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?

- Yes, Napa Valley College: 63%
- Yes, Upper Valley Campus: 6%
- Yes, American Canyon Center: 0%
- Yes, distance education courses: 1%
- Yes, other campus locations: 2%
- No: 27%
- DK/NA: 1%

Total Yes: 72%
Issue Context
Respondents see the challenges of veterans reintegrating into the community and the cost of State colleges as top concerns.

- The challenges facing local veterans as they transition back home after tours of duty: 66%
- The cost of attending a UC or Cal State University: 62%
- State budget cuts that reduce the money available for education: 58%
- Waste and inefficiency in local government: 49%
- The condition of the local economy and availability of jobs: 48%
- Traffic congestion: 44%
- The amount people pay in state and local taxes: 41%
- The quality of local K-12 education: 40%
- Access to UC’s and Cal State Universities: 30%
- The cost of community college: 26%
- Crime: 22%
- Access to community college: 20%

I'd like to read you some issues facing your community that other people have mentioned might be problems. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem.
**Respondents agree that Napa Valley College is a valued community resource.**

Napa Valley College is a valuable resource for the community because it provides training to residents looking for higher-paying or skilled jobs or preparing for a second career.

- **2014:** 63% Very Acc., 27% Smwt. Acc., 5% DK/NA, 6% Smwt./Very Inacc.
- ***2007:** 68% Very Acc., 24% Smwt. Acc., 5% DK/NA
- ***2002:** 50% Very Acc., 38% Smwt. Acc., 7% DK/NA

Napa Valley College provides a quality education for its students and a stepping stone to a four-year college degree.

- **2014:** 58% Very Acc., 30% Smwt. Acc., 8% DK/NA
- **2007:** 56% Very Acc., 27% Smwt. Acc., 10% DK/NA, 7% Smwt./Very Inacc.

Napa Valley College does a good job of serving people in my area.

- **2014:** 50% Very Acc., 35% Smwt. Acc., 9% DK/NA, 6% Smwt./Very Inacc.

Napa Valley College provides my community with an affordable, accessible, local alternative to four-year universities.

- **2014:** 50% Very Acc., 33% Smwt. Acc., 6% DK/NA, 10% Smwt./Very Inacc.

I am going to read you some general statements about Napa Valley College and its students. Please tell me whether you believe that it is accurate or inaccurate. Split Sample (*Worded slightly different in 2007/2002)*
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?

<table>
<thead>
<tr>
<th>Year</th>
<th>Great Need</th>
<th>Some Need</th>
<th>Little/No Need</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>30%</td>
<td>34%</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>2007</td>
<td>20%</td>
<td>43%</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>2002</td>
<td>25%</td>
<td>43%</td>
<td>10%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Great/Some Need: 63% 63% 68%
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?*

- **Total Yes: 62%**
  - Definitely yes: 25%
  - Probably yes: 30%
  - Undecided, lean yes: 7%

- **Total No: 31%**
  - Undecided, lean no: 3%
  - Probably no: 10%
  - Definitely no: 18%

Undecided: 7%
The bond carries across gender.

Initial Vote by Gender

- Men:
  - Total Yes: 58%
  - Total No: 34%
  - Undecided: 8%

- Women:
  - Total Yes: 65%
  - Total No: 28%
  - Undecided: 7%

(48% of Sample)
The bond carries across every ethnic constituency.

Initial Vote by Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Total Yes</th>
<th>Total No</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whites</td>
<td>62%</td>
<td>31%</td>
<td>7%</td>
</tr>
<tr>
<td>Latinos</td>
<td>71%</td>
<td>27%</td>
<td>2%</td>
</tr>
<tr>
<td>Asians</td>
<td>68%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Voters of Color</td>
<td>69%</td>
<td>25%</td>
<td>6%</td>
</tr>
</tbody>
</table>

If the vote on this measure were held today, would you vote yes in favor of it or vote no to oppose it?
Funding Priorities
Projects that strengthen the College’s ability to prepare students for transfers and better serve local veterans are top priorities.

Preparing students to transfer to four-year colleges or universities: 73% extremely important, 19% very important, 6% somewhat important, 6% not too important.

Expanding the campus veterans’ center to assist veterans returning to civilian life: 72% extremely important, 21% very important, 5% somewhat important, 5% not too important.

Attracting and retaining high-quality faculty: 71% extremely important, 22% very important, 8% somewhat important, 8% not too important.

Upgrading campus technology to provide students with twenty-first century education and job training: 70% extremely important, 24% very important, 8% somewhat important, 8% not too important.

Increasing the College’s capacity to serve veterans: 68% extremely important, 23% very important, 8% somewhat important, 8% not too important.

Providing career technical education in fields such as welding, machine tool technology, and other trades: 68% extremely important, 24% very important, 8% somewhat important, 8% not too important.
Respondents also place a high value on training students for specific job sectors.

Expanding math and science classrooms to train students in fields such as engineering, biology, chemistry, technology and medicine: 67% Ext./Very Impt., 26% Smwt. Impt., 5% Not Too Impt., 0% DK/NA.

Ensuring facilities meet earthquake and fire safety codes: 64% Ext./Very Impt., 28% Smwt. Impt., 7% Not Too Impt., 0% DK/NA.

Modernizing and expanding job training centers for nursing, psychiatric technicians, respiratory therapy, emergency medical technicians, and other health care fields: 62% Ext./Very Impt., 24% Smwt. Impt., 10% Not Too Impt., 0% DK/NA.

Expanding opportunities for students to take university-level courses at local community college sites: 60% Ext./Very Impt., 26% Smwt. Impt., 12% Not Too Impt., 0% DK/NA.

Increasing the capacity of Napa Valley College to offer distance learning opportunities and online courses for residents who are working while pursuing higher education: 57% Ext./Very Impt., 31% Smwt. Impt., 11% Not Too Impt., 0% DK/NA.

Upgrading technology: 57% Ext./Very Impt., 29% Smwt. Impt., 10% Not Too Impt., 0% DK/NA.
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.

Here are some statements from people who support the bond measure we have been discussing. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes on this bond measure.
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