



# Post-Election Recap

## Rancho Santiago Community College District

### Measure G

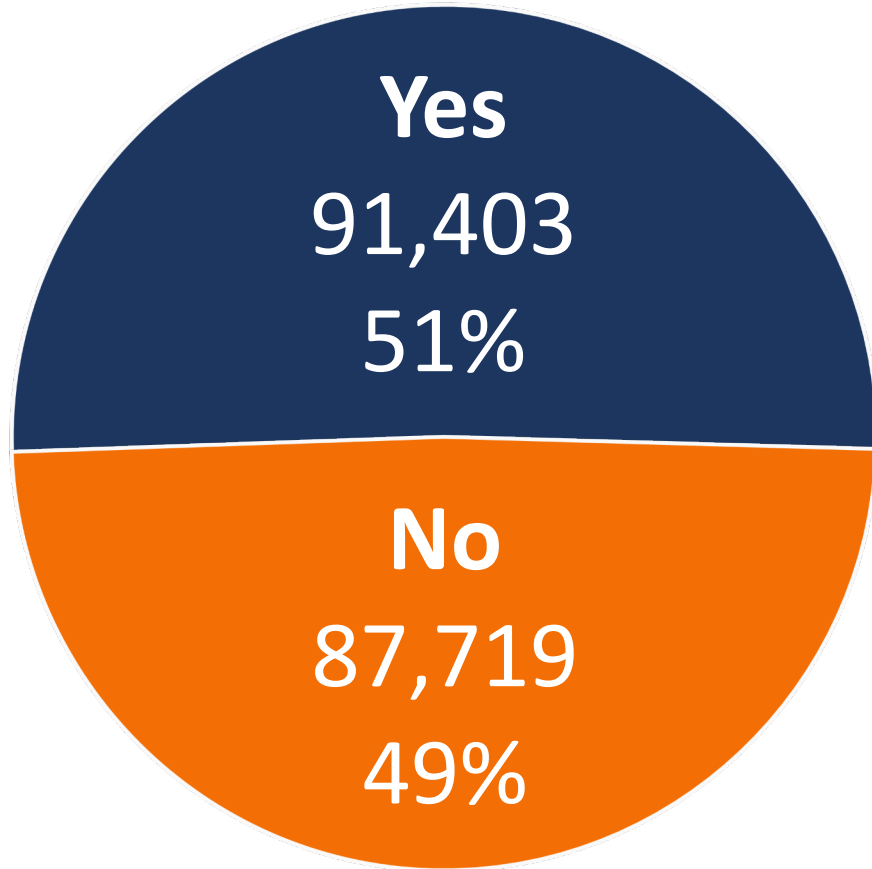
**CliffordMoss.**



FAIRBANK, MASLIN,  
MAULLIN, METZ  
& ASSOCIATES



# Measure G Final Election Results



**To pass, Measure G needed either:**






7,116 votes changing from "no" to "yes"  
or

15,812 additional "yes" votes that didn't vote  
on Measure G

# Understanding the Outcome of the Election

- Analysis of Turnout
  - WHO voted
  - Yes/No vote tally down to the precinct level, which allows for geographic analysis
  - Limited demographic analysis based on the demographics of each precinct and the yes/no tally for each precinct
- Analysis of Pre-Election Polling
- Analysis of Election Environment
- Post-Election Survey

# Post-Election Survey Methodology

<b>Dates</b>	January 6-12, 2025
<b>Research Population</b>	RSCCD Voters Who Cast Ballots in November 2024
<b>Total Interviews</b>	648
<b>Margin of Sampling Error</b>	±4.0% at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Survey Tracking</b>	Selected Questions Tracked to Surveys Conducted in 2001, 2002, 2021, 2022, 2023 and 2024
<b>Languages</b>	English, Spanish and Vietnamese

*(Note: Not All Results Will Sum to 100% Due to Rounding)*

**Measure G was defeated for a variety of reasons including the economic/political mood, shifting opinions from core constituencies, insufficient pre-placement outreach and organized opposition.**

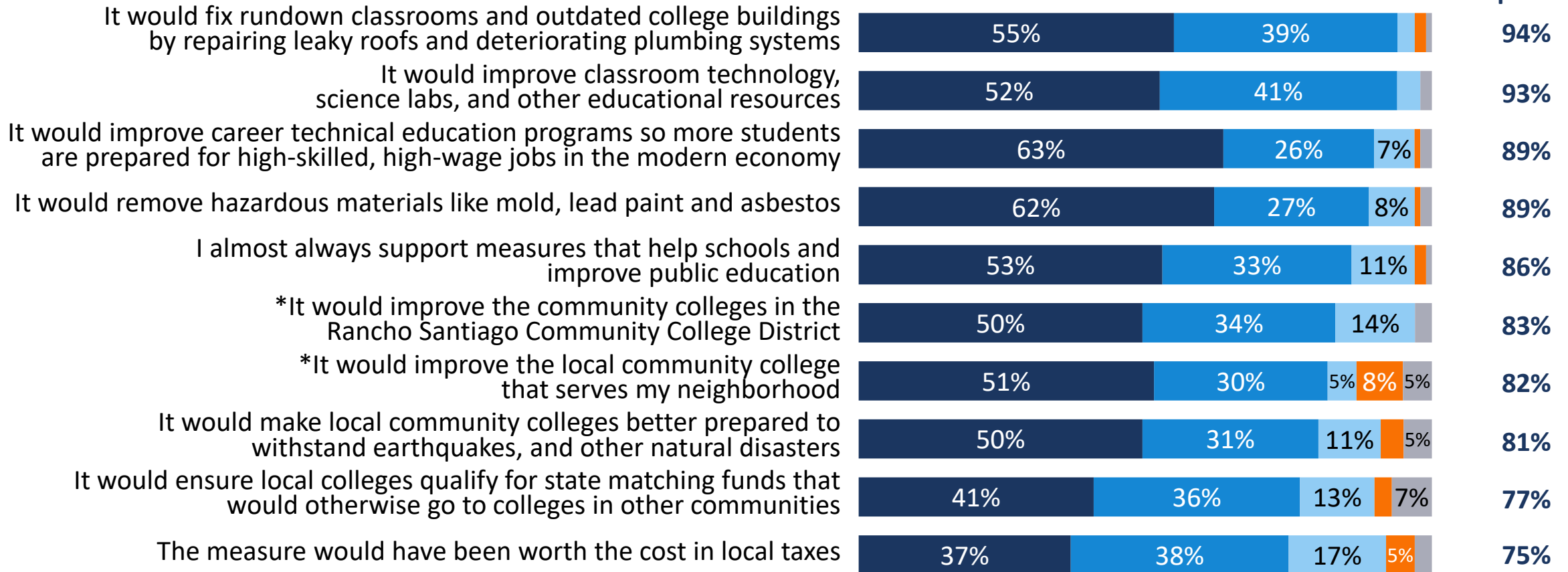
- An increasing sense that inflation, the cost of living, and the local economic condition and direction of the country were problems which reduced openness to a revenue/taxation measure.
- Pre-placement support from younger voters, Democrats/liberal independents, Latinos and API voters faded by the time ballots were mailed.
  - Turnout was lower than anticipated among key groups and it is possible that those who voted were less supportive of the measure than the group overall.
- Beyond Measure G, voters in the district voted more conservatively overall than previously.
  - The presidential election narrowed from a 19-point victory for Joe Biden in 2020 to a 9-point edge for Kamala Harris (a reduction for the Democratic candidate of approximately 24,000 votes).
- Without as much investment in pre-placement communication about funding needs as some other districts, not enough voters perceived that the district needed additional funding, making its measure a lower priority than other state and local funding measures on the ballot.
- Paid opposition to Measure G, with a full list of opponents on the ballot and in ballot arguments, was unique in the state for a community college bond measure.

# The most important reasons to favor Measure G related to specific improvements that would be made such as repairs, technology, career programs and removing hazardous materials.

(Asked of Voters Who Supported Measure G, n=253)

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know

**Extremely/Very Important**

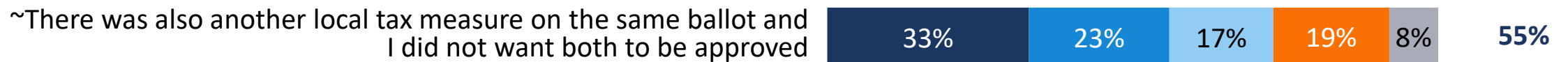
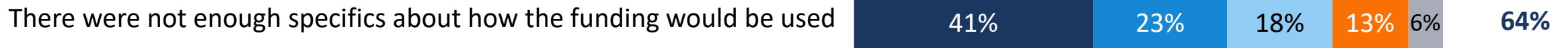
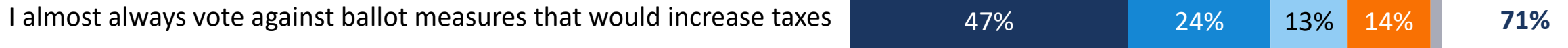


Q. Here are some specific reasons that some people mentioned why they voted yes on Measure G. Please indicate how important of a reason it was to you personally for voting yes to support the measure. Was it an extremely important reason, very important, somewhat important or not too important? \*Split Sample

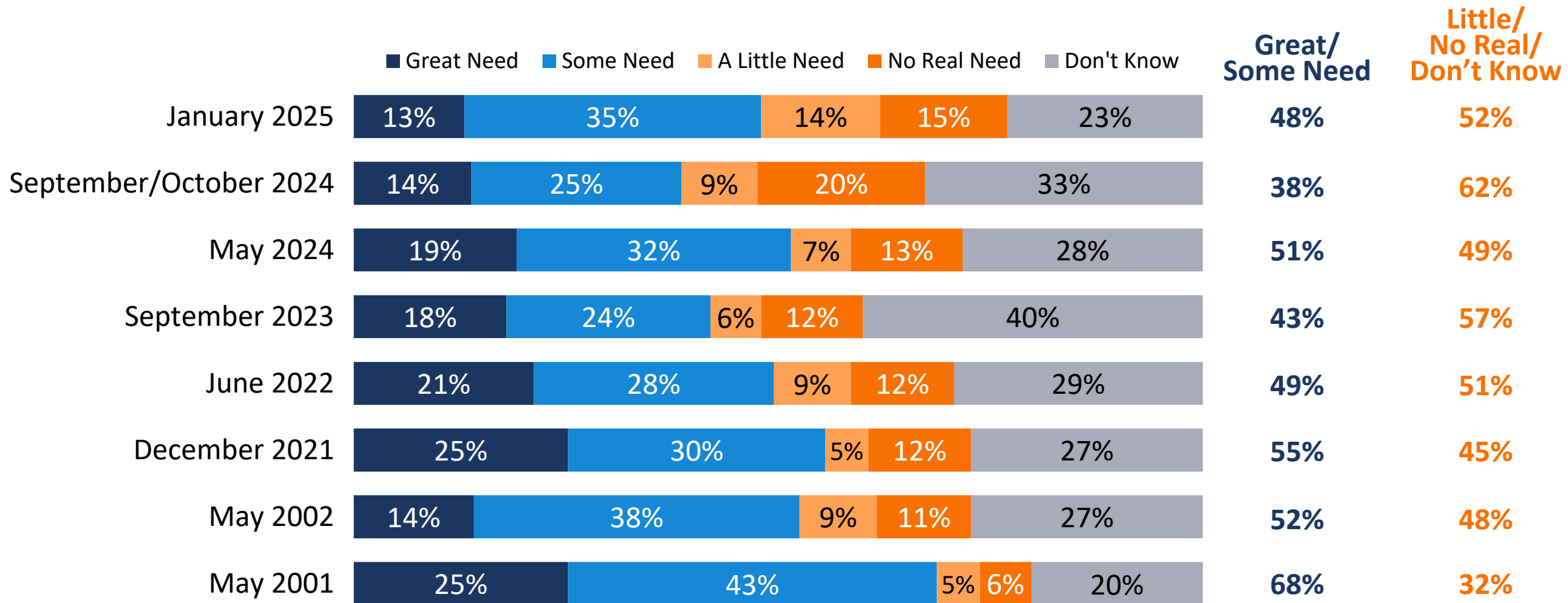
# The most important reasons to vote No related to inflation/ cost of living, wasteful spending and taxes.

(Asked of Voters Who Opposed Measure G, n=246)

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know **Extremely/Very Important**



# Just half of voters think that Rancho Santiago Community College District needs additional funding, well below the percentage often found for districts with successful measures.

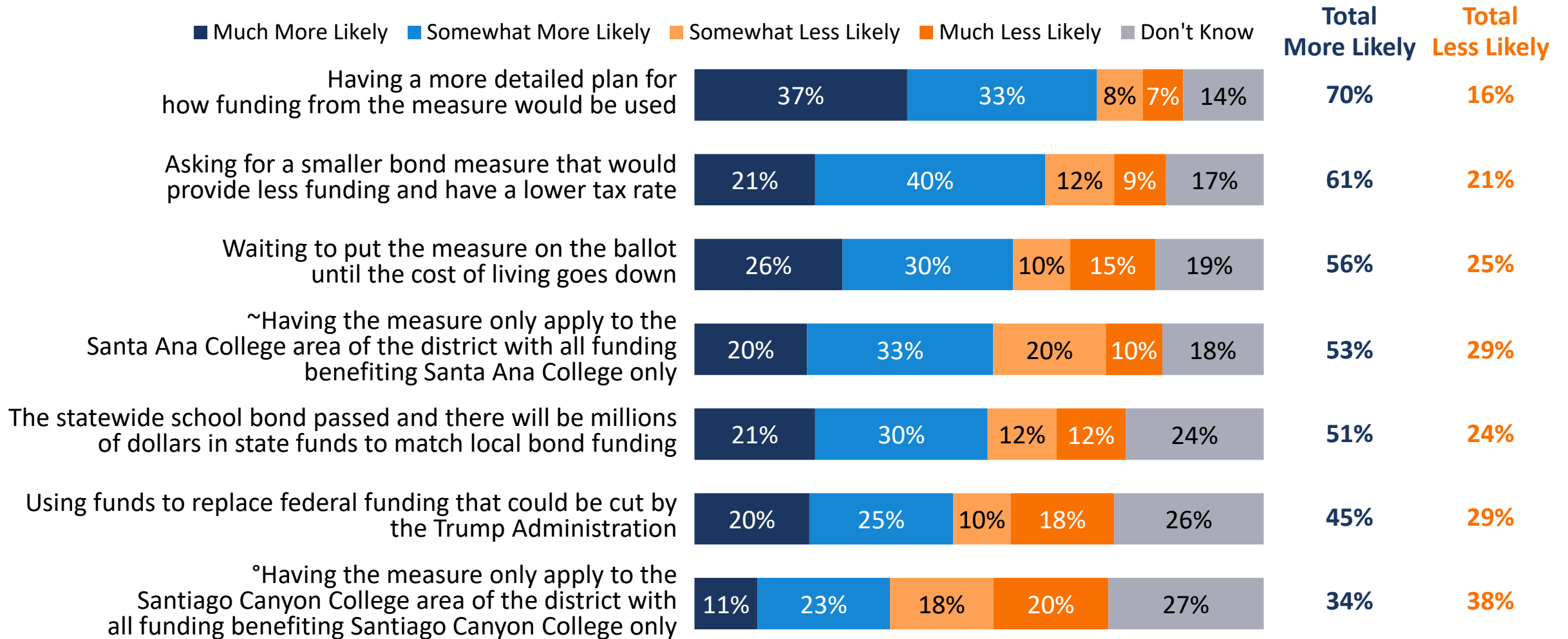




# Moving Forward

- The 2026 election may be a good opportunity to re-explore a bond measure, but the District does not need to make that choice now.
- If the District wants to be positioned for a bond measure in the near future, it is crucial to broadly share information about funding needs with voters consistently and starting ASAP.
- Given the fiscal conservative nature of many voters in the District, there is a heightened need to help them understand the urgency of funding for RSCCD and its colleges.
- It is also especially important to outreach to the community about the District because of the relatively low awareness of the District itself and the fact that the name does not match those of the region or the colleges.
- It is also important to help voters understand that the District has a plan which details its needs – the Facilities Master Plan may be a helpful framework of a “plan for the future.”
- It would be very helpful to work with additional external validators who can help reinforce the importance of the District and ultimately consider endorsing a measure.

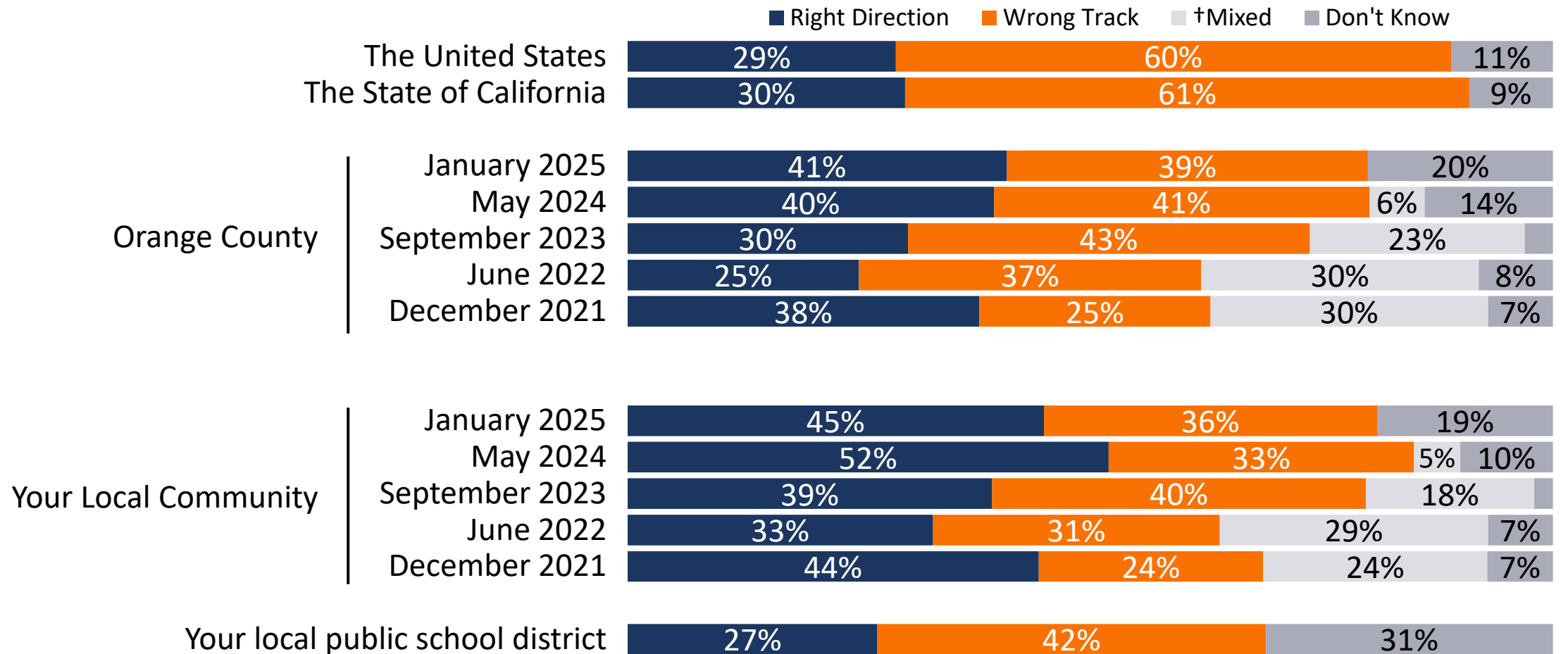
# The post-election survey included several potential modifications for a future measure; the one which appeals to the most voters is having a more detailed plan for how funding from the measure would be used.



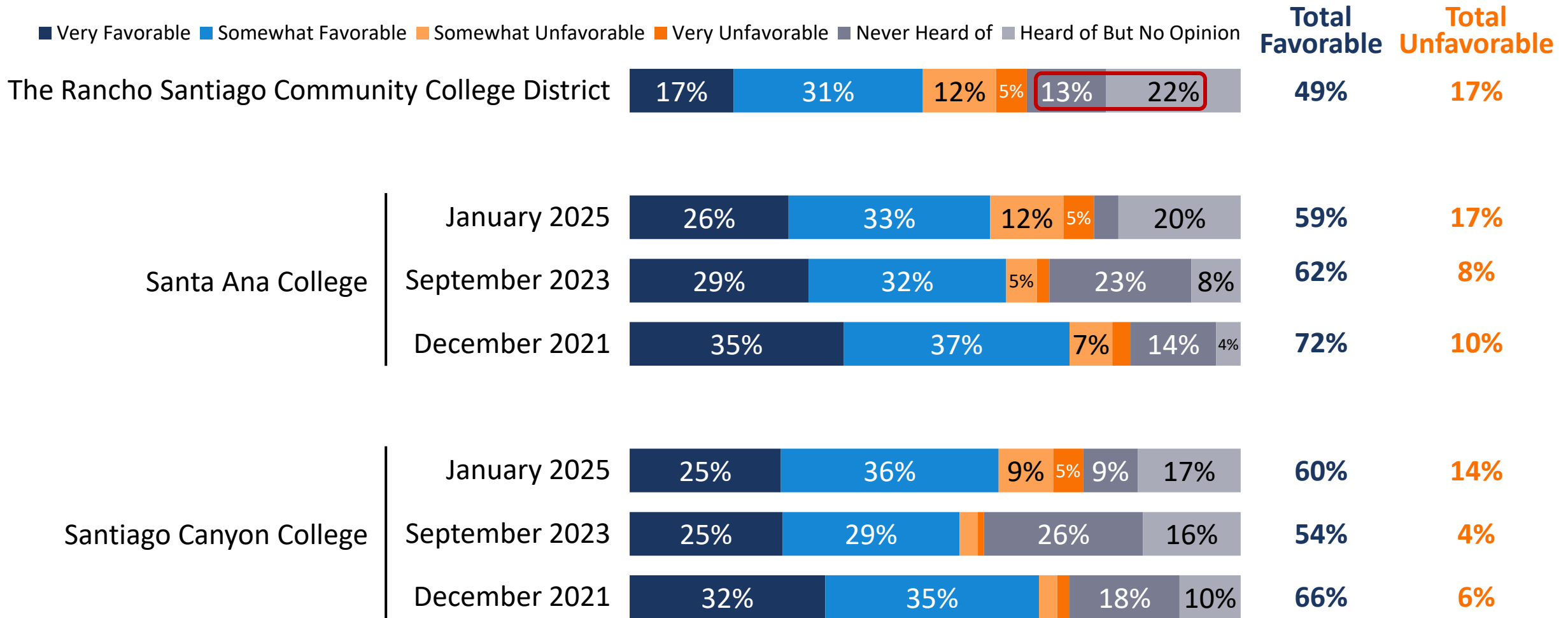
Q. Since Measure G did not pass, local community colleges will not receive additional funding for repairs and upgrades. Here are some possible ways that Rancho Santiago Community College District could change their measure if they decide to ask voters to approve bond funding in the future. Please indicate if it would make you more likely or less likely to vote in favor of a future bond measure for Rancho Santiago Community College District. ~Asked in the Santa Ana College Area Only; °Asked in the Santiago Canyon College Area Only

# **The Impact of Voter Mood and the Presidential Election**

# Voters had concerns about the direction of the country, state and their school district and were divided about the County and their community.

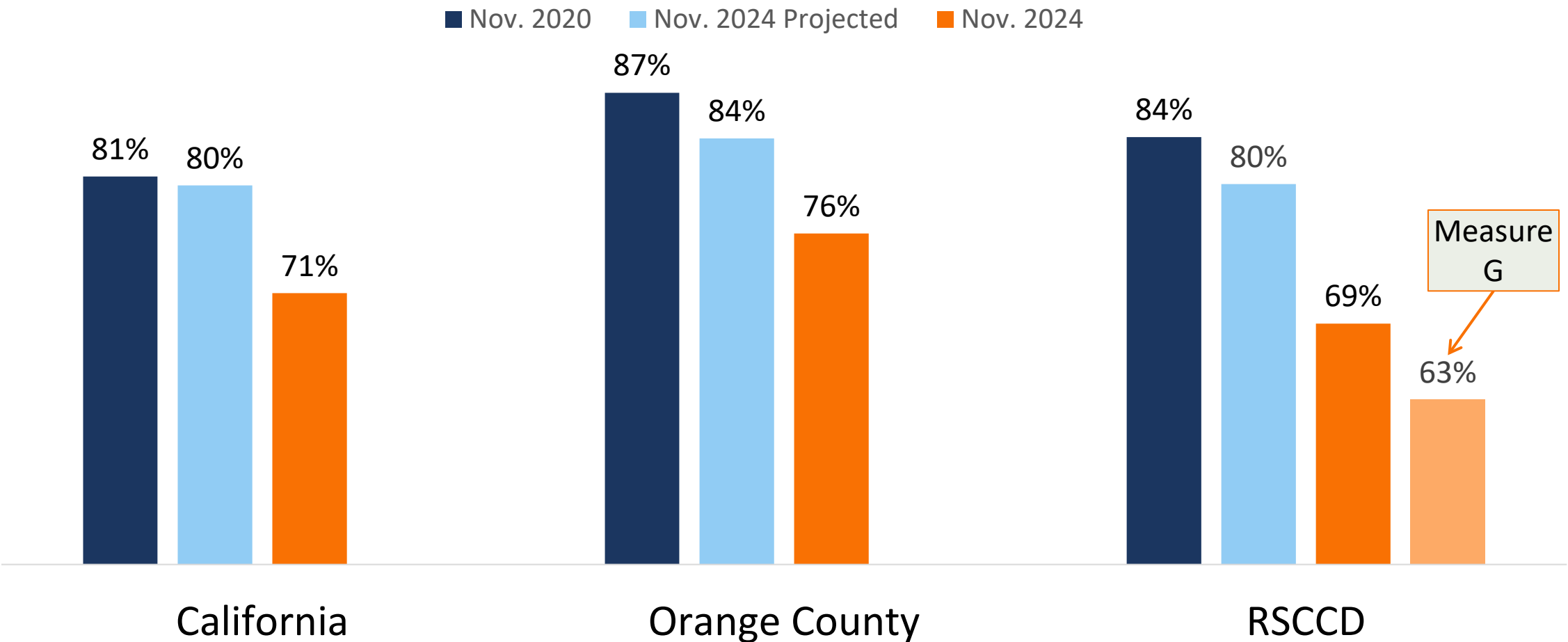


# About half of voters have a favorable opinion of the Rancho Santiago CCD, but more than a third have no opinion at all.



# Turnout Analysis

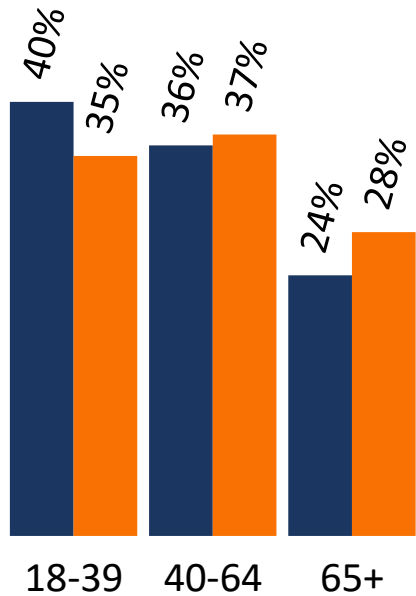
# Turnout in the November 2024 election was far lower than in 2020 or in the pre-election projections.



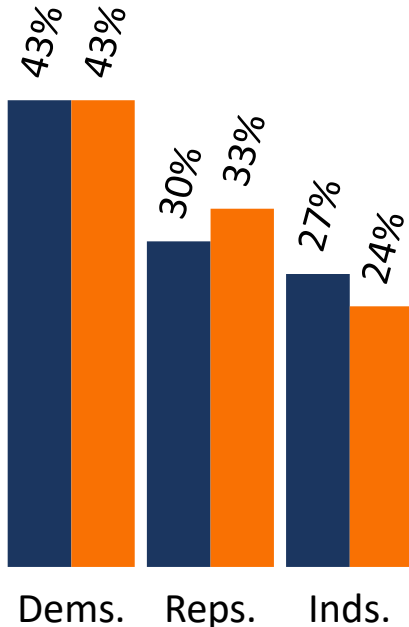
# Share of the Electorate of Key Demographics

■ Expected % of Electorate

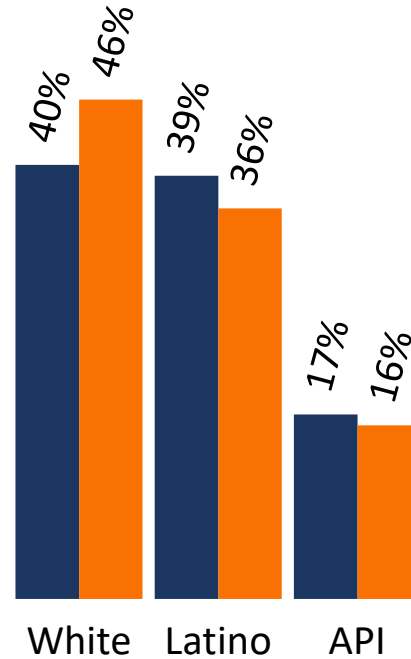
■ Actual % of Electorate



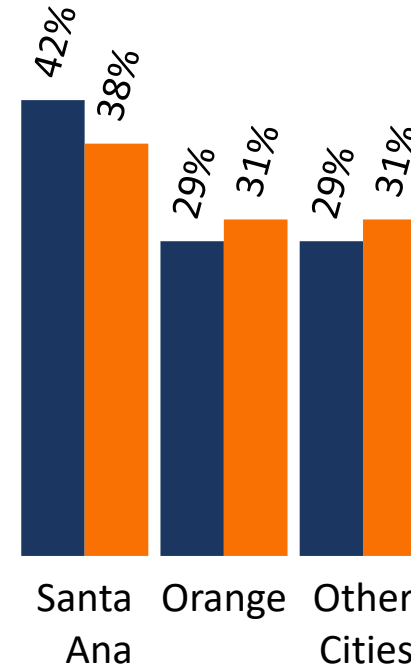
**Age**



**Party**



**Race/Ethnicity**



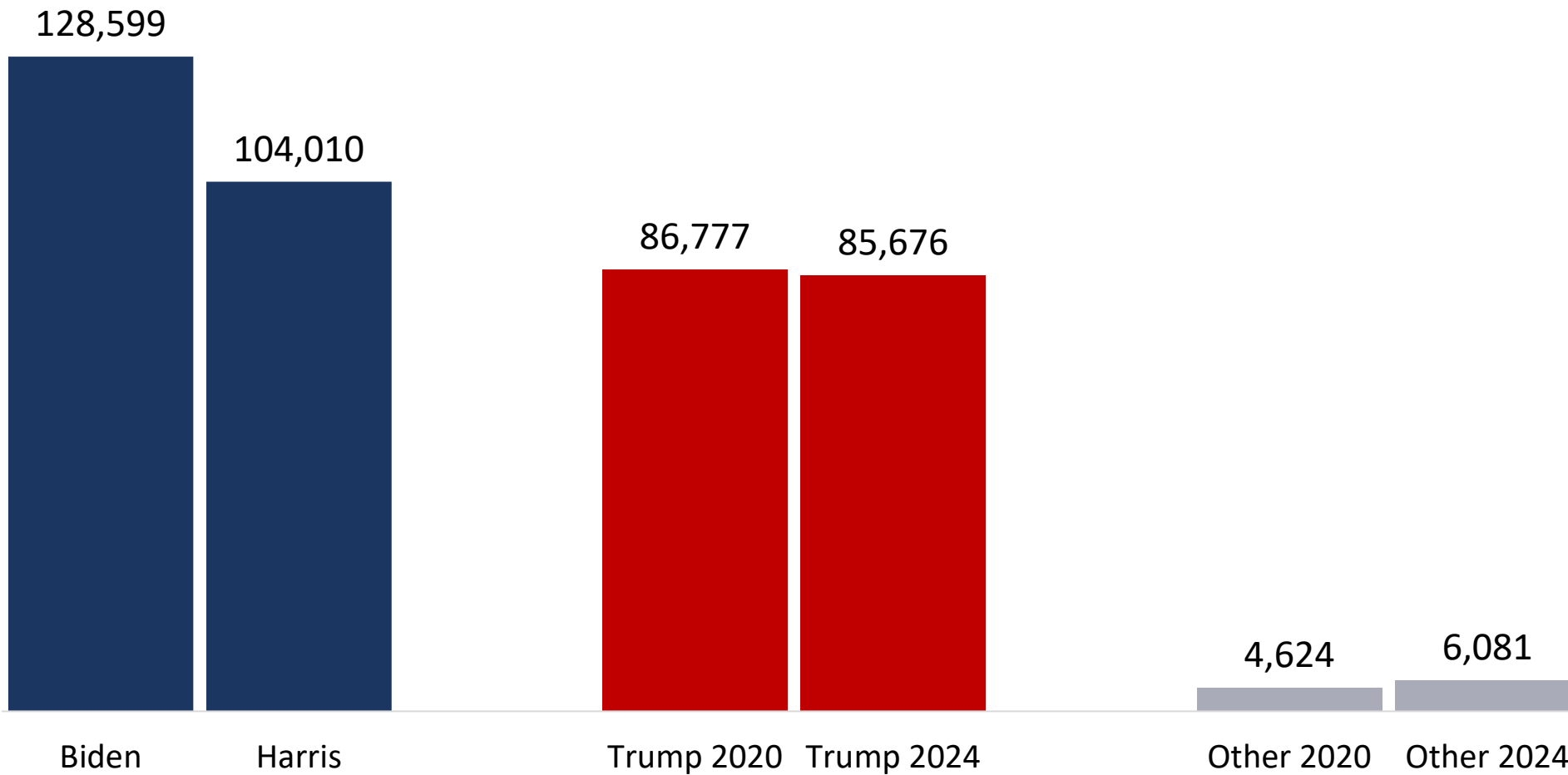
**Cities**



**Homeowners**

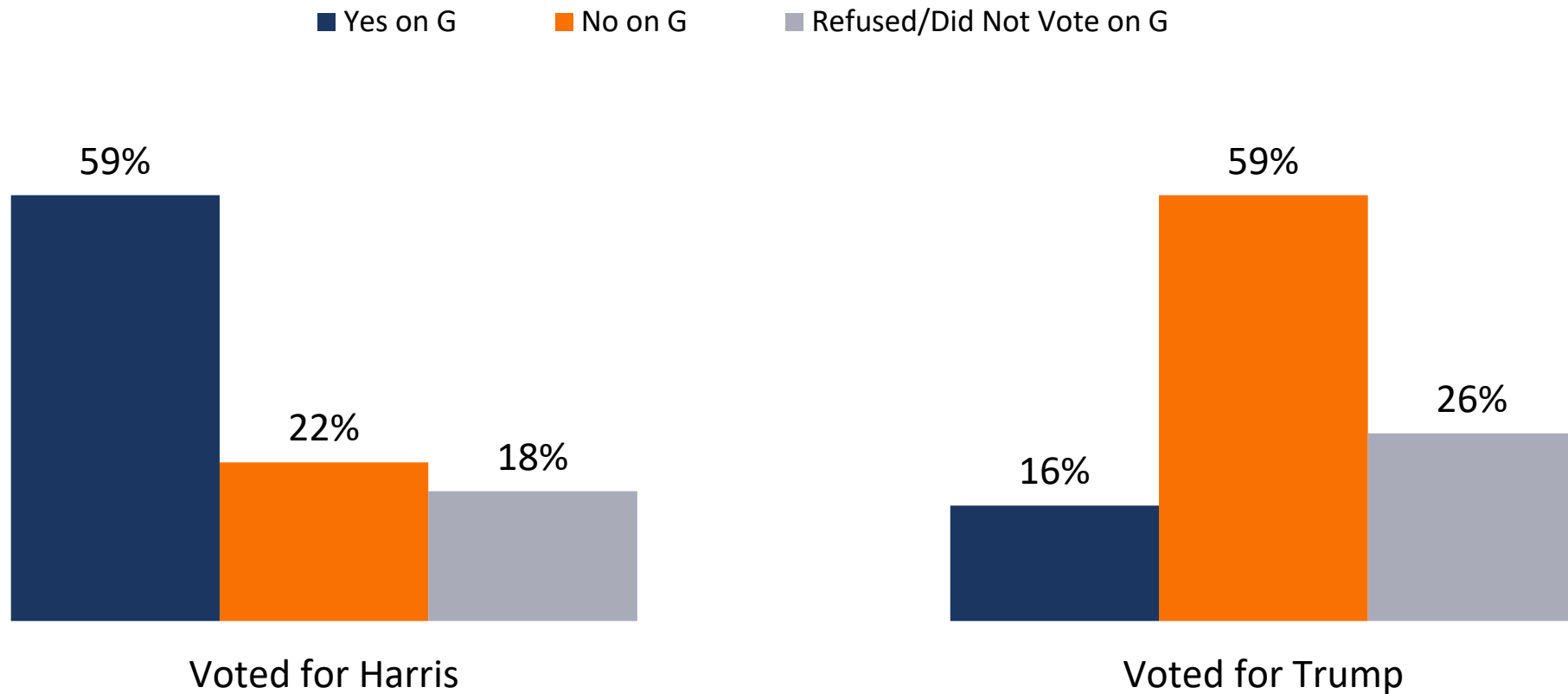


**In 2024, Kamala Harris received over 24,000 fewer votes than Joe Biden had in 2020, while Donald Trump's vote remained about the same.**

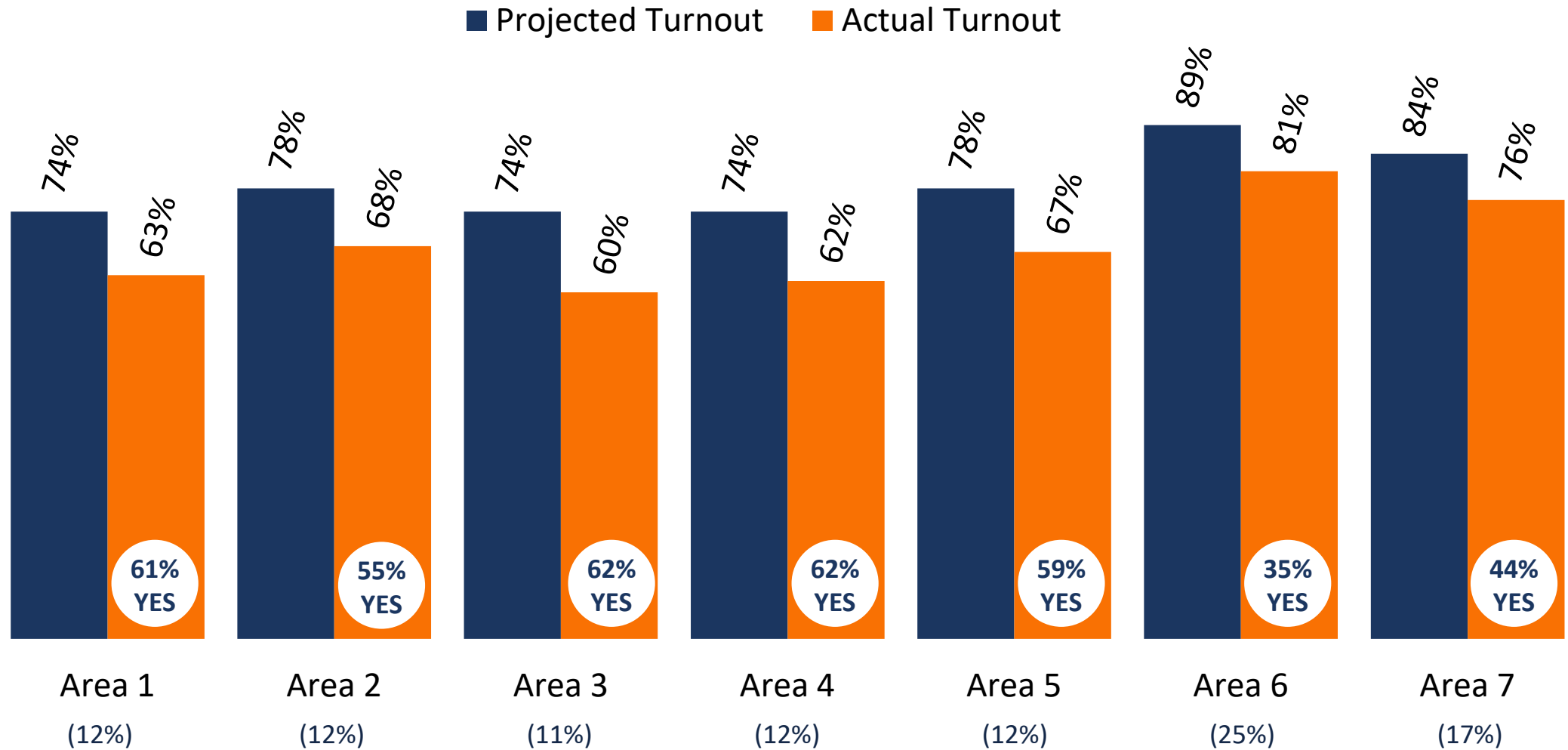


# The “lost” vote for Harris had a major impact on support for Measure G as the post-election survey found nearly a three-to-one ratio in support of the measure among Harris voters.

*Post-Election Survey Vote on Measure G by Presidential Vote*



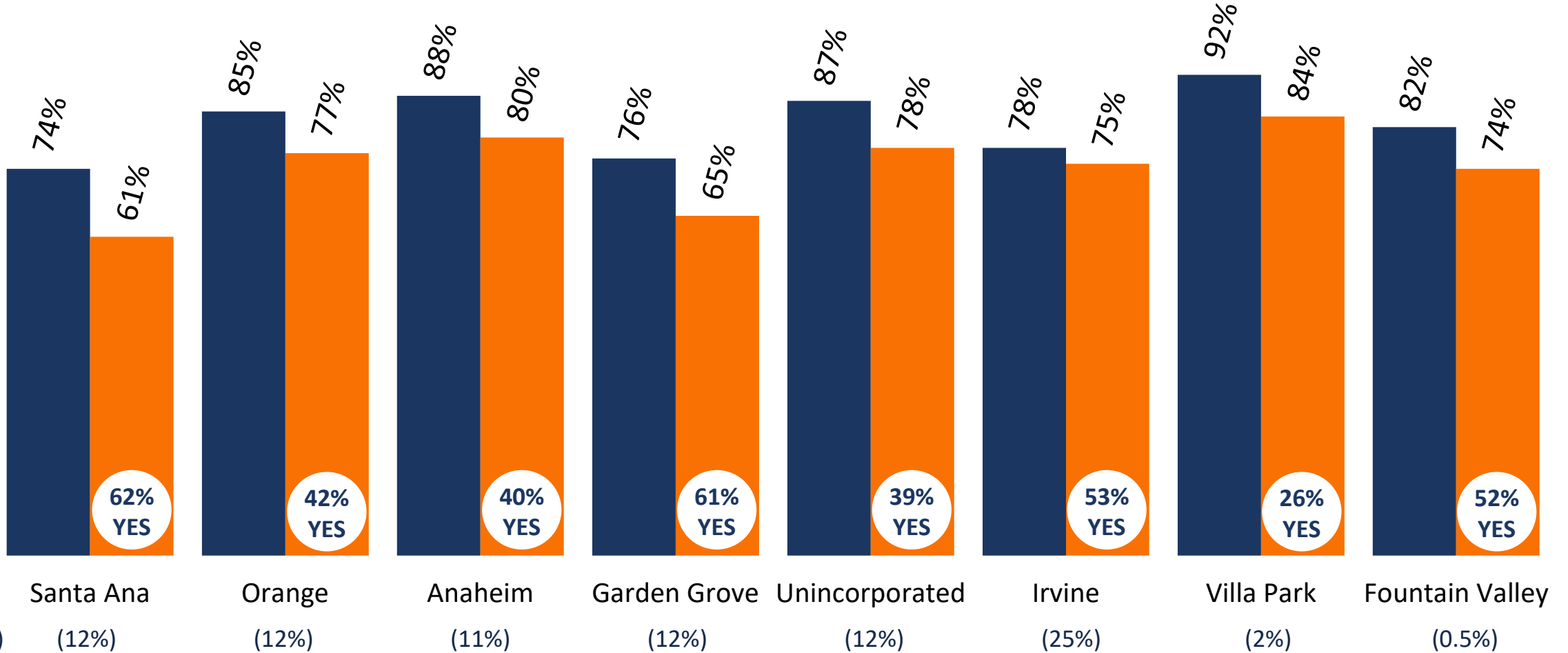
# Turnout by Trustee Area



(% of Voters)

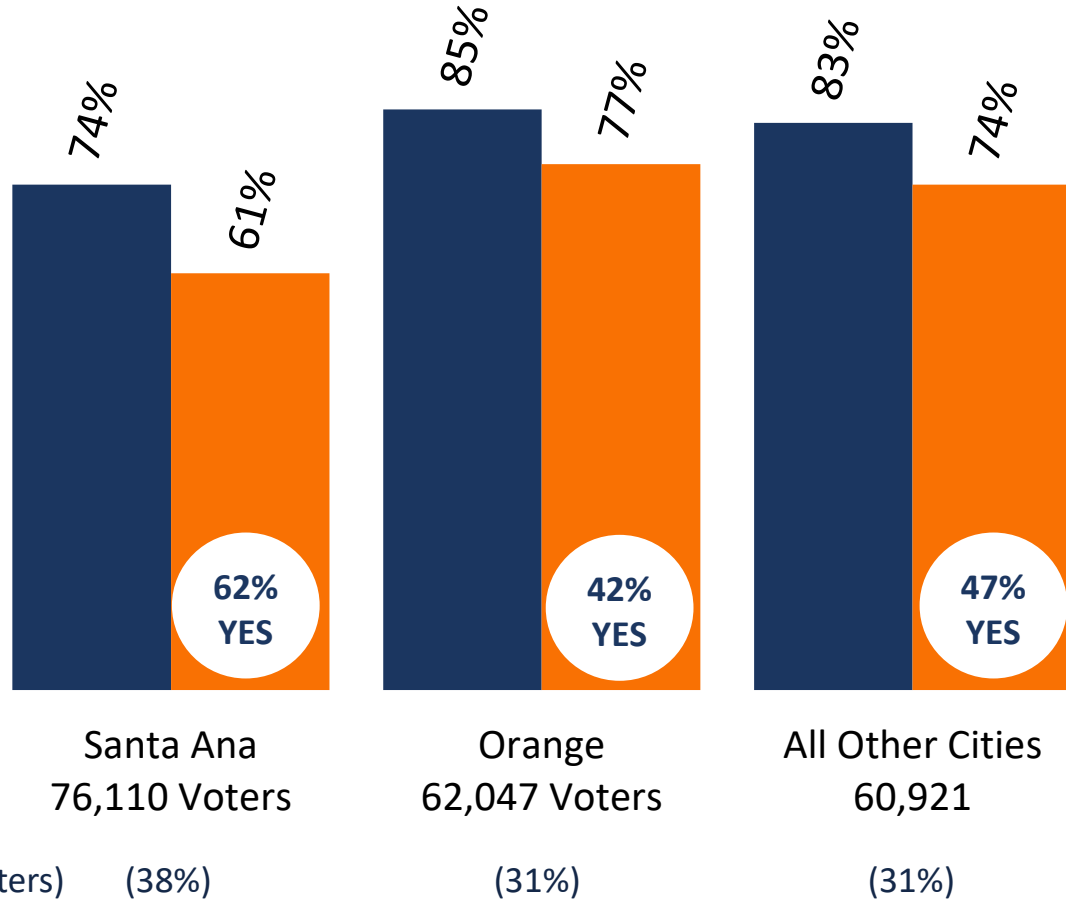
# Turnout by City

■ Projected Turnout ■ Actual Turnout

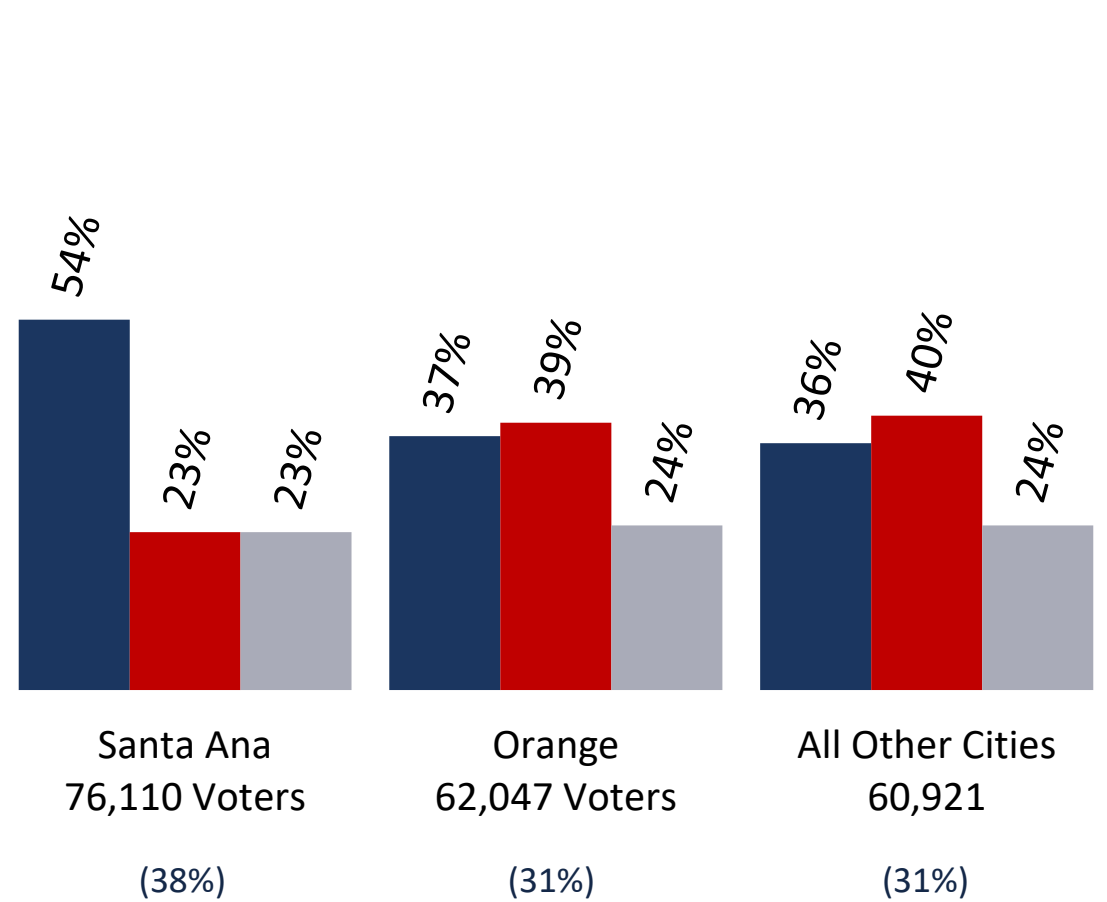


# Turnout by City

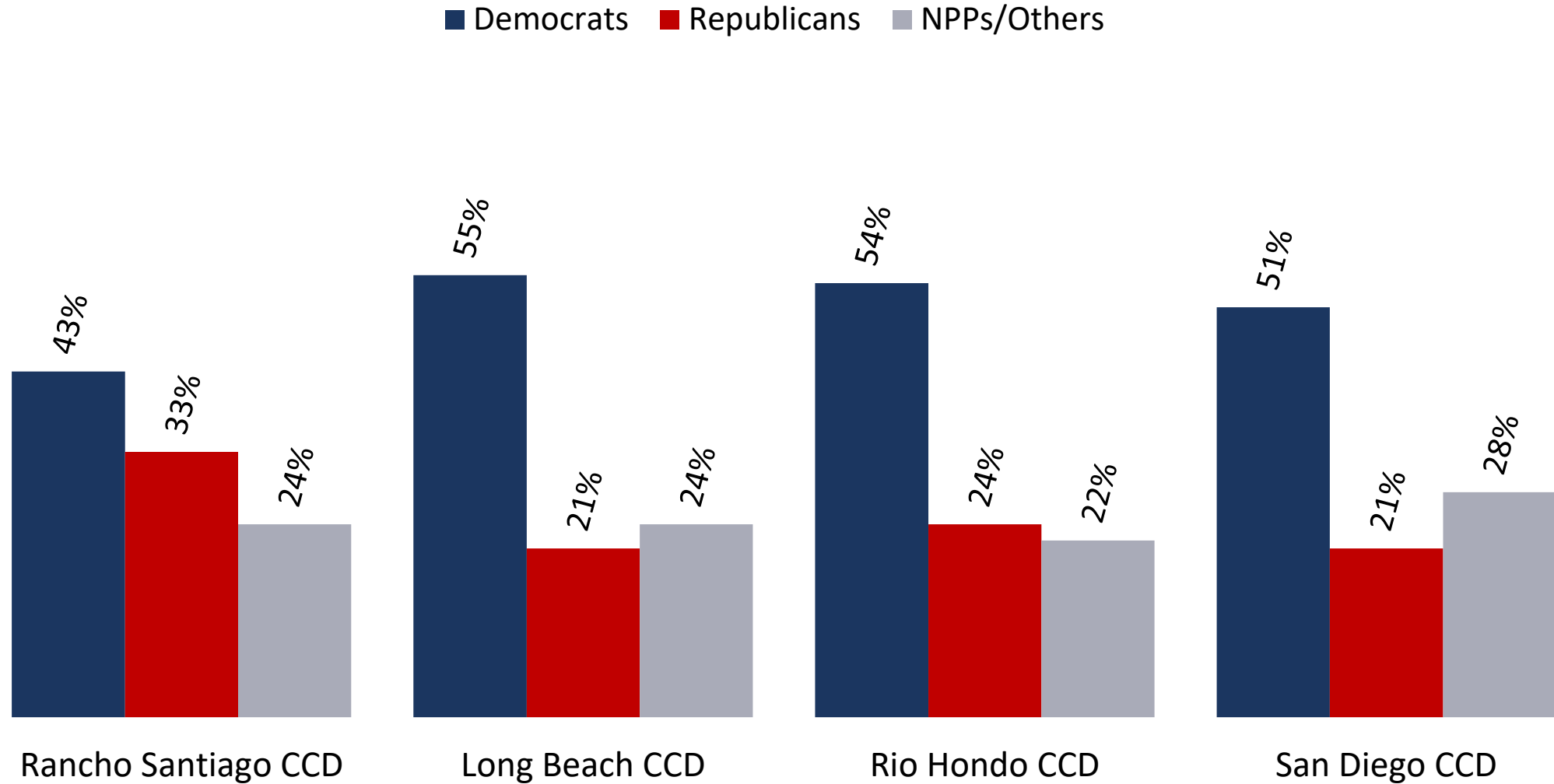
■ Projected Turnout ■ Actual Turnout



■ Democrats ■ Republicans ■ NPP/Others



# You cannot “choose” your electorate.



# **Comparing to Other Agencies on the Ballot**

# Comparing Other Measures on the Ballot

## Prop 2 – Authorizes Bonds for Public School and Community College Facilities. Legislative Statute.

Authorizes \$10 billion in general obligation bonds for repair, upgrade, and construction of facilities at K–12 public schools (including charter schools), community colleges, and career technical education programs, including for improvement of health and safety conditions and classroom upgrades. Requires annual audits. Fiscal Impact: Increased state costs of about \$500 million annually for 35 years to repay the bond.

**Supporters:** California Teachers Association; California School Nurses Organization; Community College League of California

**Opponents:** Howard Jarvis Taxpayers Association

## Z – City of Orange

Shall the measure providing funding for City of Orange’s general government use such as maintaining 911 response, fire/police protection/paramedic services; recruiting/retaining well-trained police/firefighters; preventing property crimes/ thefts; addressing homelessness; keeping public areas/parks safe/clean; maintaining safe routes to school; repairing streets/potholes by establishing a 0.5% transactions and use tax (sales tax) providing approximately \$19,000,000 annually expiring after 10 years; requiring audits, spending disclosure, all funds benefiting City of Orange residents, be adopted?

**Supporters:** Orange City Firefighters; Ret. OUSD Pres. Barrios; Ret. Mayor Cavecche; Ret. Councilmember Spurgeon; Patricia Buttress

**Opponents:** Ret. Councilmember Whitaker

## I – Santa Ana Unified School District

To repair/ upgrade classrooms, science labs, school facilities, and instructional technology for college/ career readiness in math, science, technology, engineering, arts, and skilled trades; make health/ safety upgrades; remove asbestos/ lead; and fix roofs, plumbing, and electrical systems, shall Santa Ana Unified School District’s measure be adopted authorizing \$355,000,000 in bonds at legal rates, levying 3¢ per \$100 assessed value (\$23,000,000 annually) while bonds are outstanding, with independent oversight, audits, and all money locally controlled?

**Supporters:** Board President Torres; Mayor Phan; Caran Holland; Elizabeth De La Torre; LA/OC Building Trades Council

**Opponents:** Tamiko Anderson

## G – Rancho Santiago Community College District

**Affordable Education, Career Repair, Safety Measure.** To upgrade classrooms/labs preparing students/veterans for university transfer, jobs including nursing, emergency response, building trades; repair leaky roofs, deteriorating gas, sewer lines; provide clean drinking water; improve safety/security; acquire, construct, repair facilities, sites, equipment; shall Rancho Santiago Community College District’s measure authorizing \$720,000,000 in bonds at legal rates, levying \$25 per \$100,000 of assessed valuation, generating \$46,000,000 annually while bonds are outstanding be adopted, requiring oversight, public spending disclosure?

**Supporters:** Mike Busch; RSCCD Trustee Daisy Tong; SCC Student Pres. Flo Cudal; LA/OC Building Trades Council; Supervisor Vicente Samientio

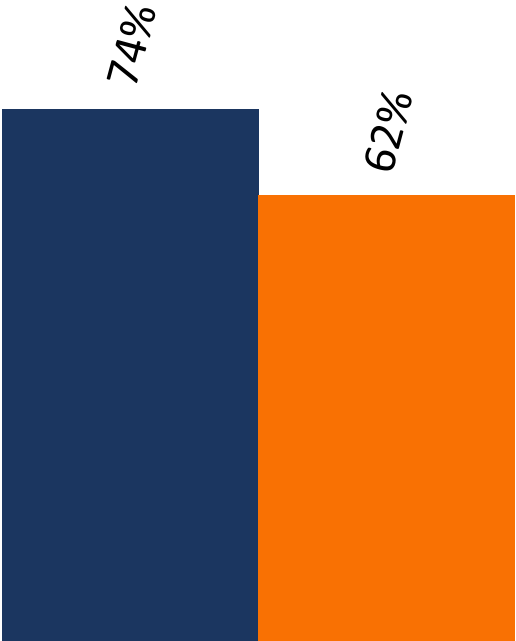
**Opponents:** Denis Bilodeau Org Taxpayers Asso; Jon Dumitru Org Council; Crystal Miles VP Council; Robert Pitts VP Council; Dr. Barry Resnick



# Measure G Within Santa Ana USD

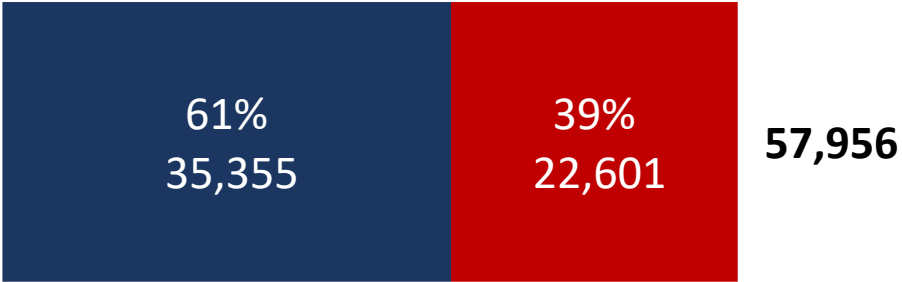
Santa Ana USD Turnout

■ Projected Turnout ■ Actual Turnout

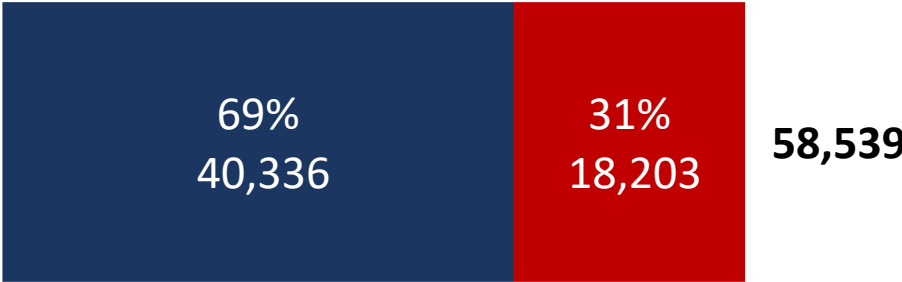


Measure G  
(WITHIN SANTA ANA USD ONLY)

■ Yes ■ No



Measure I



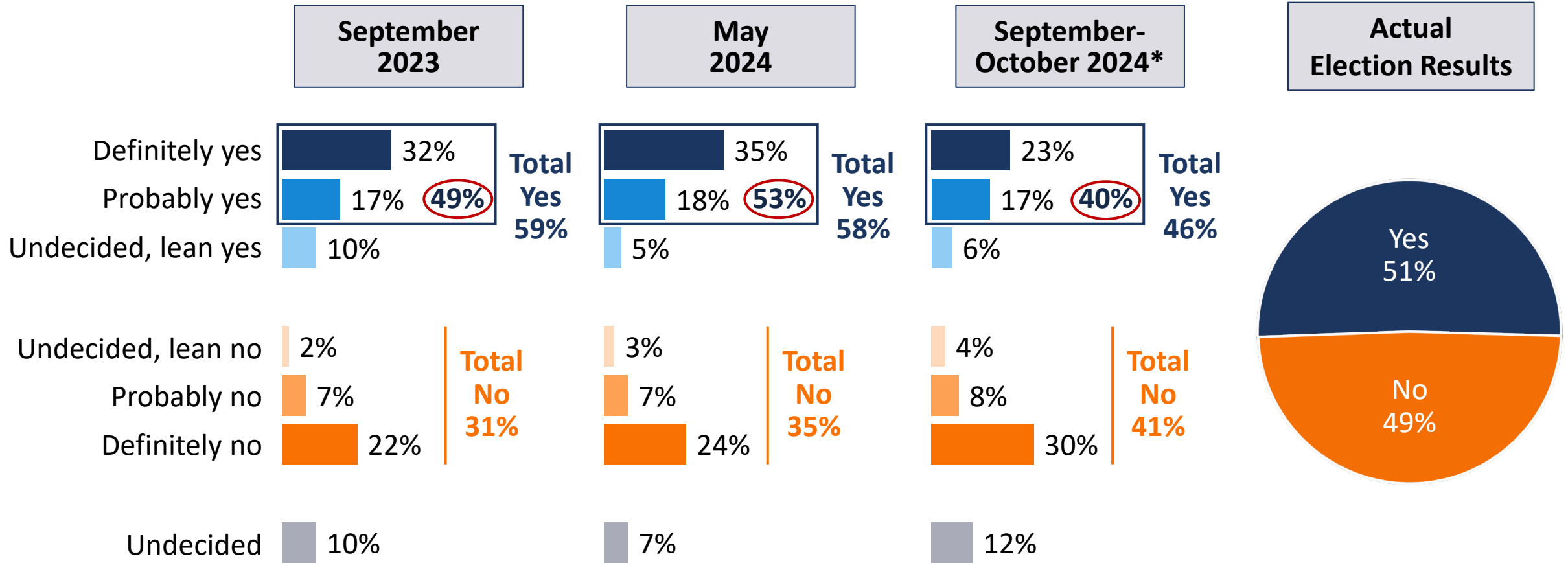
\* Data sources: Orange County Registrar of Voters.

# Rancho Santiago CCD was the ONLY district in the state with a full list of opponents on the ballot and in ballot arguments.

Comm. College District	Yes %	Supporters on Ballot/Arguments	Opponents
Merced (SFID)	76.80%	NA; 5 names on arguments	NA on ballot; No opposition argument
Long Beach	69.30%	5 names on ballot, arguments	“None submitted”
Glendale	69.20%	4 names on ballot, arguments	“None Submitted”
Compton	68.50%	5 names on ballot, arguments	“None Submitted”
Santa Barbara	66.20%	NA on ballot, 5 names on arguments	NA on ballot; 1 name on argument
Rio Hondo	65.20%	5 names on ballot, arguments	“None submitted”
West Hills (SFID)	61.60%	NA on ballot; 5 names on arguments	NA on ballot; 2 names on weak argument
San Diego	60.60%	NA on ballot; 5 names on arguments	NA on ballot 3 names on arguments
San Joaquin Delta (SFID)	59.20%	NA on ballot; 5 names on arguments	NA on ballot; No opposition argument
Southwestern	59.00%	NA on ballot; 5 names on arguments	NA on ballot; Missing info on arguments
Riverside	58.10%	NA on ballot; 5 names on arguments	NA on ballot; 5 names on arguments
State Center	55.90%	NA on ballot; 5 names on arguments	NA on ballot; weak opposition argument filed
Mt. San Antonio	55.60%	3 names on ballot, 5 names on arguments	2 names on ballot, arguments
Redwoods	55.50%	NA on ballot; 5 names on arguments	NA on ballot; No opposition argument
<b>Rancho Santiago</b>	<b>51.00%</b>	<b>5 names on ballot; 5 names on arguments</b>	<b>5 names on ballot; 5 names on arguments</b>

# **Background on Public Opinion on a Bond Measure**

# Initial opinions on a districtwide measure before placement showed potential, but not very solid support which then eroded over the summer.



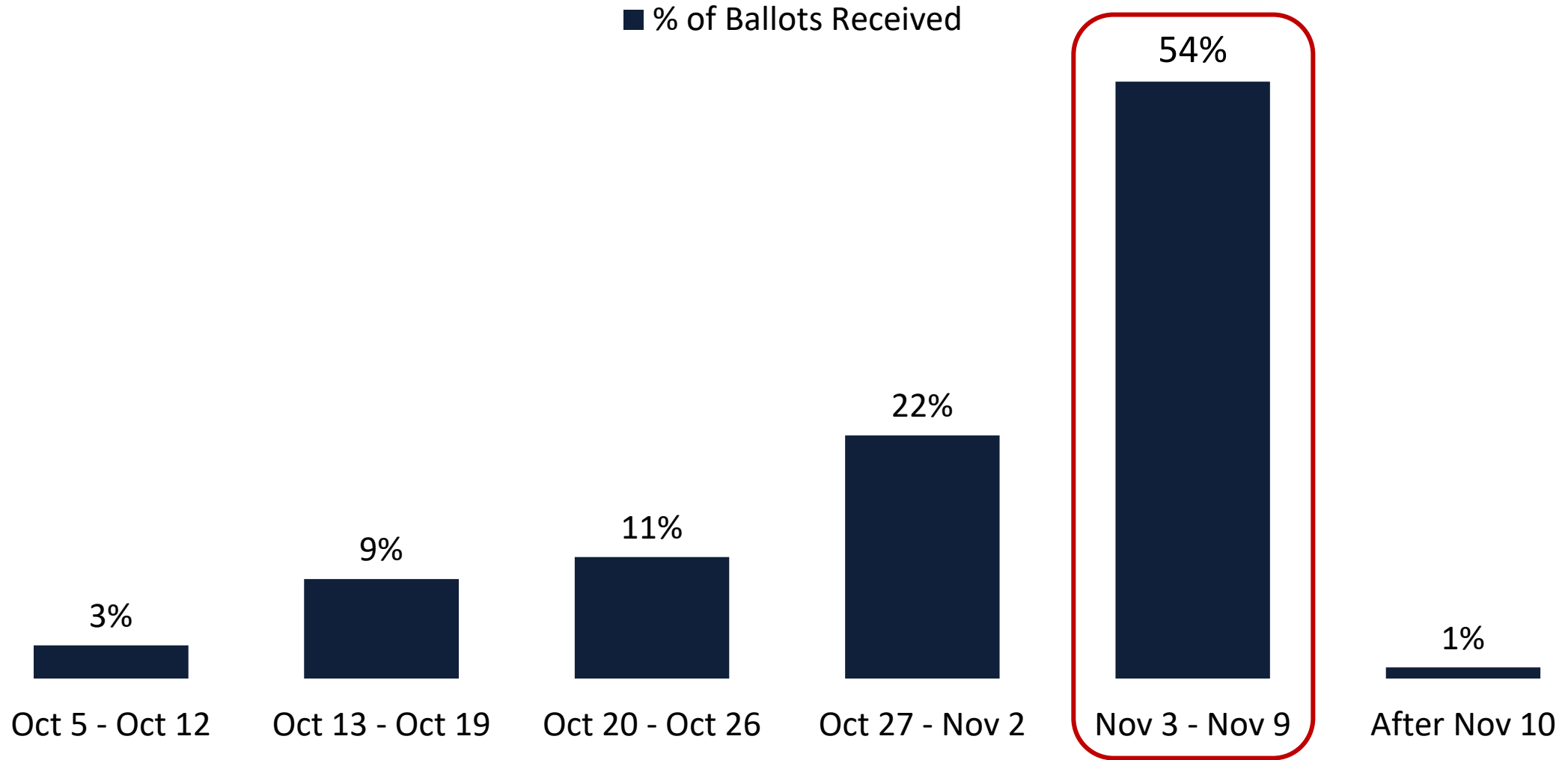
Survey question in Sept. 2023, May 2024, Sept.-Oct. 2024: Based on this description, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

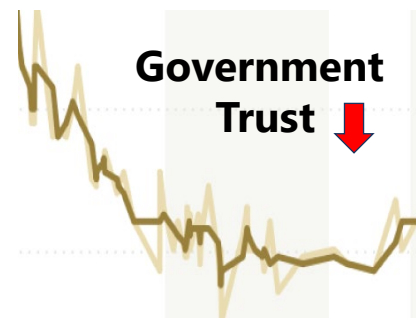
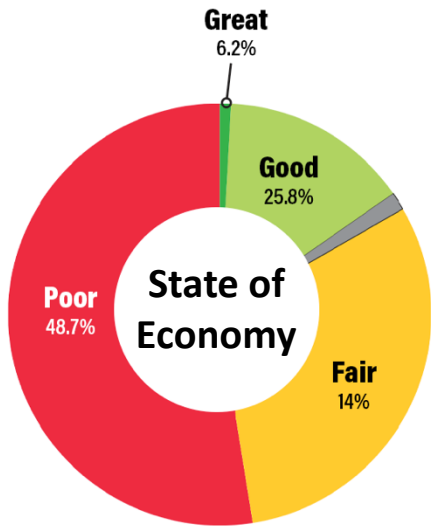
Jan. 2025 Q. Did you vote yes or no on this ballot measure? If you did not vote on it or you do not recall how you voted on it, you can indicate that instead.

\*Sept-Oct 2024 survey funded by Yes on G campaign

# **Additional Takeaways**

# Ballot Returns Over Time



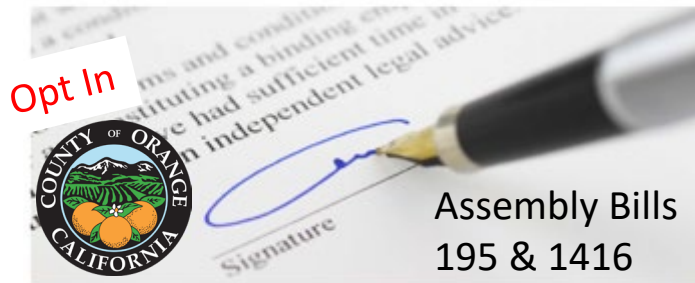


Historically Long Ballot  
50+ Decisions Per Voter

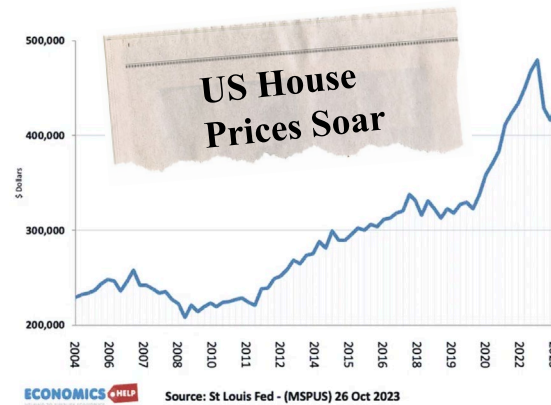


New Law Squeezes Local Ballot Measures for Bonds

December 9th, 2022 / Facilities & Business, Public Finance / Post View



Poll: Democrats' Advantage with Latino Voters Continues to Shrink



Kamala Harris officially becomes the Democratic presidential nominee

# Additional Perspectives

- 1. Board Participation on Core Campaign Committee – a *MUST!***
- 2. Story of Need / Info-Only Communications** – Must be *stronger Robust Informational Program needs to start earlier (pre-ballot) + go longer.*
- 3. AB1416** – *Early Attention NEEDED (recruitment, organizations + titles).*
- 4. Endorsements** – *More comprehensive list needed to show “Sea of Support” (e.g. Organizations, Elected Officials, Opinion Leaders).*
- 5. Campaign Comms Mix** – *Launch full mix of comms. channels earlier – start mail, digital, social media at the same time as field.*
- 6. Start Fundraising Earlier & Expand Target List** – *Plan and expect to increase budget from 2024 effort.*
- 7. Don’t Rely on Volunteers Alone** – *Conditions require all hands on deck.*





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