Citizens for our Community Colleges –
Yes on J 2016

FPPC # 1389286

Report to
Kern Community College District
Board of Trustees

November 10, 2016
Election Results

Kern County:
62.42% YES
Yes: 96,589    No: 58,155
Total: 154,744

Tulare County:
59.99% YES
Yes: 6,770    No: 4,515
Total: 11,285

San Bernardino County:
63.6% YES
Yes: 290    No: 166
Total: 456

Overall:
62.26% YES
Yes: 103,649
No: 62,836
Total: 166,485

Election Day: Get out the vote

- **Election Day Volunteers**: Due to various regional teams such as rural communities, firm numbers have not yet been finalized. It is understood that our total target number of volunteers on Election Day was aimed at 200 and we hovered around 150.

- **Number Targeted Get Out The Vote**: We targeted 16 polling locations and 32 precincts. A total of 4,622 voters were targeted breaking down to 2,746 of those voted at their polling location which is 59.4%.
Campaign Volunteers:

- Over 300 volunteers
- Phone banking made about 20,000 calls
- Phone banking – we identified approximately 10,200 yes voters at an average of around 68%; this would mean we spoke with approximately 15,000 voters out of the BC operation
- Precinct walking – we counted approximately 20 volunteers walking about 30 precincts prior to the election. The numbers came in at about the same or slightly higher than phone banking between 70-75% yes voters.
- Speaking engagements – over 200 presentations
- 78 signs measuring 4x8 were distributed for BC
- 2,000 yard signs were distributed

Social Media

- YesonJ2016 was active on various social media outlets including Facebook and Twitter. 521 people liked the page on Facebook and popular hashtags included #yesonj, #measurej, #wearebc, and #college2career. Over 30 videos were created.
- BC President Sonya Christian also reached out via her personal blog, SonyaChristianblog.com, covering many aspects of Measure J outreach fueling the conversation.
Media Visibility:

- 47 counted media news articles have been printed or published online via various local news outlets.

- November 4, 2016: Bakersfield Californian, Community Voices: BC is community's eyes, ears; but what about bones? - David Torres
- November 2, 2016: KERO ABC 23, Measure J could affect veterans education, fund Veterans Center at Bakersfield College
- November 2, 2016: Bakersfield Californian, Community Voices: Measure J supports a long-held community vision, - Sonya Christian
- November 1, 2016: Bakersfield Californian, Community Voice: Measure J will help those working in the fields, - Oliver Rosales
- October 27, 2016: Bakersfield Californian, Community Voices: BC's enriching culture, decaying infrastructure, - Deborah Rosenthal
- October 26, 2016: KERO ABC 23, Bakersfield Downtown Business Association announces endorsement of Measure J
- October 18, 2016: Bakersfield Californian, Community Voices: How Measure J can improve Kern's Health - David Womack
- October 12, 2016: The Daily Independent, Measure & Information shared at Chamber luncheon
- October 11, 2016: Bakersfield Californian, Community Voices: Measure J is of paramount importance - JP Lake
- October 9, 2016: Bakersfield Californian, Letter to the editor: A student-veteran speaks on the bond - Wesley Lyons
- October 7, 2016: The Renegade Rip, Measure J open house
- October 6, 2016: Tehachapi News: College president: Measure J could help upgrade area community colleges
- October 5, 2016: Bakersfield Now, $503 million bond measure gets big-name support
- October 5, 2016: The Renegade Rip, $503 million bond measure to shape the future of the KCCD - Morgan Park
- October 5, 2016: KERO ABC 23, "Measure J" aims at improving Kern community college facilities
- October 2, 2016: Bakersfield Californian, Letter to the Editor: Fact-checking an anti-J argument - Bill Thomas
- September 28, 2016: The Porterville Recorder, Porterville College looking to upgrade old facilities
- September 27, 2016: Bakersfield Californian, Pro: The 'J' in Measure J stands for Jumpstart - Danny Morrison
- September 25, 2016: Bakersfield Californian, Yes on Measures J, K and N; support Kern’s schools
- September 20, 2016: Bakersfield Californian, Community Voices: Measure J an investment in future of Bakersfield - Bill Moseley
- September 17, 2016: The Daily Independent, College to hold Career Exploration Day
- September 16, 2016: Bakersfield Californian, Education matters, even to a former NFL player - Jeremy Staat
- September 16, 2016: Bakersfield Now, Students catch local screening of "McFarland, USA"
• **September 15, 2016:** *Bakersfield Californian*, Learning by interning: BC's Human Services Program - *Krista Moreland*

• **September 14, 2016:** *The Porterville Recorder*, PC Veterans Resource Center counselor settles into new position - *Julissa Zavala*

• **September 7, 2016:** *The Porterville Recorder*, CHAP holding event for Constitution Day

• **September 7, 2016:** *Bakersfield Californian*, The Grade: The ins and outs of education in Kern County - *BC's Aera STEM Success Center - Harold Pierce*

• **September 7, 2016:** *Bakersfield Californian*, Community Voices: Measure J can solve BC's infrastructure woes - *Randal Beeman*

• **September 7, 2016:** *Bakersfield Californian*, Community Voices: Yes vote on Measure J a vote for economy - *Cheryl Scott*

• **August 31, 2016:** *Bakersfield Now*, Ribbon-cutting event set for Aera STEM Success Center at Bakersfield College

• **August 17, 2016:** *Bakersfield Californian*, Marching Band Returns to BC After 20 years absence - *Susan Scaffidi*

• **August 16, 2016:** *The Porterville Recorder*, PC named 2016 Leader College

• **August 1, 2016:** *Kern County Family Magazine*, Bakersfield College to Begin Baccalaureate Program This Fall - *Vaun Thygerson*

• **July 24, 2016:** *Bakersfield Californian*, College district's plans are ambitious, but maintaining what it has built requires it - *Louis Amestoy*

• **July 23, 2016:** *Bakersfield Californian*, Community Voices: Oh the Places You'll Go - My life with history - *Linda Esquivel*

• **July 23, 2016:** *Ridgecrest Daily Independent*, Cerro Coso to benefit from proposed bond measure

• **July 23, 2016:** *The Porterville Recorder*, PC preps for bond vote

• **July 20, 2016:** *Bakersfield Californian*, Community Voices: A road for community college students: BC's GPS - *Nick Strobel*

• **July 14, 2016:** *KGET*, Bakersfield College to introduce Bachelor of Science degree for first time in school's history

• **July 14, 2016:** *Bakersfield Californian*, Why I'm endorsing the Kern Community College District's bond measure - *Harvey Hall*

• **July 14, 2016:** *KBAK/KBFC*, Kern college district trustees OK bond measure for November ballot

• **July 12, 2016:** *Bakersfield Californian*, Community Voices: Step one in climbing Arvin’s Mountain of Poverty - *Jazmin Robles*

• **July 11, 2016:** *Bakersfield Californian*, Community Voices: BC's African-American Success Through Excellence and Persistence (ASTEP) program - *Paula Parks*

• **July 10, 2016:** *Bakersfield Californian*, Local college district to consider bond measure in fall - *Olivia Garcia*

• **July 8, 2016:** *Tehachapi News*, Cerro Coso president: College an important resource for local students - *Jill Barnes Nelson*

• **June 8, 2016:** *Bakersfield Californian*, BC program sounds like a good idea - *Susan Scaffidi*
**Bond Recap**

In the 1900’s, Bakersfield’s journey began with a simple vision to make the Central Valley a place of opportunity. From then until the 1950s, we experienced unbelievable growth. The leaders of the 1950s made the decision to make a long-term, 50-year investment in a “campus on the hill.” That novel idea became Bakersfield College.

Over those 50 years, students multiplied as our new generations flooded the halls of local community colleges. Our current local leaders have recognized the need to modernize the revolutionary idea of the “campus on the hill” investment. So three years ago, we embarked on a renewed long-term investment with the KCCD Facilities Master Plan.

On November 8, 2016, our community was faced with a challenge to review this investment and meet the challenges of Kern County growth for the next 50 years. I’m honored and humbled to say, YOU have done it!

This recent campaign reflects the enthusiasm and vision that will propel Bakersfield into the next era of economic growth and prosperity. Thank you for dreaming big and being bold in your decisions. Today begins a new chapter of history at KCCD and I’m honored to say thank you for being a part of it. Over 300 volunteers dedicated countless hours, 38 local organizations and over 2,000 individuals publicly endorsed Measure J to make sure future dreams can become future realities through the transformative power of a college education.

Higher education is evolving and Kern County is about to embark on an incredible journey. We have so many to thank including the volunteers, endorsers, committee members, community leaders, advisors, and everyone who cast their vote to ensure we continue to work together to transform our community. It’s this teamwork and working together that will ensure we do our parts to always continue building a better KCCD.