



GROUNDING & BOUNDLESS

# Kern County Community Priorities Survey Key Findings

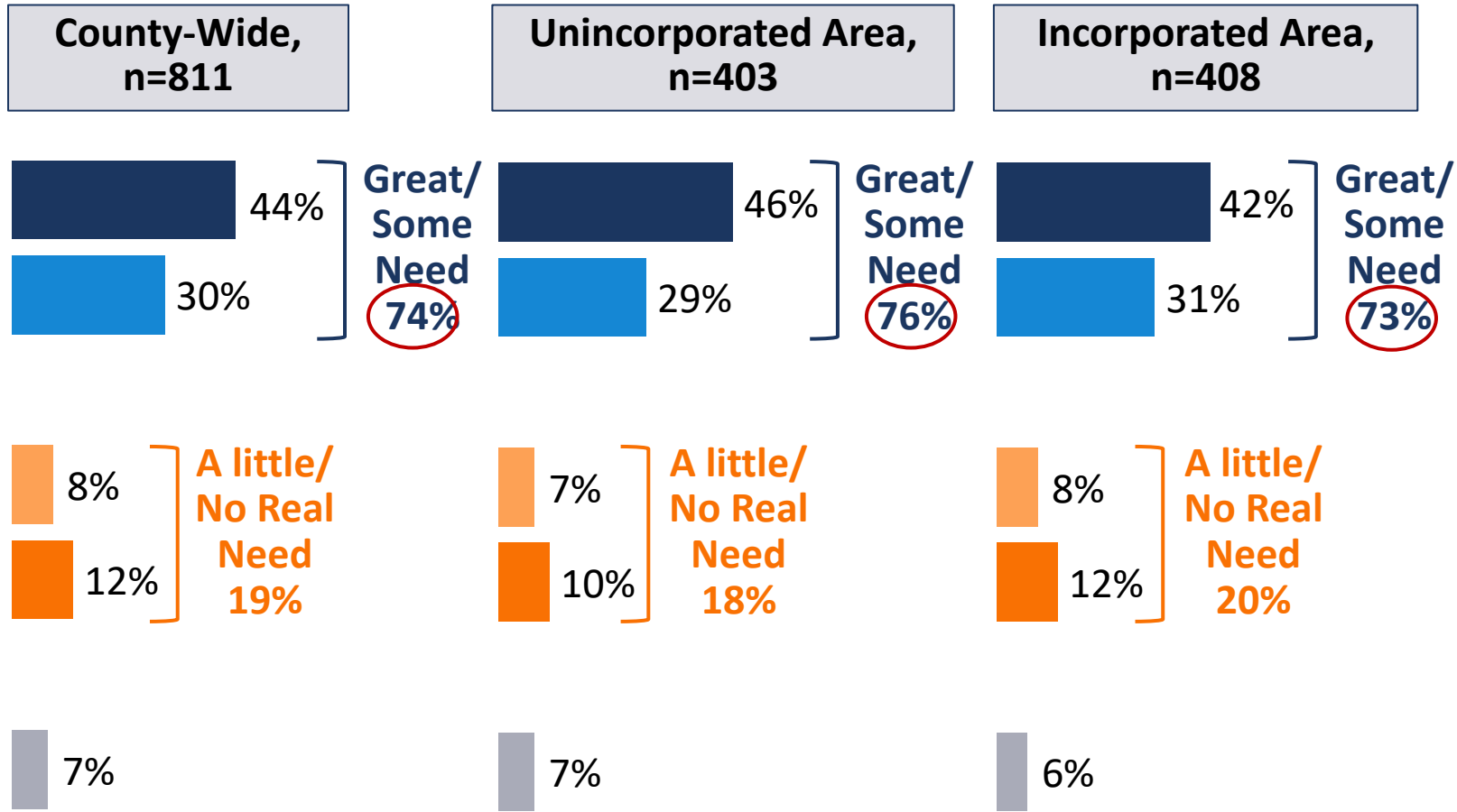


OPINION  
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# Community Perception of Needs

# About three-quarters of all respondents in both Unincorporated and Incorporated areas believe the County has a need for additional funding.

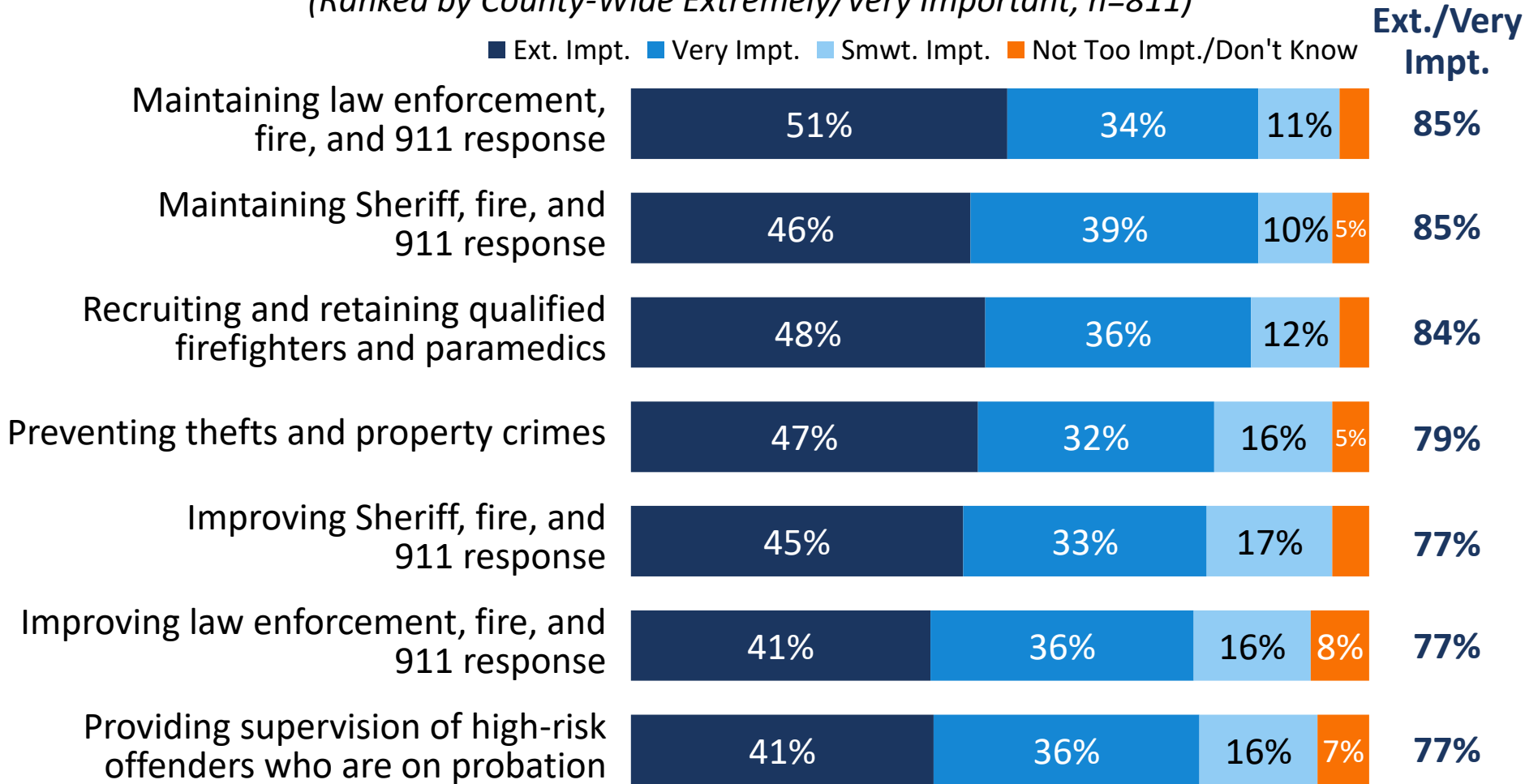




# The Community's Budget Priorities

# Respondents ranked maintaining public safety services, including law enforcement, fire and 911 response, among the most important to fund.

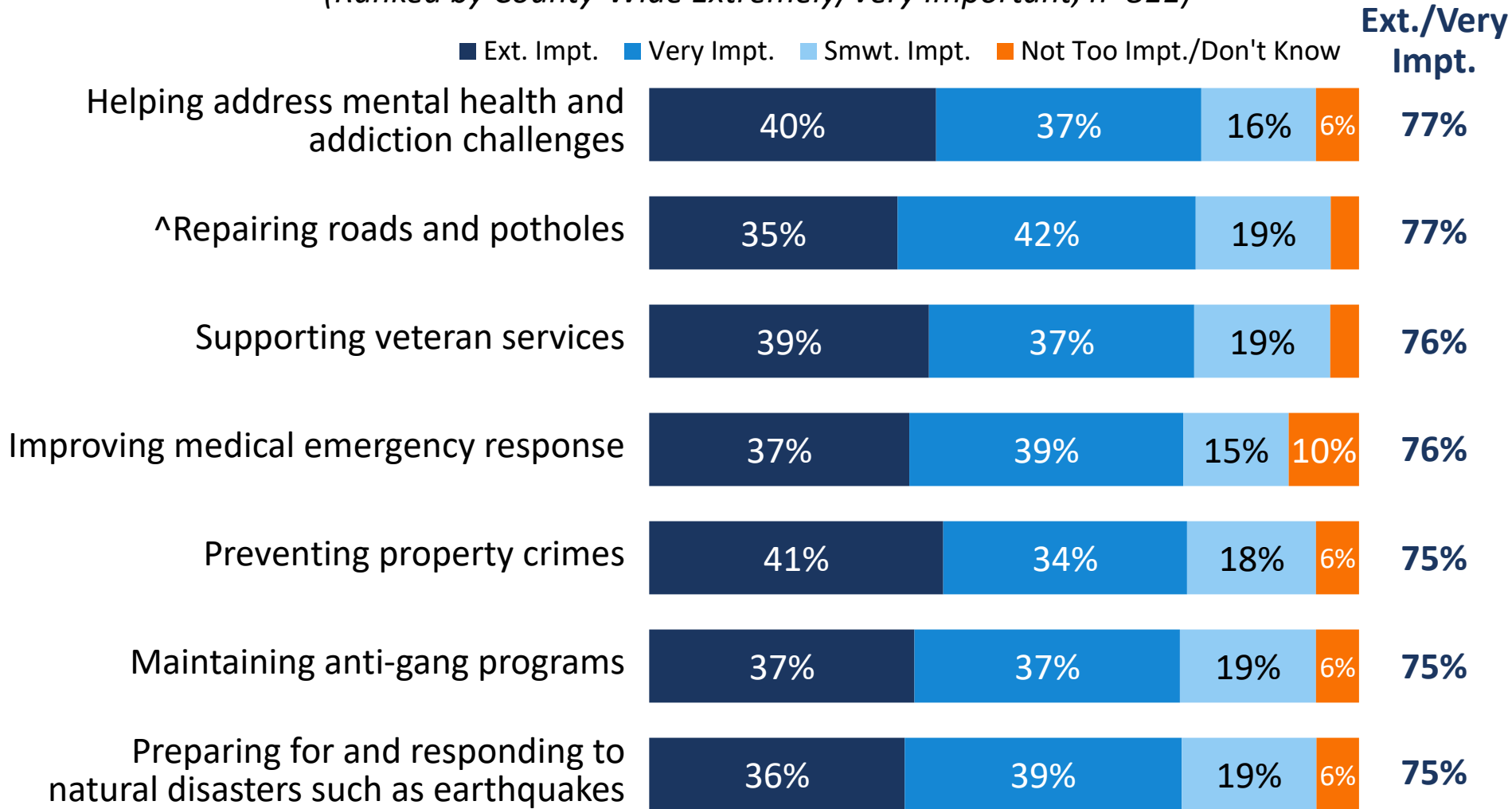
(Ranked by County-Wide Extremely/Very Important, n=811)



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? Split Sample

# Addressing mental health, road/pothole repair and veterans services were also viewed as important.

(Ranked by County-Wide Extremely/Very Important, n=811)



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



# Interest in Potential Local Funding

# Potential County Measure

## (Simple Majority Requirement)

### Kern County Public Safety and Essential Services Measure

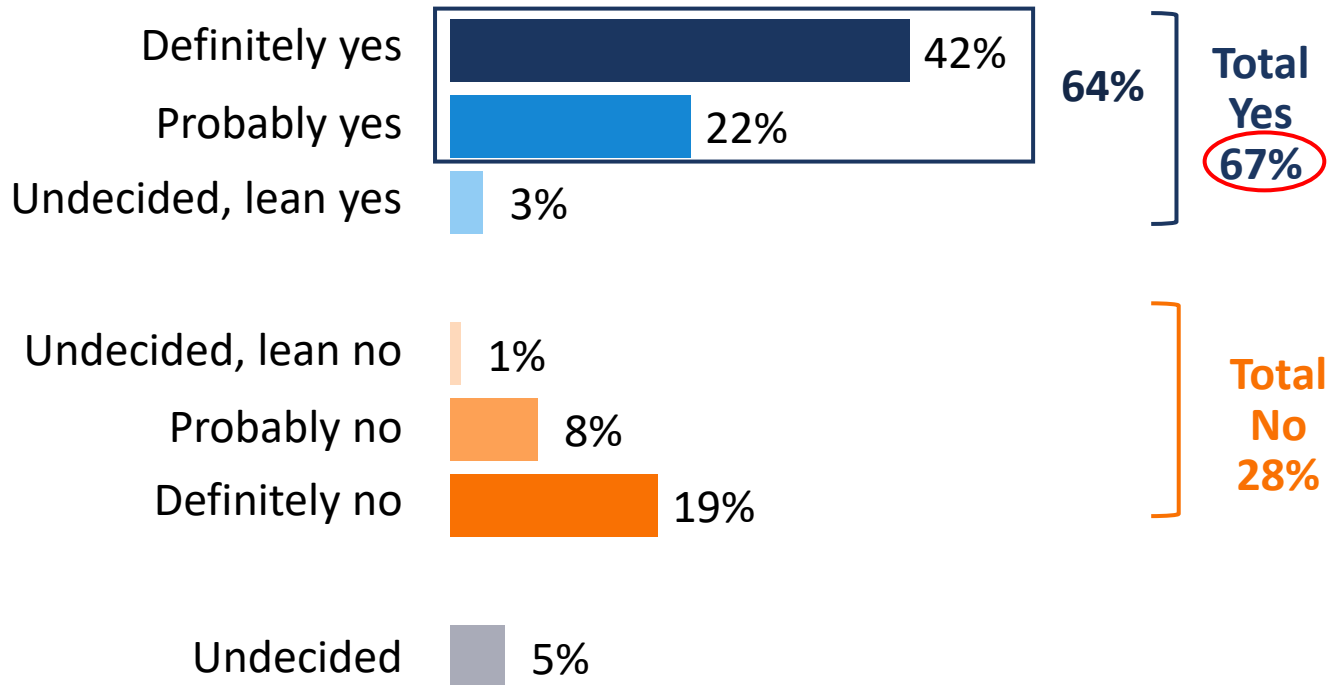
To maintain and improve fire and emergency 911 response; recruit and retain qualified firefighters and law enforcement; support veteran services and job training; repair roads and potholes; help address homelessness; maintain anti-gang, anti-drug and crime prevention programs and other general services; shall the measure be adopted establishing a 1¢ general sales tax in unincorporated Kern County, providing approximately \$53,000,000 annually until ended by voters; requiring citizens' oversight, annual financial audits, and all funds controlled locally?

*As approved by County Counsel*



# The conceptual measure reaches a high of two-thirds support County-wide for a simple majority requirement measure.

(County-Wide, n=811; M.O.E. ±3.9%)





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