



City of  
**Fountain Valley**  
*California*

# Highlights of City of Fountain Valley Survey

Survey Conducted February 6-22, 2016

*Fairbank, Maslin, Maullin, Metz & Associates – FM3*

*PUBLIC OPINION RESEARCH & STRATEGY*

# Methodology

- Conducted a survey by telephone (landlines and cell phones) and online
- February 6-22, 2016
- Interviews with random sample of 477 City of Fountain Valley residents likely to vote in the November 2016 Presidential election
- Overall margin of error was +/- 4.5% full sample



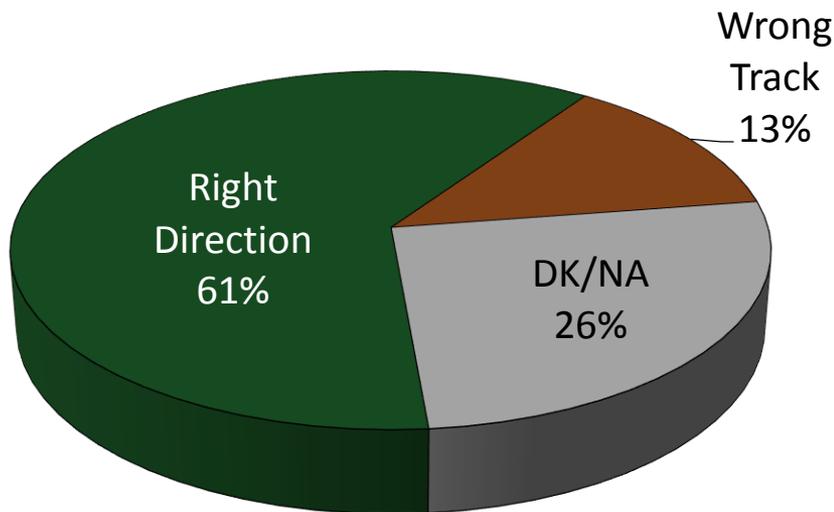
City of  
Fountain Valley  
California

# Mood of the Public

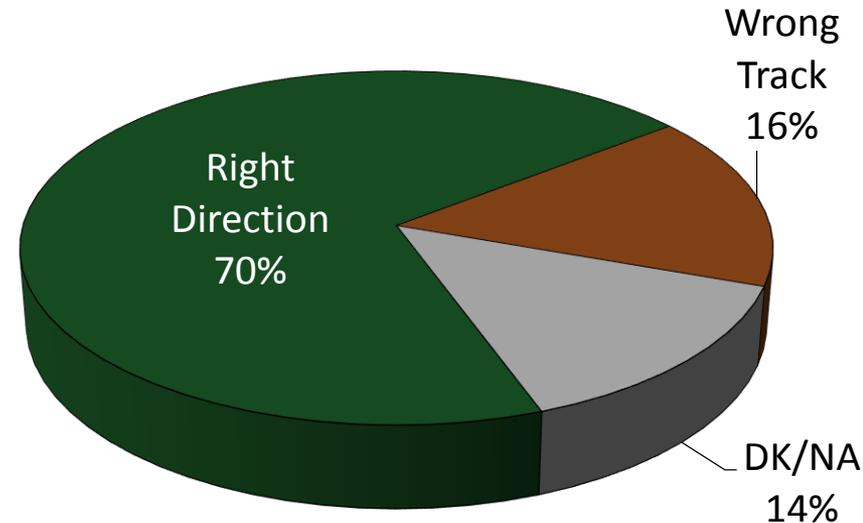
# Roughly 6 in 10 respondents perceive the City as headed in the right direction – and even more perceive their local neighborhood as headed in the right direction.

Would you say that things in \_\_\_\_\_ are generally headed in the right direction or do you feel that things are off on the wrong track?

The City of Fountain Valley

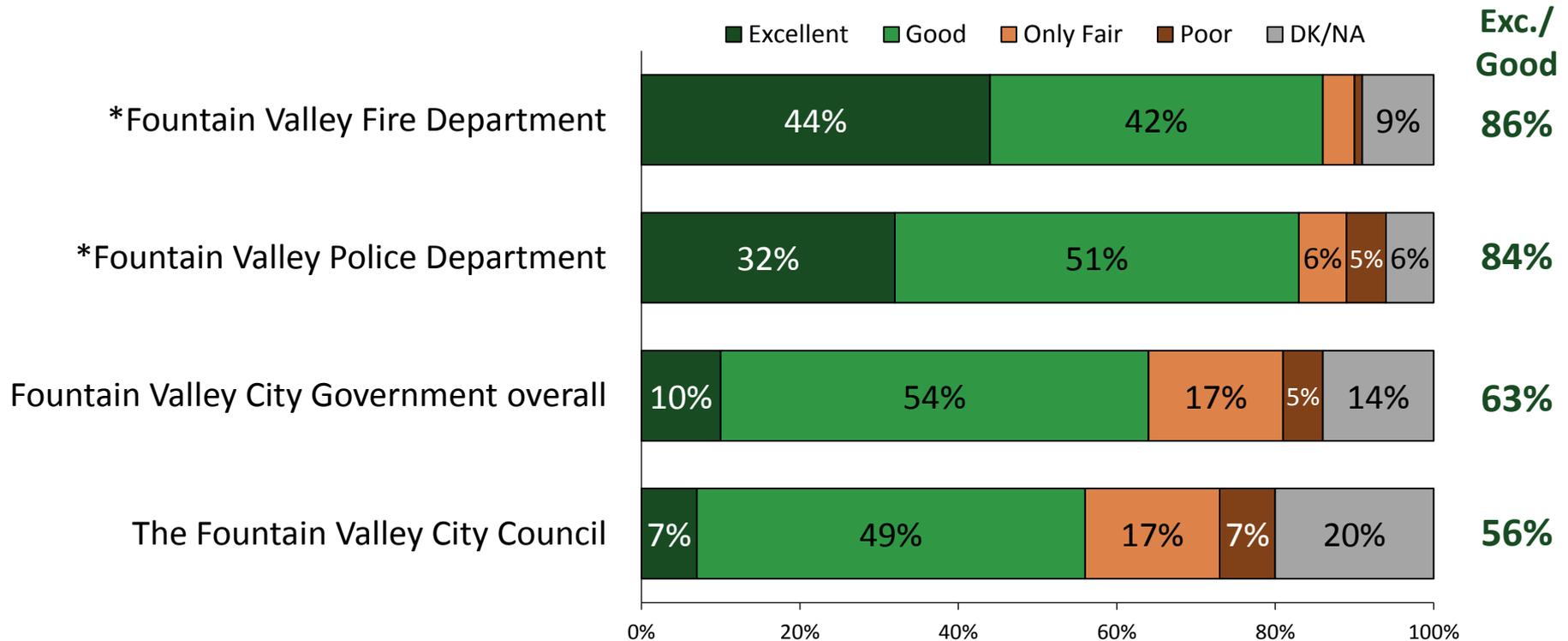


Your Local Neighborhood



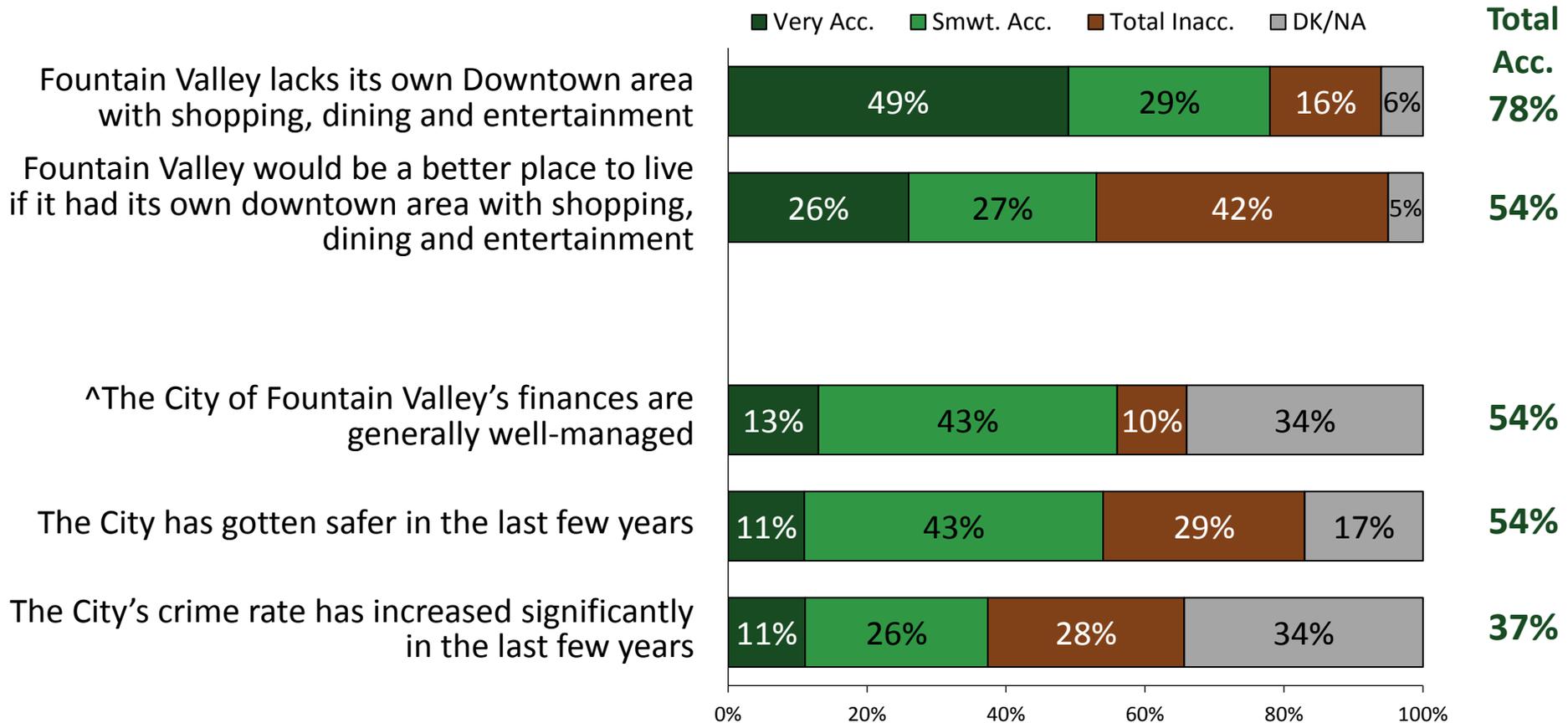
# More than 80% say the Fountain Valley Police and Fire Departments are doing an excellent or good job, while the City Council and Government also get strong marks.

*I'm going to mention a list of organizations. Please tell me if you feel that organization is doing an excellent job, a good job, only fair job or a poor job.*



# Respondents overwhelmingly recognize the lack of a distinct, vibrant Downtown.

*I would like to read you a series of statements that people have made about the City of Fountain Valley. Please tell me if you believe it is accurate or inaccurate.*



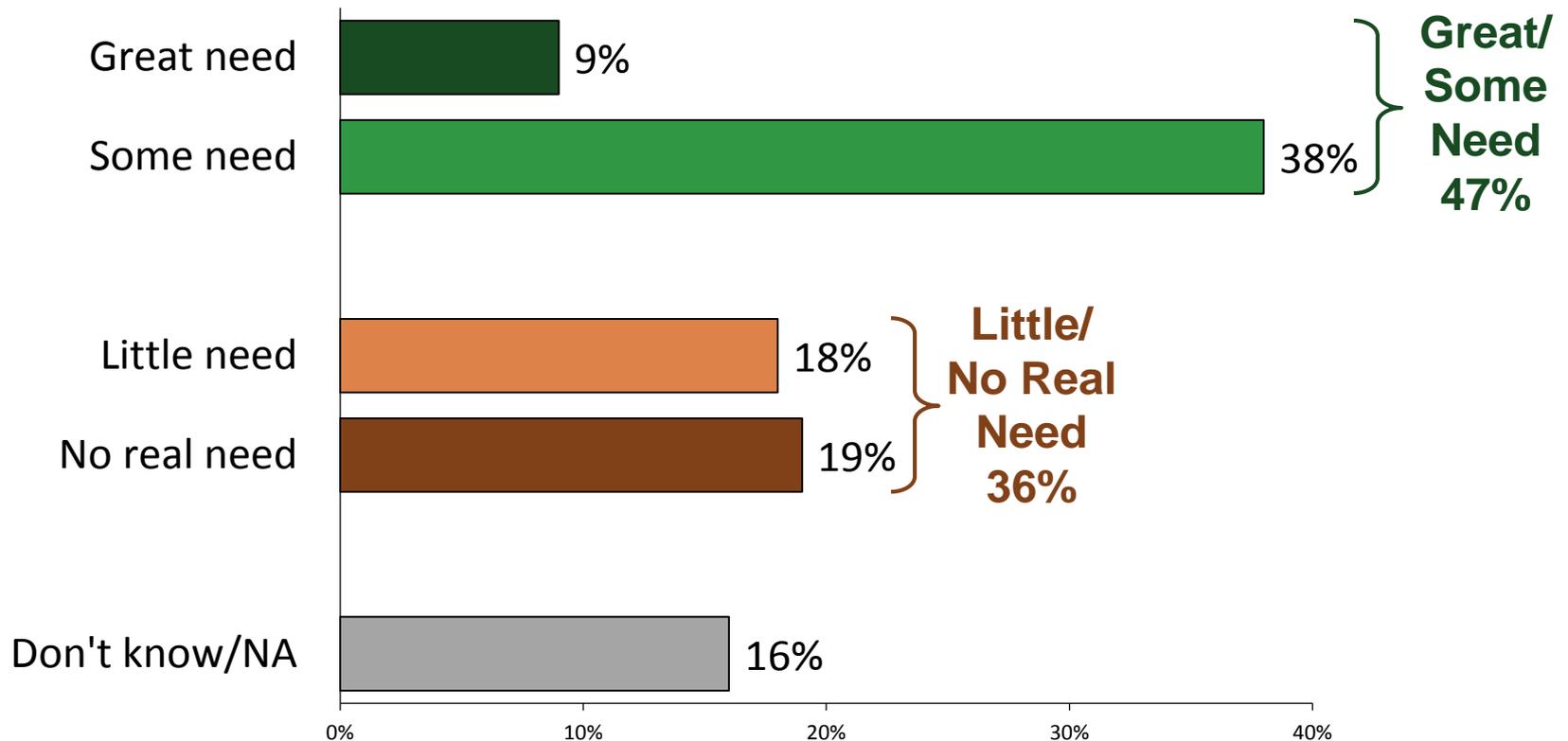


City of  
Fountain Valley  
California

# Attitudes towards Local Funding

# Less than half of respondents recognize that the City has significant funding needs.

*In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of city services that Fountain Valley residents need and want?*



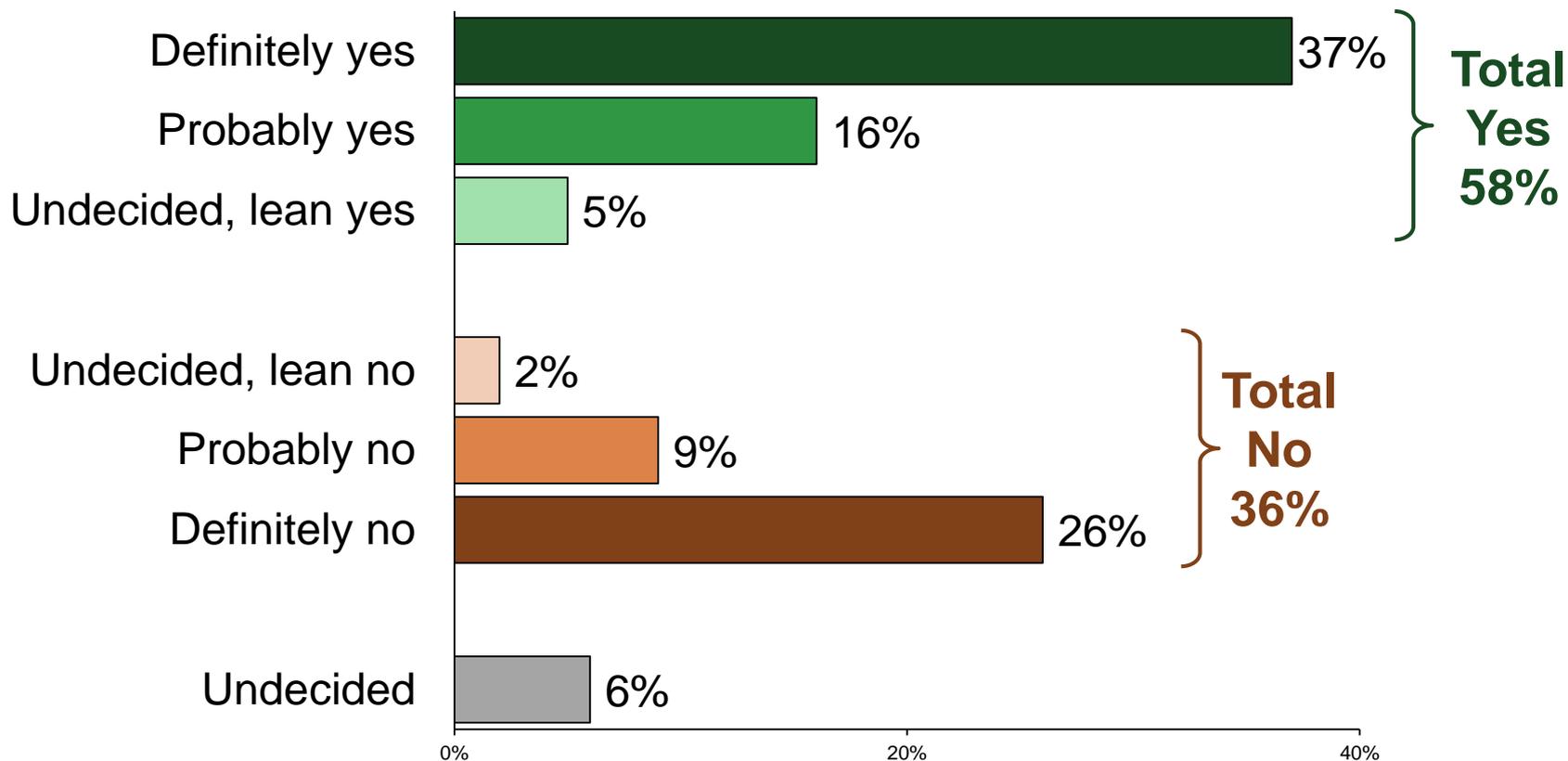
# Potential Local Funding Measure (language reviewed by Attorney for the City)

## Fountain Valley Police/911 Response/Essential City Services Measure

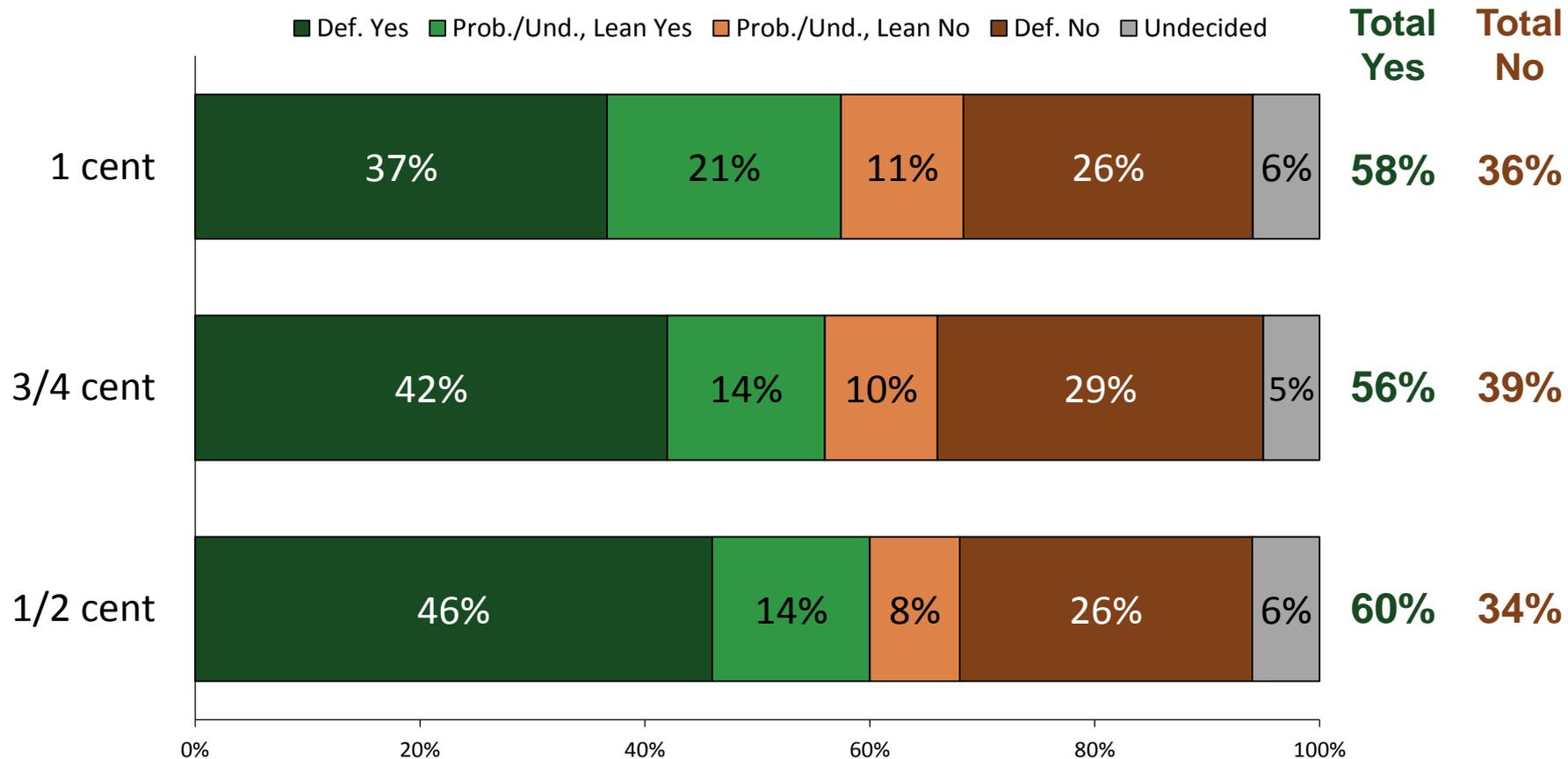
Shall the ordinance to: maintain City of Fountain Valley services including fire stations, 911 emergency response, police officers/firefighters/paramedics, after-school (and) senior programs; upgrade first responder disaster communications; repair streets/potholes/storm water systems; other general city services, by establishing a one-cent sales tax providing \$11.5 million annually, until ended by voters, requiring public disclosure of expenditures, independent audits, and all funds only for Fountain Valley, be adopted?

# Nearly 60% of respondents would vote in favor of the measure, including those who were initially undecided, but lean to “yes.”

*If the election were held today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?*

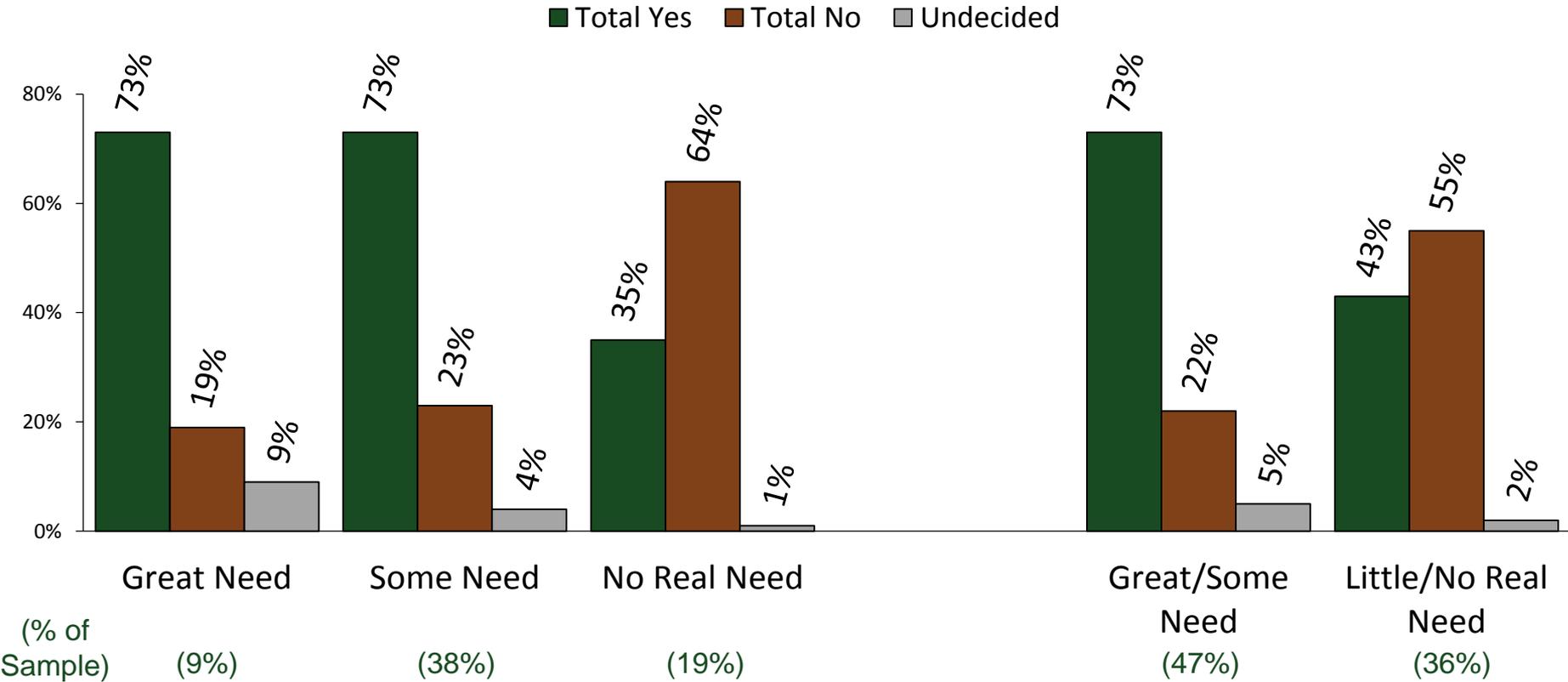


# Support for the measure changes very little when respondents are presented with lower tax amounts of $\frac{3}{4}$ and $\frac{1}{2}$ cent.



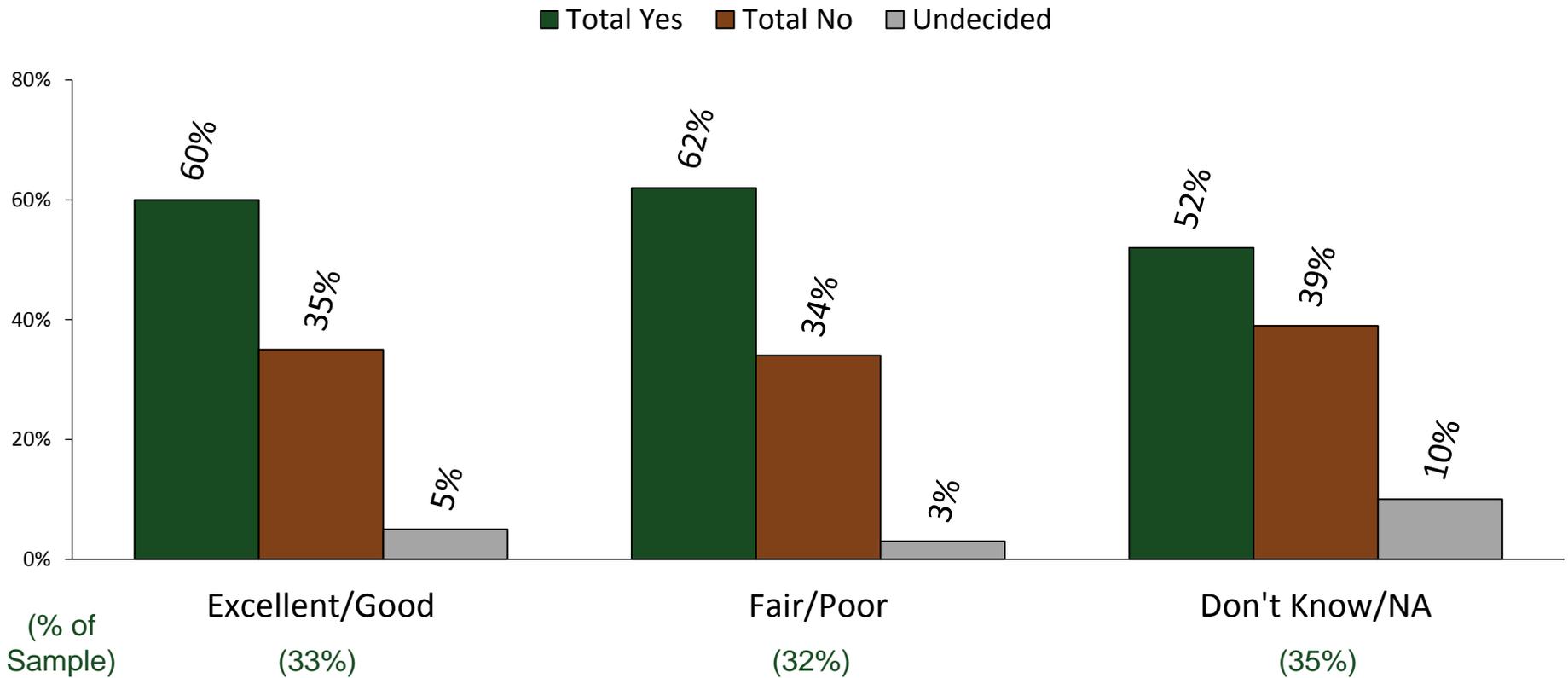
# Support for the measure is closely correlated with opinions on the need for additional City funding.

Initial Vote by Need for Funding

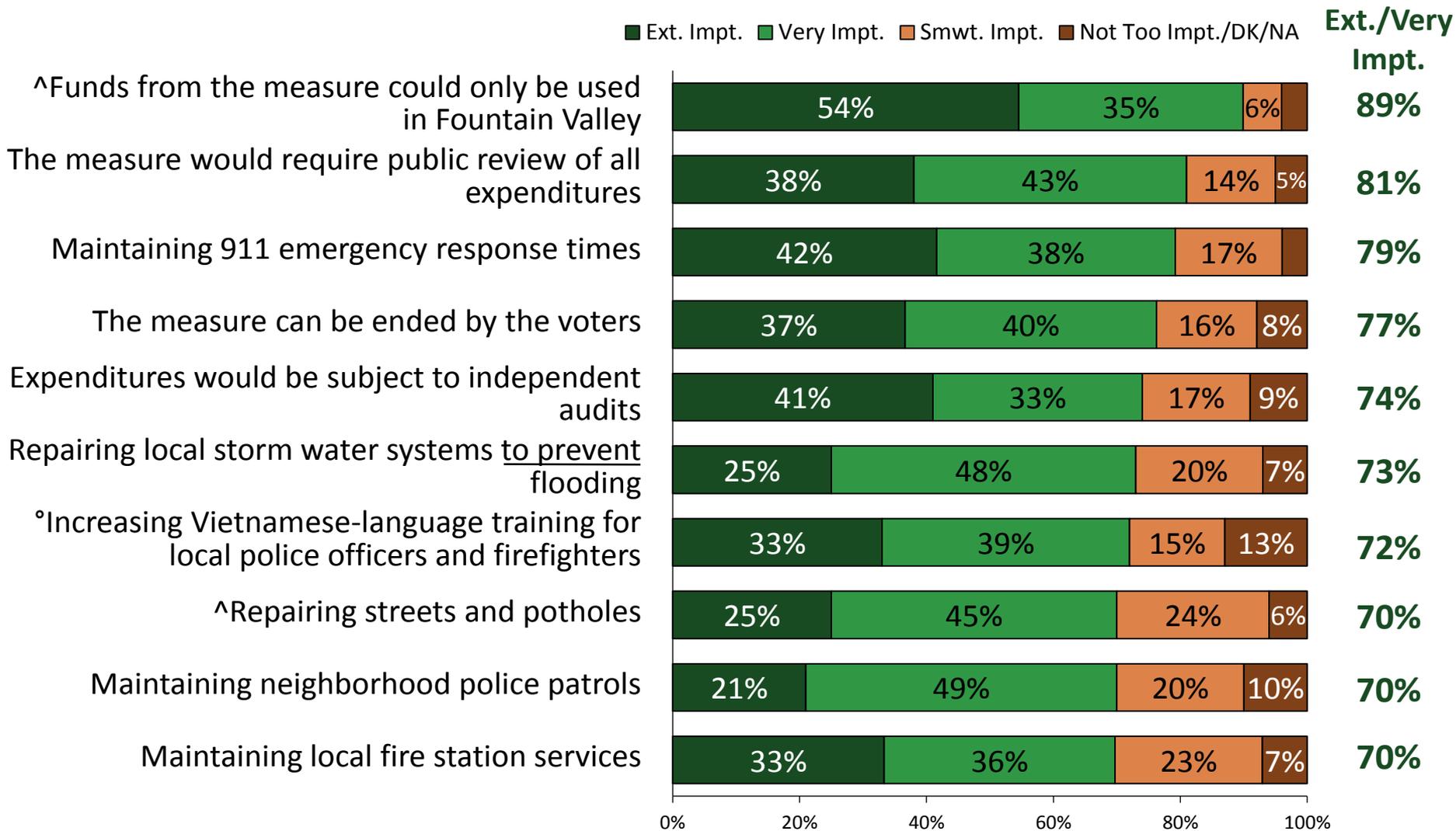


# Ratings of the performance of the City Government is not a significant indicator of support for the measure.

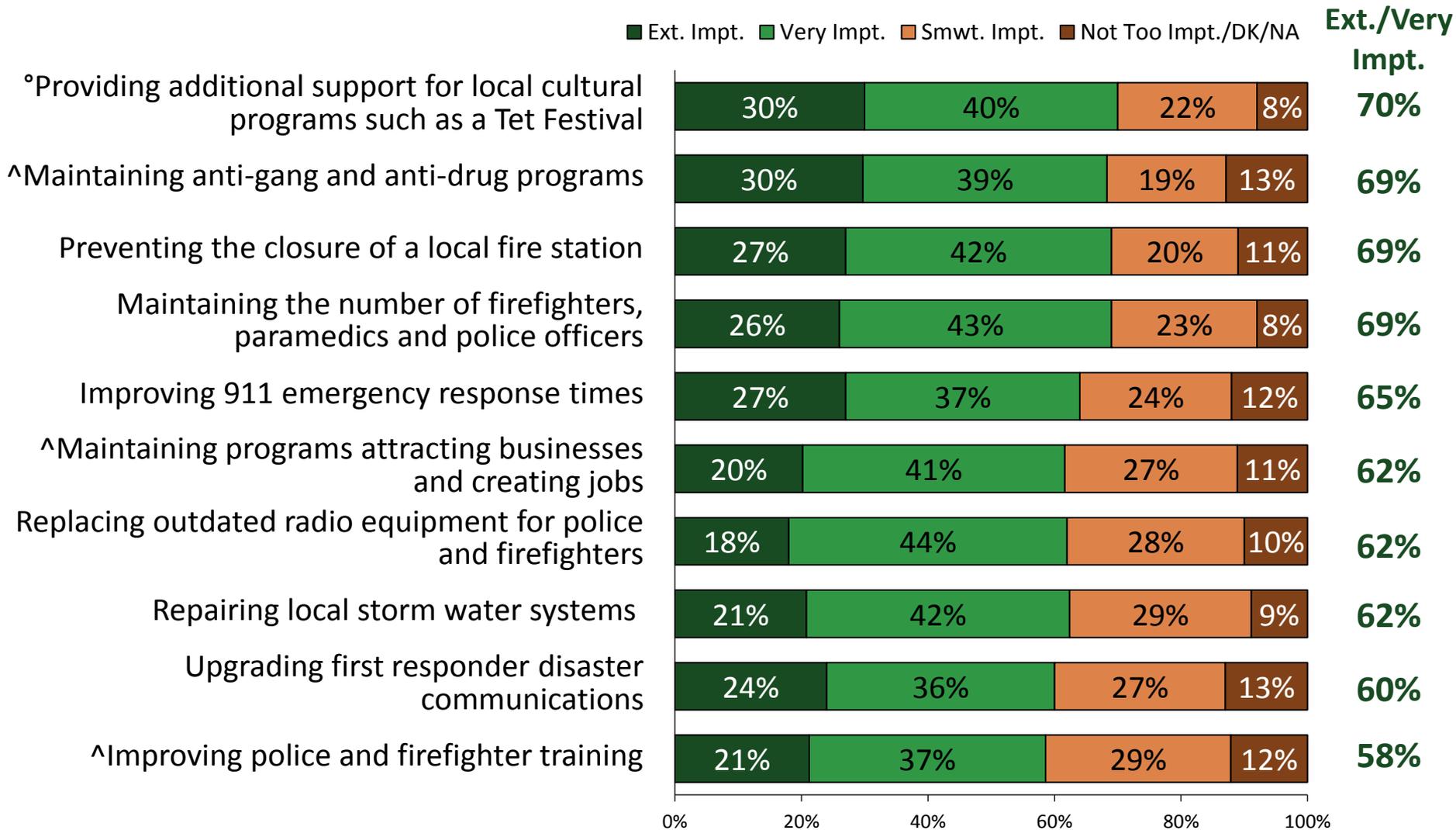
*Initial Vote by City Government Rating*



# Accountability and response times are most important to respondents.



# Additional community priorities include the following.



# On several issues, “preventing cuts” or “maintaining” is seen as much more important than “increasing” or “improving.”

*(Percentage calling each item “Extremely/Very Important”)*

	Prevent Cuts/ Maintain	Improve/ Increase	Difference
The number of firefighters, paramedics and police officers	69%	50%	+19%
911 emergency response times	79%	65%	+14%
Neighborhood police patrols	70%	58%	+12%

# Informational Statements

## Statements

**^(ACCOUNTABILITY)** This measure includes strict accountability provisions such as public spending reports and annual independent financial audits to make sure that every cent of our money is used effectively, efficiently and as promised to voters. ALL funds are required by law to remain local and can only be used in Fountain Valley.

**(RESPONSE TIMES - MEDICAL)** Over 85% of calls to the Fountain Valley Fire Department are related to medical emergencies. This measure will keep fire stations open and ensure that firefighters and paramedics can quickly respond to emergencies and save lives.

**(RESPONSE TIMES - CRIME)** Response times for 911 calls are critical for stopping crime, protecting victims and saving lives. This measure will increase neighborhood patrols, put more officers on the street and improve law enforcement response times to all neighborhoods of our city.

**^(FIRST RESPONDERS)** Fountain Valley's firefighters, paramedics and law enforcement are the first to respond in our communities when an emergency occurs. But the radio communications system they use is out-of-date and will not work unless it is upgraded. This measure provides funding for an updated radio communications system for all of Fountain Valley's first responders so that they will be able to coordinate their response during emergencies.

# Informational Statements, continued

## Statements

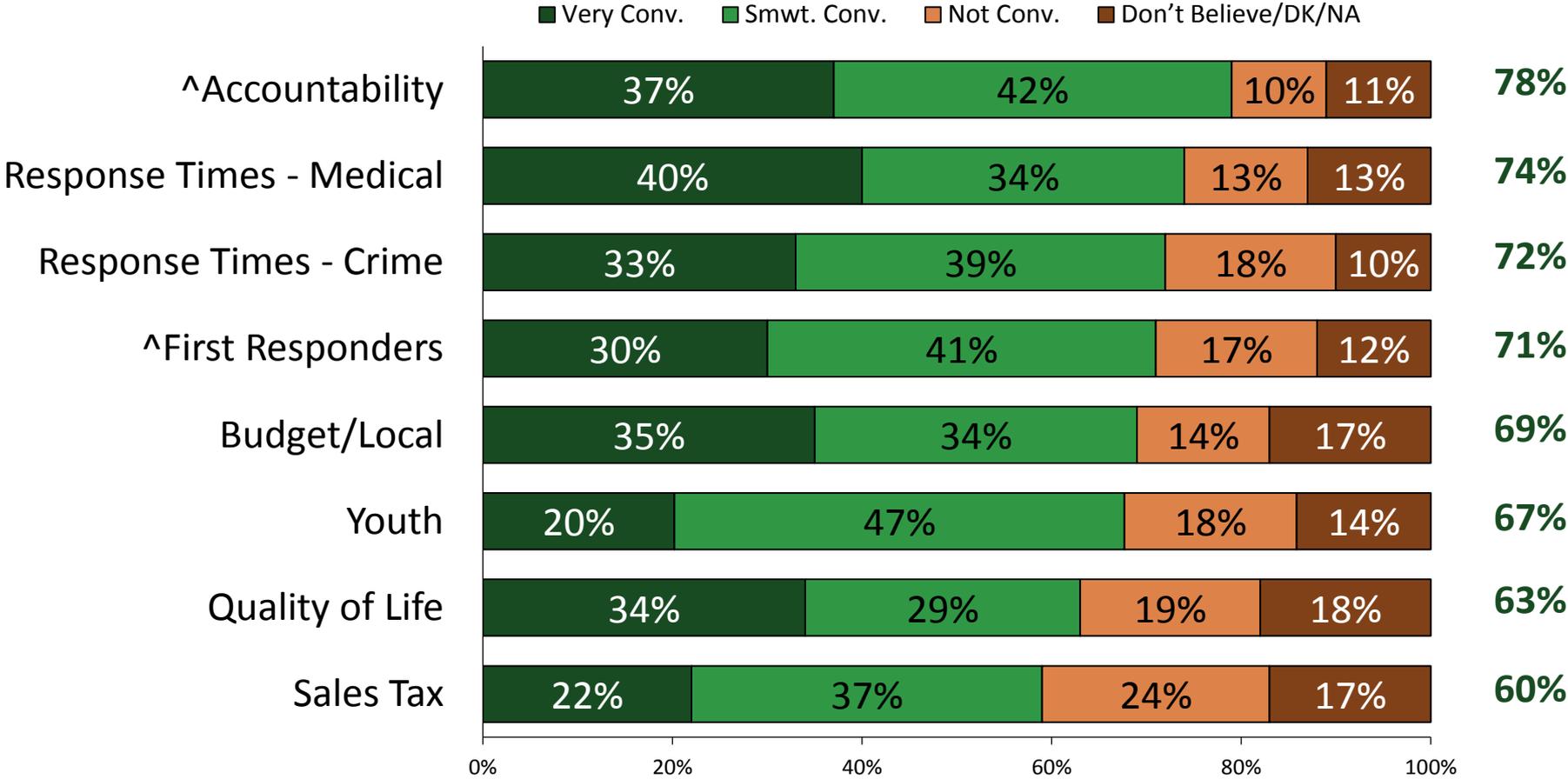
**(BUDGET/LOCAL)** Over the last several years, the State has shifted responsibility for many of its programs to the County and local cities, while taking away close to \$100 million in City funds. This has led to cutbacks to locally available services. All funds raised by this measure are legally required to be spent in Fountain Valley, ensuring that our tax dollars are used locally, with no money going to Sacramento.

**(YOUTH)** Passing this measure will maintain City-funded after-school and summer recreational programs, youth job training programs, as well as gang prevention programs for at-risk youth. These programs provide more than 4,200 kids in our community each year with safe and supervised activities that keep these children and youth off the streets, away from gangs and out of trouble.

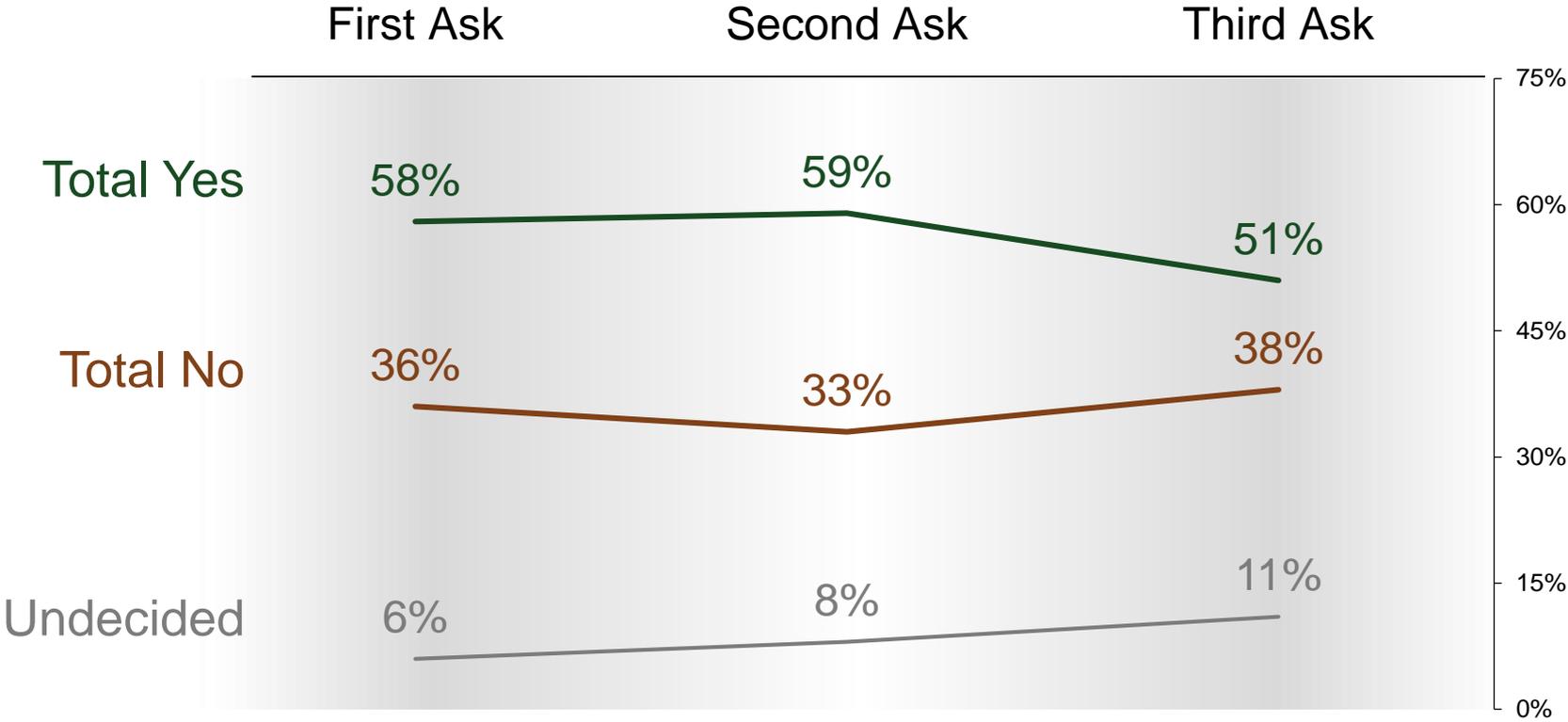
**(QUALITY OF LIFE)** If this measure does not pass, the City will be forced to cut basic services such as police and fire protection, paramedics, senior services, youth programs, and storm water upgrades that prevent pollution and flooding. We cannot let Fountain Valley turn into some of our nearby crime-ridden cities, with more gangs, graffiti and rundown streets.

**(SALES TAX)** A substantial portion of the sales tax revenue collected in Fountain Valley comes from residents of other cities. That means that this measure will require out-of-towners to contribute to local services such as police and fire protection and street repairs. And this measure will not be applied to prescription medication or food purchased as groceries.

# Similarly, accountability and response times are of the greatest interest to respondents.



# While the measure is well above the majority threshold for most of the survey, it settles at 51% by the end of it.



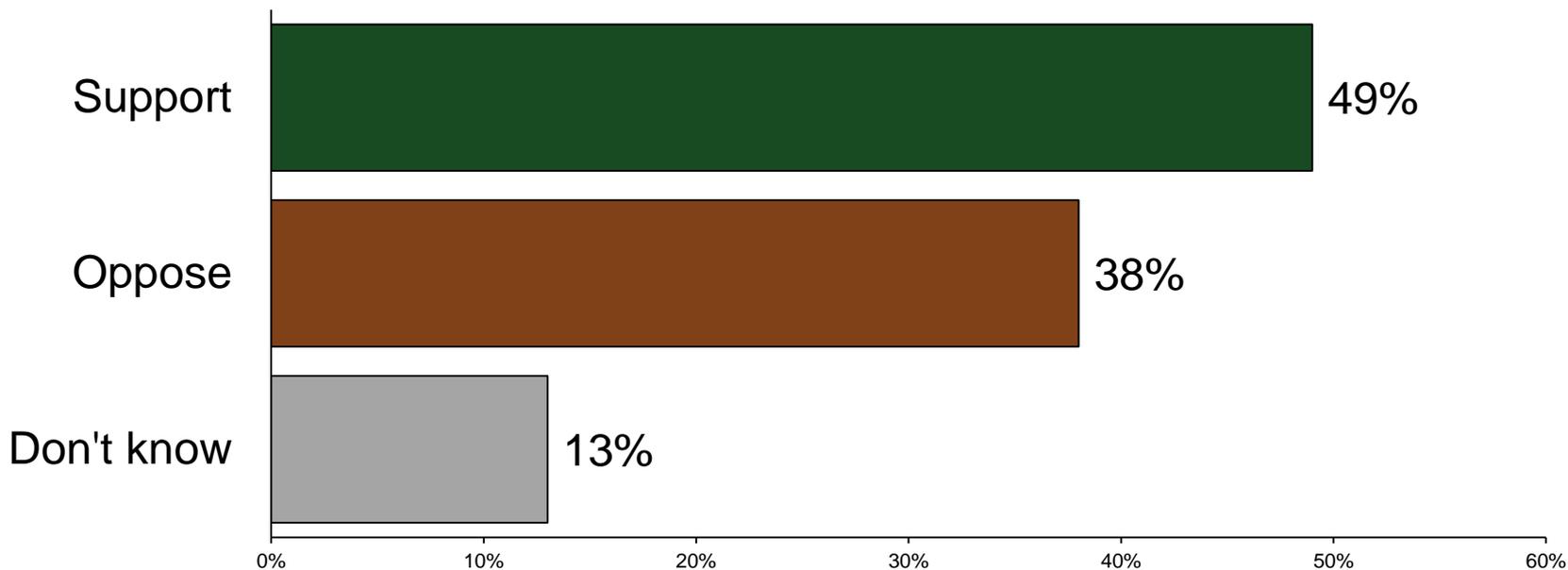


City of  
**Fountain Valley**  
*California*

# Attitudes on the Digital Reader board

# Roughly half of respondents would support the City leasing the digital reader board along the 405.

*The City has proposed leasing out the use of a 650 square foot digital reader board, also known as an electronic billboard, along the 405 freeway at the Euclid Street off-ramp near the border with Costa Mesa. Leasing out the billboard will generate \$8.3 million for the City over 30 years. In the first year alone, the deal would generate enough money to cover the cost of an additional Fountain Valley police officer including their necessary equipment and vehicle. However, some residents of Costa Mesa and Fountain Valley believe the light from the electronic billboard will disturb their homes and change the character of their neighborhood. Based on what you know, do you support or oppose Fountain Valley leasing out the use of the electronic billboard?*



**For more information, contact:**

# **FM3**

***12100 Wilshire Blvd., Suite 350***

***Los Angeles, CA 90025***

***Phone (310) 828-1183***

***Fax (310) 453-6562***

***John@FM3research.com***

***Adam@FM3research.com***

*Fairbank, Maslin, Maullin, Metz & Associates – FM3*

*PUBLIC OPINION RESEARCH & STRATEGY*