

From: Dr. Chui L. Tsang, Superintendent/President
To: Santa Monica Community College District Board of Trustees
Re: Resolution Calling for November 4, 2008 Bond Measure Election
Date: July 7, 2008

At Santa Monica College, clearly defined planning and development principles have kept the campus facility construction program on track and the core values in place since the adoption of the College's Facility Master Plan in 1998. The program has been conducted in three phases. Phase I—Recovery has included the earthquake recovery replacement projects (science, parking structures, theatre arts, humanities, and student services) and the move of programs from the main campus to satellite locations at the Academy, Bundy, and Emeritus campuses. Phase I has been funded primarily by FEMA, Measure U, and student capital fees. Phase II—Partnerships has included the new Broad Stage in partnership with community users; playing field improvements in joint use with the Santa Monica and Malibu Schools; a planned Early Childhood Development Lab School in joint use with the City of Santa Monica; and a planned new educational center in Malibu in a Joint Powers agreement with the City of Malibu. Phase II has been funded primarily by Measure S.

PHASE III—MODERNIZATION

Phase III—Modernization is currently underway. These projects will assist the College in preparing students for the jobs of the 21st century and competing in a global economy, including improving the teaching of math, science, and technology. Phase III projects include:

Replacement Math and Science Extension Building (Main Campus). The math department is currently operating in a temporary facility that is nearing the end of its life cycle. Additionally, new California regulations require an increase in minimum math competencies beginning in Fall 2009. The current facility lacks the infrastructure to support modern classroom technology. The Earth, Life, and Physical Sciences programs are operating in spaces that are too small and scattered around the campus. This inhibits the sharing of resources and incurs expensive replacement costs for laboratory teaching materials. There are insufficient science lab classrooms to offer needed course sections for the Allied Health and Nursing program.

New Career Opportunity and Career Advancement Instructional and Job-Training Building (Bundy Campus). SMC's workforce development program is now regarded as one of the most successful in California. A new facility would provide the program with modern classrooms that can be adapted to ongoing need, including the one-stop services often required in training and working with employers to hire employees new to the workforce. The facility would house training programs provided by college, city, county, and other agency providers. The new facility would also allow SMC to provide advanced instruction tailored to the needs of the westside workforce, in partnership with other agencies. The facility is included in the Bundy Campus Master Plan.

Media and Technology-Driven Programs Complex (Academy Campus). The college operates a variety of programs in the digital arts, media, communication, and broadcasting fields. These programs currently reside in 1950s era buildings that cannot support the modern infrastructure necessary for digital and online programs. A new Media and Technology complex is proposed to house these digital technology-intensive programs. The facilities will have the data, communications, electrical, and ventilation systems necessary to support these programs in the future. The proposed location is a campus site in the heart of Santa Monica's media and entertainment district where some of SMC's existing digital arts programs are housed. One phase of the project would renovate and add additional space to the existing building to house and expand SMC's Communication programs. An additional phase would relocate the College's radio station, which has outgrown its space, into a new building on the site. Moving KCRW, a nationally-recognized leader in new media and online delivery, to this site would provide a

dynamic asset to SMC's current and future media and technology-driven instructional programs.

Replacement Health, Fitness, Dance, and PE Building (Main Campus). The systems of the existing building are in poor condition and the fire safety system needs upgrading. A new replacement building would also provide today's more specialized fitness and individual sports labs, as well as remedy an existing deficiency in support facilities for women and an existing deficiency in practice and demonstration rooms for dance.

Academic Facilities Modernization (Main Campus). A current project includes the transformation of the Pico Boulevard side of the campus. One component of this project is a remodel of Drescher Hall, built in the 1960s for the teaching of vocational trades. The building lacks modern infrastructure and is not easily accessible on the first floor. The Photography Department is currently split between this building and the Business Building. This modernization project consolidates the photo program in one location in Drescher Hall and accommodates an expanded use of digital photo technologies. Also, ESL (English as a Second Language) is currently in temporary facilities located at the far edge of campus. This project will consolidate ESL in Drescher Hall and provide an opportunity for program modernizations and improvements. The modernization will also provide a fire system upgrade.

The above projects are included in the District's Five-Year Construction Plan, 2009-2013, approved in June 2007 by the Board of Trustees. This plan is updated annually.

MEANS OF FINANCING

The original campus, acquired primarily in the 1940s and constructed in the 1950s, was financed entirely by local bonds. Phase I and Phase II of the current construction program has been funded 65% with local bonds and 35% from other sources.

At its March 15, 2008 retreat, the Board of Trustees provided direction to staff to explore financing the Phase III construction program at the same ratio of 65% local bonds and 35% other sources and to seek community opinion in this regard. In doing so, the Board noted that all of the bond funds raised by a bond measure would be spent in Santa Monica and Malibu, and that none of the money could be taken away by the state.

The College has already secured approximately \$40 million in state funding for the Replacement Math and Science Building, and has identified three other projects that could be eligible for additional state funding. Staff has prepared Initial Project Proposals (IPPs) for these projects and submitted them to the State.

Two focus group interviews and a scientific public survey were undertaken in March and April 2008 to determine public opinion on a potential Safety and Modernization bond measure for placement on the November 2008 ballot. All participants were registered voters of the District and were likely to participate in the November election.

13 of the 15 focus group members and 68% of the 500 respondents to the scientific public survey indicated that they would likely vote "yes" on a Santa Monica College bond measure in the amount of \$295 million to replace deteriorating buildings; upgrade fire safety; construct and equip math and science laboratories; improve student training in science, technology, media, communications, computers, and emerging high-tech fields; achieve energy savings; complete earthquake repairs; with citizens' oversight, annual performance and financial audits; with no funds for administration.

In indicating their preference, respondents relied on information that the cost of the bond measure would be approximately \$1.12 per month for renters and approximately \$7.34 per month for the average homeowner or condominium owner.

The public survey indicates that Santa Monica College continues to be highly regarded. 85% of those responding rate the college as excellent or good in its performance, and 94% consider the College an important part of the community. The College is also well utilized. 58% of the

respondents reported that they or someone in their immediate family has attended the College, and that 52% of the respondents had been on the College campus within the past year. 65% of the respondents had looked through the SMC course catalog, and 46% had listened to the College's radio station KCRW in the past month (15% of the respondents were KCRW members).

Finally, in order to achieve the desired funding ratio of the modernization projects, staff is exploring two efforts to secure new sources of funding. The first will be an internal review of private fundraising capacity. SMC and its programs benefit from the support of three auxiliary foundations; recent fundraising success, both at SMC and at the state level for all community colleges, indicates that such a review may identify additional resources. The second effort will be an institutional effort to actively promote and manage the facility assets of the District in order to realize new revenue.

OTHER CONSIDERATIONS

In developing a proposed bond measure, staff has identified several additional projects:

Joint Use Library and Educational Improvements in Malibu at Malibu High School. The Santa Monica-Malibu Unified School District recently approved a draft Facility Master Plan that included recommendations for a number of joint use projects, including a joint-use learning center for Santa Monica College, Malibu High School, and Malibu Middle School. College staff and School District staff have been meeting to discuss this concept; meetings of the users from the two agencies are ongoing.

Community Classrooms and Facilities Projects. The College proposes to renovate space to accommodate Community Classrooms or Community Facilities located at different sites within the District. Community Classroom laboratories would be developed as stand alone educational experiences or alternatively, as joint-use classroom or facility projects with other agencies.

Environmental Performance. This category would be a 2.5% bond issue set-aside to fund projects that are designed to upgrade College facilities to achieve energy or resource use efficiency. The specificity of this set-aside will further the institutional goal to achieve sustainability for College operations.

UPDATE TO SMC MASTER FACILITY PLAN

At its May 12, 2008, meeting, the Board of Trustees approved a contract with Gensler, a world renowned architectural firm headquartered in Santa Monica, for the first phase of a planning effort to incorporate current District facility planning into SMC's Facility Master Plan document; to identify Master Plan options for campus sites with regard to land use, transportation, and sustainability; to reduce the planned density and to increase the planned open space for the Main Campus; and to conduct campus and community outreach.

The first Facility Master Plan was adopted in 1950 and guided the first ten years of campus development (the clocktower buildings; theater; music; art; and the gym, pool, lockers, and fields). Additional campus development occurred in an ad hoc manner (amphitheater; technology; concert hall; business; library; parking structures). The introduction of preferential parking, the library and science modernization projects approved in 1992, and recovery efforts required as a result of the 1994 earthquake provided the impetus that led to the adoption of a new Facility Master Plan in 1998.

Unlike the first Master Plan, the 1998 Master Plan has proven to be a living document, providing overall development principles such as a vehicle-free interior, parking self-sufficiency, celebrated arrival via public transportation, a landscape heritage, campus design with clear logic, balance of open space and density between main and satellite campuses, the economical use of resources ("sustainability," in today's terms), encouraging interaction, use of technology to reduce wasted time and resources, college as a community resource with accessible public amenities, establishing the campuses as jewels in the community's crown of city-wide resources, and other

principles that are equally relevant to today's planning.

The 1998 Master Plan identified a number of program elements (or projects) that have been completed or are in progress. These include replacement structures for the pool, parking structure, science building, and liberal arts building; a library expansion; a new quad; a consolidated student services building; underground parking; Pico Boulevard improvements; and several related projects.

The 1998 Master Plan also included planning for future growth on the Main Campus. College planning in years subsequent to the adoption of the Master Plan has resulted in a reduced need for the planned density on the Main Campus. This has been accomplished due to the acquisition of new Academy and Bundy satellite campuses, the rapid increase in student acceptance of online learning, and the recent SMC transportation initiatives, including the permanent Olympic Lot for off-campus parking, improvements to existing Big Blue Bus lines, the new Sunset Line, the new SMC Commuter to Mar Vista and Culver City, and the new "Any Line, Any Time" program to begin this Fall.

College facility planning has continued in the intervening years with the annual Board adoption of the Five-Year Capital Outlay Plan; the 2001, 2002, and 2003 facility assessments conducted by 3DI; facility planning incorporated into the 2002 and the 2004 voter-approved facility bond measures; project submissions for State-funding consideration in various years; the ongoing activities of the District Planning and Advisory Committee (DPAC) Facilities Sub-Committee; a technical amendment to the 1998 Master Plan added in 2001; and the Bundy Campus Master Plan added in 2007.

Gensler, who also prepared the 1998 Master Plan, will amend the Master Plan to incorporate current District facility planning as project elements of SMC's Facility Master Plan document; will identify Master Plan options for campus sites with regard to land use, transportation, and sustainability; and will reduce the planned density and increase the planned open space for the Main Campus.

Additionally, the consultant will review current College program studies, program updates for future projects, and program scenarios, including program adjacencies and program locations. As part of this effort, the consultant will conduct campus and community outreach.

EDUCATIONAL NEEDS ASSESSMENT IN MALIBU

The ballot language for Measure S approved by District voters in November 2004 commits the District to conduct a comprehensive assessment of program need prior to making improvements in Malibu for an instructional facility. The District is conducting this assessment in three phases: (1) an inventory of resources, now underway; (2) several public workshops, to be moderated by John Jalili, the former city manager of Santa Monica and also the former interim city manager of Malibu, with the assistance of the Gensler architectural firm; and (3) a community survey conducted by mail and online.

The Malibu area of the District includes about 26 miles of Pacific Ocean coastline, extending westward from the Malibu Heights community just east of Topanga Canyon Boulevard to the Ventura County line just west of Leo Carrillo State Park, and encompassing about one-third of the area of the Santa Monica Mountains between the coastline and the Ventura Freeway, including the City of Malibu and Pepperdine University. The Malibu portion of the District is roughly contiguous with postal zip code 90265.

The inventory of resources is now underway and will result in a database of existing educational, cultural, recreational, health, career training, community, and related services and resources in the Malibu portion of the Santa Monica Community College District. This work will also include a preliminary survey of the need for educational services. This phase of the work is expected to be complete in August. The hiring of Mr. Jalili is on tonight's agenda, and the first workshops are planned for late summer.

RECOMMENDATION

The Board of Trustees met on May 12, 2008, to provide direction to staff regarding educational planning and the means of financing the proposed facility improvements, and again on June 21, 2008, for additional discussion and direction. The proposed facilities improvements and the proposed recommendation to call for a November 4, 2008 election to consider a \$295 million safety and modernization improvement bond measure have received the unanimous support of the College's District Advisory and Planning Committee (DPAC), the unanimous support of the District's three auxiliary foundation boards, and the support of the SMC Academic Senate. Staff has also consulted with representatives from each of the District's partner agencies, including the cities of Santa Monica and Malibu and the Santa Monica and Malibu Schools. The projects to be funded by the bonds include those that are reflective of the interests of the partner agencies.

Additionally, a community canvas is now underway regarding the recommended facility improvements and the proposed bond measure. As of the first week of the canvas, 93% of the voters surveyed regard the College as valuable, 6% regard the College as somewhat valuable, and less than 1% regard the College as not valuable. 75% of those surveyed indicated support for the proposed bond measure.

Based on the foregoing, staff recommends approval of a resolution calling for an election authorizing the issuance of \$295 million of General Obligation Bonds in the District at an election to be held November 4, 2008. Included in this resolution is a listing of District projects to be funded by the bonds under the bond measure.