



Kern County Community Survey Key Findings



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

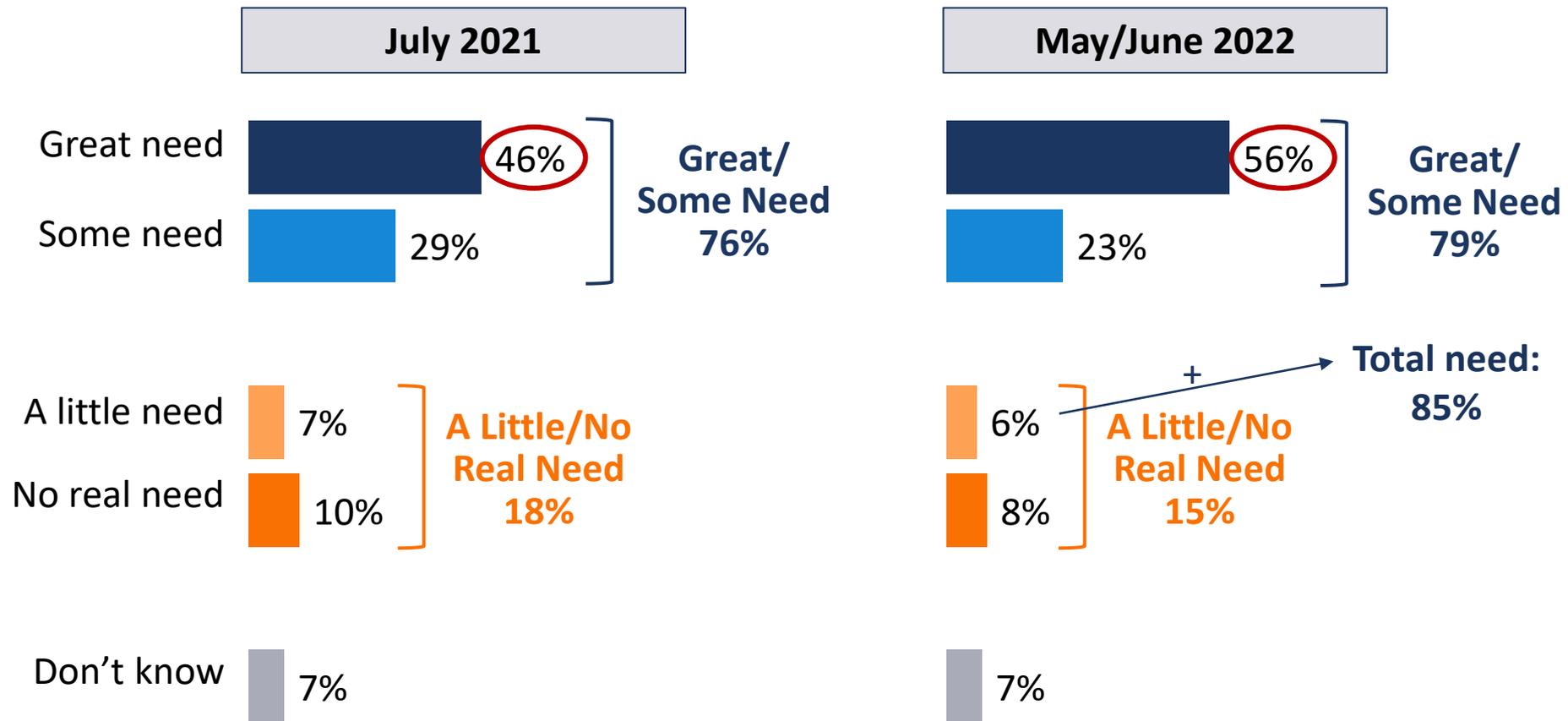
Dates	May 24 – June 5, 2022
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2022 Kern County Unincorporated Area voters
Total Interviews	387
Margin of Sampling Error	±5.8% at the 95% Confidence Level for Full Sample ±8.2% at the 95% Confidence Level for Half Sample
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English and Spanish
Tracking	July 2021

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



Community Perception of Need

Nearly eight-in-ten perceive that the County needs additional funding, with an increase in those saying “great need” since 2021 of ten percentage points, from 46% to 56%.





Interest in Potential Local Funding

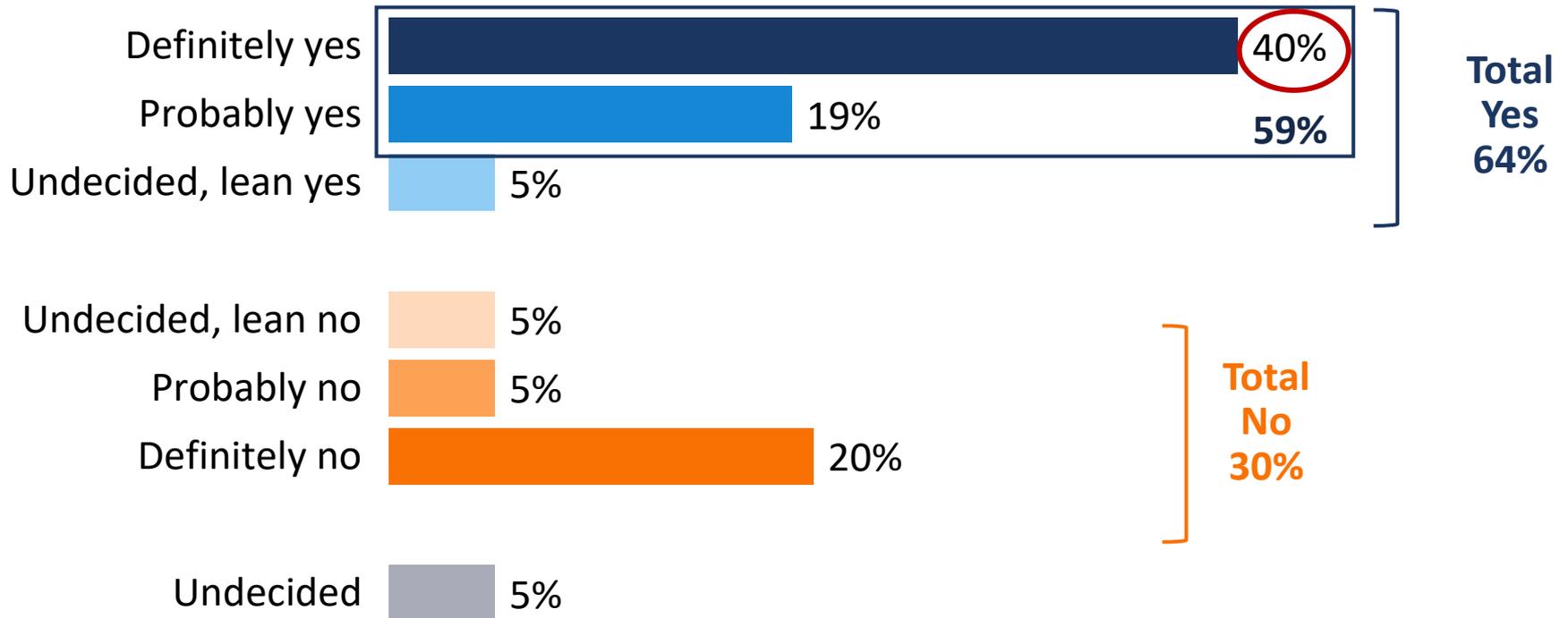
Conceptual Local Ballot Measure

Kern County Public Safety Local Control Measure

To maintain vital local services such as law enforcement, fire 911 response; recruit retain qualified firefighters sheriff deputies; prevent thefts property crimes; help address mental health, addiction challenges homelessness; repair roads; attract new industries jobs; for general government use; shall the measure be adopted establishing a 1¢ sales tax in unincorporated Kern County, providing approximately \$54,000,000 annually until ended by voters; requiring citizens' oversight, audits, and no money for the State?

(As Approved by Legal Counsel)

Overall, up to 64% vote yes on the measure.





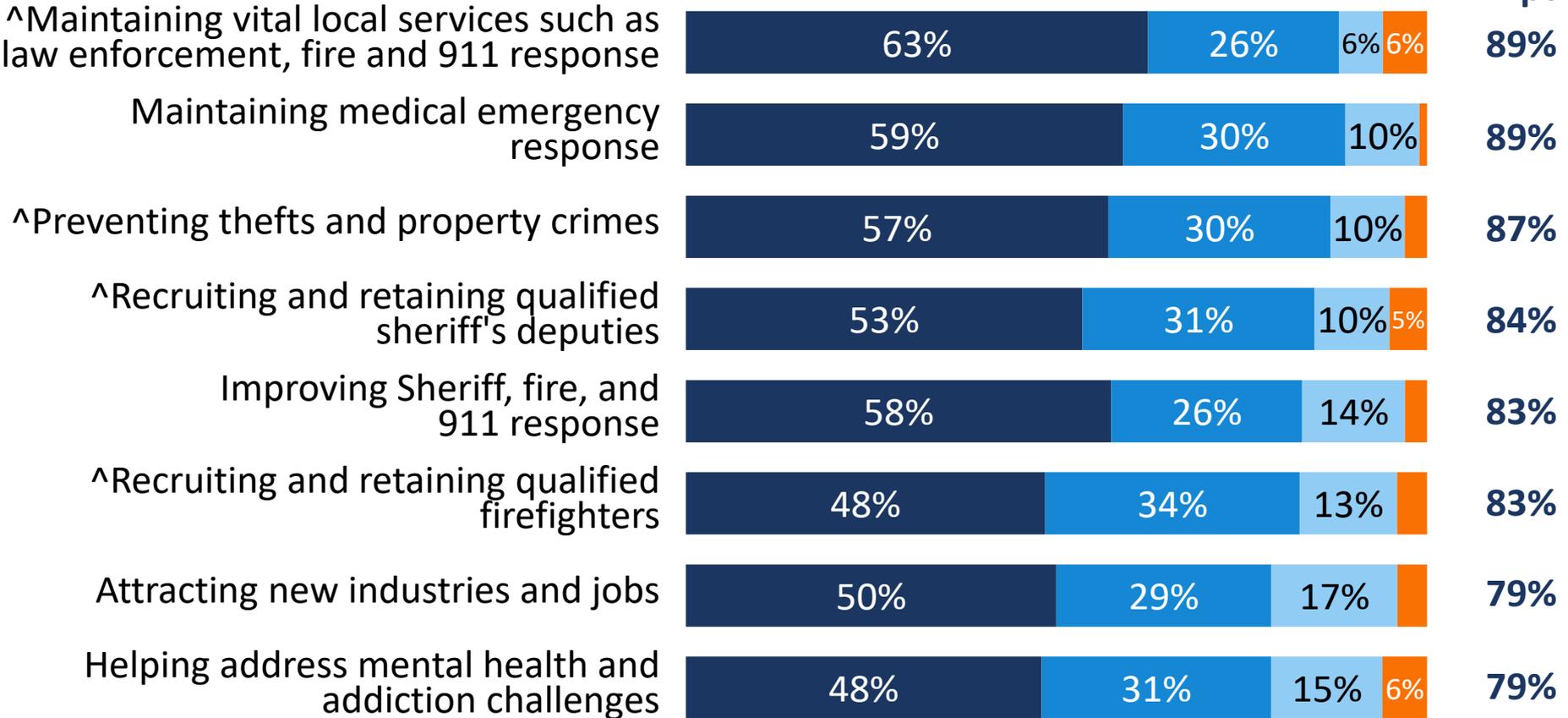
Community Budget Priorities

Maintaining public safety; attracting new industries and jobs; helping address mental health and addiction challenges; and repairing roads are considered among the most important priorities.

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know

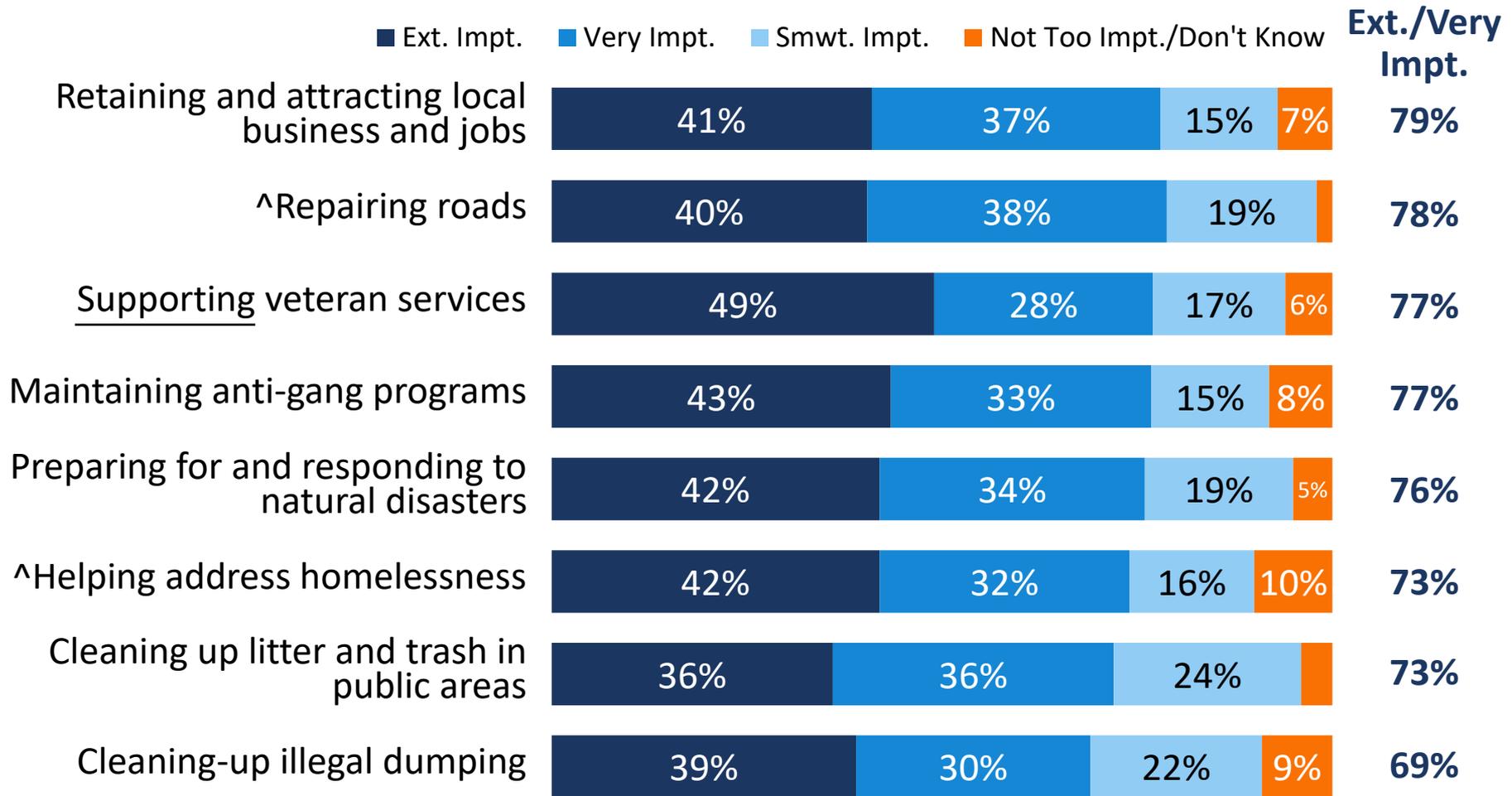
Ext./Very Impt.



Stepping back from the possible ballot measure you just considered, I would like to read some specific priorities for Kern County government that have been mentioned. Please tell me how important that priority is to you personally: is it extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample

Continued

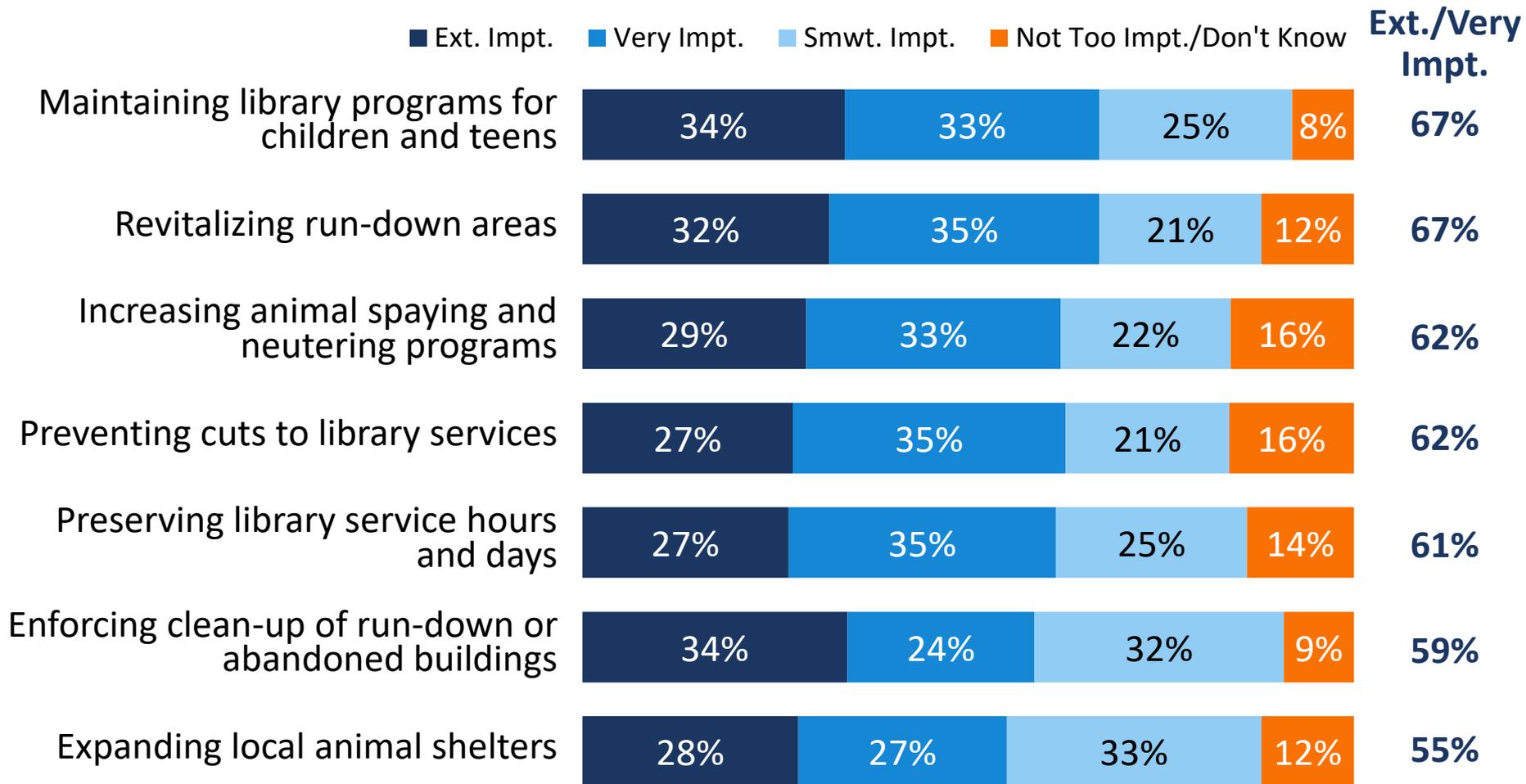
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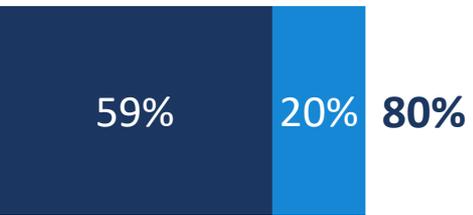
Key Facts of Interest

Local control of funds, improving patrol 911 responses times, and the measure's strict accountability features are leading reasons to support the measure.

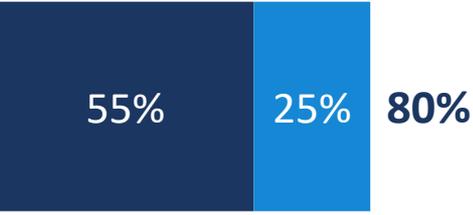
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

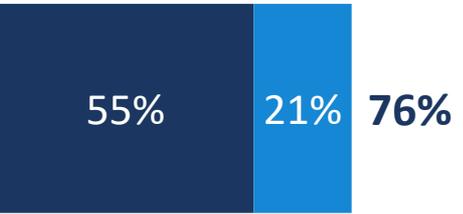
^(LOCAL CONTROL) In the last 10 years, Kern County has lost \$103 million alone due to Sacramento's extreme regulations. As we continue to face rising inflation while recovering from the pandemic, it is important to keep local control of our funds to address our own community's concerns, and NOT be forced to do what Sacramento politicians tell us to do. This measure requires all funds stay here in Kern County for essential local services. Not a penny can be taken by state or federal governments.



(PATROLS) With about only 45 sheriff's deputies patrolling over 7,600 square miles across Kern County at a given time, average response time to emergency calls are 11 minutes. This measure will make us all safer by improving response times when we call 911 and need a sheriff's deputy.



^(ACCOUNTABILITY) This measure includes strict requirements to inform the community about how the money is spent including citizens' oversight and annual independent financial audits that ensure funds are used as promised.



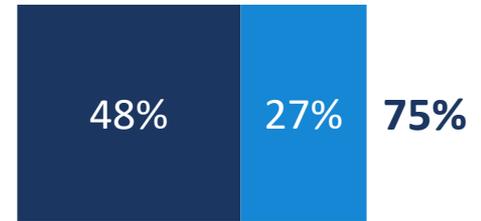
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(Ranked by Total More Inclined to Vote Yes)

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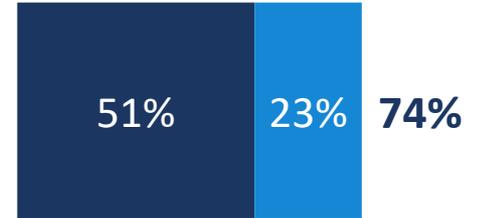
(MEDICAL RESPONSE TIMES) Seconds count in an emergency.

Slightly more than 6 in every 10 calls made to the Kern County dispatch are medical emergencies or rescues. This measure will ensure that Kern County has the needed firefighters, lifesaving equipment, personal protective equipment, and communications systems to save lives in any type of natural disaster or health emergency.



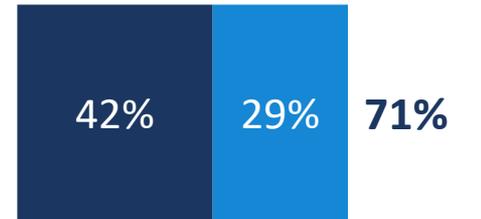
(KEEPING GANGS OUT) Kern County has counted approximately

35 active gangs and more than 5,000 gang members. Passing this measure will help law enforcement to continue to fight crimes related to gangs such as burglaries, assaults, and drug dealing; and offer safe activities and programs that keep at-risk youth off the street so they do not become gang members.



^(HOMELESS) The number of children and adults experiencing

homelessness in Kern County remains high, with more than 1,600 including veterans and domestic abuse survivors. This measure helps address homelessness by providing access to homeless services including job training, mental health services, and substance abuse treatment. This will also help ensure our business districts, parks, and other public areas are clean, safe, and secure for everyone.

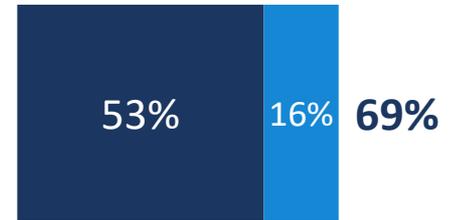


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(Ranked by Total More Inclined to Vote Yes)

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(COMBAT CRIME) Crime in Kern County is on the rise. In 2020 Kern County had the highest homicide rate in California, coupled with the highest County rates of assaults and auto thefts in a decade. This measure will increase the number of law enforcement on our streets, provide them the resources they need to prevent crimes on people and property, and help counter Sacramento's efforts to be soft on crime. We all deserve to be able to live, work and raise families in safer communities.



(EXCEPTIONS/VISITORS) This measure is not a tax on your home or property, and is not applied to rent, utilities, groceries or prescription medicine. Visitors will also pay their fair share when they visit Kern County and use services we all rely on.



(CUTS) Even as we try to navigate economic loss caused by the pandemic and rising fuel costs, the State continues enforcing extreme regulations on our local oil and gas industries, including the recent elimination of fracking and denial of new well permits in Kern County. This has forced the County to cut almost \$50 million in the budget for many essential services over the last few years. This measure is needed to help protect these services including fire, law enforcement, and 911 emergency response times; road and pothole repairs that County residents rely on.



FM3 I am now going to mention some statements made by those who may support the possible measure I asked you about earlier in the survey. Please tell me if this makes you more inclined to vote "Yes" on this measure. Split Sample



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