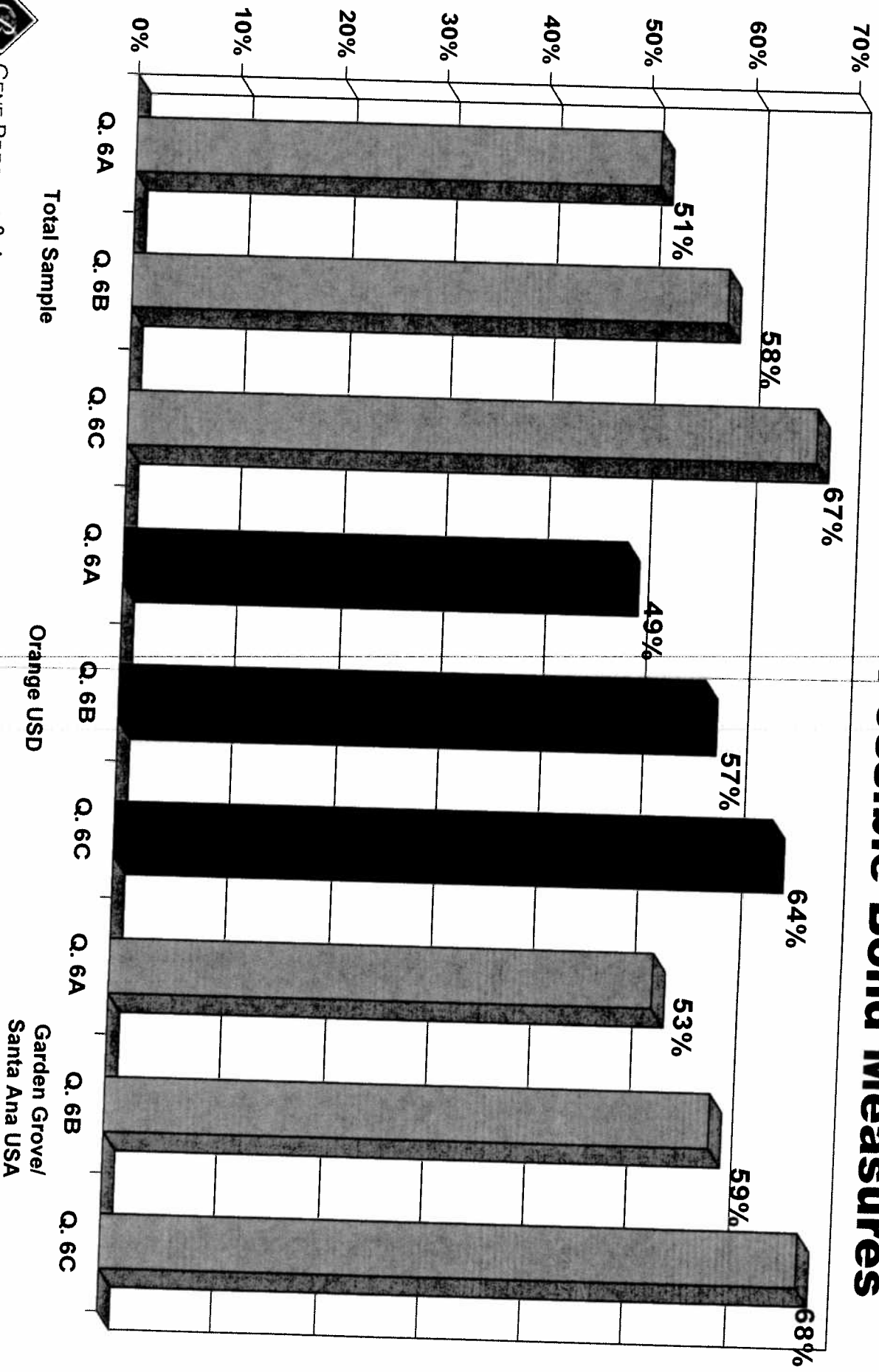


GG/SA Area



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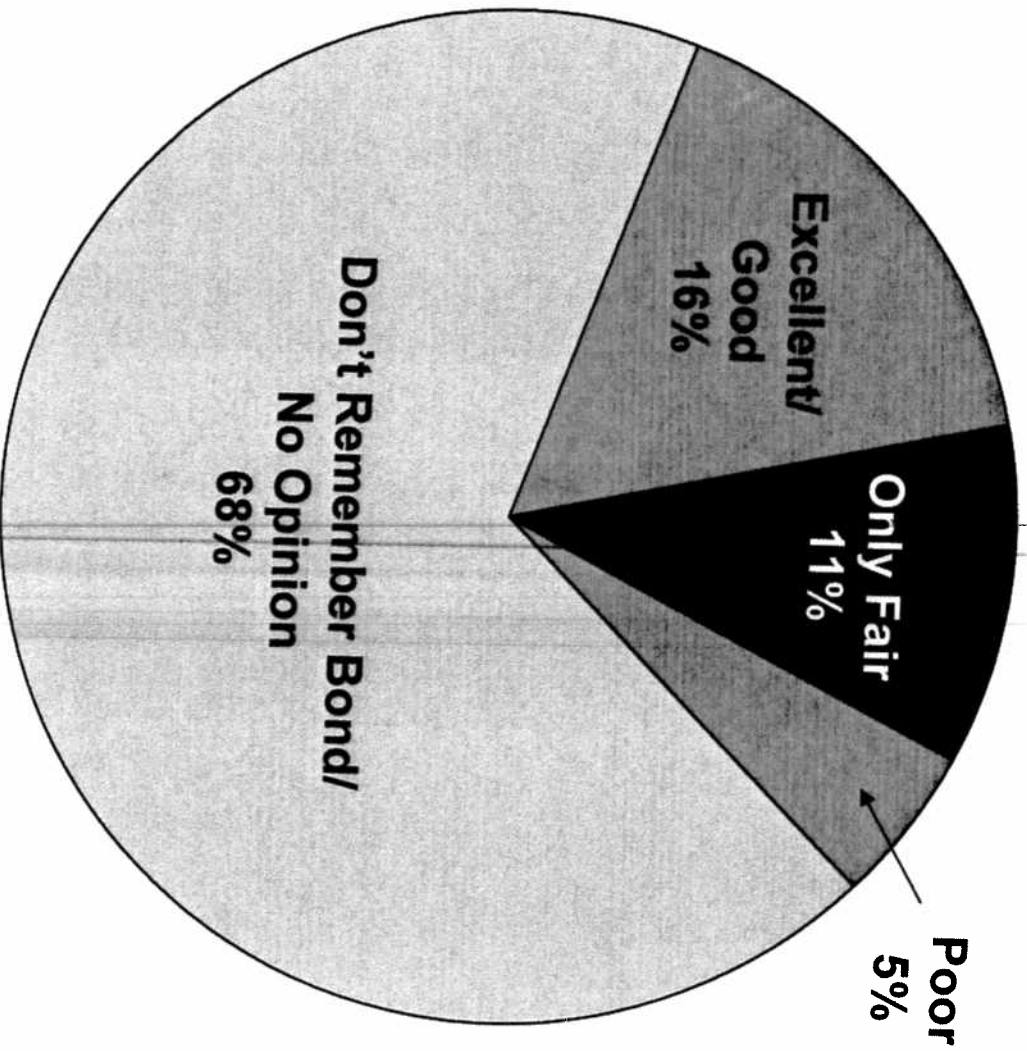
# Initial 'Yes' Votes on Possible Bond Measures



GENE BREGMAN & ASSOCIATES

Garden Grove/  
Santa Ana USA

# Awareness and Evaluation of How District is Spending 2002 Bond Money



GENE BREGMAN & ASSOCIATES



# Percentages Much More Likely to Have Favorable Opinion of RSCCD

The District's colleges train thousands of health care professionals, including nurses, paramedics, occupational therapists, medical technologists, pharmacy technicians, and others every year

Last year, nearly 3,000 District graduates transferred to University of California and California State University campuses to continue their education and get their 4-year degrees, with about 4,000 students earning either associate degrees or professional certificates

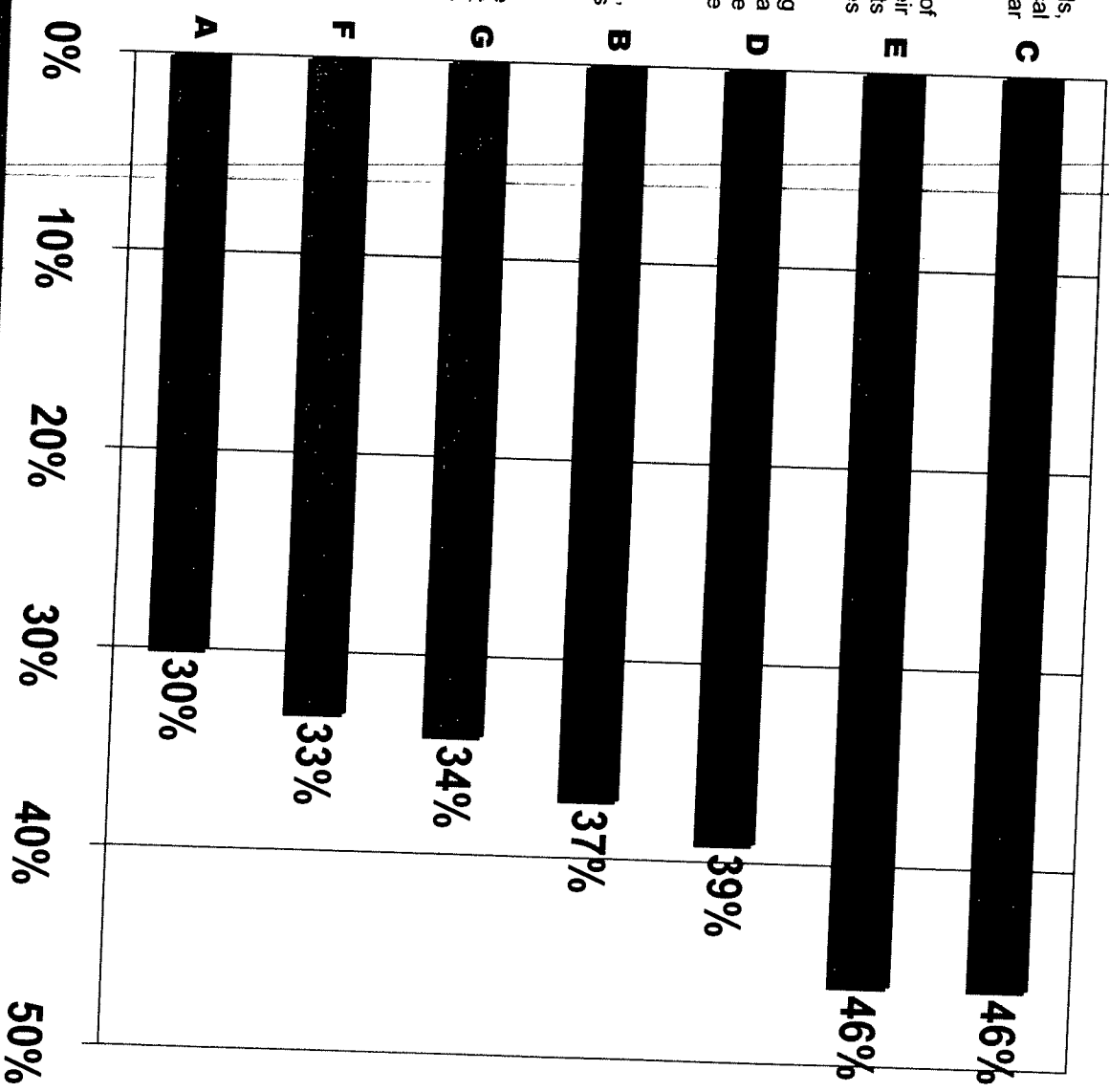
The District wants to build an off-campus Firefighters Training Academy alongside the Sheriff's Training Academy to create a unique public safety complex to serve the needs of Orange County residents for many years to come

The District is one of the largest employers in Orange County, providing nearly 5,000 jobs for local residents

Rancho Santiago is one of the fastest growing community college districts in the State of California and, in fact, is now the 4th largest district in the entire state

The District's Digital Media Center is both an educational facility and economic development center for this fast-growing Southern California industry

The District's new Orange County Sheriff's Regional Training Academy provides state-of-the-art training each year for 800 new law enforcement officers serving throughout many Orange County communities



GENE BREGMAN & ASSOCIATES



# Seriousness of Problems to Be Addressed By Bond

The building that currently provides courses for the nursing and pharmacy programs have science labs that have corroded equipment that simply cannot be safely used

Schools need to add or improve outside lighting to increase safety and security on campus, especially for women taking classes after work and at night

Santa Ana College is especially overcrowded; in fact, the school was built for 10 to 15,000 students, but currently serves over 35,000 students, and enrollment continues to increase

Since the Colleges do not have the facilities to provide all the classes that are needed, students often cannot graduate on time

Classrooms need to be made safe from asbestos and other hazards

At one campus, there are currently no modern science labs for biology, chemistry and physics courses that meet the needs of a 21st century education

Many students take classes to help them prepare for getting better jobs; the lack of space prevents them from taking the classes they need and getting those jobs

The technology infrastructure and wiring are inadequate to handle the computers that all students should be using in order to succeed in today's world

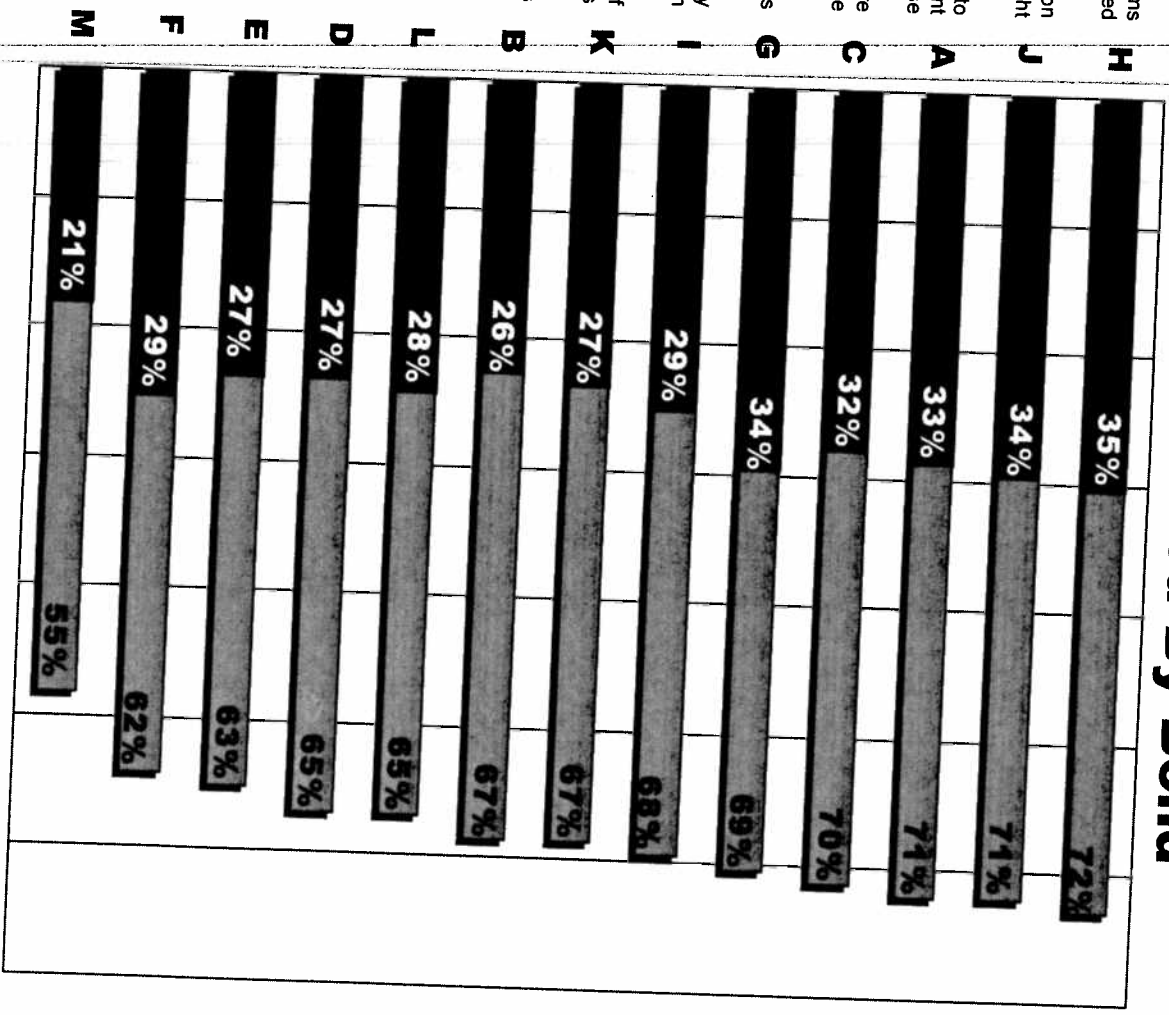
As the population of the area has grown, facilities for adult education that helps people get their high school diplomas, allows new immigrants to learn English, and helps people take the courses to get better jobs have become severely overcrowded

Some of the buildings are more than 40 years old, with outdated facilities that cannot meet the needs of today's students

The Rancho Santiago Community College District cannot provide the state-of-the-art technology training that many local companies require of their new employees

Parking facilities are so inadequate that neighborhood residents often have difficulty finding places to park near their homes, and students have missed classes because they could not find a parking spot

There are currently no gyms, lockers, showers and other physical education facilities at Santiago Canyon College that are adequate to support the campus' growing athletics program, which includes one of the nation's leading women's soccer teams



GENE BREGMAN & ASSOCIATES

■ Extremely Serious      ■ Extremely/Very Serious

0%      20%      40%      60%      80%

# Reasons Much More Likely to Oppose Bond Measure

The last bond measure was supposed to pay for all these improvements; we shouldn't be asked again to increase our taxes

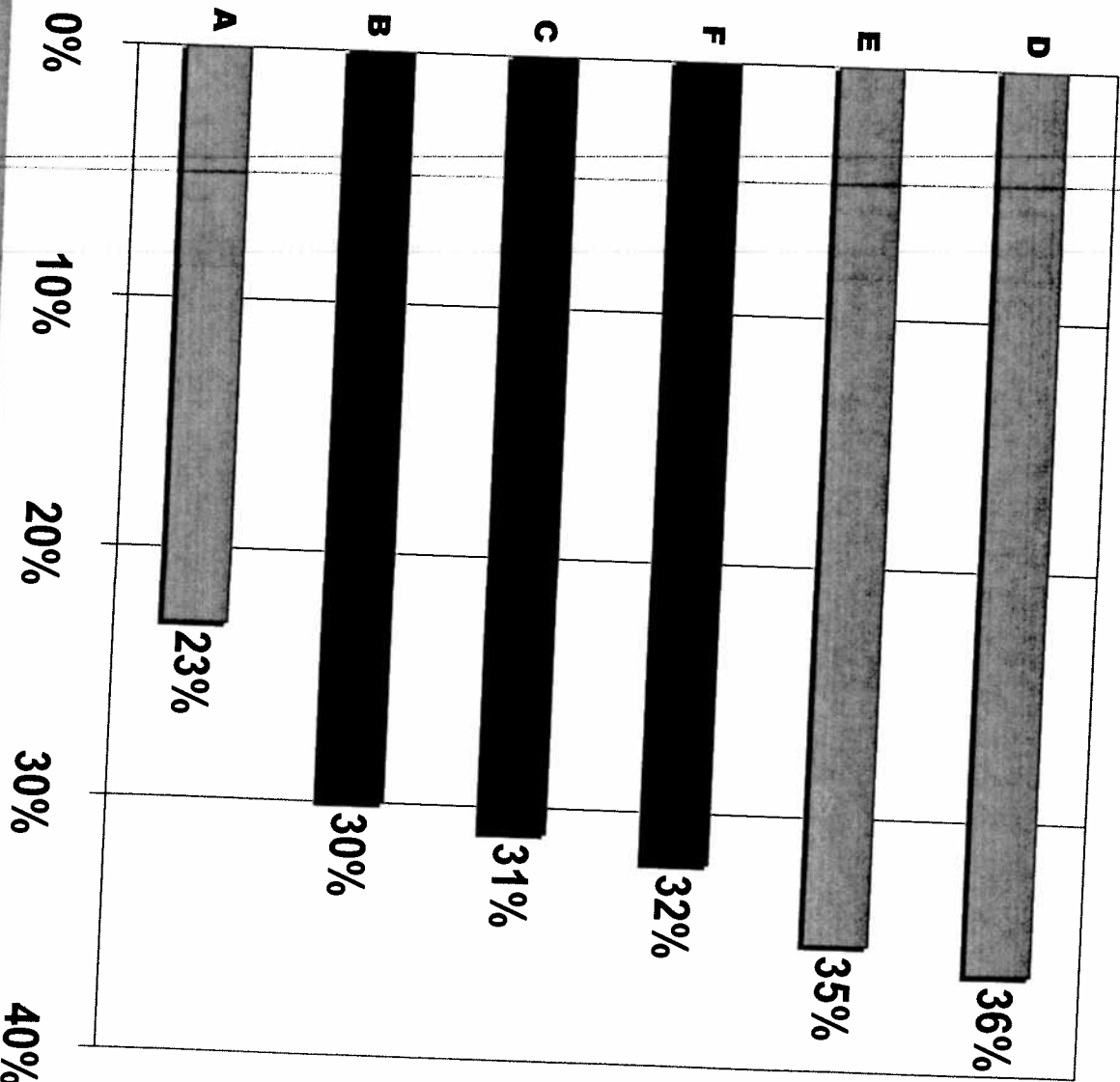
With the economy in near-recession conditions and gas prices at record levels, the last thing we need is to pay higher taxes

I don't trust the District because the last bond was supposed to pay for a new science building at Santa Ana College, but the District built the Sheriff's Training Academy instead

Taxes are already too high without this tax increase

I don't trust the government to actually use the money for what they say they will

Improvements for community colleges are important, but not so important that we should have to raise our taxes to pay for them



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# Reasons Much More Likely to Favor Bond Measure

This bond will help give students access to the classrooms, labs, equipment and technological advancements needed to help them prepare to be competitive in the job market

None of this money will go to pay administrators

All the money raised by this measure will be used here in our local community

Passage of this measure will allow the Rancho Santiago Community College District to qualify for millions of dollars in state matching funds that otherwise would be lost to other community college districts

Passage of this measure will enable more students to transfer to four year colleges

This money is needed if the schools are to keep up with technology both now and in the future

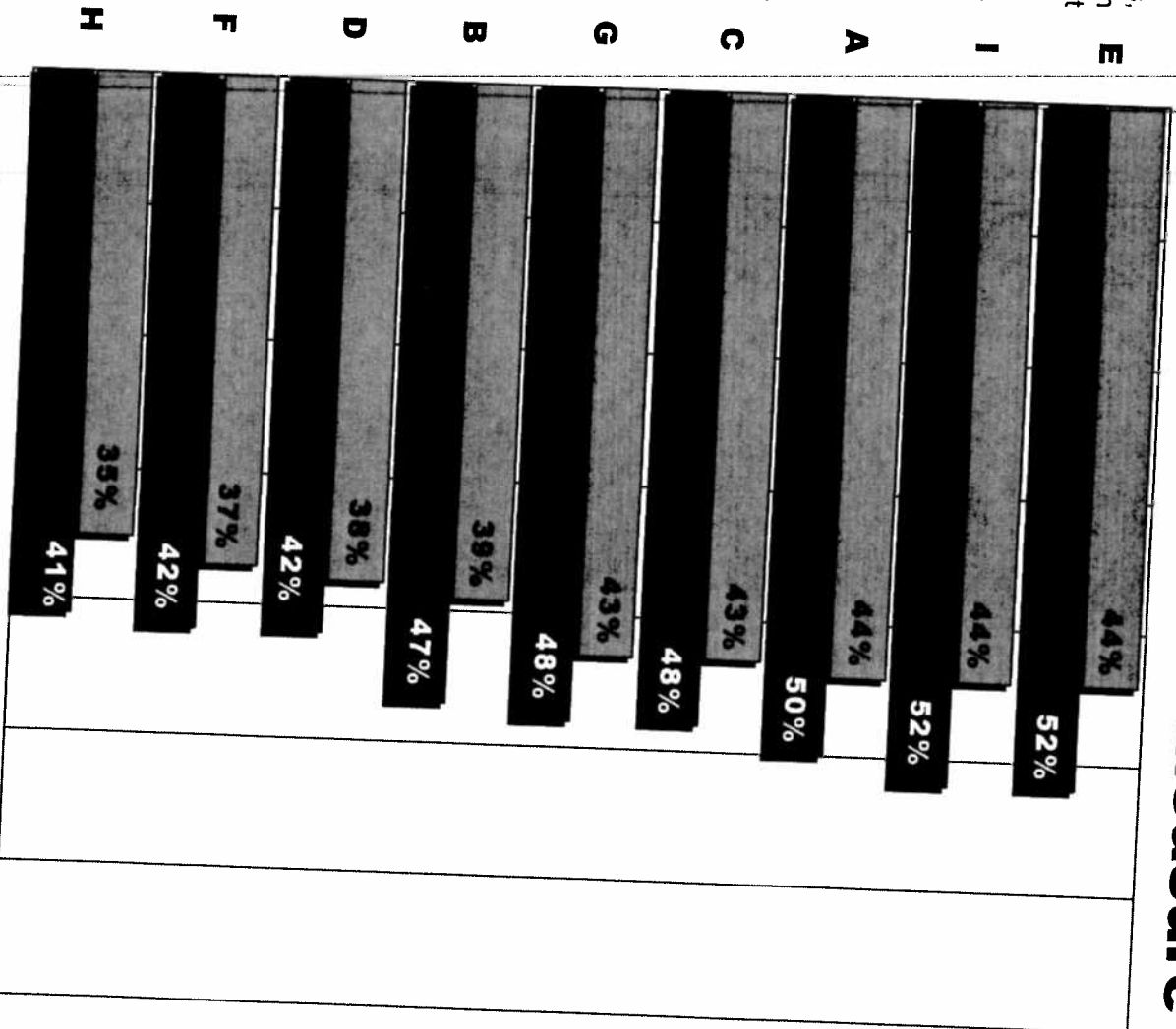
An independent citizens oversight committee has certified that the money from the existing bond has been spent properly; they also will make sure that the money from this bond is spent properly

Without this measure, the Rancho Santiago Community College District will not have the facilities for local residents to take the job training and career development courses they need

Passage of this measure will allow the District to create a state-of-the-art Firefighters Academy off-campus to go along with the Orange County Sheriff's Regional Training Academy



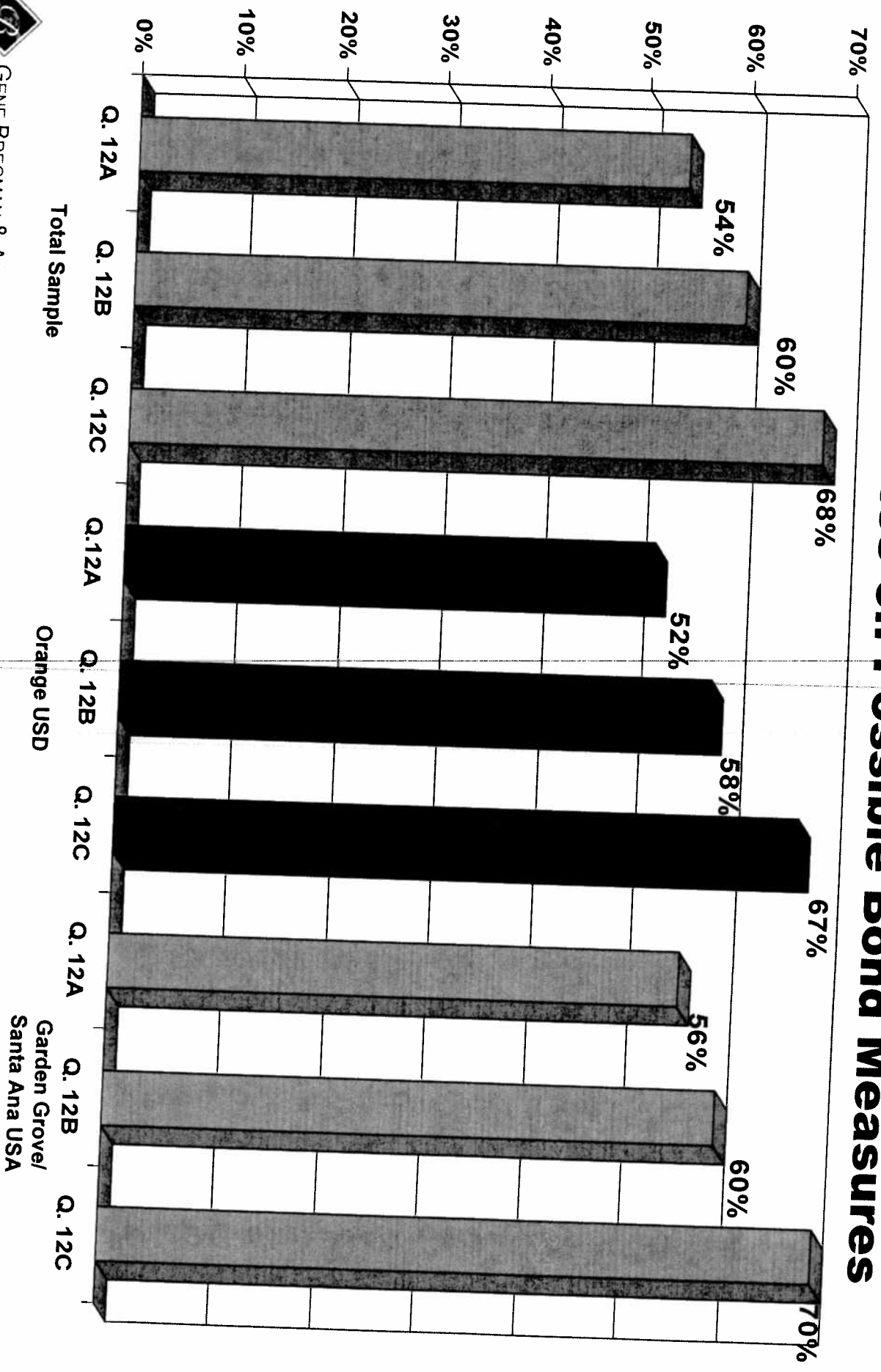
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■ Total Sample

■ GG/SA Area

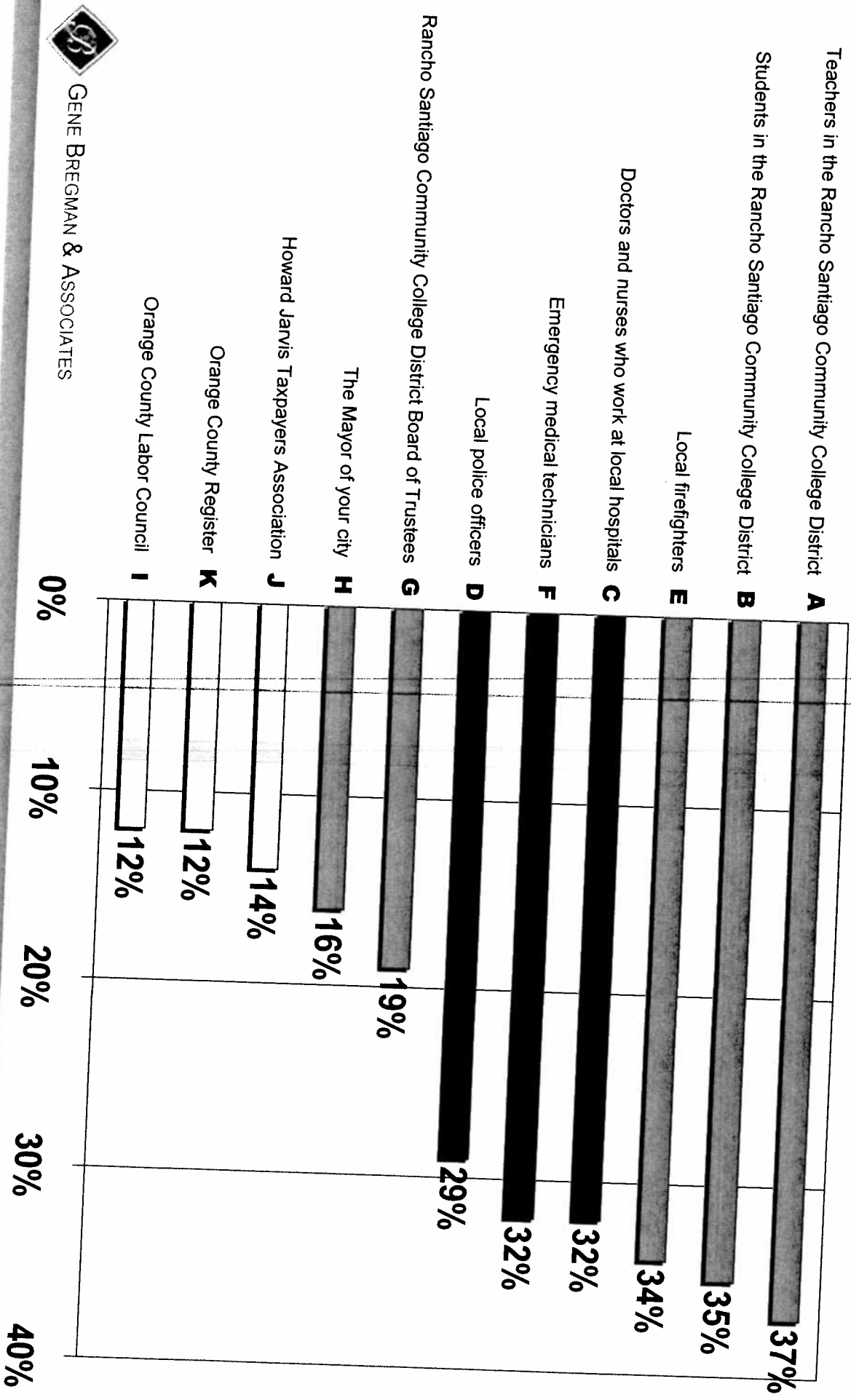
# Final 'Yes' Votes on Possible Bond Measures



GENE BREGMAN & ASSOCIATES

Garden Grove/  
Santa Ana USA

# Very Believable People/Organizations on Bond Measure



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