


**SANTA MONICA COLLEGE  
FACILITIES ASSESSMENT REPORT**

**Public Outreach**

SMC Board of Trustees Presentation  
July 7, 2004

The image features a dark blue gradient background with several lighter blue diagonal stripes. The text "PUBLIC OPINION POLL" is centered in a yellow, serif font. The word "PUBLIC" is on the top line, and "OPINION POLL" is on the bottom line.

**PUBLIC  
OPINION POLL**

# What Is Biggest Problem Facing Santa Monica College?

- 34% - Lack of funding
- 13% - Not enough parking
- 10% - Not enough space
- 8% - State budget cuts
- 1% - Administrative waste

N = 400; Q4

# Bond Measure Language

- “To increase educational opportunities and raise student achievement, shall Santa Monica College construct and equip classrooms, learning labs, a childcare center, and a new career opportunity center in emerging technologies; replace or repair deteriorating buildings; ...

# Bond Measure Language

- ...provide fields and open space for students and community use; reduce costs through partnerships with other agencies; improve fire safety; achieve energy savings; and complete earthquake repairs; by issuing \$175 million in bonds with citizens' oversight and annual audits?"

# Response To Bond Measure Language Only

- 65% Positive
- 9% Don't Know/No Answer
- 26% Negative

N = 400; Q5

# Response When Given Yearly Cost Information

- Support increases from 65% positive to 69% positive

N = 200; Q8

# Response When Given Both Cost and Project Information

- 69% Positive
- 5% Don't Know/No Answer
- 26% Negative

N = 400; Q16



# **Most Important To Know In Deciding on Bond Measure**

- **38% - If bond really improves quality of education for students**
- **19% - If SMC really needs money**
- **19% - How much bond will cost me**
- **15% - If bond really improves community quality of life**

N = 400; Q9

# What Type of Bond Would Public Most Likely Support?

- 47% - New classrooms and labs to expand student learning
- 28% - New parks and preserving open space
- 9% - More fields and fitness centers to improve community health

N = 400; Q10

# Is There a Great Need or Some Need for the Following?

- 79% - Career and job training
- 71% - Parks and open space
- 71% - Efforts to improve community health and physical fitness
- 68% - More child care facilities
- 66% - Performing arts complex

N = 400; Q11

# Is There a Great Need or Some Need in Malibu for:

- 69% - College-level classes
- 59% - Ball fields open to the public

N = 42; Q11

# **Purposes That Make Public Much or Somewhat More Inclined to Support Bond**

- **74% - Career opportunity center**
- **71% - Classrooms for emerging technologies**
- **66% - Retrofits for energy efficiency**
- **64% - Childcare center and lab**

N = 400; Q13

# Purposes That Make Public Much or Somewhat More Inclined to Support Bond

- 62% - Expand Pier aquarium
- 60% - Performing arts complex
- 58% - Children's fitness park
- 56% - Botanical arboretum
- 56% - Replace PE locker facility

N = 400; Q13

# **Purposes That Make Public Much or Somewhat More Inclined to Support Bond**

- **56% - Restore PCH site for teaching**
- **53% - Women's athletic facilities**
- **48% - Community & student fields**
- **46% - College courses for Malibu**
- **34% - Athletic fields for Malibu**

N = 400; Q13

# **Most Important in Determining How to Vote on Bond Measure**

- **75% - “All of the bond funds raised will be spent in Santa Monica and Malibu – none of the money can be taken away by the state.”**

N = 400; Q14



# **Most Important in Determining How to Vote on Bond Measure**

- **67% - “The bond funds by law cannot be used for administrative salaries.”**

N = 400; Q14

# **Most Important in Determining How to Vote on Bond Measure**

- **62% - “Santa Monica is one of the most densely populated cities in the nation. Passing this bond will allow our community to preserve open space along the beach and throughout the city for future generations.”**

N = 400; Q14

# **Most Important in Determining How to Vote on Bond Measure**

- **61% - “Passing the bond will improve educational opportunities for college students in child development, technology, job training, science, and many other subjects.”**

N = 400; Q14

# **Best Single Reason to Approve Bond Measure for SMC**

- **40% - Improve quality of education**
- **33% - Improve quality of life of our community**
- **14% - Improve health and fitness of children**

N = 400; Q15

# Recap: Level of Support When Given Information & Cost

- 69% Positive
- 5% Don't Know/No Answer
- 27% Negative

N = 400; Q16



POTENTIAL  
PARTNERSHIPS

# Joint Use – Benefits

- Overall cost savings
- Community enrichment programs and services
- Provides funding otherwise unavailable

# Joint Use – Constraints

- **Conflicting or non-aligned goals of the partners**
- **Operations and maintenance issues**
- **Regulatory constraints**



# **Joint Use – Better Neighborhoods**

- **Land is a limited resource**
- **Consider the community**
- **Create value**
- **Create projects you'll be proud to  
show your grandchildren**

# **City of Malibu**

## **Proposed Partnership**

- **Council directed City Attorney to work with SMC bond counsel to outline a method (including possible joint powers authority) to govern how bond proceeds will be spent in Malibu to achieve goals and objectives of both agencies**

# **City of Santa Monica Proposed Partnership**

- **Council directed staff to explore project items, explore legal issues (should the city go forward), and requested council liaison members to request that final college board decision be moved to August 2, 2004**

# **Schools (SMMUSD)**

## **Proposed Partnership**

- **Superintendent to convene mid-July Board of Education public meeting to explore issue and possibly set direction**

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# OUTREACH AND RECOMMENDATIONS

# **Outreach – Academic**

- **Reviewed and discussed proposed project list with Academic Senate Executive Committee and invited departments**

# **Outreach – Public Agency**

- **Presented proposal to Santa Monica City Council, answered questions, and listened to discussion**
- **Presented proposal to Malibu City Council and answered questions**
- **Presented proposal to Board of Education and answered questions**

# Outreach – Public Agency

- Presented proposal to Liaison Committee, answered questions, and participated in discussion
- Presented proposal to SMMUSD Financial Oversight Committee, answered questions, and participated in discussion



# Outreach – Community

- **Presented proposal, answered questions, and participated in discussion with:**
  - **Wilshire Montana**
  - **Pico Neighborhood Association**
  - **Friends of Sunset Park**

# **Outreach – Community**

- **Mailed informational brochure to Santa Monica and Malibu residents**
- **Polled 400 Santa Monica and Malibu registered voters**
- **Established e-mail question & answer and web site resources**

# **Recommendation: New Proposed Project**

- **Acquisition of energy-efficient (non-diesel) shuttle busses and construction of improvements to shuttle stops in order to reduce student traffic.**

# **Recommendation: New Description of Projects**

- **Improvements to provide instructional facilities for Natural History and Marine Biology programs at sites which are at or adjacent to the coastline.**

# **Recommendation: New Description of Project**

- **Improvements to provide instructional resources in Life Science and, if feasible, an Arboretum.**

# **Recommendation: Proposed Restriction**

- **Proposed bond funds may not be used to purchase residential property.**

# **Recommendation: Proposed Restriction**

- **SMC will not unilaterally override City of Santa Monica land use authority for new joint-use off-campus field space projects.**

# **Recommendation: Proposed Direction**

- **Involve faculty, staff, and students in curriculum development throughout the life of the proposed bond measure program.**



# **Recommendation: Proposed Direction**

- **Conduct a neighborhood assessment of need as part of the program design of the Career Opportunity Center.**

# **Recommendation: Proposed Direction**

- **Provide opportunities for input from neighborhood residents during development of proposed projects (and the Student Services and Literacy Center buildings funded by Measure U).**

# **Recommendation: Proposed Direction**

- **Conduct a comprehensive assessment of program need for proposed educational facilities in Malibu.**