



SPECIAL MEETING OF THE MILPITAS CITY COUNCIL

For assistance in the following languages, you may call:

Đối với Việt Nam, gọi 408-586-3122

Para sa Tagalog, tumawag sa 408-586-3051

Para español, llame 408-586-3232

CITY OF MILPITAS - NOTICE OF SPECIAL MEETING

NOTICE IS HEREBY GIVEN that a Special Meeting of the Milpitas City Council will be held at 6:00 p.m. on Tuesday, March 5, 2019, in the City Council Chambers at City Hall, 455 E. Calaveras Blvd., Milpitas, California. The agenda for the meeting is as follows:

AGENDA

TUESDAY, MARCH 5, 2019

CITY COUNCIL CHAMBERS, 455 E. CALAVERAS BLVD., MILPITAS, CA

6:00 PM

CALL SPECIAL MEETING TO ORDER & ROLL CALL

APPROVAL OF AGENDA

PRESENTATION Proclaim March 2019 as *Youth Arts Month*

PUBLIC FORUM Limit comments to 3 minutes or less

ANNOUNCEMENT OF CONFLICT OF INTEREST AND CAMPAIGN CONTRIBUTIONS

LEADERSHIP AND SUPPORT SERVICES

- 1. 2019 Citywide Community Engagement Survey (Staff Contact: Jennifer Yamaguma, Public Information Officer, 408-586-3055)**

Recommendation: Receive a report on 2019 Citywide Community Engagement Survey.

ADJOURNMENT

KNOW YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people's review.

For more information on your rights under the Open Government Ordinance or to report a violation, contact the City Attorney's office at Milpitas City Hall, 455 E. Calaveras Blvd., Milpitas, CA 95035
e-mail: cdiaz@ci.milpitas.ca.gov / Phone: 408-586-3040

The Open Government Ordinance is codified in the Milpitas Municipal Code as Title I Chapter 310 and is available online at the City's website www.ci.milpitas.ca.gov by selecting the Milpitas Municipal Code link.

Materials related to an item on this agenda submitted to the City Council after initial distribution of the agenda packet are available for public inspection at the City Clerk's office at Milpitas City Hall, 3rd floor 455 E. Calaveras Blvd., Milpitas and on the City website. City Council agendas and related materials can be viewed online here: www.ci.milpitas.ca.gov/government/council/agenda_minutes.asp (select meeting date)

APPLY TO SERVE ON A CITY COMMISSION

Commission application forms are available online at www.ci.milpitas.ca.gov or at Milpitas City Hall. Contact the City Clerk's office at 408-586-3003 for more information.

If you need assistance, per the Americans with Disabilities Act, for any City of Milpitas public meeting, please call the City Clerk at 408-586-3001 or send an e-mail to mlavelle@ci.milpitas.ca.gov prior to the meeting. You may request a larger font agenda or arrange for mobility assistance. For hearing assistance, headsets are available in the City Council Chambers for all meetings.



CITY OF MILPITAS AGENDA REPORT (AR)

Item Title:	2019 Citywide Community Engagement Survey
Category:	Leadership and Support Services
Meeting Date:	3/5/2019
Staff Contact:	Jennifer Yamaguma, Public Information Officer, 408-586-3055
Recommendation:	Receive Report on 2019 Citywide Community Engagement Survey

Background:

As part of the December 4, 2018 City Council meeting, the Council received a report on the development process for the Fiscal Year 2019-20 Operating Budget and 2019-2024 Capital Improvement Program Budget, including engagement efforts with the community by conducting a Citywide satisfaction survey. As noted in the Informational Memo issued to Council on January 11, 2019 and as discussed at the January 29, 2019 Council Budget Study Session, the Citywide survey was conducted by Fairbank, Maslin, Maullin, Metz & Associates (FM3), a California-based company that has been conducting public policy-oriented opinion research since 1981. FM3 has worked with hundreds of local government agencies in research and strategic services and, last year, assisted the City with polling for potential revenue ballot measures.

Representatives from FM3 will be making a formal presentation to the City Council of the results during the Council meeting; however, topline results, as previously presented at the Council Budget Study Session include:

- Majorities say the City is headed in the right direction - compares favorably to other places in the Bay Area and West Coast, where that figure is more negative.
- Three-quarters rate quality of life as good overall, and majorities approve of various City departments and activities (with the exception of the City's budget management, where more than one-third say they don't know enough to rate).
- Strong agreement that the City values diversity and that people are proud to live here.
- Public safety is a top priority, and is also a City service most are satisfied with.
- Affordability is a point of concern, as it is throughout the region.
- Half say the City is growing too quickly - just 1 in 10 say it's too slow.
- Good ratings for customer service on every aspect among those who have contacted the City recently.

In order to conduct a true community satisfaction survey of adult residents, FM3 conducted an "address-based" survey with some combination of phone numbers, emails, and residential addresses. The survey launched the weekend of January 12-13, 2019 and was available in English, Mandarin, Spanish, and Vietnamese. Both email and mailed postcards were sent to geographical clusters throughout the City directing recipients to complete an online survey and after the first wave was completed, remaining open areas were targeted to complete a telephone survey. Because of the strong response from the community, FM3 was able to provide statistically sound and fully representative results from the adult residents of Milpitas at a 95% confidence interval, higher than originally anticipated, clearly demonstrating that the community is eager to provide their

feedback to the City Council and administration and have a very strong favorable sentiment towards Milpitas and the services offered.

Analysis:

As with the Council provided feedback at the Council Budget Study Session and Council Retreat, this online and telephone survey is just one additional tool being used to facilitate the preparation of the Fiscal Year 2019-20 Annual Budget. In addition to this survey, there will be numerous community meetings for the general public, business community, external agencies with which Milpitas partners, and non-profit and volunteer agencies. The intent is to provide the Council with a collective representation of information for consideration as priorities and goals are identified, and to effectively prepare the budget for Council's consideration over the next several months. Further, it is the intent to budget and plan future community surveys so as to continually have current, statistically-valid public opinion polling completed on a regular basis for Council's consideration.

Fiscal Impact:

There is no fiscal impact associated with receiving the report on the survey results, however, as noted above, findings from the survey may inform budget actions in the proposed FY 19-20 Budget.

Recommendation:

Receive the 2019 City of Milpitas Community Survey Results.

Attachments:

2019 City of Milpitas Community Survey Results



CITY OF MILPITAS COMMUNITY SURVEY
320-849 WT
N=788
MARGIN OF SAMPLING ERROR ±3.5% (95% CONFIDENCE INTERVAL)
A/B SPLITS

Hello, I'm _____ from _____ a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of Milpitas. We are definitely not trying to sell anything, and we are only interested in your opinions. **(IF RESPONDENT WISHES TO COMPLETE THE INTERVIEW IN SPANISH, VIETNAMESE OR CHINESE, PLEASE HAND OFF TO BILINGUAL INTERVIEWER)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

- Yes, cell and can talk safely----- 61 %
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell----- 39 %
- (DON'T READ) DK/NA/REFUSED----- TERMINATE**

NEXT, I AM GOING TO ASK YOU A FEW QUESTIONS TO ENSURE WE ARE TALKING TO A REPRESENTATIVE SAMPLE OF RESIDENTS.

B. First, in what year were you born?

- 2000-1994 (18-24)----- 10 %
- 1993-1989 (25-29)----- 11 %
- 1988-1984 (30-34)----- 10 %
- 1983-1979 (35-39)-----9 %
- 1978-1974 (40-44)-----9 %
- 1973-1969 (45-49)----- 10 %
- 1968-1964 (50-54)-----7 %
- 1963-1959 (55-59)-----7 %
- 1958-1954 (60-64)-----7 %
- 1953-1944 (65-74)-----9 %
- 1943 or earlier (75+)-----5 %
- (REFUSED/NA) -----6 %**

C. Next, with which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; or some other ethnic or racial background?

- Latino/Hispanic ----- 14 %
- African American/Black -----1 %
- Caucasian/White ----- 29 %
- Asian/Pacific Islander ----- 47 %
- (MIXED RACE) -----4 %**
- (OTHER) -----3 %**
- (DON'T READ) DK/NA/REFUSED -----3 %**

(ASK QD ONLY IF ASIAN/PACIFIC ISLANDER – CODE 4 – IN QC)

D. More specifically, would you say that you are: **(READ LIST)**

Chinese -----	30%
Filipino-----	18%
Indian or Southeast Asian -----	15%
Japanese -----	1%
Korean -----	1%
Vietnamese -----	30%
(MIXED RACE) -----	1%
(OTHER) -----	2%
(DON'T READ) DK/NA/REFUSED -----	2%

(RESUME ASKING ALL RESPONDENTS)

E. Do you identify as ...? **(READ LIST)**

Male -----	49%
Female, or-----	49%
Something else (SPECIFY) -----	0%
(DON'T READ) DK/NA/REFUSED -----	2%

NOW I WOULD LIKE TO ASK YOU SEVERAL QUESTIONS ABOUT LIFE IN MILPITAS.

1. First, would you say that things in Milpitas are generally headed in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Right direction -----	57%
Wrong track -----	26%
(DON'T READ) DK/NA -----	17%

2. Next, using a scale of excellent, good, only fair, or poor, please rate each of the following: **(ASK IN ORDER)**

	<u>EXC</u>	<u>GOOD</u>	<u>ONLY FAIR</u>	<u>POOR</u>	<u>(DK/NA)</u>	<u>EXC/ GOOD</u>
[]a. The overall quality of life in Milpitas -----	15%	60%	23%	3%	0%	74%
[]b. The overall quality of City services-----	9%	53%	26%	8%	3%	63%

3. Next, would you say you generally approve or disapprove of the job that _____ is doing? (IF APPROVE/DISAPPROVE, ASK: “Is that strongly APPROVE/DISAPPROVE or just somewhat?”)

	<u>STR</u> <u>APPR</u>	<u>SMWT</u> <u>APPR</u>	<u>SMWT</u> <u>DISAP</u>	<u>STR</u> <u>DISAP</u>	<u>(DK/NA)</u>	<u>TOTAL</u> <u>APPR</u>	<u>TOTAL</u> <u>DISAP</u>
[]a. Milpitas City government overall -----	16%	53%	15%	5%	11%	69%	20%
[]b. The City’s budget management-----	9%	34%	16%	8%	33%	43%	24%
(RANDOMIZE)							
[]c. The Milpitas Police Department-----	51%	34%	6%	3%	6%	85%	8%
[]d. The Milpitas City Council-----	14%	43%	17%	9%	18%	57%	26%
[]e. The Milpitas Fire Department-----	63%	26%	1%	0%	10%	89%	1%

4. Next, for each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. (RANDOMIZE)

	<u>STR</u> <u>AGREE</u>	<u>SMWT</u> <u>AGREE</u>	<u>SMWT</u> <u>DISAG</u>	<u>STR</u> <u>DISAG</u>	<u>(DK/NA)</u>	<u>TOTAL</u> <u>AGREE</u>	<u>TOTAL</u> <u>DISAG</u>
[]a. I am proud to live in Milpitas.-----	42%	41%	12%	4%	1%	83%	16%
[]b. I feel different cultures are celebrated in Milpitas.-----	47%	38%	8%	3%	4%	85%	11%
(SPLIT SAMPLE A ONLY)							
[]c. Maintaining public infrastructure in Milpitas should be a top priority. -----	59%	31%	5%	2%	4%	90%	7%
[]d. I would recommend Milpitas to others as a place to live. -----	38%	39%	12%	9%	2%	76%	21%
[]e. I trust the City to plan for Milpitas’ future. -----	22%	41%	13%	17%	8%	63%	30%
[]f. When people first move to Milpitas, they are generally welcomed into the community.-----	30%	41%	12%	5%	12%	72%	17%
[]g. Milpitas’ is a great place for seniors and aging residents to live. -----	26%	34%	16%	11%	13%	60%	27%
(SPLIT SAMPLE B ONLY)							
[]h. Maintaining public safety services in Milpitas should be a top priority. -----	74%	23%	2%	0%	1%	97%	2%
[]i. I trust the City of Milpitas to properly manage our tax dollars. -----	18%	43%	18%	13%	8%	61%	31%
[]j. Milpitas City government operates in a way that is open and accountable to the public. -----	23%	39%	19%	5%	13%	62%	25%
[]k. Milpitas is a great place to raise a family. -----	41%	43%	10%	4%	3%	83%	14%
[]l. Milpitas’ diversity is an asset to the City. -----	50%	34%	7%	6%	4%	83%	13%

(RESUME ASKING ALL RESPONDENTS)

5. Next, I am going to read you some words and phrases that might describe Milpitas. Please tell me whether you think each of the phrases below describes Milpitas very well, somewhat well, not too well, or not at all well. If you don't know, you can tell me that, too. **(RANDOMIZE)**

	<u>VERY WELL</u>	<u>SMWT WELL</u>	<u>NOT TOO WELL</u>	<u>NOT AT ALL WELL</u>	<u>DON'T KNOW</u>	<u>TOTAL WELL</u>	<u>TOTAL NOT WELL</u>
(SPLIT SAMPLE A ONLY)							
[]a. Diverse-----	54%	28%	12%	3%	3%	82%	15%
[]b. Exciting-----	13%	33%	32%	17%	5%	46%	49%
[]c. Safe-----	46%	42%	8%	2%	3%	87%	10%
[]d. Good place to live, play, and work-----	37%	44%	13%	5%	2%	81%	17%
[]e. Affordable-----	8%	30%	32%	27%	3%	38%	59%
[]f. You can be yourself-----	45%	46%	4%	2%	2%	91%	6%
[]g. Accepting-----	35%	48%	8%	3%	6%	83%	11%
(SPLIT SAMPLE B ONLY)							
[]h. Growing-----	42%	40%	8%	7%	2%	83%	15%
[]i. Thriving-----	24%	50%	18%	6%	2%	74%	24%
[]j. Up and coming-----	29%	41%	16%	7%	7%	69%	24%
[]k. Unsafe-----	8%	21%	26%	40%	5%	30%	66%
[]l. Unaffordable-----	32%	31%	23%	11%	3%	63%	34%
[]m. Great location-----	44%	37%	14%	6%	0%	81%	19%
[]n. Welcoming-----	41%	39%	13%	3%	5%	79%	16%
[]o. Inclusive-----	28%	41%	11%	7%	14%	68%	18%

(RESUME ASKING ALL RESPONDENTS)

6. Do you think the rate of growth and development in general in Milpitas is **(SPLIT SAMPLE A: too fast, about right, or too slow) (SPLIT SAMPLE B: too slow, about right, or too fast)? (IF TOO FAST/SLOW, ASK: "Is that much too FAST/SLOW or just somewhat too FAST/SLOW?")**

TOTAL TOO FAST-----51%
 Much too fast-----35%
 Somewhat too fast-----15%

About right-----37%

TOTAL TOO SLOW-----9%
 Somewhat too slow-----7%
 Much too slow-----2%

(DON'T KNOW/NA)-----4%

7. Next, can you tell me how safe you feel _____? Do you feel safe, unsafe, or neither safe nor unsafe? **(IF SAFE/UNSAFE, ASK: Is that very SAFE/UNSAFE or just somewhat?) (RANDOMIZE)**

			(NEITHER SAFE NOR UNSAFE)			(DK/ NO OPIN)		TOTAL SAFE	TOTAL UNSAFE
	VERY SAFE	SMWT SAFE	SMWT UNSAFE	VERY UNSAFE					
[]a.	Bicycling in Milpitas -----	24%	33%	10%	11%	6%	16%	57%	17%
[]b.	Walking in Milpitas-----	44%	39%	7%	8%	2%	1%	83%	9%
[]c.	Driving in Milpitas-----	40%	39%	6%	10%	4%	1%	79%	14%
[]d.	In your neighborhood-----	52%	36%	6%	5%	1%	0%	88%	6%
[]e.	In the City park closest to your residence-----	48%	36%	6%	4%	1%	4%	85%	5%

NOW I WOULD LIKE TO ASK YOU ABOUT SOME OF THE SERVICES MILPITAS' CITY GOVERNMENT PROVIDES TO ITS RESIDENTS.

8. Now let me ask you about some specific City services provided to Milpitas residents. After I mention each one, please tell me how important each service is to making Milpitas a good place to live: extremely important, very important, somewhat important, or not too important. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one... **(RANDOMIZE)**

	EXT IMP	VERY IMP	SMWT IMP	NOT TOO IMP	(DON'T READ) DK/NA	EXT/ VERY	
(SPLIT SAMPLE A ONLY)							
[]a.	Providing recreation opportunities and programs at City parks and recreation centers-----	21%	39%	31%	7%	2%	60%
[]b.	Maintaining public parks in good physical condition-----	34%	50%	14%	2%	0%	84%
[]c.	Providing police protection-----	48%	39%	11%	1%	2%	86%
[]d.	Providing an adequate number and variety of outdoor special events-----	14%	28%	38%	17%	3%	42%
[]e.	Providing programs to help seniors-----	26%	39%	27%	3%	5%	65%
[]f.	Providing bicycle lanes and paths-----	19%	39%	29%	10%	4%	58%
[]g.	Paving and repairing streets and roads-----	47%	38%	12%	2%	1%	85%
[]h.	Maintaining public facilities and infrastructure-----	38%	44%	14%	2%	1%	82%
[]i.	Providing opportunities to be involved in City government-----	18%	38%	29%	8%	6%	56%
[]j.	Recruiting new businesses and companies to the city-----	27%	38%	23%	9%	3%	65%
[]k.	Developing policies to support affordable housing-----	35%	33%	18%	11%	3%	67%
[]l.	Providing services to people who are homeless-----	18%	33%	27%	16%	6%	51%

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT</u> <u>TOO</u> <u>IMP</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE B ONLY)						
[]m. Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers -----	41%	42%	15%	2%	1%	83%
[]n. Providing after-school programs for young people -----	39%	39%	15%	4%	4%	77%
[]o. Maintaining the sewer and wastewater system -----	50%	40%	6%	1%	2%	90%
[]p. Supporting a diverse range of arts and cultural activities -----	23%	33%	29%	12%	3%	56%
[]q. Attracting new employers and jobs to the city ---	30%	37%	22%	8%	3%	68%
[]r. Providing homeless services -----	26%	30%	22%	15%	6%	56%
[]s. Providing programs that celebrate diversity and inclusion of different cultures-----	20%	36%	27%	13%	4%	56%
[]t. Assisting new businesses in obtaining required permits and licenses -----	24%	36%	26%	4%	9%	61%
[]u. Developing programs that promote sustainable living, such as clean energy, water conservation, and recycling-----	38%	42%	12%	6%	2%	80%
[]v. Providing emergency 911 and fire response-----	58%	36%	4%	1%	1%	94%

(RESUME ASKING ALL RESPONDENTS)

9. Now I am going to read you the same list of services provided to residents. This time, after I mention each one, please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one... **(RANDOMIZE)**

	<u>VERY</u> <u>SAT</u>	<u>SMWT</u> <u>SAT</u>	<u>SMWT</u> <u>DISSAT</u>	<u>VERY</u> <u>DISSAT</u>	<u>NO OPIN/</u> <u>DK/NA</u>	<u>TOTAL</u> <u>SAT</u>	<u>TOTAL</u> <u>DISSAT</u>
(SPLIT SAMPLE A ONLY)							
[]a. Providing recreation opportunities and programs at City parks and recreation centers -----	20%	49%	9%	2%	20%	69%	11%
[]b. Maintaining public parks in good physical condition-----	33%	48%	11%	3%	5%	81%	14%
[]c. Providing police protection-----	48%	39%	5%	2%	6%	87%	7%
[]d. Providing an adequate number and variety of outdoor special events -----	16%	47%	12%	2%	22%	64%	14%
[]e. Providing programs to help seniors-----	19%	32%	10%	3%	36%	51%	13%
[]f. Providing bicycle lanes and paths -----	18%	44%	14%	2%	22%	63%	16%
[]g. Paving and repairing streets and roads -----	21%	49%	17%	9%	4%	70%	27%
[]h. Maintaining public facilities and infrastructure-----	26%	47%	13%	5%	8%	73%	19%
[]i. Providing opportunities to be involved in City government -----	19%	32%	13%	4%	32%	51%	17%

	<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>NO OPIN/DK/NA</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
(SPLIT SAMPLE A ONLY; CONTINUED)							
[]j. Recruiting new businesses and companies to the city -----	16%	34%	19%	8%	24%	50%	26%
[]k. Developing policies to support affordable housing -----	15%	25%	16%	13%	30%	40%	30%
[]l. Providing services to people who are homeless -----	12%	26%	15%	8%	39%	38%	23%
(SPLIT SAMPLE B ONLY)							
[]m. Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers-----	35%	41%	12%	6%	7%	75%	18%
[]n. Providing after-school programs for young people-----	22%	29%	10%	6%	32%	52%	16%
[]o. Maintaining the sewer and wastewater system-----	28%	40%	15%	6%	10%	69%	21%
[]p. Supporting a diverse range of arts and cultural activities -----	23%	42%	9%	4%	21%	65%	14%
[]q. Attracting new employers and jobs to the city -----	15%	35%	13%	9%	27%	51%	22%
[]r. Providing homeless services -----	11%	22%	15%	13%	39%	33%	28%
[]s. Providing programs that celebrate diversity and inclusion of different cultures-----	24%	40%	11%	4%	21%	64%	15%
[]t. Assisting new businesses in obtaining required permits and licenses -----	14%	30%	9%	6%	41%	44%	15%
[]u. Developing programs that promote sustainable living, such as clean energy, water conservation, and recycling -----	18%	47%	14%	8%	13%	65%	22%
[]v. Providing emergency 911 and fire response-----	54%	31%	4%	0%	12%	85%	4%

(RESUME ASKING ALL RESPONDENTS)

NOW, I'D LIKE TO ASK YOU ABOUT YOUR EXPERIENCES WITH CITY DEPARTMENTS AND PERSONNEL.

10. Over the last two years, have you had contact with a city department or agency in person, on the phone, or via email?

Yes ----- 46%
 No ----- 51%
(DON'T READ) DK/NA ----- 3%

(ASK Q11-Q13, IF YES - CODE 1 - IN Q10)

11. With which City department did you have contact? (DO NOT READ LIST, RECORD VERBATIM RESPONSE THEN CODE; ACCEPT MULTIPLE RESPONSES)

Police -----	25%
Water -----	8%
Fire and emergency services-----	7%
Recreation-----	7%
Parks -----	6%
City hall/city office/the city (any) -----	6%
Planning -----	5%
Public works-----	5%
City clerk-----	4%
Mayor/mayor's office-----	4%
Garbage/trash-----	4%
Sanitation-----	4%
Building department -----	4%
City council-----	3%
Permits/licenses (unspecified) -----	3%
Senior center-----	3%
Finance department-----	2%
Street maintenance-----	2%
Utilities -----	2%
Passport-----	2%
Business licensing-----	1%
Code enforcement -----	1%
Landfill -----	1%
Inspector/city/building inspector -----	1%
Building permits -----	1%
Tree/landscape trimming/maintenance-----	1%
Engineering -----	1%
Neighborhood services-----	1%
Building and safety services/permit center -----	0%
Economic development -----	0%
Street lights -----	0%
Sports center/complex -----	0%
Other (SPECIFY)-----	18%
(DON'T READ) DK/NA -----	4%

12. Generally speaking, please tell me how you rate the following aspects of the service provided by the City departments you have dealt with. Would you rate their _____ as excellent, good, fair, poor, or very poor? (RANDOMIZE)

	<u>EXC</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>	<u>(DK/NA)</u>	<u>EXC/ GOOD</u>	<u>FAIR/ POOR</u>
[]a. Courtesy -----	42%	32%	17%	4%	3%	2%	74%	24%
[]b. Professionalism-----	43%	31%	13%	6%	5%	3%	73%	23%
[]c. Willingness to help-----	43%	24%	17%	7%	7%	1%	68%	31%
[]d. Knowledge -----	36%	34%	17%	6%	3%	4%	70%	26%

	<u>EXC</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>	<u>(DK/NA)</u>	<u>EXC/GOOD</u>	<u>FAIR/POOR</u>
[]e. Timeliness -----	34%	34%	17%	7%	6%	2%	68%	30%
[]f. Competence -----	39%	28%	17%	7%	5%	4%	67%	28%

13. And would you say that you are very satisfied, somewhat satisfied, not too satisfied or not at all satisfied with the overall level of customer service you received?

TOTAL SATISFIED -----	77%
Very satisfied-----	48%
Somewhat satisfied -----	29%
 TOTAL NOT SATISFIED -----	 21%
Not too satisfied-----	11%
Not at all satisfied -----	10%
 (DON'T KNOW/NA) -----	 1%

(RESUME ASKING ALL RESPONDENTS)

14. Next, in your opinion, what is the most important thing the City of Milpitas can do to improve City services for the people who live and/or work in Milpitas? **(OPEN-END; RECORD RESPONSES BELOW)**

Improve traffic -----	14%
Improve city services (general)-----	14%
Reduce/eliminate odor/Relocate landfill -----	11%
Slow the pace of growth-----	9%
More/better/affordable housing -----	8%
More transparency/communication -----	7%
More police presence/Reduce crime -----	7%
Better quality schools/More schools-----	6%
Revive/build downtown/Attract more retail-----	6%
Reduce blight/Improve look of neighborhoods -----	5%
Improve garbage/recycling service/collection -----	5%
Improve/better maintenance of existing roads -----	4%
Maintain/expand infrastructure (other than roads) -----	3%
Address homelessness-----	3%
More/better parks/green space/trails -----	2%
Lower taxes/Reduce spending -----	2%
Reduce cost for utilities/garbage/recycling-----	2%
Do not allow marijuana stores/sales in the city-----	1%
 Other miscellaneous comments-----	 9%
Nothing -----	9%
Don't know -----	8%
Can't code-----	0%

15. Next, I am going to read a list of ways the City of Milpitas may provide information to local residents. For each one I mention, please tell me whether you would definitely pay attention, maybe pay attention, or definitely not pay attention to information about the City if it were presented to you in that way. **(RANDOMIZE)**

	<u>DEF</u> <u>PAY</u> <u>ATT</u>	<u>MAYBE</u> <u>PAY</u> <u>ATT</u>	<u>DEF</u> <u>NOT PAY</u> <u>ATT</u>	<u>(DK/NA)</u>	<u>TOTAL</u> <u>PAY</u> <u>ATT</u>
(SPLIT SAMPLE A ONLY)					
[]a. A Facebook post -----	20%	38%	33%	9%	58%
[]b. Information on the City of Milpitas website-----	30%	42%	21%	7%	72%
[]c. Information from a friend or neighbor -----	51%	38%	7%	4%	89%
[]d. A news article in the <i>Milpitas Beat</i> -----	23%	36%	32%	9%	59%
[]e. An ad on a website-----	20%	44%	28%	7%	65%
[]f. A booth at a special event, such as a fair or farmers market-----	25%	49%	18%	7%	75%
[]g. An ad on television -----	24%	39%	30%	7%	63%
[]h. A radio ad -----	23%	38%	33%	6%	61%
(SPLIT SAMPLE B ONLY)					
[]i. A text from the City -----	53%	29%	11%	7%	82%
[]j. An e-newsletter from your City -----	41%	44%	12%	3%	85%
[]k. Information from an elected official -----	30%	44%	17%	8%	74%
[]l. A news article in the <i>Milpitas Post</i> -----	29%	42%	25%	4%	71%
[]m. A website publicized to local residents -----	32%	50%	13%	5%	81%
[]n. A community event -----	26%	55%	14%	5%	81%
[]o. An ad in the newspaper -----	18%	33%	44%	5%	51%
[]p. A post on Nextdoor.com-----	22%	32%	35%	12%	53%
[]q. Ethnic radio or newspaper-----	14%	28%	49%	9%	42%

(RESUME ASKING ALL RESPONDENTS)

MY FINAL QUESTIONS ARE JUST FOR STATISTICAL PURPOSES.

16. About how long have you lived in Milpitas? **(READ LIST)**

Two years or less-----	9%
Three to four years-----	7%
Five to six years -----	9%
Seven to ten years -----	10%
11 to 15 years -----	14%
16 to 20 years -----	15%
21 to 30 years -----	15%
31 years or more -----	21%
(DON'T READ) Don't know/Refused-----	2%

17. Do you have children? **(IF YES, ASK: Are any of them under the age of 19 and living at home?)**

Yes, children under 19 at home-----	35%
Yes, no children under 19 at home-----	24%
No, no children -----	40%
(DON'T READ) DK/NA/Refused-----	2%

18. What was the last level of school you completed?

Grades 1-8 -----	4 %
Grades 9-11-----	2 %
High school graduate (12)-----	12 %
Some college -----	32 %
Business/Vocational school -----	6 %
College graduate (4) -----	28 %
Post-graduate work/Professional school -----	15 %
(DON'T READ) DK/Refused -----	2 %

19. Do you own or rent your home?

Own-----	58 %
Rent-----	34 %
(DON'T READ) DK/NA/Refused -----	9 %

20. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2018?

\$30,000 and under-----	8 %
\$30,001 - \$60,000-----	12 %
\$60,001 - \$90,000-----	14 %
\$90,001 - \$120,000 -----	11 %
\$120,001 - \$150,000-----	10 %
More than \$150,000 -----	27 %
(DON'T READ) Refused-----	18 %

THANK AND TERMINATE

LANGUAGE:

English-----	83 %
Spanish -----	7 %
Vietnamese-----	5 %
Chinese -----	5 %

MODE:

Phone -----	50 %
Online-----	50 %