

Board of Trustees Study Session

March 15, 2016 with May 3 and July 5 update

Facility Needs and Potential November 2016 Bond Measure



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Discussion

“Standing tall in front of the library and welcoming all, a Moreton Bay fig tree has witnessed over 55 years of progress at Santa Monica College.”

OVERVIEW

- SMC’s choices in courses and programs have paralleled changes to the local economic environment.
- From assisting the return of the post-World War II veteran, to teaching trades in manufacturing and construction, to today’s complex world of office, media, health and information technologies, SMC is an active partner in workforce preparation.
- 53% of voters surveyed locally have strongly positive attitudes (“on the right track”) about the direction of life in their communities. Nationally, the number is 20%; statewide, the number is 44%.
- Property values within SMCCD have risen dramatically. The choices voters are making about their infrastructure and services have created a virtuous circle of community benefit.

CURRENT SMC STANDING

SMC is highly regarded, above all other institutions in Santa Monica.

SMC is tops in the State in local participation.

55% of respondents surveyed this past December report that they or members of their family have taken classes at SMC.

SMC voters are nearly unanimous in their praise for SMC’s transportation solutions, especially Any Line Any Time.

CURRENT BOND PROGRAM

Current funding will support the completion of the projects currently in construction or in design. Specifically, this includes the Center for Media and Design projects; the Health, PE, Fitness, Dance project; the East Wing addition at the Performing Arts Center; the Student Services building and underground parking garage; the Malibu Campus; and the Early Childhood Development Education Center at

the Santa Monica Civic Center.

Change orders or extensive delays may impact the ability to complete all projects.

HIGHEST PRIORITY FUTURE NEEDS

Replace temporary trailer classrooms with permanent classrooms.

Add science labs (life science, chemistry, and planetarium) to meet program demand.

A list of potential projects provides more details.

PUBLIC SUPPORT AND ENGAGEMENT

75% of Santa Monica and Malibu voters support a new bond measure, as surveyed in a November focus group. (N = 16)

69% of Santa Monica and Malibu voters support a new bond measure, as surveyed in a telephone survey in December. (N = 604)

68% of Santa Monica voters support a new bond measure, as surveyed at the door, as of March 13, 2016. (N = 929)

Informational community mailers are ongoing.

- SMC is an affordable pathway to college for local high school graduates, and is the number one in transfers to the UC.
- SMC strives to ensure that high school graduates are college-ready so they can succeed in college and careers.
- SMC provides the best and most innovative career training for adults and veterans so they can live in Santa Monica and work in Santa Monica's new high tech economy.
- SMC strives to provide safe, modern college buildings to keep students secure and improve the quality of community life.

TIMELINE

March 15, 2016 Board of Trustees Study Session

May 2016 Board of Trustees Information and Discussion Item

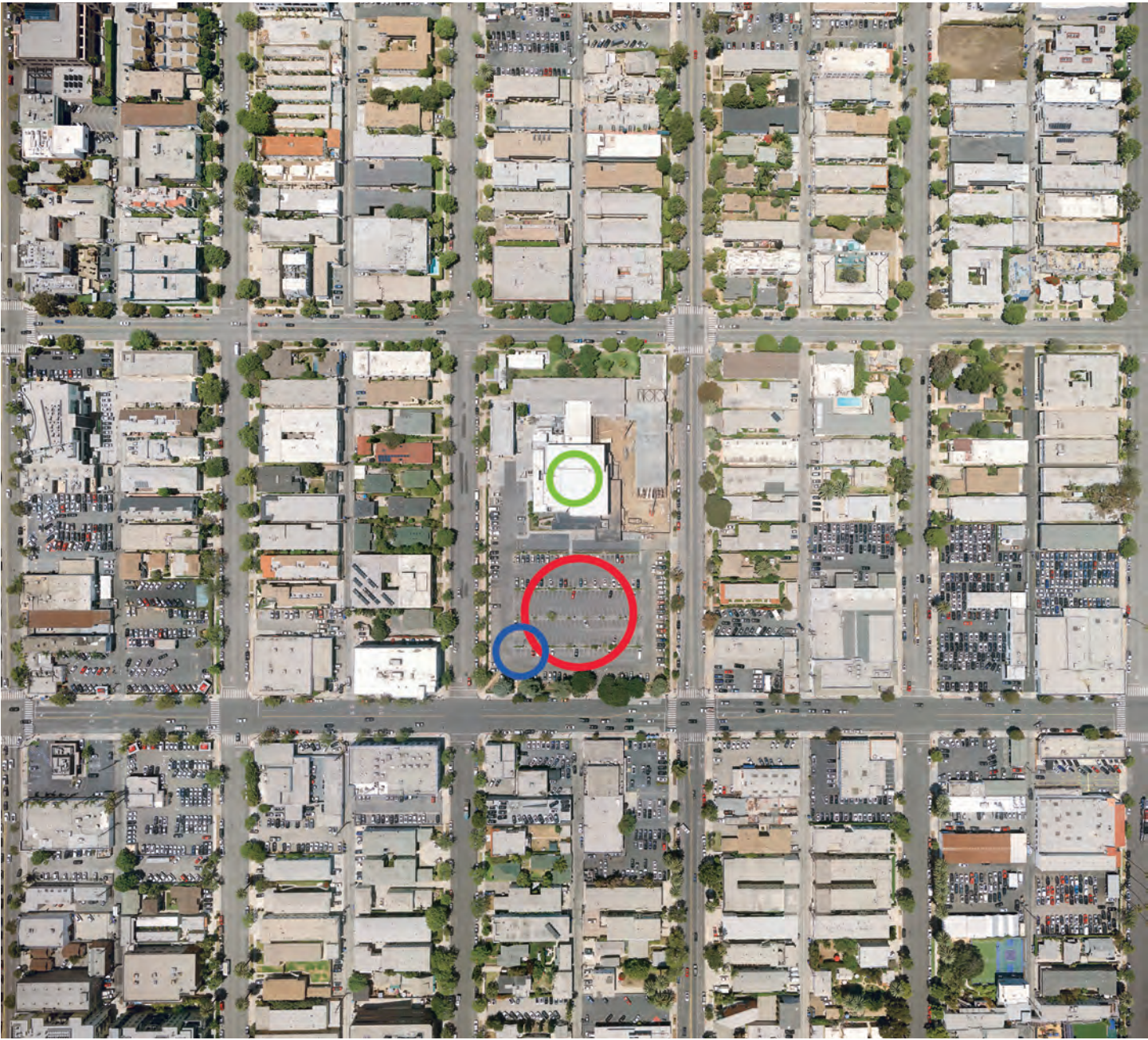
July 2016 Board of Trustees Recommendations and Actions

SMC Main Campus



Current, Proposed and Potential Projects— See Project List for details.

SMC Performing Arts Campus



Current, Proposed and Potential Projects— See Project List for details.

SMC Bundy & Airport Arts Campuses



Current, Proposed and Potential Projects— See Project List for details.

SANTA MONICA COLLEGE RELIES ON THE SUPPORT OF SANTA MONICA AND MALIBU VOTERS FOR ITS FACILITIES

A BRIEF OVERVIEW

Prior to 1978, bonds required two-thirds yes vote of Santa Monica and Malibu voters; single year property tax assessments required a majority of votes of the seven-member Board of Education.

- 1940** Savings and Property Tax Assessment – Acquisition of Main Campus (29.19 acres; more would be acquired later).
- 1946 Bond #1** – Administration (now Counseling); first phase of Letters and Science (originally the first Library); Main Stage (recently rebuilt); first phase of Student Activities; and Liberal Arts.
- 1950 Bond #2** – Art (single story structures); Music (now gone); and Science (replaced with a new and expanded Science building after the Northridge earthquake).
- 1957 Bond #3** – Acquires about 5 acres more for the Main Campus; Gymnasium; Physical Education; Letters and Science addition; and Student Activities cafeteria and bookstore additions.
- 1966 Bond #4** – Art (two-story addition); Main Campus and Parking Lot 2 land acquisitions; and Technology (the first two floors of what is now Drescher Hall).

1978 – State Proposition 13 passes; eliminates local authority to propose bond measures or to impose property tax assessments.

- 1978** Board uses District reserves and State matching funds to construct Library (opens in 1980) and Business (opens in 1981).

1986 – State Proposition 46 passes; amends Proposition 13 to reestablish local authority to propose bond measures requiring two-thirds yes votes of Santa Monica and Malibu voters.

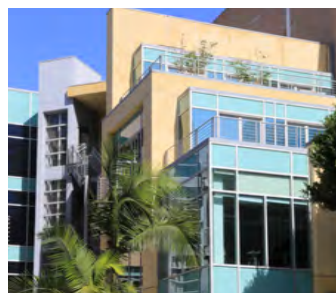
- 1992 Bond #5** – Measure T – \$23 million – Library expansion; Science Annex; and Madison campus improvements. Science Annex becomes new Science Building, opening in 1999, using additional funds from State and FEMA, and Library expansion opens in 2003, also using additional funding from State and FEMA.



Science Building



Library Expansion



Emeritus College Campus



Bundy Campus

2000 – State Proposition 39 passes; amends Proposition 13 to give schools and community colleges authority to propose bond measures requiring 55 percent yes vote. Imposes conditions, including requiring an adopted project list, citizen oversight, and limits on the amount of property tax per \$100,000 of assessed value.

- 2002 Bond #6** – Measure U – \$160 million – Emeritus campus; certain earthquake relocations (math and library village temporary modular buildings); Bundy campus land acquisition (10.4 acres); Bundy West building renovation (the four-story building); Main Campus Quad; new Main Stage; and partial funding of new HSS building (which also received funding from redevelopment, FEMA, and the State).
- 2004 Bond #7** – Measure S – \$135 million – Madison Campus Theater (now known as The Broad Stage); Corsair Field and John Adams Middle School field improvements; a new Malibu campus (design and entitlement work is underway); a new Early Childhood Education Center and Lab School (design and entitlement work is underway); Olympic Shuttle Lot land acquisition (2.35 acres) (SMC has swapped this land with the City of Santa Monica for 2.7 acres at the Santa Monica Airport adjacent to the Bundy campus); and a new Student Services building (design and entitlement work is underway).
- 2008 Bond #8** – Measure AA – \$295 million – New and renovated facilities at the Academy and KCRW Media and Technology campus; a replacement Health and Fitness building with Central Plant for main campus cooling on the Main Campus; an East Wing addition at the Performing Arts Campus; additional funding for the Student Services building; site acquisition adjacent to the Performing Arts Campus; major infrastructure upgrades; major safety upgrades; a new Information Technology center; and partial funding for a proposed expansion of Science and Math.

2015 – State has exhausted state-approved bond funds for school facilities and announces its intention to postpone indefinitely any new state ballot measures to increase available funds.

- 2016 Bond #9** – SMC is exploring the means to finance additional improvements, including replacement of all temporary buildings dating from the 1994 Northridge earthquake; replacing a small 1970s temporary structure serving ESL; providing for the full financing of the proposed expansion of a Science and Math addition; providing a new Campus Police sub-station; addressing certain needed safety improvements; and addressing other needs as they emerge.



HSS Building / Quad



Theatre Arts



The Broad Stage



Media Center / IT

HISTORY OF SMC FACILITIES AND MEANS OF FINANCING

Prior to Proposition 13

Most public schools in California were built during the post-World War II boom, 1950 to 1965, including most of the facilities on the main campus of Santa Monica College.

The main campus property was purchased in several stages. The first purchases were in 1940 and 1941—29.2 acres for \$1,650 an acre! The Board used savings for this purchase, or in the language of the day, the Board “utilized the funds they had in a beneficial way.”

Prior to the passage of Proposition 13 in 1978, the Board of Education could finance facility improvements in several ways:

- The Board could seek voter approval by two-thirds vote to spread the cost over multiple years through a bond election.
- The Board could increase local property taxes by majority vote of the Board of Education to an amount needed to pay the entire cost in a single year.
- The Board could use prior years’ savings to pay for the facility improvement. (School reserves prior to Proposition 13 would typically be as much as a third of the operating budget.)

In 1962, State voters approved the first ever funding of public junior colleges, providing a one-third match. In 1967, responding to a statewide decline in enrollment of freshmen and sophomores, the Legislature passed the Junior College Construction Act, which increased the match to 50%. Over time, match requirements have varied.

(Santa Monica College’s legal status has changed over time as well. In 1929, Santa Monica Junior College was founded as a program of the Santa Monica-Malibu Unified School District. In 1945, the program was renamed Santa Monica City College (SMCC) in recognition of the College’s three divisions, technical, general education, and adult. In 1970, SMCC became a separate district with separate tax revenues, but with a common Board of Education and Board of Trustees. At the same time, the Board also changed the name to Santa Monica College to reflect the fact the College was serving a larger population than just the City of Santa Monica and to compete with West Los Angeles College, which had just opened in 1969. An effort to separate the Boards went to local voters in 1972 but failed. In 1982, local voters approved the separation of the two boards.)

During the period of time prior to Proposition 13, which took effect in 1979, the Board of Education used **savings, single year tax assessments, and local bond funds** to pay for the purchase of the remainder of the main campus and to build the first campus structure, Corsair Stadium. The stadium, completed in 1948, replaced the City of Santa Monica’s Municipal Stadium, which had been located in Memorial Park. (The project was finished a year late and 60% over budget.)

Prior to Proposition 13, there were **four local bonds approved by 2/3rd vote** that financed the main campus. (The 1946 and 1950 bond elections proposed separate measures for college, high school, and elementary school improvements. The 1957 and

1966 bond elections proposed college improvements along with other school improvements in single measures.)

- 1946 – Bond passes with 77% approval for construction of administration, library (now Letters & Science), speech arts (Main Stage), student activities, and 2-story classroom buildings to meet increases in enrollment by veterans using the G.I. Bill and from the passage of the Employment Act of 1946.

- 1950 – Bond passes with 89% approval for construction of buildings for art, music, and science (and for gymnasium and cafeteria if there were sufficient funds) to meet new enrollment pressures due to State mandated decrease of freshmen and sophomore enrollment at State universities.

- 1957 – Bond passes with 84% approval and includes college improvements to complete 1950s building plans and add new physical education buildings, add a science wing (project did not happen), enlarge library (Letters and Science), enlarge the student center, and add new vocational educational buildings.

- 1966 – Bond passes (vote tally not available) and includes college improvements to add art classrooms, a second floor to the technology building on the North Campus (this became the two-story Technology building on the Main Campus), and to acquire the remainder of the Pico frontage to “square-out” the campus.

Several projects were built with financing that used **a combination of District reserves or bond funds and State matching funds:**

- 1968 – Board authorizes the use of bond funds and a match of State construction funds to build new two-story Technology building on main campus.

- 1978 – Board authorizes the use of District reserves and a 75% match of State construction funds to build a new Library and a new Business and Vocational Education Building.

Three other projects prior to Proposition 13 were financed from sources other than savings, assessments, or bond funds:

- 1949 – Board approves building of Municipal Pool on main campus by **City of Santa Monica.**

- 1967 – Amphitheater is funded through **SMC Associated Student** fees.

- 1979 – Board accepts **Federal grant** to build Concert Hall auditorium, partially augmented with reserves.

Proposition 13

Proposition 13, an initiative amendment to the California Constitution, passed in June 1978. The initiative restricted the tax rates on secured property to no more than 1% of assessed value plus an adjustment for any outstanding local debt. As a consequence, **Proposition 13 eliminated the ability of local agencies, including school districts, to propose general obligation bond measures.**

The State responded to the ongoing capital needs of California’s school districts by implementing a number of new programs, including asking State voters, by majority vote, to approve State bonds to finance new school facilities. There have been more than a dozen State school bond measures since Proposition 13, and all but one passed with the

necessary 50% majority. Funds are awarded through a competitive process.

Over time, Santa Monica College has received funding for a number of projects from these State facility bonds:

- 1993 – \$3.4 million for third floor addition to Technology Building
- 1996 – \$2.8 million for second floor build-out of Technology Building
- 1998 – \$3 million for equipment for Replacement Science Building
- 2000 – \$17 million for Library Expansion project
- 2002 – \$4.5 million for Earthquake Replacement Liberal Arts Building
- 2008 – \$17.25 million for Student Services Building

Amendment to Proposition 13: Proposition 46

In June 1986, State voters passed Proposition 46, which reestablished the authority of counties, municipalities, and school districts to issue general obligation bonds, subject to two-thirds approval of voters. In 1992, Santa Monica College became the first California community college district to pass a bond measure since before Proposition 13.

• 1992 – Bond passes for \$23 million with 66.8% approval for Library extension, Science Annex, and repairs to the Madison campus (Proposition T).

(Other local bonds requiring two-thirds approval have also been passed since June 1986. The City of Santa Monica passed a \$4.5 million bond measure in November 1988 to purchase land to expand the library and a second bond measure in November 1998 for \$25 million with 81.4% “yes,” also for Library expansion. The Santa Monica-Malibu Unified School District has passed two bonds since 1986, one for \$75 million with 73.4% “yes” in November 1990 and another for \$42 million with 80.2% “yes” in November 1998.)

Amendment to Proposition 13: Proposition 39

In November 2000, State voters again amended Proposition 13 by passing Proposition 39, which gives school districts and community college districts (but not cities or counties) the option of proposing facility bond measures that can be approved with a 55% “yes” vote. Proposition 39 elections require a Board adopted project list and a citizen’s oversight committee throughout the life of the bond. It also limits the amount of property tax to \$25 per \$100,000 of assessed value for community college districts (\$60 per \$100,000 of assessed value for unified school districts).

In March 2002, Santa Monica College proposed a bond measure under the provisions of Proposition 39:

• 2002 – Bond passes for \$160 million with 70% approval for main campus building replacements and renovations (Liberal Arts, Letters & Science, Main Stage, and Student Activities); centralization of Student Services; new Science wing; new Emeritus facility; property acquisition; off-site parking and construction of off-site classrooms; new campus quad; and safety and technology upgrades (Measure U).

• 2004 – Bond passes for \$135 million with 58.4% approval for new Music and Performing Arts complex; new Career Opportunity Center; satellite campus parking; an

Early Childhood Development lab facility; an instructional facility in the City of Malibu; field space improvements; replace or renovate Physical Education building; and energy and sustainability upgrades (Measure S).

- 2007 – Refunding 1992 and 2004 Bonds provides additional \$11.1 million for capital improvement projects.

- 2008 – Bond passes for \$295 million with 61.5% approval for replacement Math and Science Extension building; new and renovated Academy and KCRW Media and Technology complex; replacement Health and Fitness building with Central Plant; Performing Arts Center East Wing seismic upgrade replacement; renovation of Corsair Stadium; new Career and Opportunity Center building; business and facilities infrastructure improvements; and energy and sustainability upgrades (Measure AA).

(Two other local bonds have passed under the provisions of Proposition 39. The Santa Monica-Malibu Unified School District passed a \$268 million bond measure with 67.5% “yes” in November 2006 and a \$385 million bond measure with 68.1% “yes” in November 2012.)

Lease Financing

Lease financing is based upon a jurisdiction’s authority to acquire and dispose of property rather than on its authority to incur debt. As a result, under State law, a properly constructed lease is not considered a public debt and does not require a vote of the electorate.

Santa Monica College uses a type of lease revenue bond called a “Certificate of Participation” (COP), which is a type of security designed to make public agency leases accessible to the small investor by dividing the lease obligation into small parts.

The College currently has two active COPs:

- Parking Structures A and C (and the new improvements to C), with parking fee revenues used to make the lease payments.

- Academy of Entertainment and Technology, with International Student capital fee revenues used to make the lease payments.

The College in the past has used a COP to finance the second floor of the cafeteria and improvements to KCRW, with revenue from Associated Students membership fees and KCRW subscriber donations used to make the lease payments. The College also used a COP to purchase the Bundy property, with tenant lease revenues used to make lease payments for several years. This COP has been paid off using Measure U funds.

Capital Grants

In addition to the Federal grant the College received in 1979 for the Concert Hall, there have been a number of other facility grants over the years:

- 1994 and ongoing – Federal Emergency Management Agency (FEMA) funds to repair and replace earthquake-damaged facilities following the January 1994 Northridge earthquake. FEMA paid for most of the Science Complex and part of the costs for the replacement of the Liberal Arts Building and the replacement of Parking Structure B. Total capital funds may exceed \$55 million.

- 1999 – \$1.25 million for equipment for the Academy of Entertainment &

Technology from a Chancellor's Office grant.

- 2002 and 2004 – \$1.25 million in Federal grants for the Madison Theater project.
- 2003 – \$10.2 million in funding for the replacement Liberal Arts Building from City of Santa Monica's Earthquake Recovery Redevelopment Project Area (ERRPA) funds.
- Various years – SMC has also received private gifts in various amounts for capital projects, including gifts to assist construction of the Olympic Track, Planetarium, Madison Theater, Emeritus College, SMC's Environmental Center, and radio station KCRW.

Table A-1. Santa Monica College Facilities and Sources of Funding, 1937 to Near-Term Future

Current Name	Completed or Acquired	Source of Funding						District	Source Detail	Notes
		Bonds, Assessments, & Reserves	City of Santa Monica	Fees	Governmental Grants	Private Gifts				
Virginia Ave. Park Acquisition (5.5 acres)	1937	•						Reserves & Assessment	1	
Main Campus Acquisition #1 (29.19 acres)	1940	•						Reserves & Assessment	2	
Corsair Stadium	1948	•						Bond 1 - 1946		
Main Campus Acquisition #2 (about 1 acre)	1950	•						Bond 2 - 1950	3	
Student Activities – First Phase	1952	•						Bond 1 - 1946		
Letters & Science – First Phase	1952	•						Bond 1 - 1946		
Counseling	1952	•						Bond 1 - 1946		
Liberal Arts	1952	•						Bond 1 - 1946		
Main Stage	1952	•						Bond 1 - 1946	9	
Music	1952	•						Bond 2 - 1950		
Art - North & South Wings	1952	•						Bond 2 - 1950		
Municipal Swimming Pool	1952	•	•					Joint Operating Agreement	9	
Science	1953	•						Bond 2 - 1950	9	
Main Campus Acquisition #3 (about 5 acres)	1957	•						Bond 3 - 1957	4	
Student Services	1957	•						Bond 3 - 1957		
Gymnasium	1958	•						Bond 3 - 1957		
Physical Education	1958	•						Bond 3 - 1957		
Letters & Science – 2 Story Addition	1959	•						Bond 3 - 1957		
Student Activities – Cafeteria Addition	1959	•						Bond 3 - 1957		
Student Activities – Bookstore Addition	1959	•						Bond 3 - 1957		
Amphitheater	1967	•		•				Associated Students		
Main Campus Acquisition #4 (about 1.25 acres)	1967	•						Bond 4 - 1966	5	
Dresser Hall – Original	1969	•			•			Bond 4 - 1966 & State Grant		
Art – 2 Story Addition	1972	•						Bond 4 - 1966		
Parking Lot 2 Land Acquisition	1975	•						Reserves & Assessment		
Physical Education – Annex	1976	•						Reserves & Assessment		
1718 Pearl	1976	•						Reserves & Assessment		
1714 Pearl	1977	•						Reserves & Assessment		
1724 Pearl	1977	•						Reserves & Assessment		
1734 Pearl	1977	•						Reserves & Assessment		
Malibu Mudd Ranch Land Acquisition	1977	•						See Note 6	6	
Concert Hall	1979	•			•			Federal Grant & Reserves		
Library	1980	•			•			Reserves & State Grant		
Parking Structure B	1981	•			•			Reserves & Associated Students	9	
Business	1981	•			•			Reserves & State Grant		
Main Stage – Sound Stage Addition	1984	•			•			?	9	
ESL Bungalows	1984	•			•			?		

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Current Name	Completed or Acquired	Source of Funding						Source Detail	Notes
		Bonds, Assessments, & Reserves	City of Santa Monica	Fees	Governmental Grants	Private Gifts	District		
Olympic Track	1984						Arco & Olympic Committee		
Airport Campus	1988						Lease (to 2008)		
Student Activities – Second Floor Addition	1990			•			Associated Students; KCRW; Private Gifts		
Madison Campus	1990						Lease (to 2055)		
Parking Structure A	1991			•			Student Parking Fees		
Parking Structure C	1991			•			Student Parking Fees		
1744 Pearl	1993						?		
Physical Education – Temporary	1994				•		FEMA Grant	9, 10	
Drescher Hall – Third Floor Addition	1994			•			State Capital Funds		
Library Village (Including Math Complex)	1995			•			FEMA Grant		
Greenhouse	1995				•		FEMA Grant		
Drescher Hall – 2nd Floor Renovation	1997				•		State Capital Funds; Private Gifts; FEMA Grant		
Academy Campus	1998						Int'l Students Capital Fee		
Madison Campus – Renovation	1998	•			•		Prop T; State ADA; State Deferred Maintenance		
1825 Pearl	1998			•			Int'l Students Capital Fee		
1410 Pico	1998			•			Int'l Students Capital Fee		
Science Complex	1999	•			•		FEMA Grant; Prop T; State Grant		
2714 Pico (Administration)	2000				•		Lease Revenue Financing		
Child Care Center	2001						CalWorks Grant	7	
Bundy Property Acquisition (10.2 acres)	2001						Lease Revenue; Measure U		
Bundy – East	2001						Lease Revenue; Measure U		
Santa Monica Swim Complex	2002		•				Joint Operating Agreement		
Parking Structure C – Expansion	2002				•		FEMA Grant; Student Parking Fees		
Student Activities – Bookstore Expansion	2003				•		Bookstore Retained Earnings		
Library – Expansion	2003	•			•		FEMA Grant; Prop T; State Grant		
Parking Structure C - Entryway	2003				•		FEMA Grant; Student Parking Fees		
Emeritus	2003	•					Measure U; Private Gifts		
1738 Pearl	2003						Measure U		
Athletic Office - Addition	2004	•					Measure U		
Math Complex – Renovation	2005	•					Measure U		
Bundy – West Renovation	2005	•					Measure U		
Malibu Storm Water Infrastructure (Land Purchase)	2005	•					Measure S		
Main Stage – Renovation	2006	•					Measure U		
Liberal Arts – Replacement (HSS)	2007	•				•	Measure U; ERRPA; FEMA Grant; State Capital Funds	8	
Olympic Shuttle Lot	2007	•					Measure S	9, 11	
Performing Arts Center – Music Renovation	2007	•					Measure U		
Performing Arts Center – Theater	2008	•					Measure S		
Campus Quad	2008	•					Measure U		

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Current Name	Completed or Acquired	Source of Funding					Source Detail	Notes
		Bonds, Assessments, & Reserves	City of Santa Monica	Fees	Governmental Grants	Private Gifts		
Corsair Field & PE Facilities Improvements	2008	•					Measure S	
John Adams Field Improvements	2008	•					Measure S	
Malibu Storm Water Infrastructure (Treatment Plant)	2008	•					Measure S	
Bundy New Driveway and Signal	2009	•					Measure S	
1516 Pico	2010	•					Measure AA	
1510 Pico	2011	•					Measure AA	
919 Santa Monica Boulevard	2011	•					Measure AA	
Bundy & Airport Arts Classroom Relocations	2012	•					Measure AA	
Library Village Relocation & Bike Park	2013	•					Measure AA	
Bundy Parking (3500 Airport Avenue)	2013	•					Measure AA, Land Swap w/ City	
Information Technology Building New	2015	•					Measure AA	
3400 Airport Avenue	2015	•					Land Swap w/ City	
- Current Projects -								
Center for Media & Design Building A Renovation		•					Measure AA	
Center for Media & Design Building B New		•					Measure AA	
Center for Media & Design Building C New		•				•	Measure AA, KCRW Foundation	
Center for Media & Design Parking Structure		•					Measure AA	
East Wing, Performing Arts Center New		•					Measure AA	
Health, PE, Fitness, Dance, & Central Plant		•					Measure S, AA	
Security and Fire Alarm Upgrade		•					Measure AA	
Central Plant Loop Connections		•					Measure AA	
Early Childhood Development Center		•					Measure AA, City of Santa Monica	
Malibu Campus and Sheriff Substation		•				•	Measure S, AA	
Student Services Building New		•					Measure U, S, AA	
North Campus Underground Parking Structure		•					Measure S	

- 1 - The Technical School opened at the "North Campus" in 1937. The program had moved entirely to the main campus by 1970. The North Campus was sold to the City of Santa Monica in 1974 and is now Virginia Avenue Park.
- 2 - Purchased in 1940 and 1941.
- 3 - Purchased in 1950 and 1951.
- 4 - Some of the northwest parcels that made up the main campus may have been purchased prior to 1957.
- 5 - This purchase completed the acquisition of the main campus, bounded by Pico, 16th, Pearl, and 18th Court.
- 6 - In 1977 the College District paid \$5,000 for an option to buy 240 acres in Malibu for a total price of \$800,000. The transaction was not completed due to other budgetary issues at the time.
- 7 - The Child Care Center has moved from John Adams Middle School to 1512 Pearl Street to Grant Elementary School to the Madison Campus to the Assistance League on Broadway and is now at several SMMUSD school sites, including John Adams Middle School, in partnership with SMMUSD.
- 8 - These funds, from the City of Santa Monica's Earthquake Recovery Redevelopment Project Area (ERRPA), are technically a loan; however, the source of funds for repayment is from the ERRPA in the form of pass-through funds to the District.
- 9 - Facility no longer exists or has been replaced.
- 10 - These temporary buildings were originally the Science Village.
- 11 - Property has been swapped with City of Santa Monica for 3400 and 3500 Airport Avenue parcels adjacent to and north of Bundy Campus.

Potential Master Plan and New Project List

SMC Main Campus

- MP** Replace 1994 Temporary Trailer Math Village Classrooms w/ First Year Experience Classrooms & Student Support Building (25 classrooms plus offices). These trailers were rushed into service following the 1994 Northridge earthquake and have exceeded their time of usable service.
- MP** Replace 1984 Temporary Trailer ESL Classrooms (5 classrooms plus offices). These trailers have exceeded their time of usable service.
- MP** Upgrade, Renovate or Replace 1952 Liberal Arts Building (16 classrooms plus offices). The building has the poorest Facility Condition Index rating on the main campus.
- MP** Upgrade, Renovate or Replace 1952 Letters & Science Building (12 classrooms plus offices). The building has the second poorest Facility Condition Index rating on the main campus.
- MP** New Science Extension (labs for Life, Physical, and Earth Sciences; upgraded planetarium; community lab for all ages for teaching the chemistry and practice of cooking).
- MP** Complete Pico Boulevard Frontage Improvements.
- NEW** Upgrade, Renovate or Replace 1952 Art Building (9 classrooms plus offices). SMC anticipates State funding assistance for this project.
- NEW** Renovate and Update Business Building (20 classrooms).
- NEW** Campus Police Station and Community Room. The current facility is antiquated. Moving the station to the Pico side of campus offers an opportunity to include a public space for community and neighborhood use.
- NEW** New Outdoor Classroom between Health and HSS buildings. The new space adjacent to the Campus Quad is a natural venue for outdoor plays and class lectures.
- NEW** Potential Land Acquisition.

SMC Performing Arts Campus

- MP** Underground Parking Structure to support concurrent community and student use.
- MP** Aboveground Art Gallery and Greenspace.
- NEW** Ground Lease Extension Capital Premium—Lease from SMMUSD is through May 2058. Maximum current allowable lease term is 99 years with State approval. New lease could be to 2115. Requires taxable bonds.

SMC Bundy and Airport Arts Campuses

- NOTE** 16 Classrooms are temporary. Will require future planning.
- NOTE** SMC assumed ownership of 3400 Airport Avenue in July 2015 as a result of land swap with City of Santa Monica and Expo Authority. Will require future planning.

Potential Joint Use or Partnership Projects

- NOTE** John Adams Middle School Auditorium is no longer in service. SMC could assist in funding and/or staffing replacement auditorium.
- NOTE** College on a High School Campus—SMC could fund several classrooms at Santa Monica High School as part of SMMUSD's next building project.
- NOTE** Soccer Field at Memorial Park—SMC could assist in funding an expansion of Memorial Park to accommodate a new soccer field.
- NOTE** Malibu Infrastructure and Community Educational Uses—SMC could assist in funding enhancements to its instructional presence in Malibu in partnership with the City of Malibu.

Other Projects

Board discussion may identify other projects.

Key Findings from 2015 SMC Bond Survey

I. BACKGROUND AND METHODOLOGY

Santa Monica College asked Goodwin Simon Strategic Research to conduct a telephone survey of voters living in the Santa Monica Community College District. The purpose of the survey was to assess the feasibility of passing a bond measure for the District on the November 2016 ballot.

We completed 604 interviews between December 9 and December 16, 2015. Thirty- one percent of the interviews were conducted on wireless telephones.

The margin of error for the full sample is about plus or minus 4% at a 95% confidence level.

II. OVERVIEW/RECOMMENDATIONS

The bottom line is that a \$295 million dollar bond is likely to pass on the November ballot.

In addition, there is evidence from past November elections that an SMC bond can pass despite the presence of other revenue measures on the ballot:

- In 2008 there was a renewal of a utility users tax along with the SMC bond, along with the countywide Measure R sales tax and three successful statewide bonds.
- In 2004 a transient occupancy tax passed along with the SMC bond, while a countywide tax for public safety earned 61% of the vote and three statewide bonds and the surcharge on income taxes for mental health also passed.

Moreover, the experience from past bonds suggests that the polls for November measures tend to be slightly conservative:

- Measure U (2001) polled at 68% firm (definitely or probably) Yes and ended up at 70% of the actual vote.
- Measure S (2004) polled at 56% firm Yes and earned 58% of the actual vote.
- Measure AA polled at 56% firm Yes and ended up at 61% of the actual vote.

Proposed Bond Measure Language

To expand local access to affordable higher education in math, science, the arts, and business, and to improve career training for adults and veterans, shall the Santa Monica Community College District issue two hundred and ninety-five million dollars in bonds at legal rates to construct, modernize, and equip facilities for technology, media, biotech, and other fields; to improve emergency response and campus safety; to reduce parking and traffic impacts; to strengthen seismic safety; and to provide college-preparation classrooms at Santa Monica High; with citizens' oversight and annual performance and financial audits?

Voter Response to Need

Voters are very happy with life in Santa Monica and Malibu and have very positive feelings about SMC. SMC is linked to what is good about life in Santa Monica and Malibu. The bond will help strengthen what is already working here.

This bond will help to meet the expressed highest priorities of local residents with:

- An affordable pathway to college for local high school graduates, and to be the number one in transfers to the UC. As we saw in the focus groups and in the survey, this “number one” theme is a strong brand for the District.
- Making sure that high school graduates are college-ready so they can succeed in college and careers.
- The best career training for adults and veterans so they can live in Santa Monica and work in Santa Monica’s new high tech economy.
- Safe, modern college buildings to keep students secure and improve the quality of life.

Voters indicated their highest preference of reasons for the bond:

- First, that the bond is needed for important improvements for, and
- Second, that the bond will in fact make a difference in the quality of education and the quality of life in the area.

III. ATTITUDES ABOUT SMC AND SANTA MONICA/MALIBU

Personal Experience with SMC

Fifty-five percent of likely November respondents to this question say they or someone in their immediate family have attended SMC.

Among those under age 39, 12% say they are currently enrolled at SMC.

Right Direction/Wrong Track

Voters in Santa Monica and in Malibu have strongly positive attitudes about the direction of life in their communities. This suggests that we want our campaign messages to be positive, linking SMC to all that is good about life in the SM/Malibu communities and how the bond will help continue what is working.

SMC Job Ratings

The job rating question we asked yielded very positive results for SMC, at 65% positive (excellent/good) and just 15% negative (only fair/poor) with 21% who cannot rate it. In the 2014 poll, which sampled from a tighter model (looking at likely 11/14 voters), we found a 72% positive and 13% negative job rating with only 14% who cannot rate the District. This makes sense because likely 11/14 voters were more engaged than likely 11/16 voters.

It is also interesting to compare job ratings for SMC (65% positive; 15% negative) with those for the SMMUSD (49% positive; 24% negative). The proportion unable to rate SMC is considerably lower than for SMMUSD, and the “excellent” ratings for SMC are twice that for the school district.

Top Priorities for Voters

- Repairing aging and unsafe buildings (mold, asbestos, leaky roofs, etc.)
- Providing career training and especially for veterans
- Helping high school students transition to college

Additional High Priorities

- Ensuring that SMC remains an affordable pipeline to the UC for local students
- Helping special needs/disabled students
- More classrooms for high-demand classes
- Math/science buildings

IV. VOTER COMMUNICATIONS

Most Important Factor in Deciding How to Vote

We asked voters to choose one of three questions that would be most important to answer “in deciding how you will vote on this measure.” By far the most important question voters want answered is whether the money from the bond will be spent as promised.

The takeaway from this question is that our messaging should reinforce the trust and bond that SMC has with the community, and how past bonds have been spent as promised.

Proving the bond funds will be spent as promised is more about demonstrating they will make a difference than showing they will not be appropriated for another purpose.

Persuasion Messages

The top three messages across most voting groups were about SMC providing an affordable pathway to a college degree, fixing aging and unsafe buildings, and providing career training for adults. The latter is especially important to Latino voters.

December 2015 Survey (Proposed Nov 2016 Bond)	
N = 604	
First Ask (Q4)	%
DEFINITELY YES	37
PROBABLY YES	21
LEAN YES	7
LEAN NO	3
PROBABLY NO	8
DEFINITELY NO	15
DON'T KNOW/NO ANSWER	1
TOTAL YES	65
TOTAL NO	26
Second Ask (Q14)	%
DEFINITELY YES	43
PROBABLY YES	20
LEAN YES	6
LEAN NO	4
PROBABLY NO	6
DEFINITELY NO	16
DON'T KNOW/NO ANSWER	5
TOTAL YES	69
TOTAL NO	26
April 2008 Survey (Measure AA Nov 2008 Bond)	
N = 500	
First Ask (Q3)	%
DEFINITELY YES	31
PROBABLY YES	25
LEAN YES	7
LEAN NO	4
PROBABLY NO	9
DEFINITELY NO	12
DON'T KNOW/NO ANSWER	12
TOTAL YES	63
TOTAL NO	25
Second Ask (Q11)	%
DEFINITELY YES	34
PROBABLY YES	27
LEAN YES	7
LEAN NO	4
PROBABLY NO	8
DEFINITELY NO	16
DON'T KNOW/NO ANSWER	5
TOTAL YES	68
TOTAL NO	28



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#1 in Transfers

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Classes begin February 16th



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Serving Santa Monica and the Westside with four satellite campuses, California's leading transfer college is an amazing resource for your higher education goals. There's over \$50 million in financial aid and SMC is proud to offer the strongest student support system in the state!

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- #1 Choice for International Students
- Dedicated Faculty and a Large Selection of Classes
- Students Ride the Big Blue Bus for Free
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One Decade. Over 300 New Courses.

Just in the past 10 years, Santa Monica College has crafted **over 300 new courses** in **58 subject areas** to meet **student, community, and industry needs**. Here are just a few:



SCIENCE

BIOL 94C

Cell and Molecular Biology
Research Methods

ASTRON 9

Astrophysics with Calculus

SCI 10

Principles and Practice of
Scientific Research



GREEN JOBS

ENERGY 3

Commercial Building Science

PV 4

Photovoltaic Technical Sales

RRM 4

Resource Management and
Zero Waste in Business



TECHNOLOGY

GR DES 61

User Experience Design 1

CS 53C

iOS Advanced Mobile
App Development

IXD 350

Interactive Storytelling



HUMANITIES

LING 1

Introduction to Linguistics

ANTHRO 10

Forensic Anthropology

MUSIC 79A

Jazz Improvisation



BUSINESS/HEALTH

ACCTG 26

Advanced Business Law

BUS 82

Supply Chain Management

HEALTH 60

Multicultural Health and
Healing Practices



VISUAL ARTS

ET 17

Advanced 3D Level Design

FILM STUDIES 40

Cinematography

PHOTO 64

Community Documentary
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...and 291 more!

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Tops in Local Participation!

SMC comes out on top in state survey of "local participation rates"

Santa Monica and Malibu residents make better use of their community college than do residents of any other college district in California!



SMC is the state leader in local participation, which is a measure of how well we serve our local residents, doing better than any of the other 71 community college districts.



Survey conducted by the California Community Colleges Chancellor's Office

Santa Monica College / 1900 Pico Boulevard / Santa Monica, CA 90405

Tops in Local Participation!

55% of Santa Monica and Malibu residents report that they or members of their family have **attended Santa Monica College**, according to a December 2015 public opinion survey.

- ▶ **Transfer to Top Universities for Local Students**
- ▶ **Leading Job Trainer on the Westside**
- ▶ **Distinctive Lifelong and Continuing Education**



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It's hard to return. Even harder to move forward.

Santa Monica College provides a safe haven for veterans, options in over 100 areas of study, and support in achieving career and academic goals. **To soar into a new life.**



Now serving **1,000** veterans each year.

Visit www.smc.edu/veterans for more information.

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“The SMC community cares for veterans.”

—Staff Sgt. Domingo Tomas

Both refuge and launch pad, SMC’s **Veterans Resource Center** provides counseling, therapy, tutoring, a computer lab, assistive technology training for disabled vets, (frequently) doughnuts, and much more!



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Classes begin August 29



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Santa Monica College Is Your Smart Choice

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- **#1 Choice for International Students**
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March 1, 2016

Ms. Christen Villalobos
RBC Capital Markets
777 S. Figueroa St., Suite 850
Los Angeles, CA 90017-5852

SANTA MONICA COMMUNITY COLLEGE DISTRICT (Total District)

Assessed Valuation and Parcels by Land Use

	2015-16	% of	No. of	% of
	<u>Assessed Valuation (1)</u>	<u>Total</u>	<u>Parcels</u>	<u>Total</u>
<u>Non-Residential:</u>				
Commercial	\$10,299,837,289	22.49%	1,816	5.41%
Vacant Commercial	386,292,679	0.84	212	0.63
Industrial	722,924,038	1.58	294	0.88
Vacant Industrial	18,161,980	0.04	45	0.13
Recreational	121,749,543	0.27	76	0.23
Government/Social/Institutional	121,900,594	0.27	86	0.26
Miscellaneous	<u>73,865,222</u>	<u>0.16</u>	<u>214</u>	<u>0.64</u>
Subtotal Non-Residential	\$11,744,731,345	25.64%	2,743	8.17%
<u>Residential:</u>				
Single Family Residence	\$20,693,540,631	45.18%	12,812	38.15%
Condominium/Townhouse	6,260,203,929	13.67	10,394	30.95
Mobile Home Park	127,817,310	0.28	8	0.02
2-4 Residential Units	1,508,994,023	3.29	1,979	5.89
5+ Residential Units/Apartments	4,086,172,809	8.92	2,428	7.23
Vacant Residential	<u>1,381,352,806</u>	<u>3.02</u>	<u>3,221</u>	<u>9.59</u>
Subtotal Residential	\$34,058,081,508	74.36%	30,842	91.83%
Total	\$45,802,812,853	100.00%	33,585	100.00%

(1) Local Secured Assessed Valuation, excluding tax-exempt property.

JC:(\$100)

For Reference:

Total AV for 2001-02	\$18,404,035,360	100.00%	36,604	100.00%
Total AV for 2003-04	\$21,707,538,303	100.00%	33,541	100.00%
Total AV for 2007-08	\$30,933,878,868	100.00%	33,199	100.00%

May 2016 Update

At its May 3, 2016 meeting, the Board of Trustees provided direction to plan for a \$345 million bond measure, with the first issue in 2018, with a tax rate of \$18 per \$100,000 assessed valuation. In doing so, the Board noted that this would allow Santa Monica College to make a greater funding contribution to the proposed joint projects with the City of Santa Monica, the Santa Monica-Malibu Unified School District, and the City of Malibu.

At its May 3, 2016 meeting, the Board of Trustees received an analysis from its bond advisor that suggests the average monthly cost to Santa Monica renters would be about \$1.59 per month for the proposed bond. The average monthly cost to Santa Monica homeowners would be about \$8.65 per month and the average monthly cost to all District homeowners (Santa Monica, Malibu, and unincorporated LA County) would be about \$10 per month.

At its May 3, 2016 meeting, based on public testimony, the Board of Trustees added the following potential project: “Converting Library Interiors—Conversion of existing Library floor space used for book stacks to construct and install additional student study areas, tutoring and collaborative learning spaces in support of student success.”

As of the end of May 2016, 63% of Santa Monica voters have indicated that they are yes in support of a new bond measure, as surveyed at the door; 13% are maybe in support; 12% are undecided; and 12% do not support a new bond measure. (N = 8,333)

July 2016 Update

At its July 5, 2016 meeting, the Board of Trustees voted unanimously to place on the November 8, 2016 ballot a \$345 million bond measure, with the first issue in 2018 with a tax rate of \$18 per \$100,000 assessed valuation.

The ballot label will read as follows:

SANTA MONICA COLLEGE CLASSROOM REPAIR, CAREER TRAINING, HIGHER EDUCATION ACCESS MEASURE. To improve local access to affordable higher education for high school graduates, adults, and veterans; improve education and career training in math, science, writing, arts, business; shall Santa Monica Community College District issue \$345,000,000 in bonds at legal rates, with citizens oversight and annual audits, to repair, upgrade, construct, modernize, and equip facilities for technology, science, biotech, and college readiness; repair aging, leaky classrooms; remove asbestos; upgrade disabled access; and seismic and campus safety?

As of the end of June 2016, 62% of Santa Monica voters indicated that they were yes in support of a new bond measure, as surveyed at the door; 14% were maybe in support; 12% were undecided; and 11% did not support a new bond measure. (N = 9,458)