Portland Community College

VOTER RESEARCH AND ANALYSIS

Research Goals

Measure opinion toward PCC among likely primary voters including:

- Depth and breadth of support for PCC
- Support for program offerings, current and potential
- Understanding of and support for PCC's infrastructure needs
- Support for a bond renewal

Methodology

Patinkin Research Strategies conducted interviews August 8-11, 2016

- Survey of 800 likely voters from the Portland Community College district
- Sample was the best possible approximation of an off-cycle primary voter
- Margin of error +/- 3.5% at the 95% level of confidence, margin of error for subgroups is higher

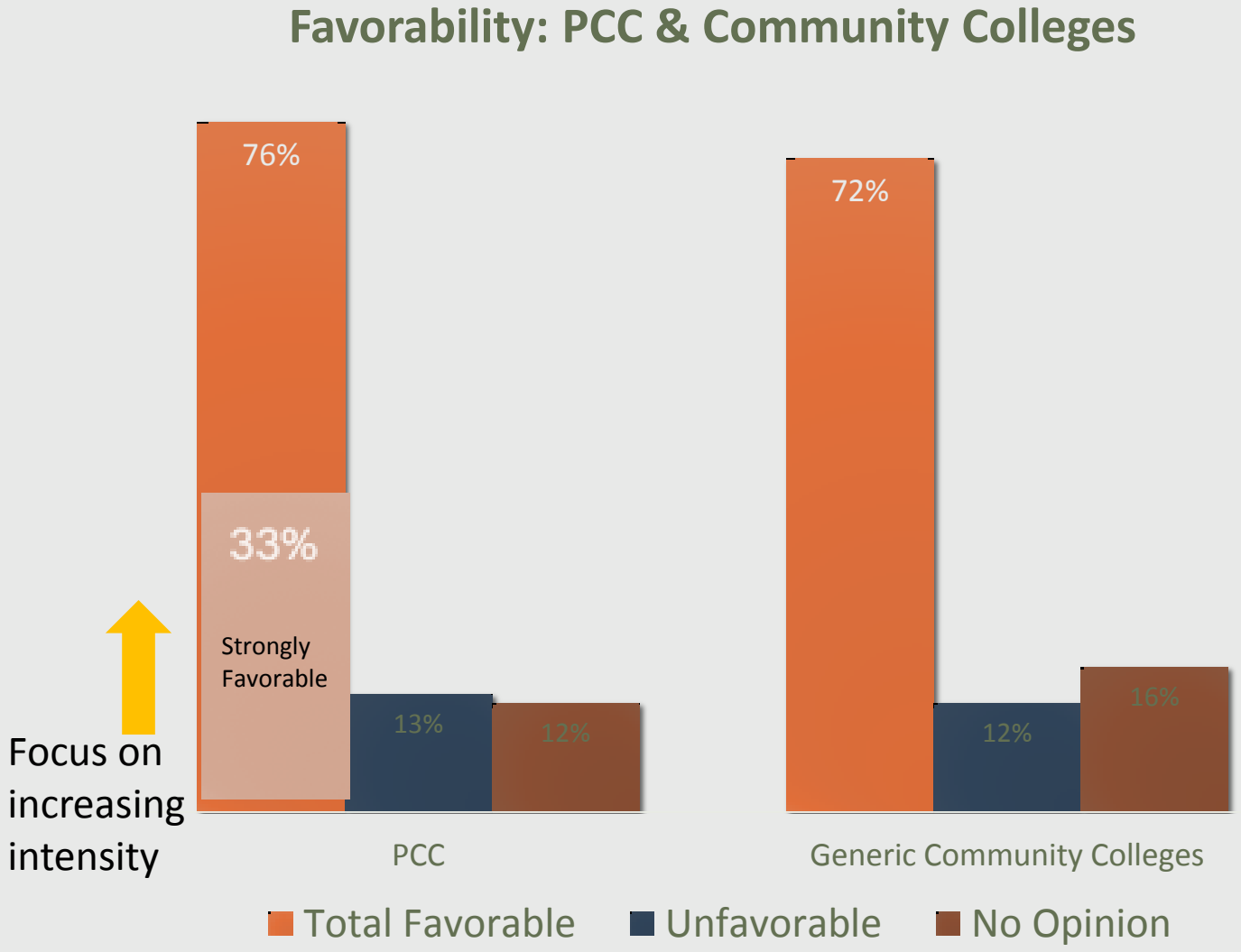
PATINKIN RESEARCH STRATEGIES

Perceptions of PCC

Do they like us and what we're doing?

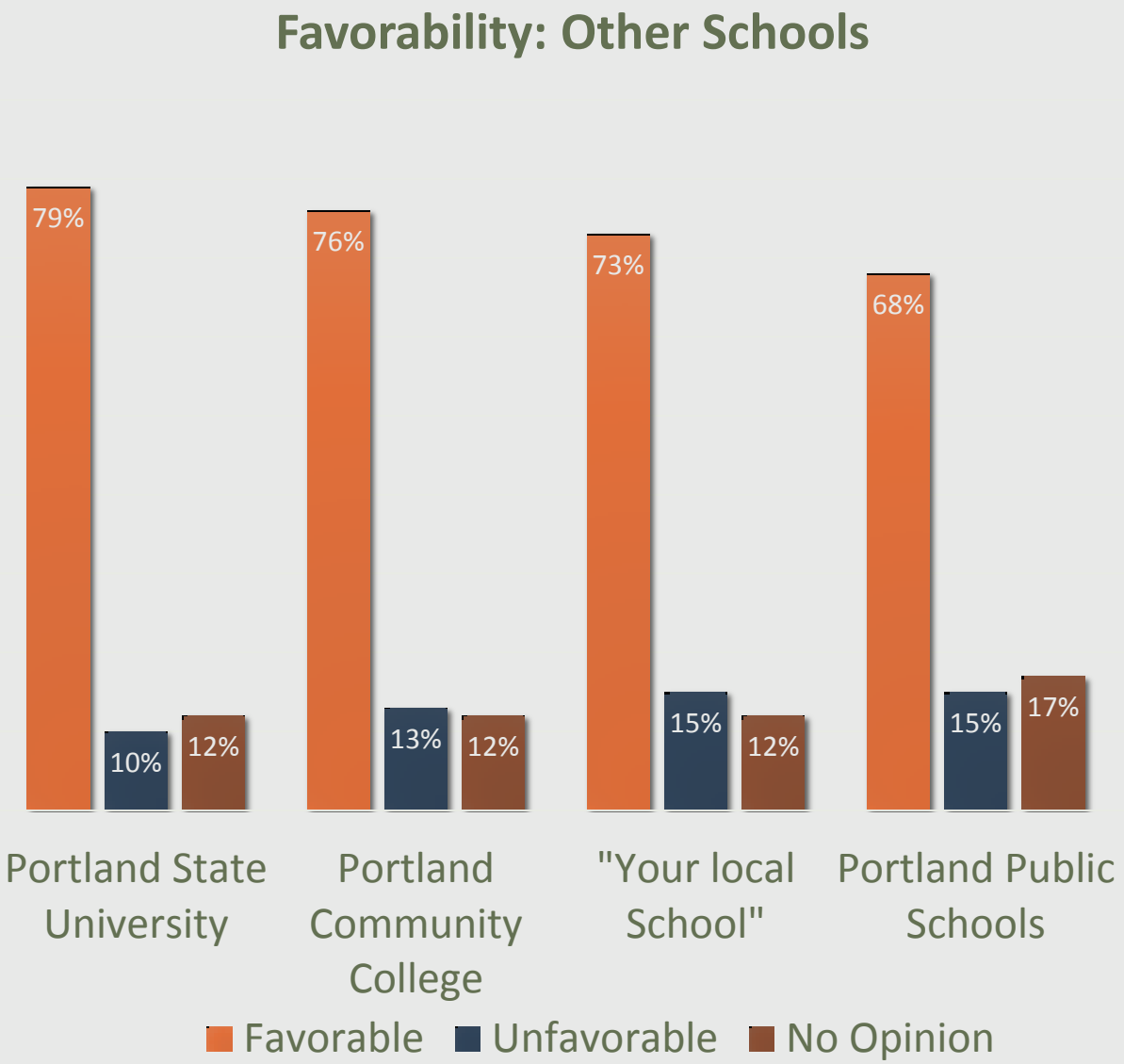
PCC has strong favorability ratings

- 3 out of 4 voters have a favorable opinion
- A third of voters report a *very favorable* opinion
- *Tip: Focus on increasing intensity of support*



Generally strong support for local schools

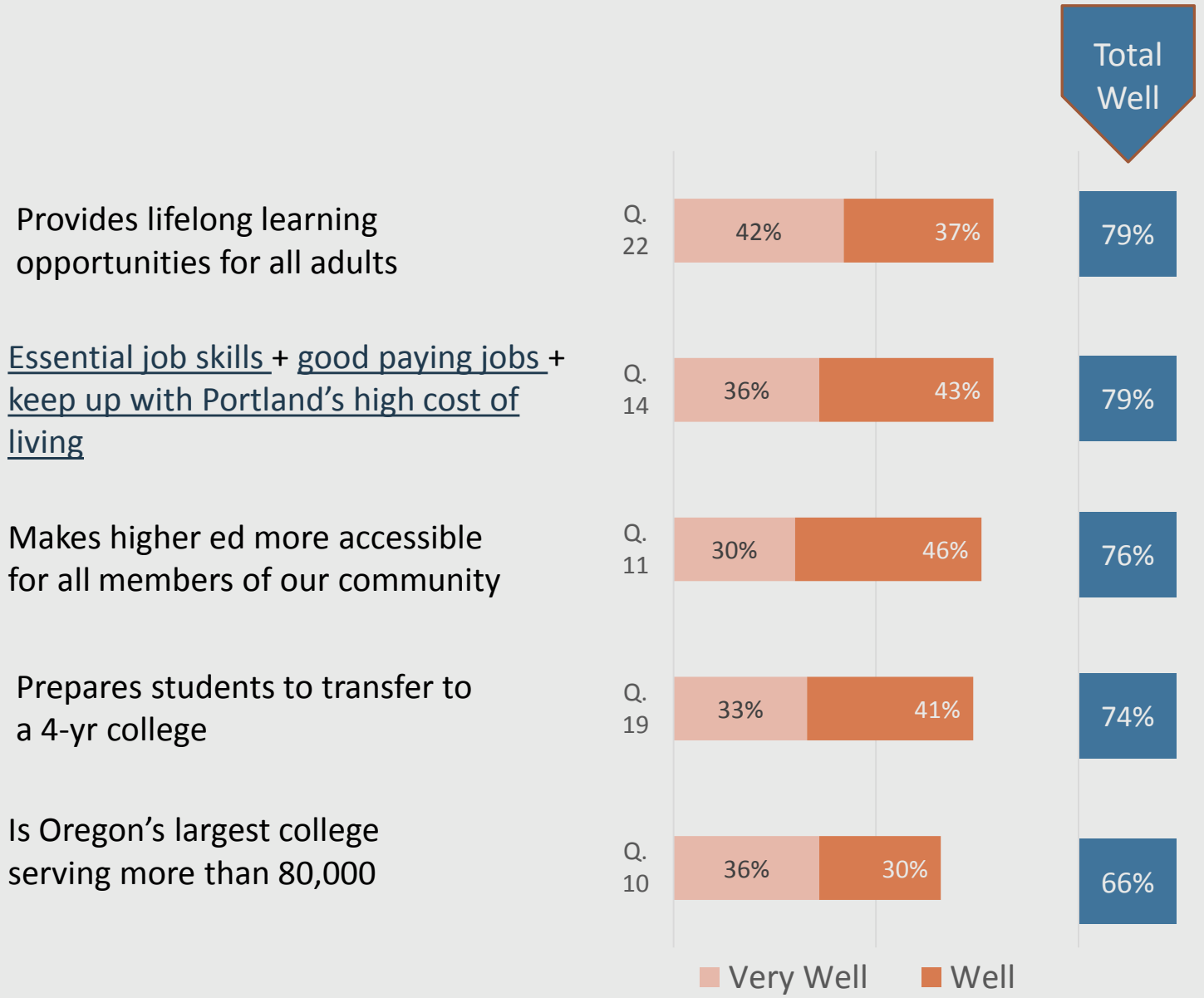
- Both PCC and PSU out perform K-12



Voters' Perceptions

Portland Community College:

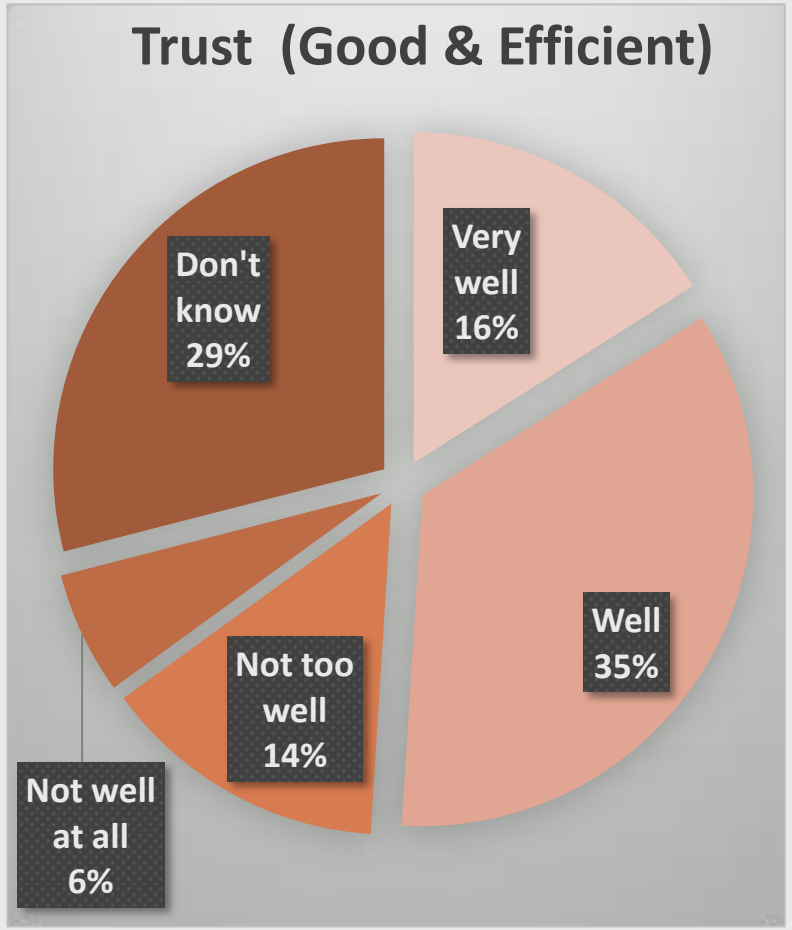
- Provides affordable, accessible education for everyone
- Prepares students now and in the future
- Teaches the skills necessary to secure good paying jobs to keep up with the high cost of living

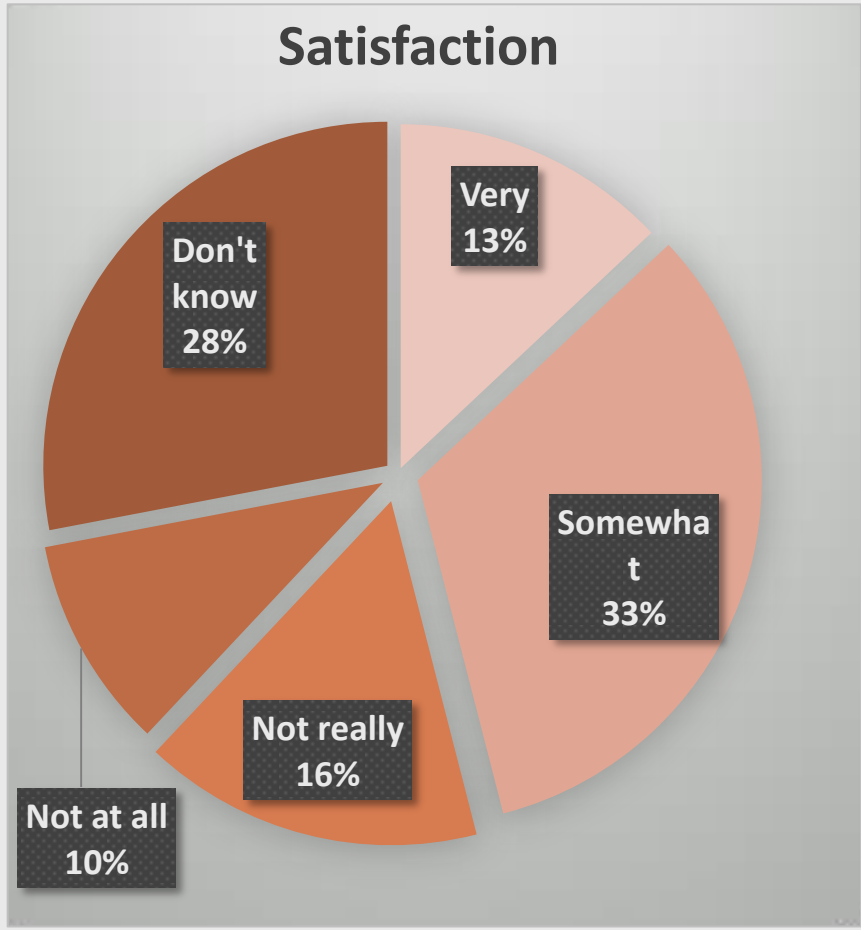


Accountability Frame

- A thin majority feel satisfied (*these responders are most likely to support bond renewal*).
- Not at a crisis but important to keep a handle on this measure of support.

PCC's Use of Taxpayer Dollars





51% believe PCC is spending taxpayer money wisely

46% are satisfied with PCC's spending

Accountability to Taxpayers

Most likely to be satisfied	
• Age 50-59	61%
• PCC students	59%
• Homeowners	53%
All Voters	46%

Most likely to be unsatisfied	
• Age 60-69	36%
• Renters	34%
• PCC families	32%
All Voters	26%

Most likely to be unsure	
• No college	40%
• Renters	35%
• Younger voters	34%
All Voters	28%

WHERE WE START

WHEELHOUSE NORTHWEST

Measuring Viability

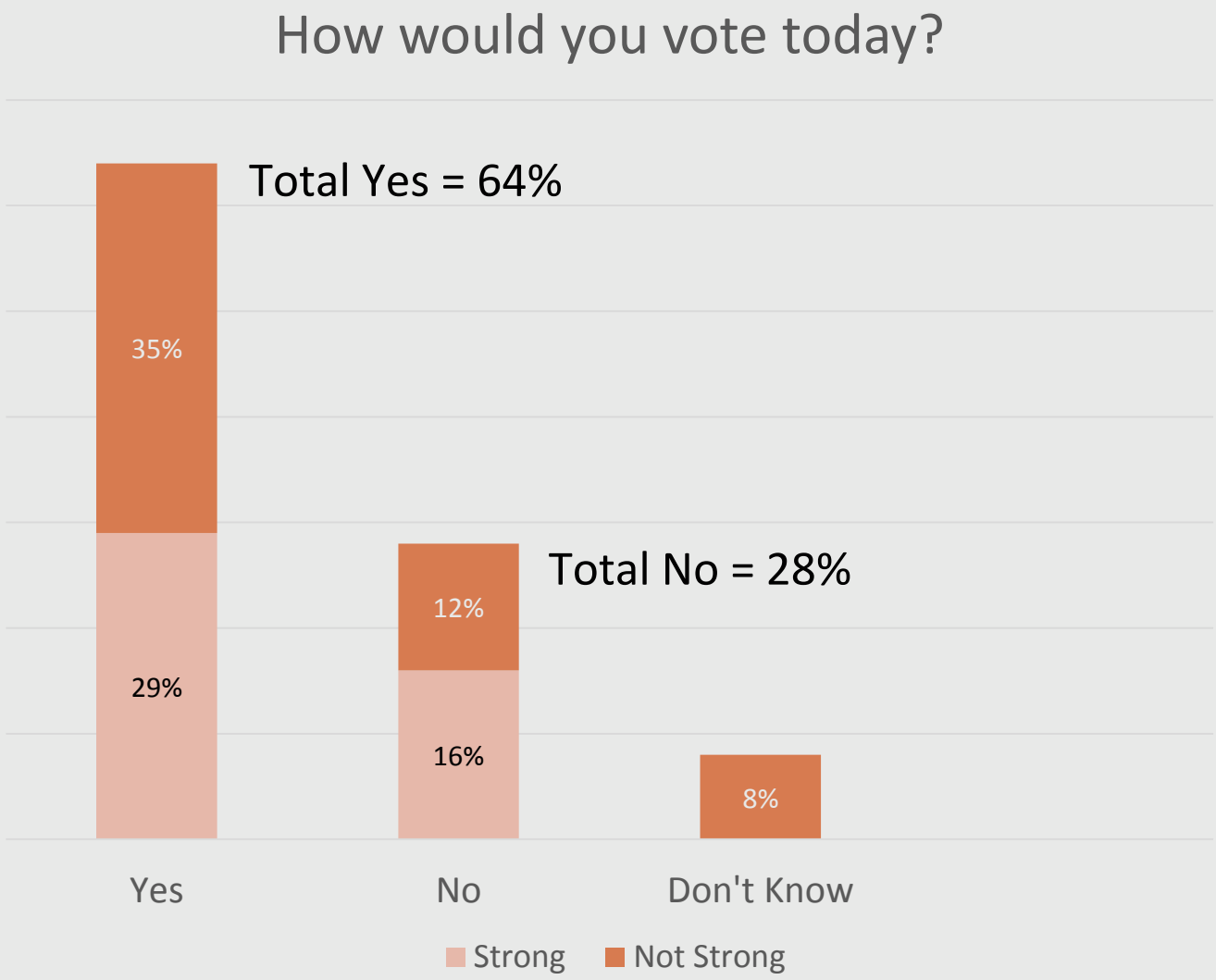
Benchmarks for a winning measure

- Overall support for a proposal must be in the mid-50s or higher
- Intensity of support is a key measure for us to build
- Intensity of opposition should be muted, ideally trails support by a 2-1 margin

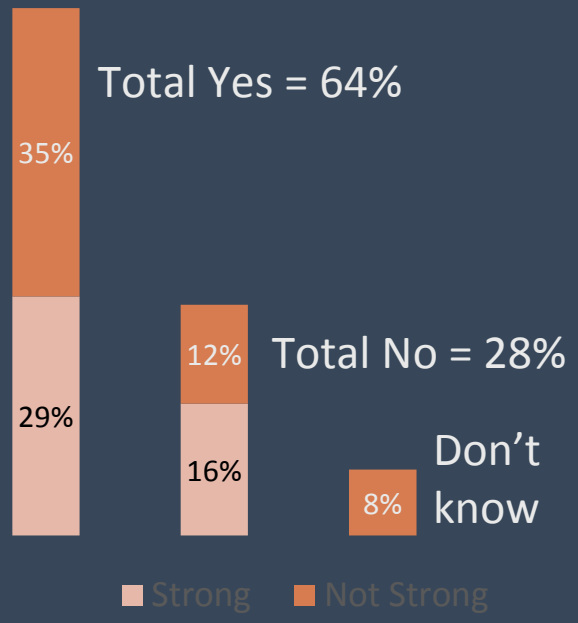
Renewal Only, No Increase

"Bonds to improve classrooms, safety, technology, construct job training space. Shall college repair, construct facilities, job training space; issue $165 million dollars in general obligation bonds estimated to maintain current tax rate?"

If the election were held today would you vote "yes" or "no"?



Support Snapshot



Propensity to vote	Yes	No	Yes Margin
Low	69%	15%	+54
Medium	69%	23%	+46
High	63%	30%	+33

➢ More voters we turnout the better

Party	Yes	No	Yes Margin
Independents	69%	24%	+45
Democrats	65%	27%	+38
Republicans	60%	34%	+26

➢ Must keep this from becoming partisan

	Yes	No	Yes Margin
Washington	67%	23%	+44
Multnomah	61%	32%	+29

➢ WA Co can be won but the math is in Mult Co

Support by Group

Gender	Yes	No	Yes Margin
Men	62%	29%	+33
Women	66%	28%	+38

➢ No gender gap

	Yes	No	Yes Margin
No college	56%	31%	+25
College+	69%	27%	+42

➢ College education = better voter

Age	Yes	No	Yes Margin
Under 50	78%	14%	+64
Over 50	59%	34%	+25
Over 70	53%	38%	+15

➢ Support decreases with age

24% of voters

	Yes	No	Yes Margin
PCC Student	81%	15%	+66
PCC Family	76%	19%	+57
No connection	46%	43%	+3

33% of voters

➢ PCC students and families are our base

Top Priorities for Voters

Top Priorities

- Job training
- Updated technology
- Critical repairs

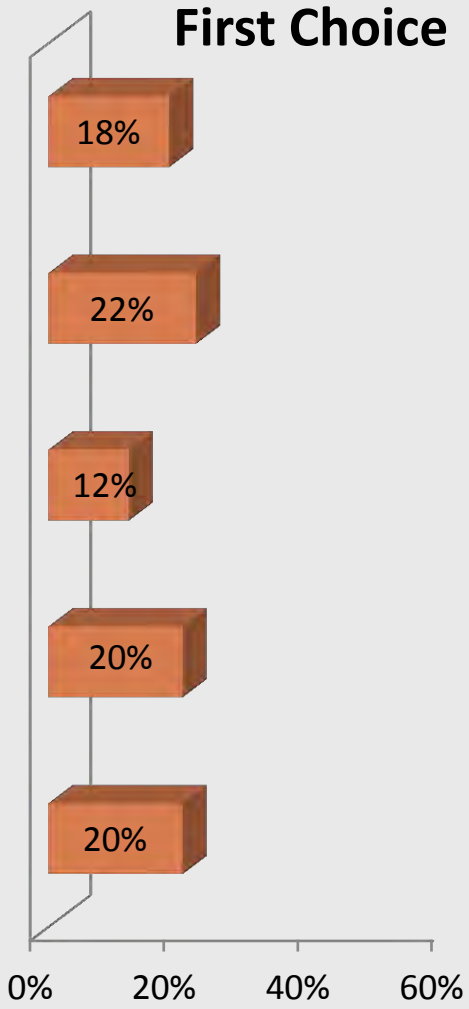
Skills taught at PCC match the specific needs of local employers

Updating technology and science labs to provide modern higher education

Addressing critical repairs and maintenance for classrooms and college facilities

Increasing safety for students and staff

Revenue raised by the bond is spent accountably and efficiently

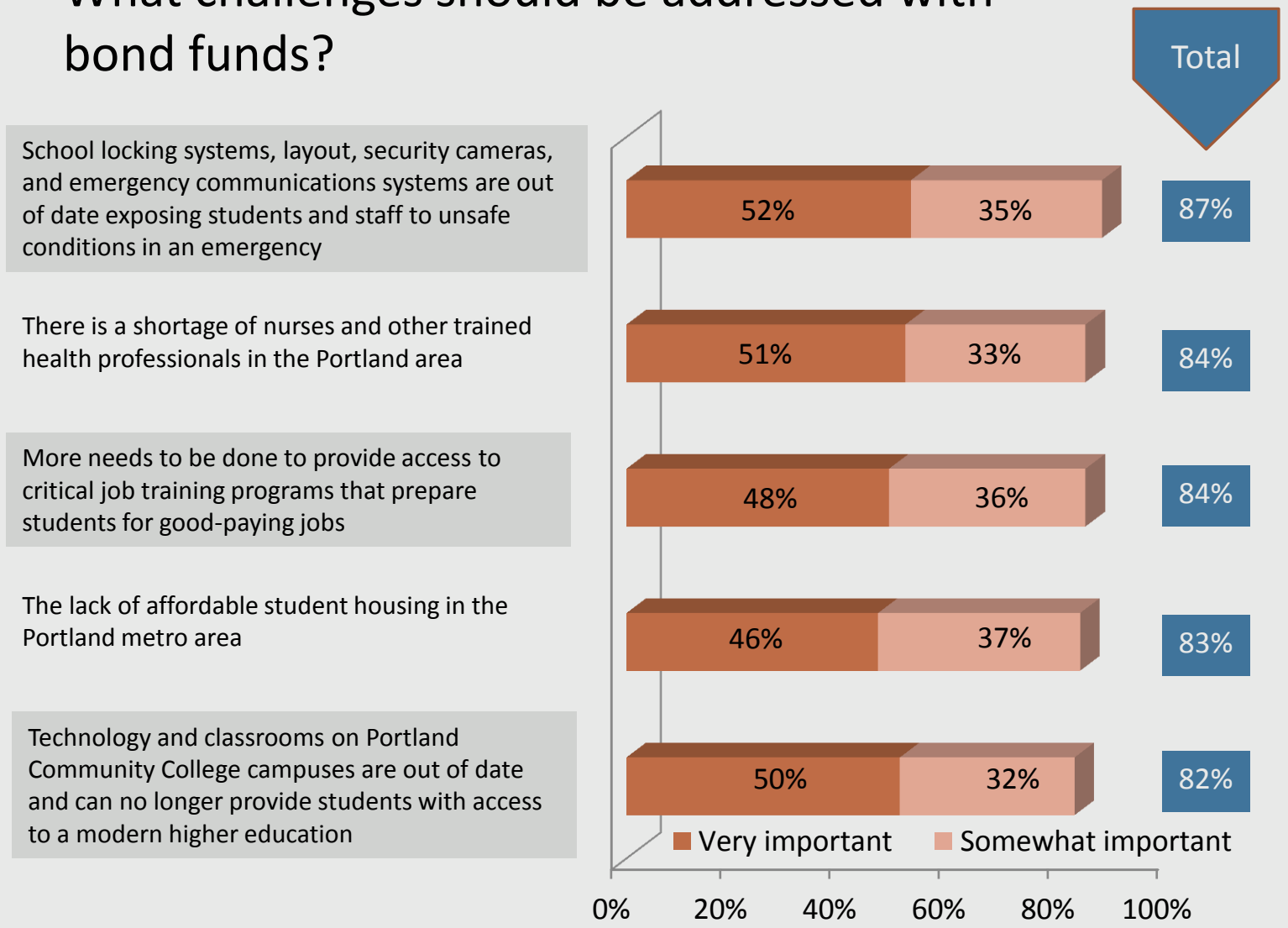


Outcomes Voters Want

- Improved school safety
- More trained health professionals
- Students to be prepared for good-paying jobs
- Modernized higher education

(All test extremely well)

What challenges should be addressed with bond funds?



Our Path Forward

Increasing the intensity of support

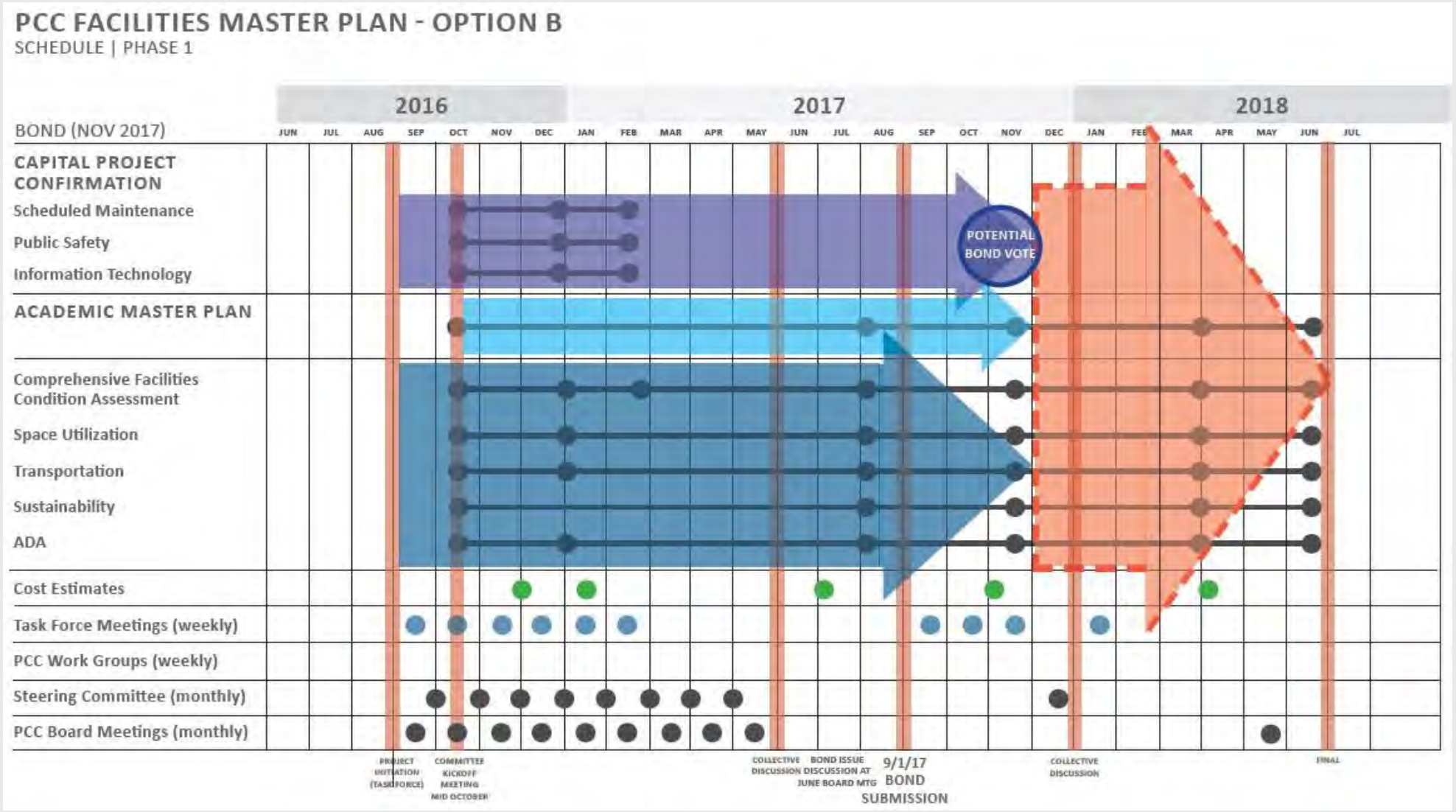
- Build PCC's communication channels to students and families
- Deepen relationships with current supporters

Emphasize PCC's proven track record

- Providing accessible and affordable education
- Meeting the needs of the community – matching job skills with local employers
- Preparing students now and in the future

Schedule: May 2017 Election

Schedule: November 2017 Election



Bond Election Timeline

May 2017 Election	November 2017 Election
November 15, 2016 Review of current Bond polling and update of timeline	November 15, 2016 Review of current Bond polling and update of timeline
January 2017 polling	
January 21, 2017 – Board only review of projects & costs	January 21, 2017 – Board first review of projects & costs
February 18, 2017 – Board Resolution approved	July 20, 2017 – Board Final review of projects & costs
March 16, 2017 – Filing deadline	August 17, 2017 – Board Resolution approved
May 16, 2017 - Election	September 7, 2017 – Filing deadline
	November 7, 2017 – Election

Bond Renewal Guiding Questions

1. Do you go?
2. How much do you ask?
3. When do you go? May vs. November.
4. What is the future of PCC bond requests?
5. What are the timelines internally?
6. What are timelines externally around campaign planning?
7. What are next steps moving forward?