



# ***Agenda Report***

## ***Fullerton City Council***

**MEETING DATE:** MARCH 3, 2020

**TO:** CITY COUNCIL / SUCCESSOR AGENCY

**SUBMITTED BY:** KENNETH A. DOMER, CITY MANAGER

**PREPARED BY:** ANTONIA GRAHAM, DEPUTY CITY MANAGER

**SUBJECT:** PRESENTATION OF COMMUNITY SURVEY RESULTS –  
STUDY SESSION

---

### **SUMMARY**

Presentation of the results of the Community Survey conducted by FM3 Research.

### **RECOMMENDATION**

Receive and file Community Survey results as presented by FM3 Research and direct staff accordingly.

### **PRIORITY POLICY STATEMENT**

This item matches the following Priority Policy Statement:

- Fiscal and Organizational Stability.

### **FISCAL IMPACT**

Not applicable at this time.

### **DISCUSSION**

At the April 23, 2019 Strategic Planning Study Session, Staff presented the results of a Community Stakeholder Engagement survey that had been posted online utilizing the City's OpenGov System to solicit public input related to the Strategic Planning Process. At that time, 706 responses were received via OpenGov and nine written statements were submitted via email. Based on the results, there was a desire for City Council to further understand community perceptions and needs. Staff was directed to perform a formal Community Survey.

Staff then solicited formal Request for Proposals from qualified firms to conduct professional public opinion polling services. The City received six proposals and subsequently awarded a contract to FM3. A Community Survey was subsequently developed by FM3, a firm that specializes in public-policy oriented opinion research.

The survey was performed telephonically and online with 515 respondents. The results of the survey indicated that respondents have mixed opinions about the City. They mostly consider it a good place to live and a safe community. But there is concern about the direction of the City and increased crime. Based on the responses, there is a strong sense that the City needs additional funding to address key priorities such as: homelessness, condition of streets and infrastructure and emergency response / public safety.

At this Study Session, a presentation by staff from FM3 will be provided to the City Council reviewing results of the survey.