



Management
Partners



City of Milpitas Community Survey Form
Draft 12/29/2017

INTRODUCTION (Community)

The City of Milpitas is planning its budget priorities for the Fiscal Year 2018-19 Operating Budget and the 2018-2023 Capital Improvement Program and is interested in your opinion. What are the biggest priorities for our community in terms of city services? Where should the city focus its efforts, and its dollars, in the coming years?

In the following pages, please indicate the areas you consider to be the most important for the City of Milpitas to focus on over the next five years by selecting the top three priorities. All categories that will be shown are important, but we want to understand what you think should have the top priority in the next five years.

Please take a few moments to take this community survey. The information you provide will help shape the City Council's discussions of how the city should devote its staff and economic resources for the next several years.

You should allow 15 to 20 minutes to complete the survey, and you must complete the survey in one sitting. The survey link will close on January 23, 2018.

The City has engaged the consulting firm of Management Partners to assist with this process. If you have any questions or need assistance, please contact Heain Lee at hlee@managementpartners.com.

Thank you for your participation.

TOP PRIORITY AREA OF FOCUS

Please indicate the areas you consider to be the **(most/second most/third most)** important for the City of Milpitas to focus on over the next five years. All categories shown below are important, but we want to understand what you think should have the top priority in the next five years.

At this time, please select what you believe should be the (top/second/third) priority. In the page that follows, you will be asked to provide detailed feedback on the area you have chosen.

You will be asked to select the second and third priorities later in the survey.

1. Please indicate the areas you consider to be the most important for the city to focus on **during the next five years.** (Listed in alphabetical order)
 - Category A. Arts and Culture (e.g., public art, cultural events, local museums)
 - Category B. Community Wellness and Open Space (e.g., neighborhood parks, bike lanes and trails, environmental sustainability, odor control)
 - Category C. Customer Service/Community Connections (e.g., public information, multilingual accessibility, city efficiencies, permitting services)
 - Category D. Economic Development and Job Growth (e.g., long-range and current planning, revitalization of shopping centers and Main Street, retail businesses, vocational training)
 - Category E. Environment (e.g., climate action plan, green building, water conservation, solid waste/recycling)
 - Category F. Fiscal Responsibility (e.g., expenditure of resources, stronger revenue sources)
 - Category G. Infrastructure and Community Facilities Maintenance (e.g., sewer system, water system, storm drains, city-owned trees and landscaping, parks, civic center buildings)
 - Category H. Neighborhoods and Housing (e.g., long-range and current planning, housing availability, affordability, tenant rights)
 - Category I. Public Safety (e.g., police presence, emergency response, crime prevention, fire prevention)
 - Category J. Recreation, Senior-Oriented Programs, and Youth-Oriented Programs (e.g., recreation facilities, classes, sports, senior-oriented programs, youth-oriented programs)
 - Category K. Technology and Telecommunications (e.g., city use of technology, high-speed internet availability, wireless communications)
 - Category L. Transportation and Transit (e.g., roads, public transportation, signage)
 - Category M. Other (please specify; limit 200 characters)



(TOP/SECOND/THIRD) PRIORITY: DETAILED RESPONSE ON (CATEGORY AREA)

You have selected **(CATEGORY AREA)** as your **(top/second/third)** priority. Please provide your detailed feedback on **(CATEGORY AREA)**.

2. Please rank the program areas listed below from most to least important in addressing the community's **(category area)** issues over the next five years. (1 is most important)

You may drag and drop program areas with your cursor or use the down and up arrows on the screen to select your rankings.

Category A. Arts and Culture

- i. Increase support for art and cultural institutions, events, programs, local museums
- ii. Encourage new murals and public art
- iii. Create a cultural center for youth
- iv. Support culture and art reflective of the community's cultural diversity
- v. Preserve the community's historic resources
- vi. Create opportunities to celebrate cultural diversity
- vii. If the program area you believe is important is not listed above, please specify in the space provided (limit 100 characters)

Category B. Community Wellness and Open Space

- i. Create more open space and community gardens
- ii. Improve neighborhood parks
- iii. Create new recreational facilities
- iv. Improve existing recreational facilities
- v. Increase community health and wellness programs
- vi. Maintain cleanliness throughout the community
- vii. Increase and/or improve walkways, bike lanes and trails
- viii. Reduce pervasive odor events
- ix. If the program area you believe is important is not listed above, please specify in the space provided (limit 100 characters)

Category C. Customer Service/Community Connections

- i. Improve information availability to residents
- ii. Improve transparency of policy- and decision-making actions
- iii. Improve accessibility in different languages
- iv. Improve connections with working families
- v. Develop employee knowledge and skills
- vi. Increase/improve online accessibility of city services
- vii. Improve efficiency (streamline efforts, adopt best practices)
- viii. Improve efficiency in planning, building, and land development permitting
- ix. If the program area you believe is important is not listed above, please specify in the space provided (limit 100 characters)

Category D. Economic Development and Job Growth



- i. Support long-range and current planning for economic development and job growth
- ii. Promote small and/or minority owned businesses
- iii. Support revitalization of shopping centers and Main Street
- iv. Support development of retail businesses
- v. Improve the city's image through positive marketing
- vi. Improve vocational training opportunities
- vii. Increase youth job training and work placement
- viii. Increase high wage jobs in high tech / manufacturing
- ix. If the program area you believe is important is not listed above, please specify in the space provided (limit 100 characters)

Category E. Environment

- i. Develop and implement a community-wide climate action plan
- ii. Encourage investment in green building standards
- iii. Encourage community-wide investment in solar power
- iv. Improve solid waste (garbage) handling
- v. Increase recycling efforts
- vi. Increase community-wide water conservation efforts
- vii. Improve the city's water conservation efforts
- viii. Develop a comprehensive sustainability strategic action plan (climate action plan, green building, solid waste, water conservation/recycling)
- ix. If the program area you believe is important is not listed above, please specify in the space provided (limit 100 characters)

Category F. Fiscal Responsibility

- i. Increase city budget transparency and outreach
- ii. Review city employee compensation (salary, pension, fringe benefits).
- iii. Reduce city expenditures
- iv. Develop stronger revenue sources
- v. If the program area you believe is important is not listed above, please specify in the space provided (limit 100 characters)

Category G. Infrastructure and Community Facilities Maintenance

- i. Maintain and improve sewer systems
- ii. Maintain and improve water systems
- iii. Maintain and improve storm drains
- iv. Maintain and improve street trees and landscaping throughout the community
- v. Maintain and improve other public facilities
- vi. Ensure that public facilities and related infrastructure are energy efficient
- vii. Increase lighting in public spaces
- viii. If the program area you believe is important is not listed above, please specify in the space provided (limit 100 characters)

Category H. Neighborhoods and Housing

- i. Support long-range and current planning for neighborhoods and housing
- ii. Improve housing conditions
- iii. Increase code enforcement
- iv. Increase housing opportunities (e.g., new development, high-density housing)



- v. Improve housing affordability
- vi. Encourage greater accountability of landlords
- vii. Improve tenant rights
- viii. Reduce housing overcrowding (e.g., lower-density housing)
- ix. If the program area you believe is important is not listed above, please specify in the space provided (limit 100 characters)

Category I. Public Safety

- i. Increase crime prevention programs
- ii. Increase police patrols/presence
- iii. Improve fire emergency responses
- iv. Increase fire prevention programs
- v. Increase community engagement on public safety issues
- vi. If the program area you believe is important is not listed above, please specify in the space provided (limit 100 characters)

Category J. Recreation, Senior-Oriented Programs, and Youth-Oriented Programs

- i. Improve/increase community centers, programs and events
- ii. Improve community educational resources
- iii. Improve/increase sports and recreational facilities
- iv. Increase outreach and engagement to seniors on matters impacting them
- v. Increase senior-oriented classes and programs
- vi. Increase the outreach and engagement to youth on matters impacting them
- vii. Increase youth-oriented classes and programs
- viii. Increase collaboration with schools for youth education and/or after-school programs
- ix. If the program area you believe is important is not listed above, please specify in the space provided (limit 100 characters)

Category K. Technology and Telecommunications

- i. Improve the city's use of existing technology
- ii. Modernize the city's technology for operations and customer service
- iii. Encourage improvement in community-wide availability of high-speed internet services
- iv. Encourage improvements in community-wide availability of wireless communications (e.g., cell phone service, 4G, wi-fi hotspots)
- v. If the program area you believe is important is not listed above, please specify in the space provided (limit 100 characters)

Category L. Transportation and Transit

- i. Maintain roads, crosswalks, walkways, and bike lanes throughout the community
- ii. Improve safety of roads, crosswalks, walkways, and bike lanes throughout the community (e.g., Vision Zero program, Complete Streets program)
- iii. Improve/increase roads, crosswalks, walkways, and bike lanes
- iv. Improve traffic signage and wayfinding
- v. Improve bus accessibility and reliability
- vi. Address traffic issues (e.g., congestion relief, collaboration with CalTrans and County, public transportation including BART, Transportation Demand Management (TDM) which includes programs, infrastructure, and incentives to encourage multi-modal transportation alternatives)



- vii. If the program area you believe is important is not listed above, please specify in the space provided (limit 100 characters)

REGIONAL PARTNERSHIPS

3. How can the City of Milpitas improve its regional partnerships? Please share concise ideas that the city can explore. (open-ended, limit 200 characters)
- Schools (Milpitas Unified School District)
 - Water (Santa Clara Valley Water District and San Francisco Public Utilities Commission)
 - Sewer (San Jose – Santa Clara Regional Waste Water Facility)
 - Transportation (Caltrans, County of Santa Clara, BART, Valley Transportation Authority)
 - Other

GENERAL COMMENTS

4. What is one word that describes your vision of Milpitas in five years? (open ended, limit 50 characters)

GENERAL INFORMATION (Community)

5. Relationship to Milpitas (check all applicable)
- Milpitas resident
 - Student
 - Work in Milpitas
 - Business owner in Milpitas
 - Shop/do business in Milpitas
 - City employee
 - Other (please specify; limit 100 characters)
6. Gender
- Male
 - Female
 - Prefer not to answer
 - Other (please specify; limit 100 characters)
7. Age
- Under 18
 - 18 to 25
 - 26 to 35
 - 36 to 45
 - 46 to 55
 - 56 to 65
 - 65 and over
 - Prefer not to answer
8. Household Income
- Less than \$24,999
 - \$25,000 to \$49,999
 - \$50,000 to \$74,999



- d. \$75,000 to \$99,999
 - e. \$100,000 to \$149,999
 - f. \$150,000 to \$199,999
 - g. \$200,000 and more
 - h. Prefer not to answer
9. Ethnicity (check all applicable)
- a. American/Native American
 - b. Asian/Pacific Islander (please specify)
 - c. Black/African American
 - d. Hispanic/Latino
 - e. White/Caucasian
 - f. Prefer not to answer
 - g. Other (please specify; limit 100 characters)

If you selected "Asian/Pacific Islander," in the previous question, please specify in the space provided below. (limit 50 characters)

THANK YOU

Thank you for taking the time to complete this survey. Your input is appreciated.

