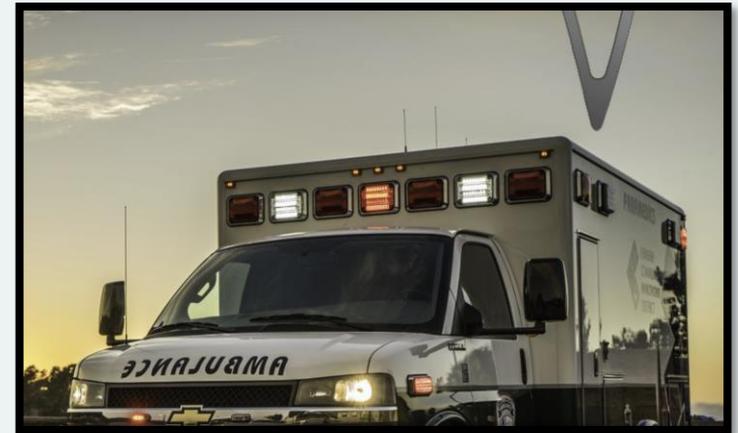




G.O. Bond Survey Results Presentation

by

Isom Advisors,
a Division of Urban Futures, Inc.



February 22, 2022

Methodology

There are 5,002 registered voters in the District



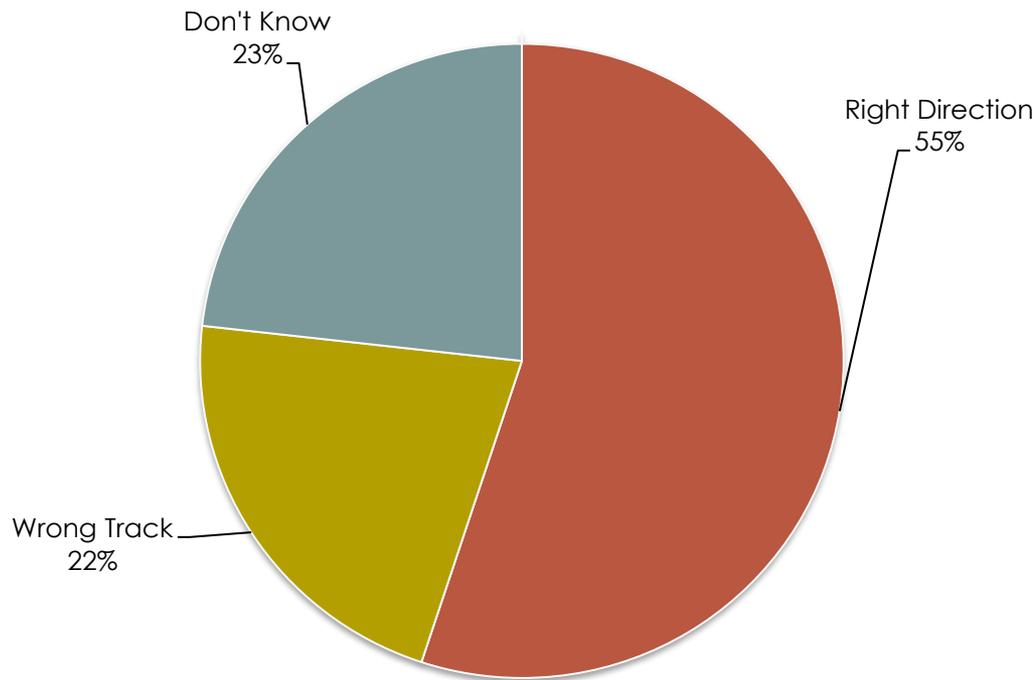
- ❖ The Cambria Community Healthcare District is currently assessing the feasibility of placing a general obligation bond measure on an upcoming ballot.
- ❖ A survey was conducted from 2/10/2022 through 2/14/2022 to assess support for the proposed bond measure.
- ❖ The survey tested voter attitudes regarding the District, projects to be funded by the proposed measure, and tax tolerances.
- ❖ 198 households were contacted (253 individuals), representing approximately 10% of District voters with working phone numbers.

General Questions



Majority of voters are satisfied with the community

- ❖ Overall, would you say things in the Cambria/San Simeon area are generally headed in the right direction, or do you feel that things are on the wrong track?

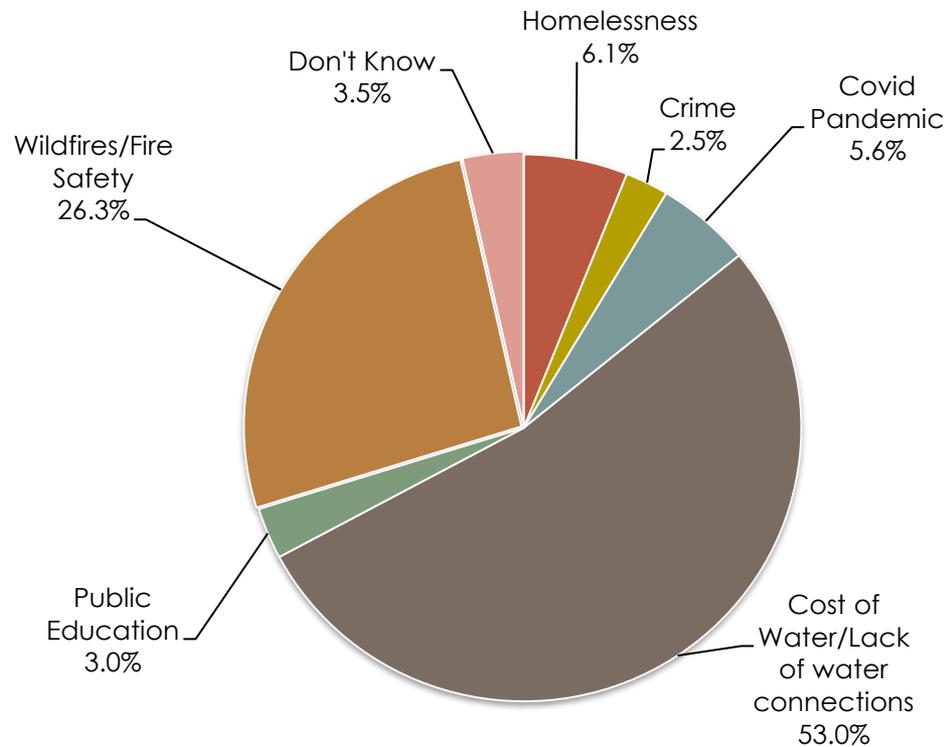


Community Concerns

Voters are concerned about cost/lack of water



❖ Which of the following would you say is the biggest concern facing your community?

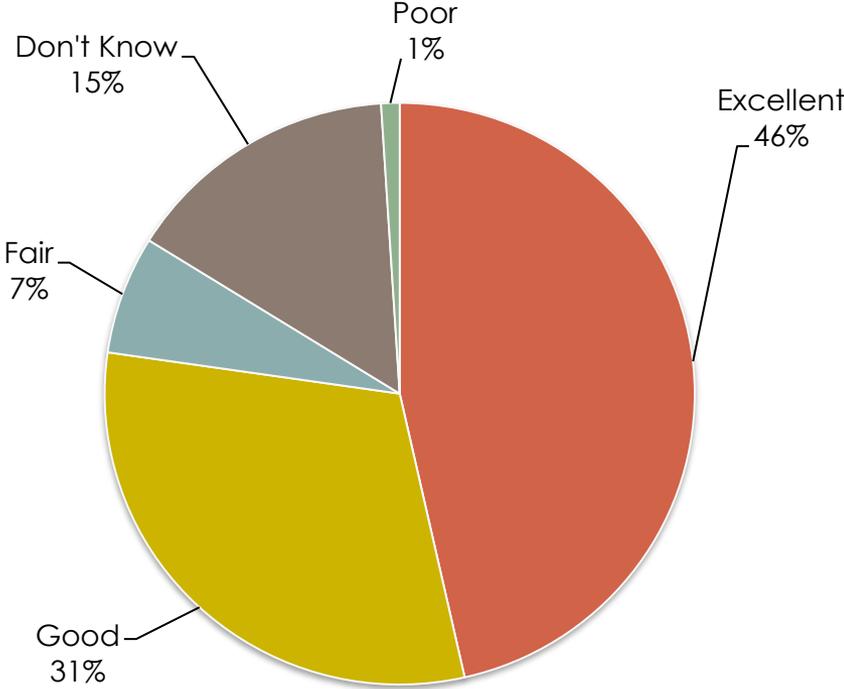


General Questions



Majority of voters satisfied with the quality of services

- ❖ As you may or may not know, you reside within the boundaries of the Cambria Community Healthcare District, which provides emergency advanced life support ambulance service, and provides community health education. How would you rate the quality of services provided by the Cambria Community Healthcare District?



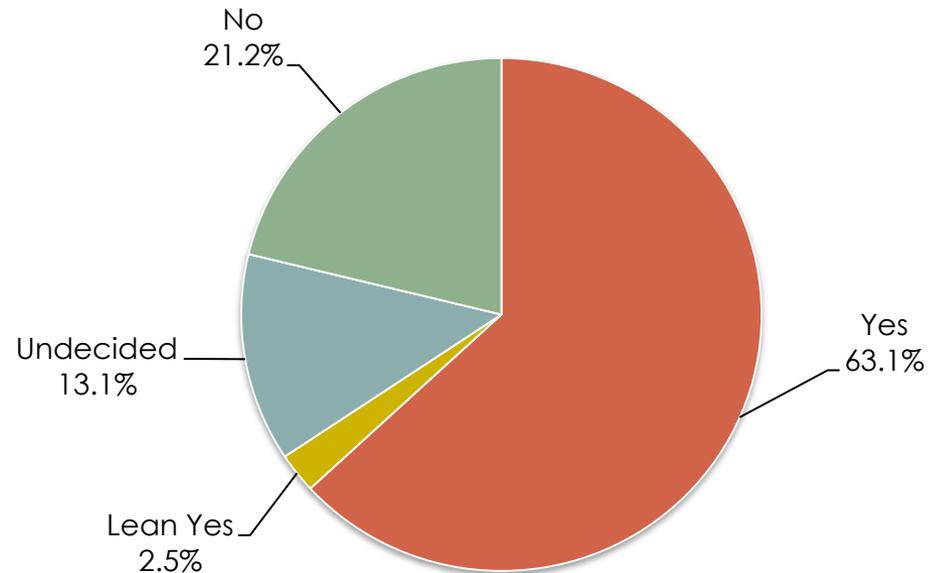
Ballot Measure (Pre-Benchmark)



Support for measure is below the required 2/3rds threshold

- ❖ At this time, the Cambria Community Healthcare District is looking to make healthcare facility improvements and is considering placing a bond measure before voters in the community on an upcoming ballot. If the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?

"To improve the ambulance station/healthcare facility; replace 60-year-old building with modern facility that meets current codes and standards; increase healthcare education; and improve safety and security for residents and visitors; shall Cambria Community Healthcare District issue \$8,500,000 of bonds at legal rates, generating on average \$567,000 annually as long as bonds are outstanding at a rate of approximately 1.1 cents per \$100 assessed value, with annual audits, independent citizens' oversight committee, NO money for salaries and all money staying local?"

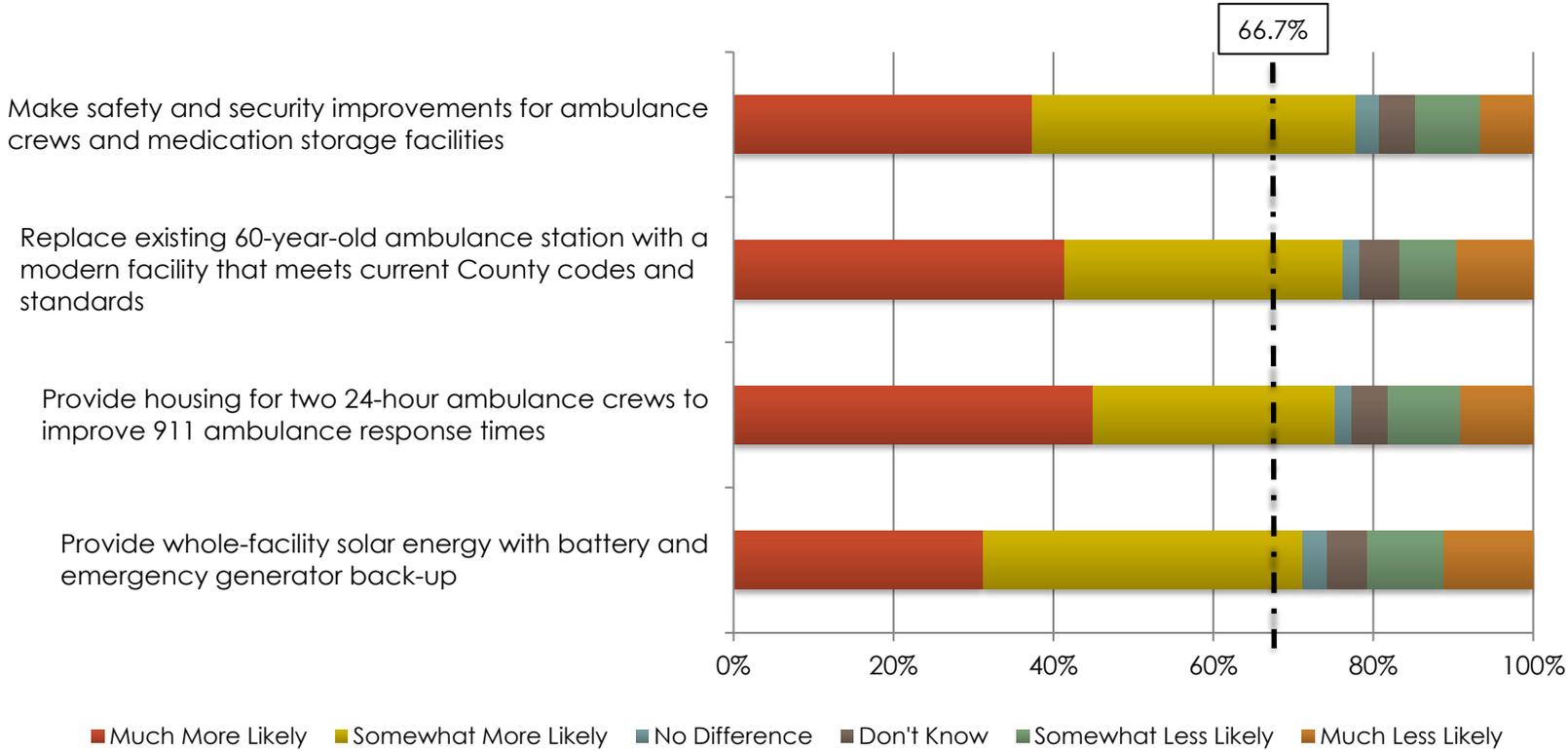


G.O. Bond Projects



The following projects received over 70% support

❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:

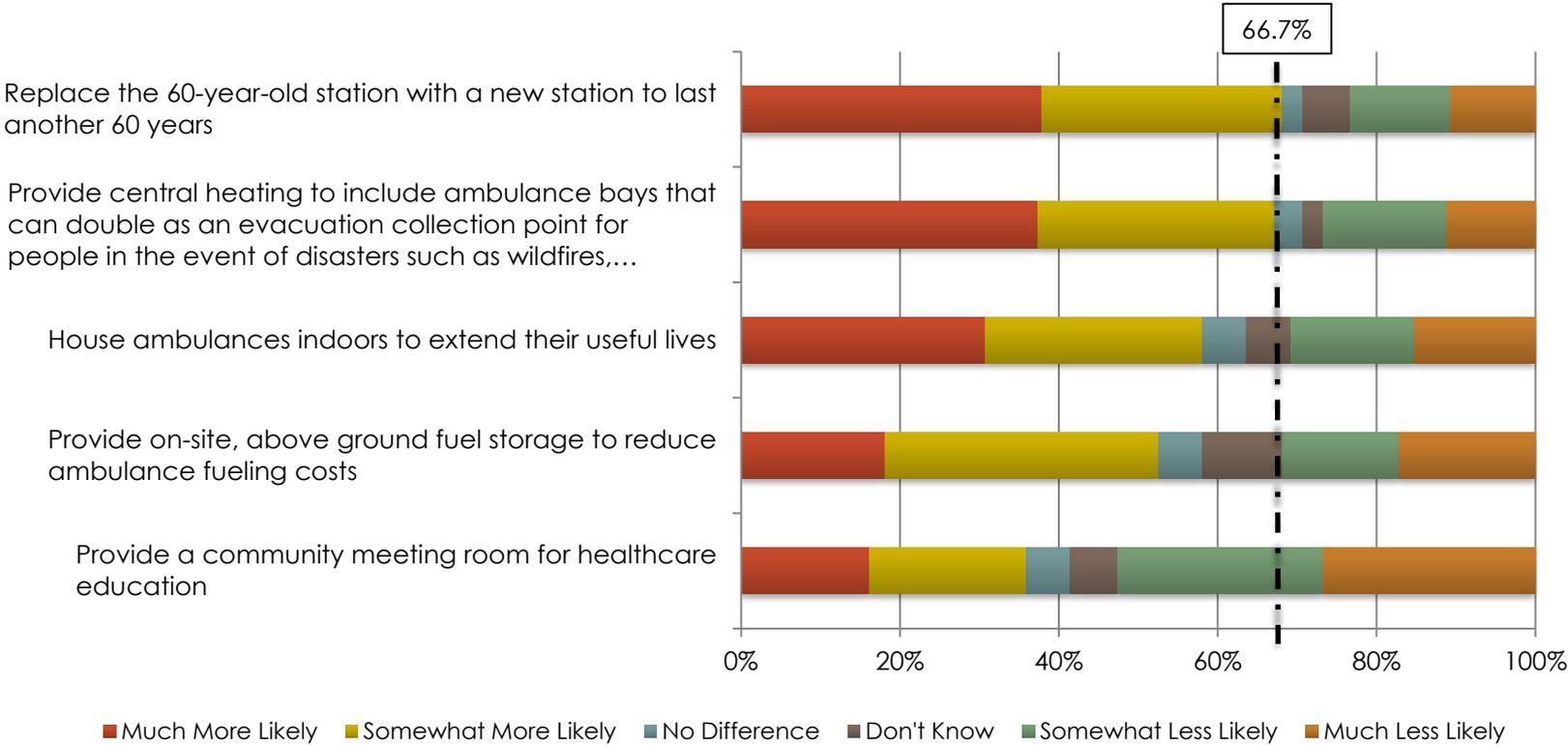


G.O. Bond Projects



Two projects below received over 66.7% support

❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:

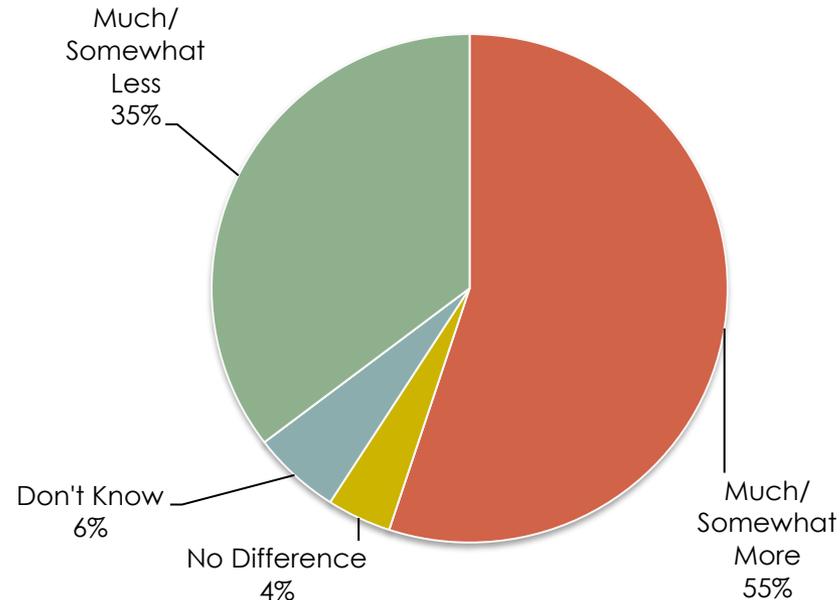


Tax Tolerances



There is tax rate sensitivity at the \$11/year tax rate

- ❖ If the proposed measure would cost property owners \$11.00 per \$100,000 of assessed valuation per year, would you vote "yes" in Favor of or "no" to Oppose the measure?

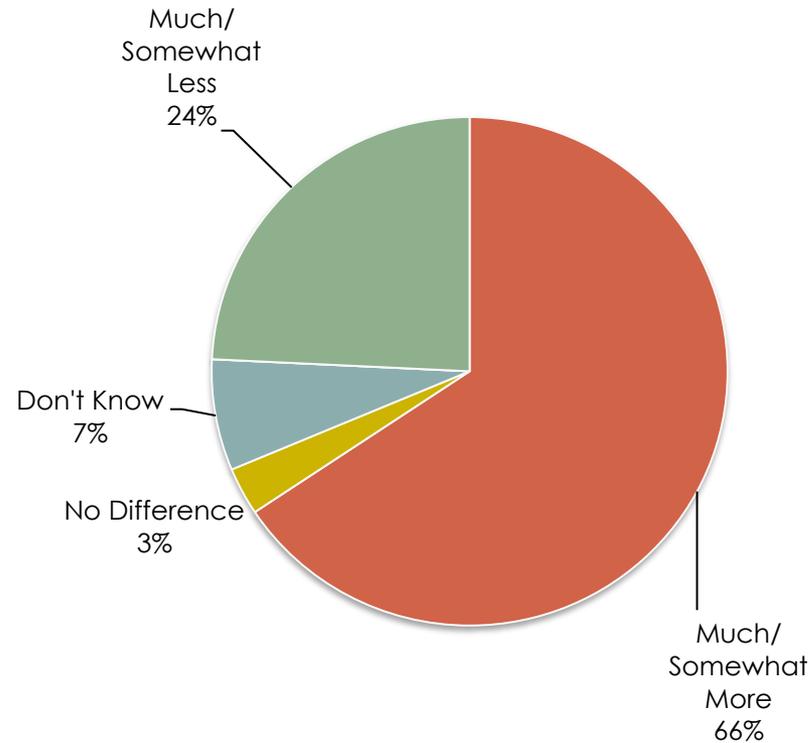


Tax Tolerances



Support increased when cost was broken down by month

- ❖ If the proposed measure would cost property owners \$0.90 per \$100,000 of assessed valuation *per month*, would you vote “yes” in Favor of or “no” to Oppose the measure?

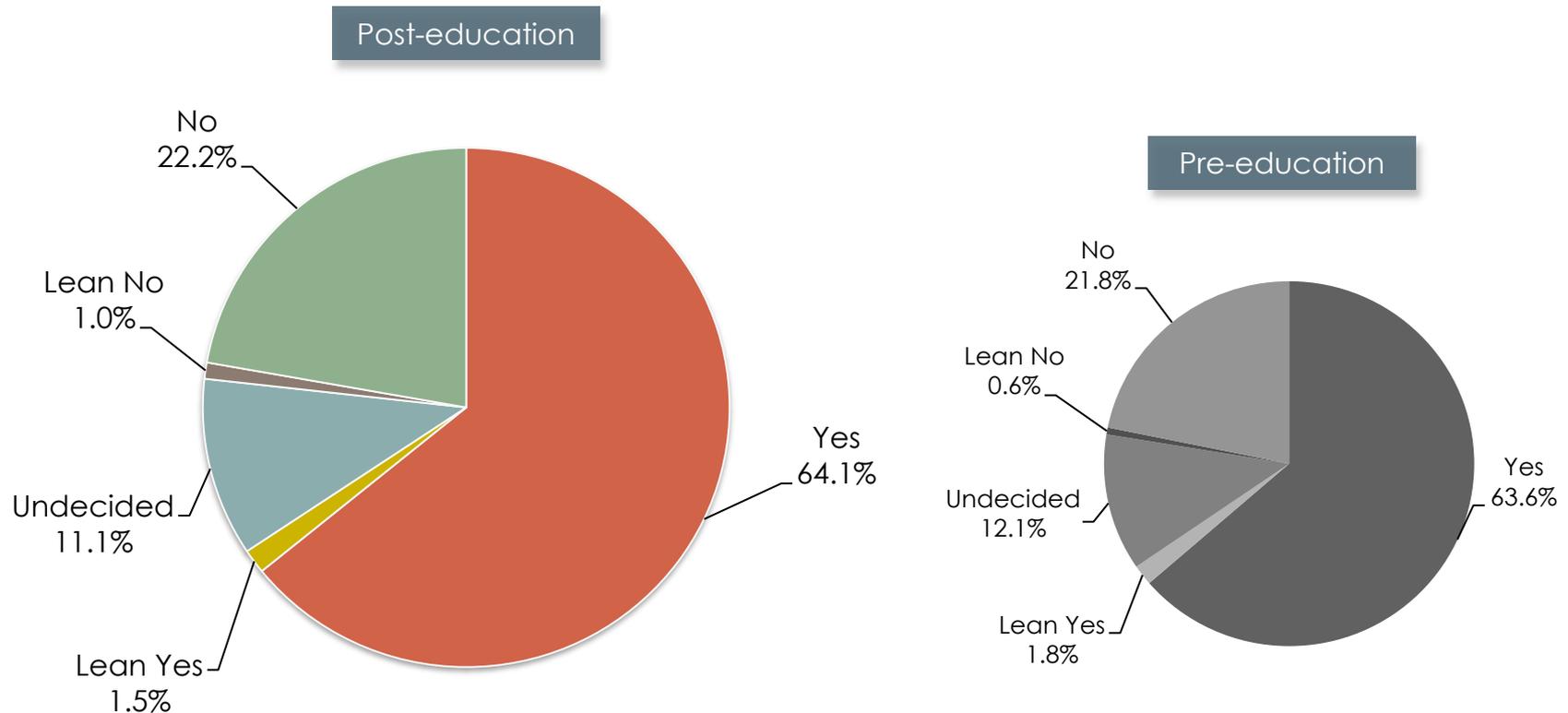


Ballot Measure (Post-education)



Support increased after voter education

- ❖ Now that you have heard some more information regarding the proposed measure, projects, and cost, if the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?



Conclusions and Recommendations

Conclusions and Recommendations



Support is near the required 2/3rds needed

- ❖ A majority of the voters surveyed are happy with the services provided by the District and supported a tax measure.
- ❖ 6 of the 9 bond projects tested received over 66.7% voter support.
- ❖ There was some tax rate sensitivity to the \$11 tax rate, but support increased when cost was broken down by month.
- ❖ Initial support for the measure was 63.6% Yes (1.8% Lean Yes), with 12.1% Undecided; after education support for the measure was 64.1% Yes (1.5% Lean Yes), with 11.1% Undecided.
- ❖ Support is near the required 66.7% voter approval threshold. We recommend the District to continue to reach out to and educate the community to increase support after education and based on community feedback, consider placing a bond measure on the November 2022 ballot.