



# Napa Valley College Bond Measure Survey FINAL REPORT

Survey Conducted May 4-8, 2014

220-3825

*Fairbank, Maslin, Maullin, Metz & Associates - FM3*

*Public Opinion Research & Strategy*

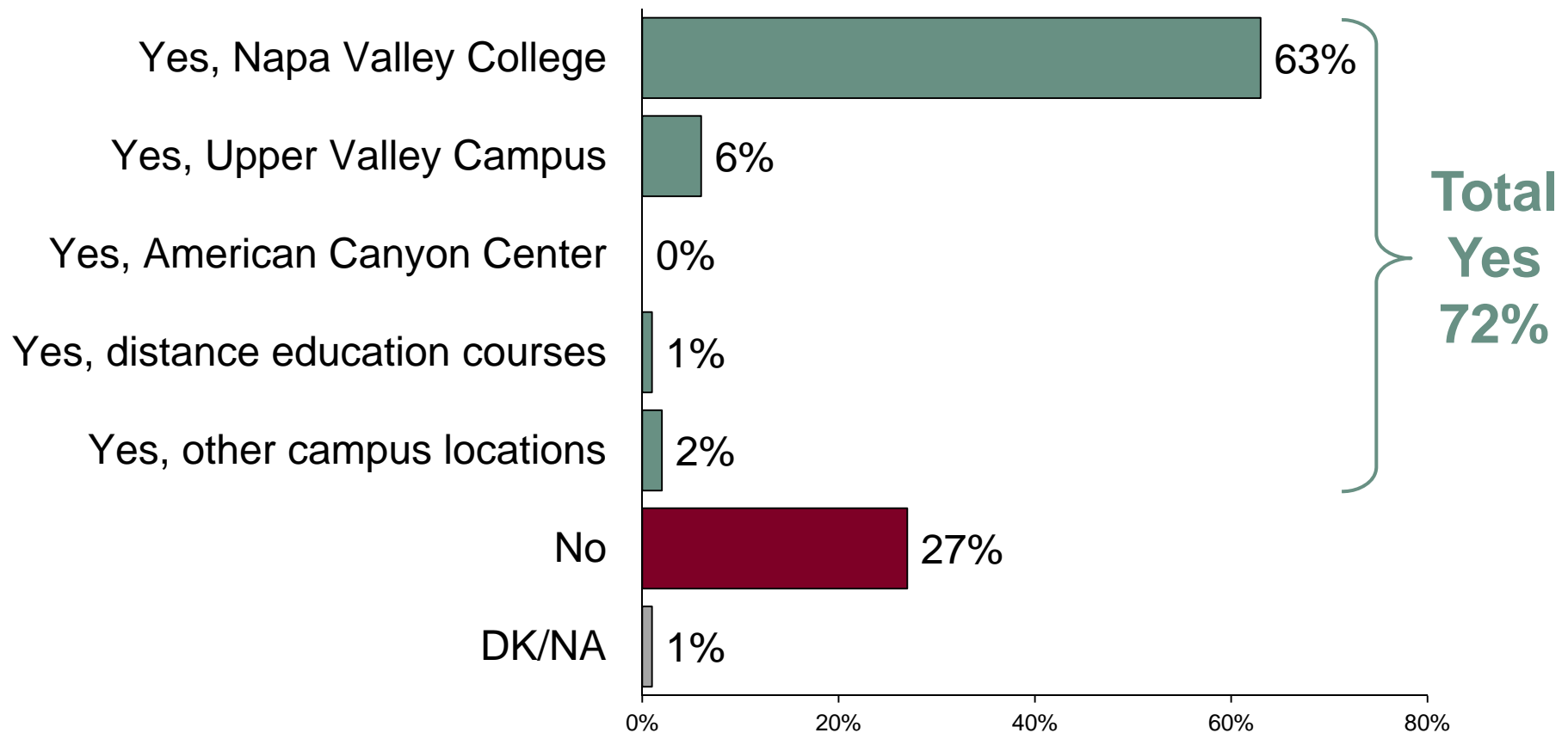
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# Methodology

- Telephone survey of 800 randomly-selected Napa Valley College District voters most likely to vote in the November 2014 general election.
- The margin of sampling error is +/-3.5% at the 95 % confidence level.
  - Margins of error for population subgroups will be higher.
  - Some percentages do not sum to 100% due to rounding.

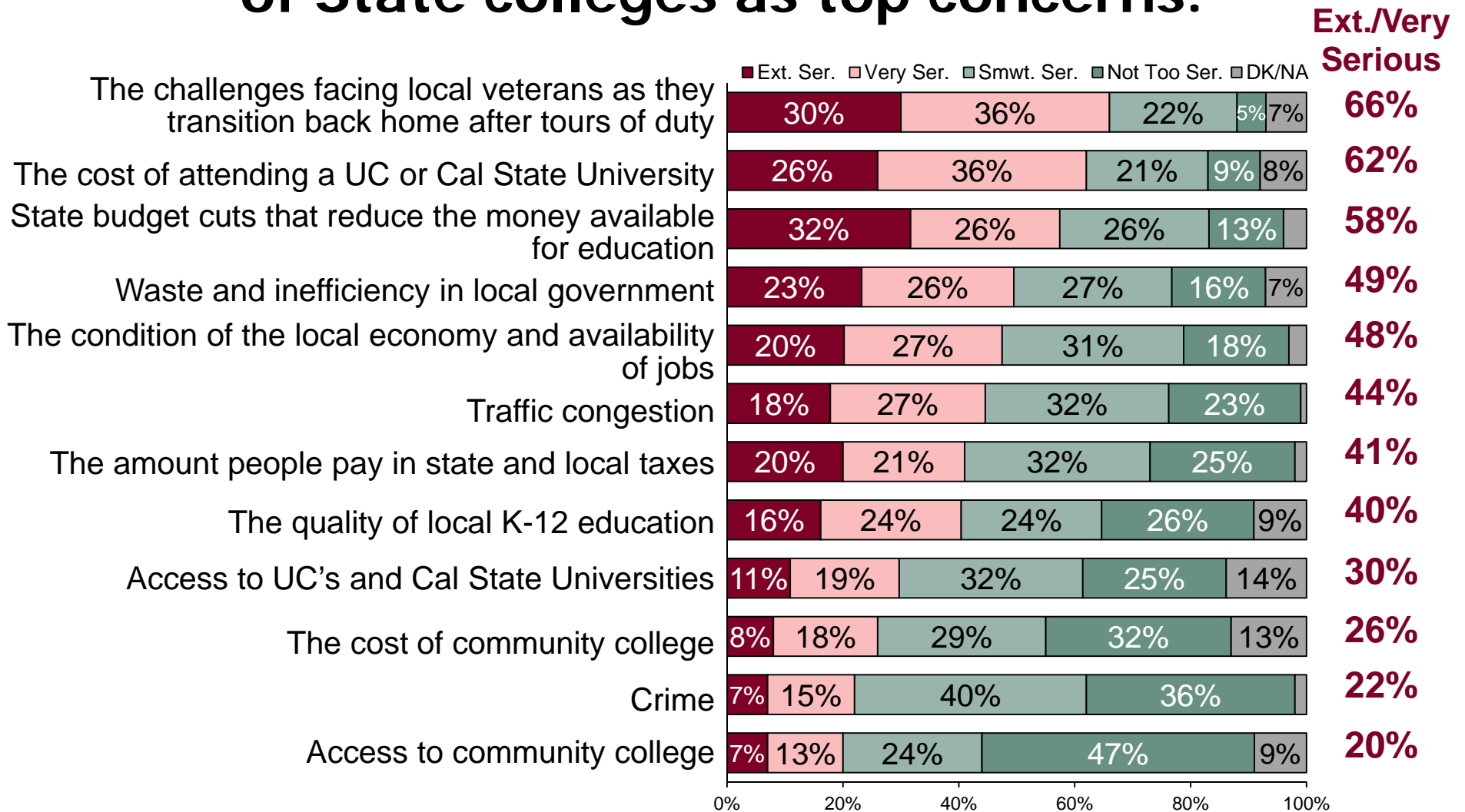
# Nearly 7 in 10 respondents have a direct connection to the College.

*Have you or someone in your immediate family ever attended or taken courses at Napa Valley College, the Upper Valley Campus in St. Helena, the College's facilities at American Canyon High School, distance education courses or other off-campus locations, such as New Tech High School?*

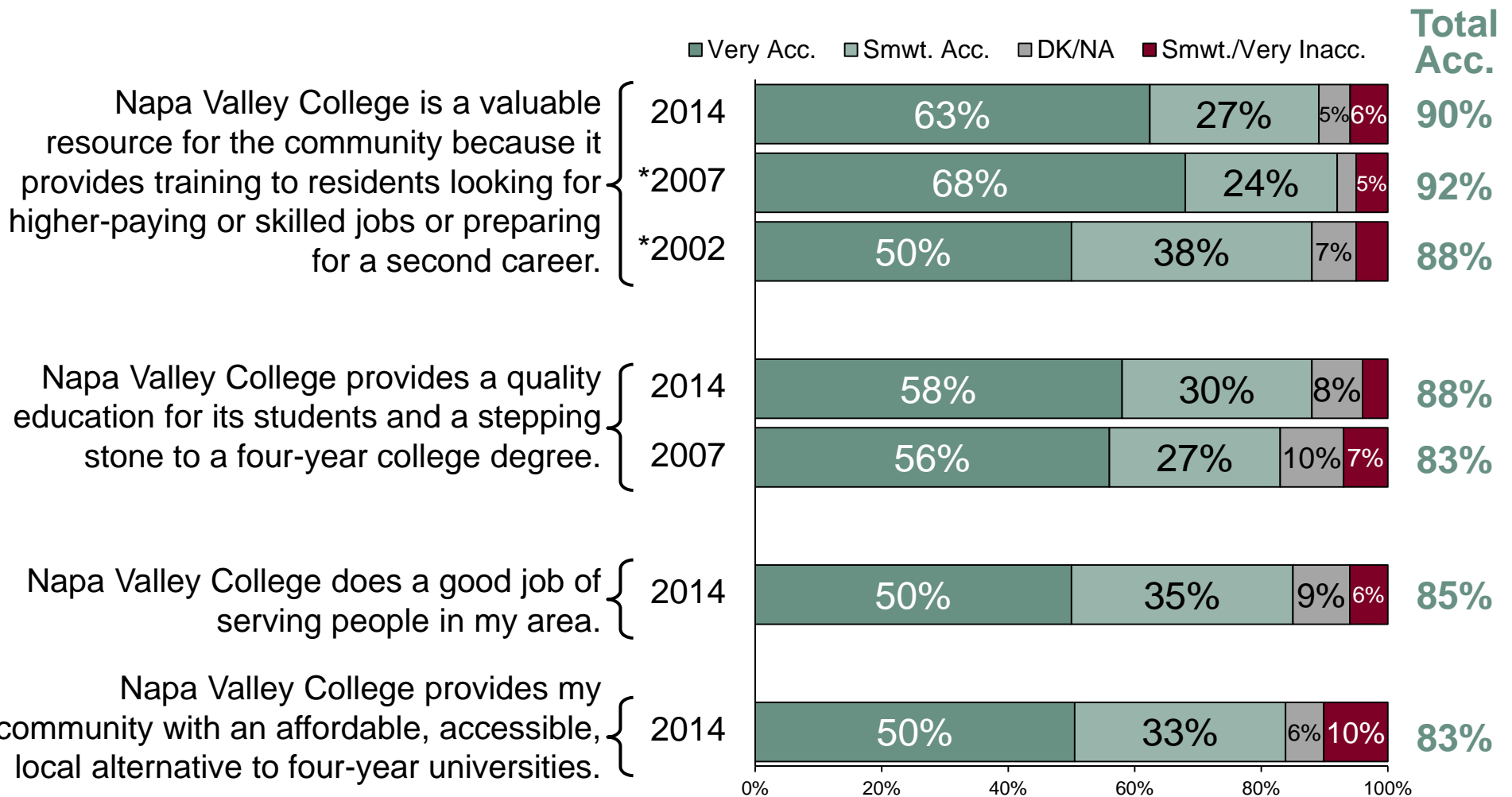


# Issue Context

# Respondents see the challenges of veterans reintegrating into the community and the cost of State colleges as top concerns.

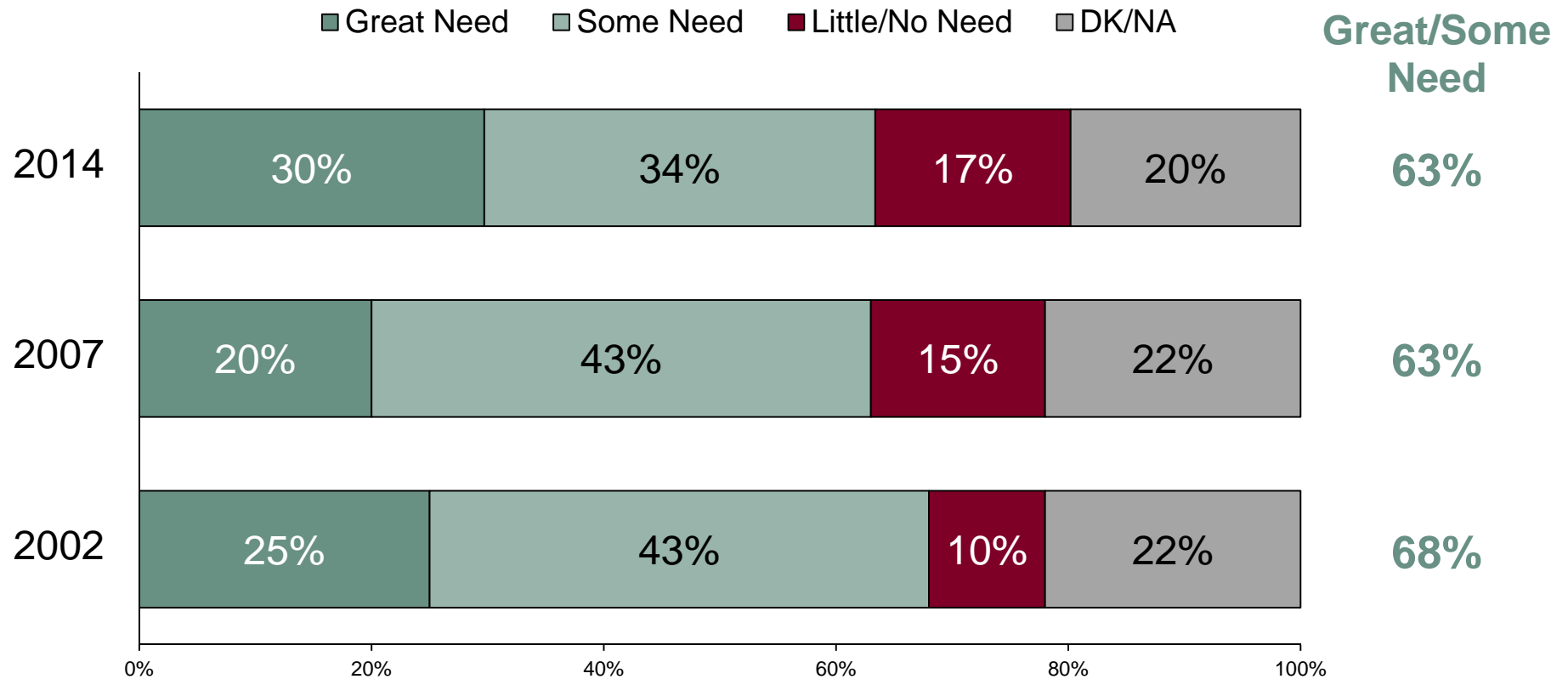


# Respondents agree that Napa Valley College is a valued community resource.



# A majority of respondents continue to say that the College is in need of additional funding.

*Generally speaking, would you say that Napa College has a great need for additional funding, some need, a little need, or no real need for additional funding?*



# Attitudes Toward a Potential Bond Measure



# Ballot Language Tested

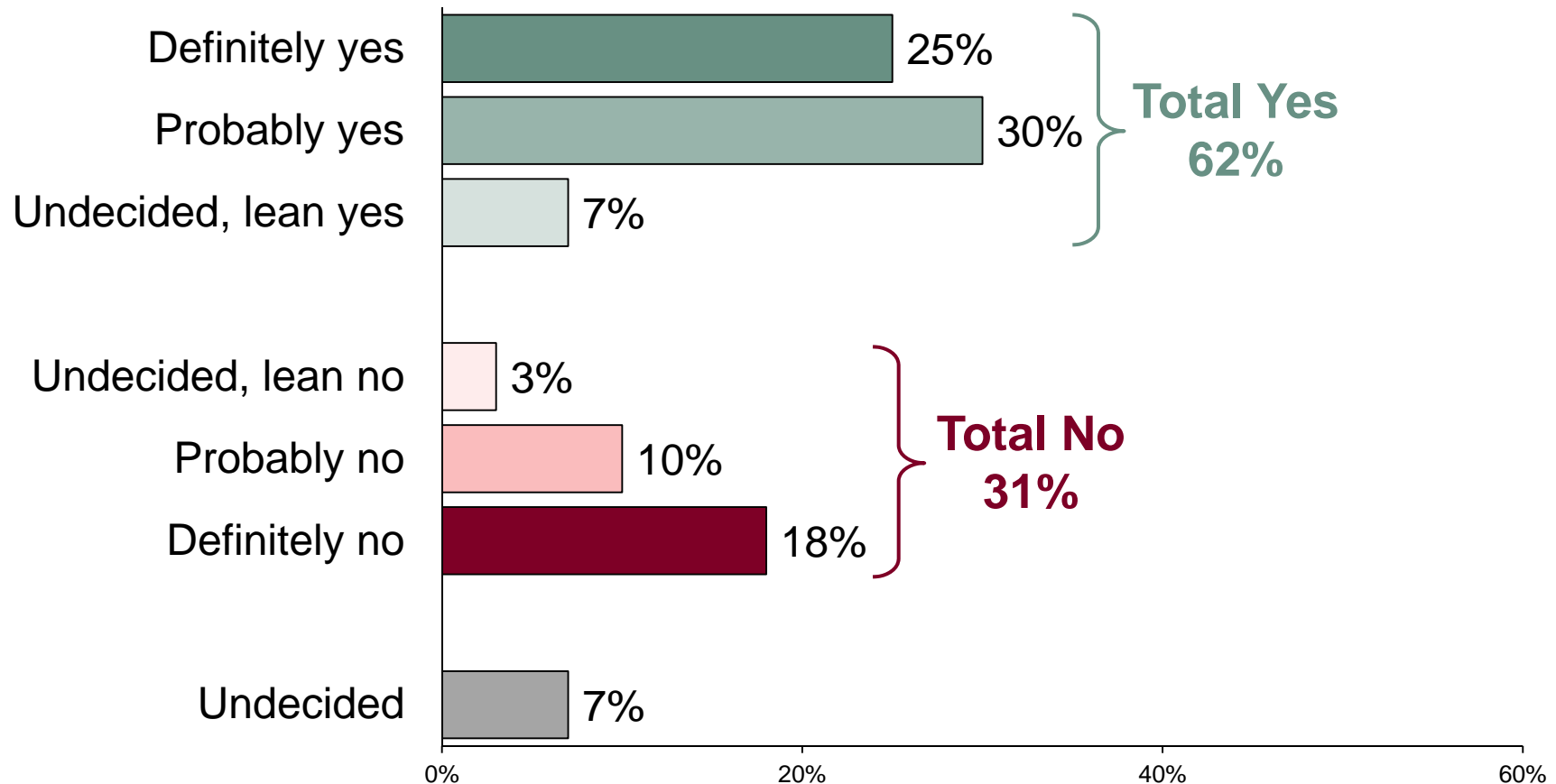
**NAPA VALLEY COLLEGE TECHNOLOGY, JOB TRAINING AND REPAIR MEASURE.** To upgrade facilities and prepare students for careers and universities by:

- Replacing aging classrooms/science laboratories;
- Modernizing nursing, agricultural science, public safety and career training centers;
- Expanding the campus veterans' center;
- Upgrading technology;
- Replacing aging electrical/roofing and other building systems; and
- Acquiring, constructing and repairing facilities, sites and equipment, centralizing services to students

Shall Napa Valley College issue \$234 million in bonds at legal rates, with citizens' oversight, annual audits and no money for administrators' salaries?

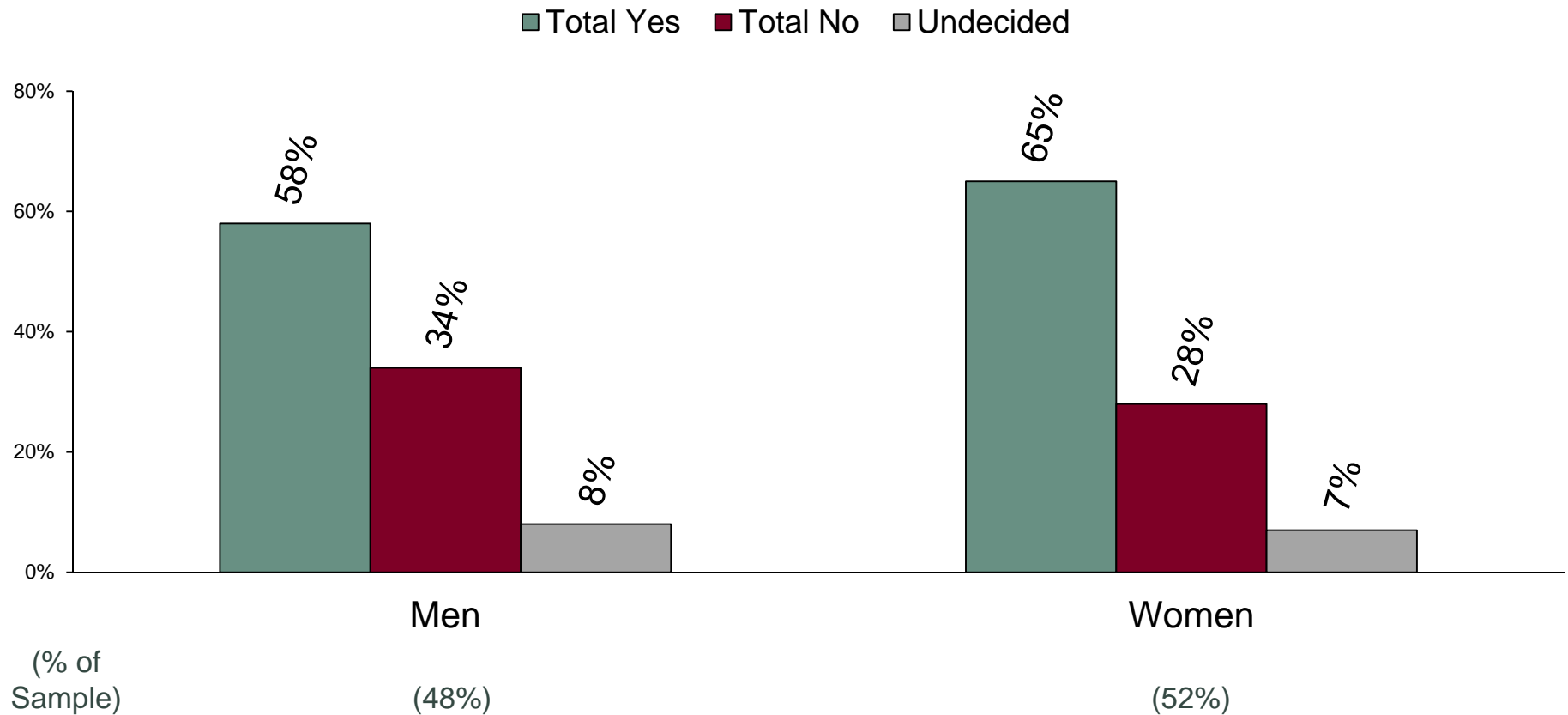
# By a 2 to 1 margin, 62% of respondents say they would vote "yes" in favor.

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



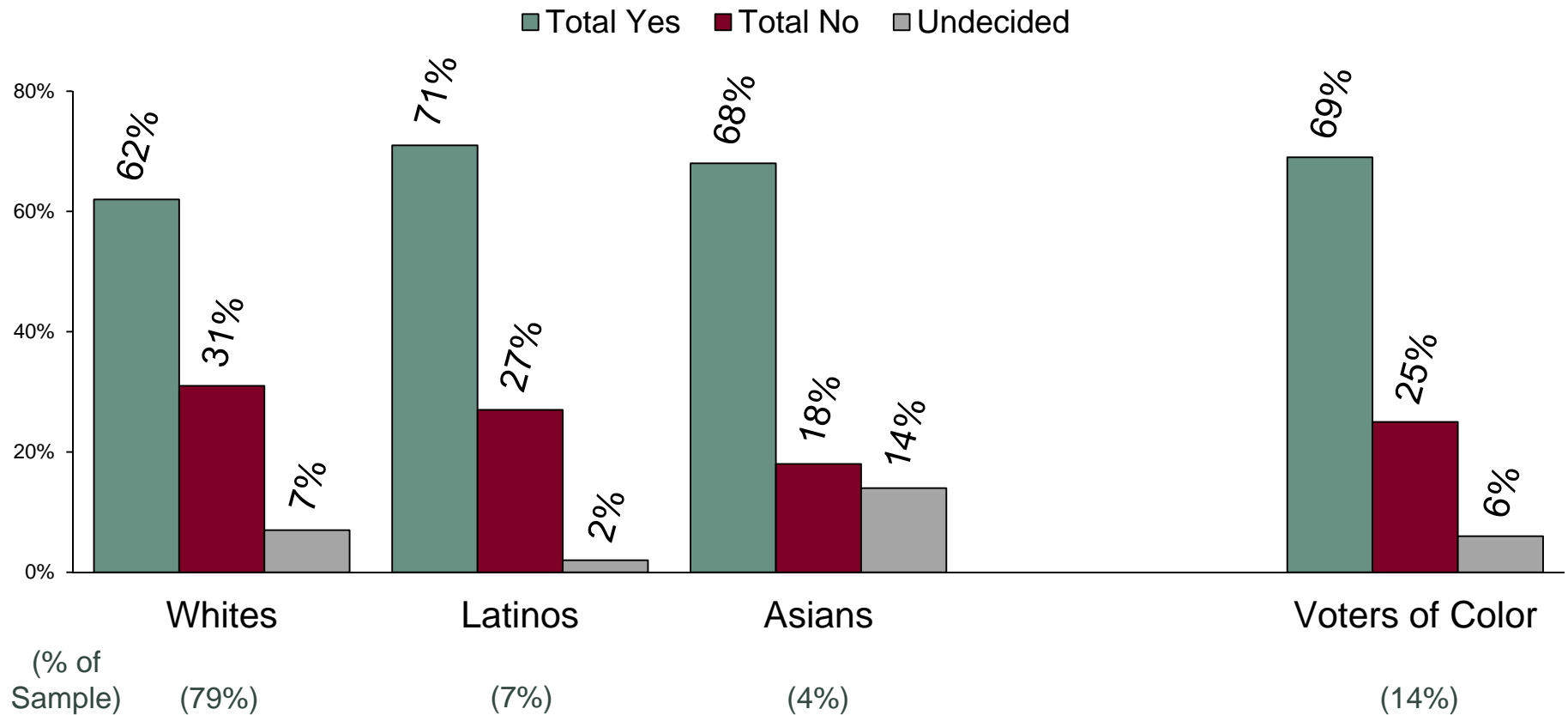
# The bond carries across gender.

*Initial Vote by Gender*



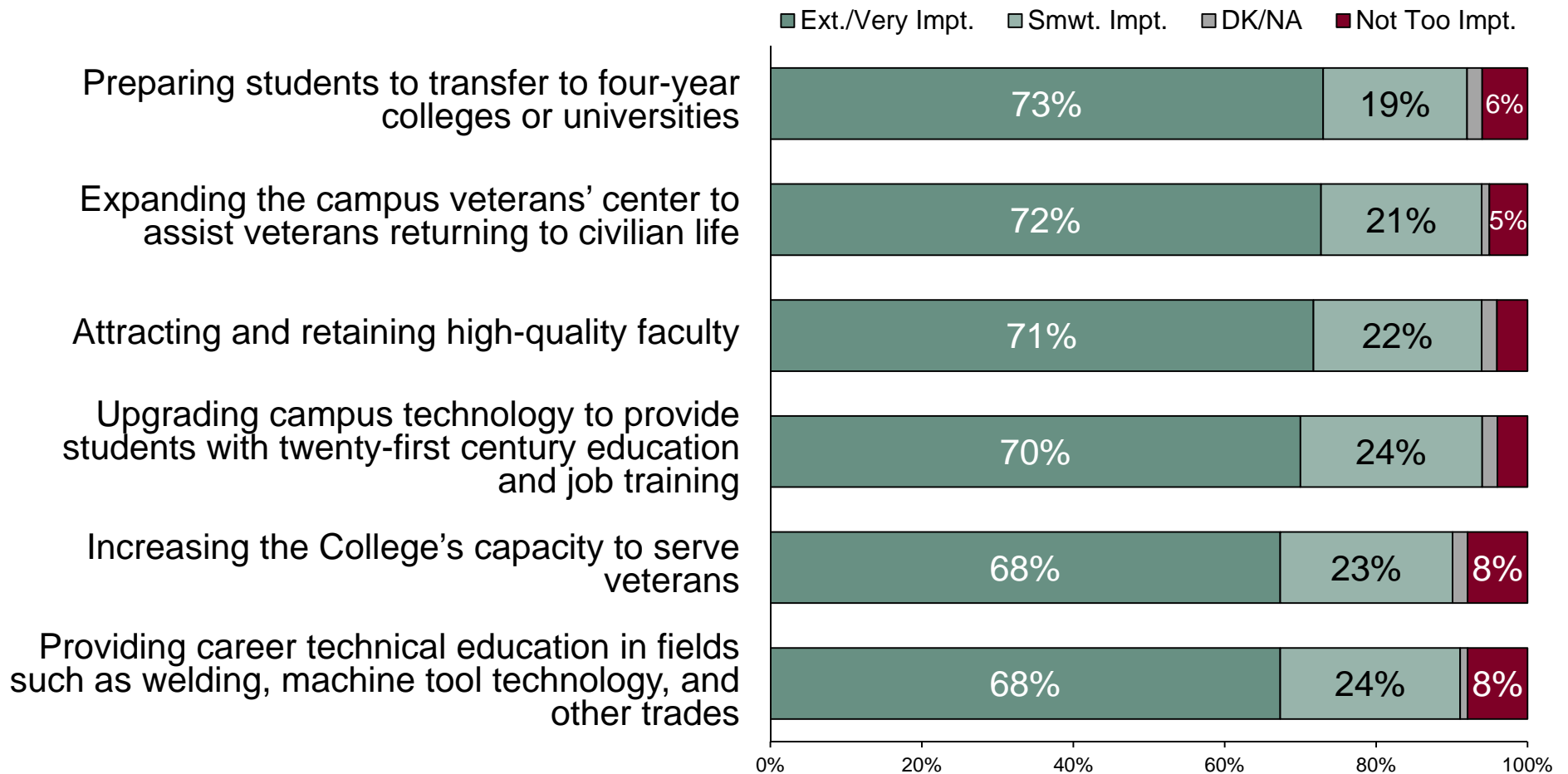
# The bond carries across every ethnic constituency.

*Initial Vote by Ethnicity*



# Funding Priorities

# Projects that strengthen the College's ability to prepare students for transfers and better serve local veterans are top priorities.



# Respondents also place a high value on training students for specific job sectors.

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

Expanding math and science classrooms to train students in fields such as engineering, biology, chemistry, technology and medicine



Ensuring facilities meet earthquake and fire safety codes



Modernizing and expanding job training centers for nursing, psychiatric technicians, respiratory therapy, emergency medical technicians, and other health care fields



Expanding opportunities for students to take university-level courses at local community college sites



Increasing the capacity of Napa Valley College to offer distance learning opportunities and on-line courses for residents who are working while pursuing higher education



Upgrading technology



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

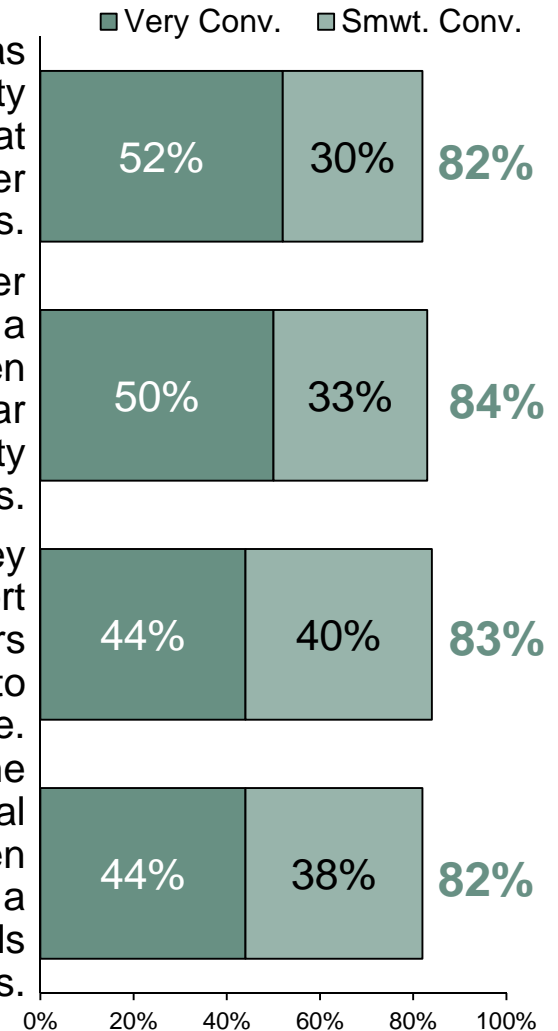
# Making investments that will strengthen the College's ability to offer quality, affordable, local higher education opportunities are compelling to respondents.

**(AFFORDABILITY)** The cost of attending a public university in California has skyrocketed. As a result, more and more students are relying on community colleges for some or all of their education. This measure will help ensure that our local community college can provide our high school graduates and other local residents with access to high quality, affordable college options.

**(CLOSE TO HOME)** This measure will expand Napa College's ability to offer graduates of local area high schools an opportunity to take courses toward a 4-year college degree closer to home. It will provide funding to strengthen existing partnerships with Cal State Universities, UC's and other 4-year colleges to allow students to take university-level courses at community college locations.

**(VETERANS)** Veterans are an increasing percentage of the Napa Valley College student body. This measure will upgrade and expand veteran support facilities to ensure that the growing number of returning service members receive the support they need as they re-enter the civilian workforce or seek to transfer to a four-year college to earn their degree.

**(LOCAL TRAINING)** Napa Valley College is a vital component of the economic revitalization of our area, helping to train and re-train the local workforce for high-demand careers. High school graduates and even established professionals seeking to enhance existing skills or pursue a second career should not have to leave their community to acquire the skills they need to be competitive for high-demand career fields.





**For more information, contact:**

# **Shakari Byerly**

*Shakari@FM3research.com*

**1999 Harrison St., Suite 1290**

**Oakland, CA 94612**

**Phone (510) 451-9521**

**Fax (510) 451-0384**

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