

MEMORANDUM



DATE: January 11, 2019

TO: Mayor and City Council

THROUGH: Julie Edmonds-Mares, City Manager

FROM: Jennifer Yamaguma, Public Information Officer

SUBJECT: 2019 Citywide Community Survey

A blue ink signature of Julie Edmonds-Mares.

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. As attached to the agenda report on the topic, a proposed calendar of key dates was referenced, which included a number of community engagement efforts to support a participative budget process, as previously requested by the City Council.

To better support and help facilitate Council's discussion and opportunity to define City Council Priorities during the budget process, an online and telephone community survey will begin earlier than originally noted, beginning this weekend, January 12-13. This will allow high-level topline results to be presented to Council during the January 29, 2019 Budget Study Session and will act as one of many mechanisms for your consideration as you look to set goals and initiatives for Fiscal Year 2019-2020.

This survey will be 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.

In order to conduct a true community satisfaction survey of adult residents, FM3 will conduct "address-based" surveys with some combination of phone numbers, emails, and residential addresses. Both email and mailed postcards will be sent to geographical clusters throughout the city directing recipients to complete an online survey and after the first wave is complete, remaining open areas will be targeted to complete a telephone survey. FM3 will strive for a relatively even balance of interviews online and via telephone, to mitigate against any potential mode bias, with a margin of sampling error of +/- 4.0%. The telephone surveys will be offered in English, Spanish, Vietnamese and Mandarin. The final survey is attached to this memo for your reference.

Again, this online and telephone survey is just one tool being used to facilitate a robust community engagement effort. 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.

MEMORANDUM



Additionally, at the January 29 Study Session, Council will have the opportunity to discuss existing Council priorities and review other high priority areas identified through prior Council actions. Other information being prepared includes: work plans for each of the City service areas, which will include a discussion of service level expectations; results of the citywide staffing analysis; a proposed approach to updating fees and charges; and a review of financing options for infrastructure projects. Because of the depth of discussion anticipated, materials will be transmitted to the Council and public in advance of the session, likely, at the end of next week.

Staff looks forward to presenting the initial high-level community survey results at the Study Session and receiving Council direction and feedback in order to allow staff to effectively prepare the Fiscal Year 2019-20 budget for Council consideration over the next several months.



CITY OF MILPITAS COMMUNITY SURVEY
320-849
FINAL
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 (**mil-PEE-tuhs**). 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 -----	1
Yes, cell but cannot talk safely -----	TERMINATE
No, not on cell -----	2
(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 (mil-PEE-tuhs) RESIDENTS.

B. First, in what year were you born?

2000-1994 (18-24)-----	1
1993-1989 (25-29)-----	2
1988-1984 (30-34)-----	3
1983-1979 (35-39)-----	4
1978-1974 (40-44)-----	5
1973-1969 (45-49)-----	6
1968-1964 (50-54)-----	7
1963-1959 (55-59)-----	8
1958-1954 (60-64)-----	9
1953-1944 (65-74)-----	10
1943 or earlier (75+) -----	11
(REFUSED/NA) -----	12

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 -----	1
African American/Black -----	2
Caucasian/White -----	3
Asian/Pacific Islander -----	4
(MIXED RACE) -----	5
(OTHER) -----	6
(DON'T READ) DK/NA/REFUSED -----	7

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

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

Chinese -----	1
Filipino -----	2
Indian or Southeast Asian -----	3
Japanese -----	4
Korean -----	5
Vietnamese -----	6
(MIXED RACE) -----	7
(OTHER) -----	8
(DON'T READ) DK/NA/REFUSED -----	9

(RESUME ASKING ALL RESPONDENTS)E. Do you identify as ...? **(READ LIST)**

Male-----	1
Female, or-----	2
Something else (SPECIFY) -----	3
(DON'T READ) DK/NA/REFUSED -----	4

**NOW I WOULD LIKE TO ASK YOU SEVERAL QUESTIONS
ABOUT LIFE IN MILPITAS (mil-PEE-tuhs).**

1. First, would you say that things in Milpitas **(mil-PEE-tuhs)** are generally headed in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Right direction-----	1
Wrong track-----	2
(DON'T READ) DK/NA -----	3

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</u>	<u>FAIR</u>	<u>POOR</u>	(DON'T READ) DK/NA
a. The overall quality of life in Milpitas (mil-PEE-tuhs) -----	1 -----	2 -----	3 -----	4 -----	5 -----	
b. The overall quality of City services -----	1 -----	2 -----	3 -----	4 -----	5 -----	

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?")

	STR. <u>APP.</u>	SMWT <u>APP.</u>	SMWT <u>DISAPP.</u>	STR. <u>DISAPP.</u>	(DON'T READ) <u>DK/NA</u>
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a. Milpitas (**mil-PEE-tuhs**) City government overall ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

b. The City's budget management ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(RANDOMIZE)

[]c. The Milpitas Police Department ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]d. The Milpitas City Council ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]e. The Milpitas Fire Department ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

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)

	STRNG <u>AGREE</u>	SMWT <u>AGREE</u>	SMWT <u>DISGR</u>	STRNG <u>DISGR</u>	(DON'T READ) <u>DK/NA</u>
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[]a. I am proud to live in Milpitas (**mil-PEE-tuhs**). ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]b. I feel different cultures are celebrated in Milpitas (**mil-PEE-tuhs**). ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(SPLIT SAMPLE A ONLY)

[]c. Maintaining public infrastructure in Milpitas (**mil-PEE-tuhs**) should be a top priority. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]d. I would recommend Milpitas (**mil-PEE-tuhs**) to others as a place to live. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]e. I trust the City to plan for Milpitas' (**mil-PEE-tuhs**) future. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]f. When people first move to Milpitas (**mil-PEE-tuhs**), they are generally welcomed into the community. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]g. Milpitas' (**mil-PEE-tuhs**) is a great place for seniors and aging residents to live. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(SPLIT SAMPLE B ONLY)

[]h. Maintaining public safety services in Milpitas (**mil-PEE-tuhs**) should be a top priority. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]i. I trust the City of Milpitas (**mil-PEE-tuhs**) to properly manage our tax dollars. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]j. Milpitas (**mil-PEE-tuhs**) City government operates in a way that is open and accountable to the public. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]k. Milpitas (**mil-PEE-tuhs**) is a great place to raise a family. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]l. Milpitas' (**mil-PEE-tuhs**) diversity is an asset to the City. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(RESUME ASKING ALL RESPONDENTS)

5. Next, I am going to read you some words and phrases that might describe Milpitas (**mil-PEE-tuhs**). 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**)

	VERY <u>WELL</u>	SMWT <u>WELL</u>	NOT TOO <u>WELL</u>	NOT AT ALL <u>WELL</u>	DON'T KNOW
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(SPLIT SAMPLE A ONLY)

[]a. Diverse ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
 []b. Exciting ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
 []c. Safe ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
 []d. Good place to live, play, and work ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
 []e. Affordable ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
 []f. You can be yourself ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
 []g. Accepting ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(SPLIT SAMPLE B ONLY)

[]h. Growing ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
 []i. Thriving ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
 []j. Up and coming ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
 []k. Unsafe ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
 []l. Unaffordable ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
 []m. Great location ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
 []n. Welcoming ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
 []o. Inclusive ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(RESUME ASKING ALL RESPONDENTS)

6. Do you think the rate of growth and development in general in Milpitas (**mil-PEE-tuhs**) 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**?"")

Much too fast ----- 1
 Somewhat too fast ----- 2
 About right ----- 3
 Somewhat too slow ----- 4
 Much too slow ----- 5
 (**DON'T KNOW/NA**) ----- 6

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)

		VERY <u>SAFE</u>	SMWHT <u>SAFE</u>	NEITHER <u>NOR UNSAFE</u>	SMWHT <u>UNSAFE</u>	VERY <u>UNSAFE</u>	(DK/ NO <u>OPIN.</u>)
[]a.	Bicycling in Milpitas (mil-PEE-tuhs)	1 -----	2 -----	3 -----	4 -----	5 -----	6
[]b.	Walking in Milpitas (mil-PEE-tuhs)	1 -----	2 -----	3 -----	4 -----	5 -----	6
[]c.	Driving in Milpitas (mil-PEE-tuhs)	-1 -----	2 -----	3 -----	4 -----	5 -----	6
[]d.	In your neighborhood	-----1	-----2	-----3	-----4	-----5	-----6
[]e.	In the City park closest to your residence	-----1	-----2	-----3	-----4	-----5	-----6

**NOW I WOULD LIKE TO ASK YOU ABOUT SOME OF THE SERVICES
MILPITAS' (mil-PEE-tuhs) CITY GOVERNMENT PROVIDES TO ITS RESIDENTS.**

8. Now let me ask you about some specific City services provided to Milpitas (mil-PEE-tuhs) 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. <u>IMP.</u>	VERY <u>IMP.</u>	S.W. <u>IMP.</u>	NOT TOO <u>IMP.</u>	NO OPINION <u>DK/NA</u>
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(SPLIT SAMPLE A ONLY)

[]a.	Providing recreation opportunities and programs at City parks and recreation centers	-----1	-----2	-----3	-----4	-----5
[]b.	Maintaining public parks in good physical condition	-----1	-----2	-----3	-----4	-----5
[]c.	Providing police protection	-----1	-----2	-----3	-----4	-----5
[]d.	Providing an adequate number and variety of outdoor special events	-----1	-----2	-----3	-----4	-----5
[]e.	Providing programs to help seniors	-----1	-----2	-----3	-----4	-----5
[]f.	Providing bicycle lanes and paths	-----1	-----2	-----3	-----4	-----5
[]g.	Paving and repairing streets and roads	-----1	-----2	-----3	-----4	-----5
[]h.	Maintaining public facilities and infrastructure	-----1	-----2	-----3	-----4	-----5
[]i.	Providing opportunities to be involved in City government	-----1	-----2	-----3	-----4	-----5
[]j.	Recruiting new businesses and companies to the city	-----1	-----2	-----3	-----4	-----5
[]k.	Developing policies to support affordable housing	-----1	-----2	-----3	-----4	-----5
[]l.	Providing services to people who are homeless	-----1	-----2	-----3	-----4	-----5

	EXT. <u>IMP.</u>	VERY <u>IMP.</u>	S.W. <u>IMP.</u>	NOT TOO <u>IMP.</u>	NO OPINION <u>DK/NA</u>
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(SPLIT SAMPLE B ONLY)

[]m. Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]n. Providing after-school programs for young people ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]o. Maintaining the sewer and wastewater system ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]p. Supporting a diverse range of arts and cultural activities ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]q. Attracting new employers and jobs to the city ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]r. Providing homeless services ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]s. Providing programs that celebrate diversity and inclusion of different cultures ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]t. Assisting new businesses in obtaining required permits and licenses ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]u. Developing programs that promote sustainable living, such as clean energy, water conservation, and recycling ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]v. Providing emergency 9-1-1 and fire response ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(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)**

	VERY <u>SAT.</u>	S.W. <u>SAT.</u>	S.W. <u>DISSAT.</u>	VERY <u>DISSAT.</u>	NO OPINION <u>DK/NA</u>
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(SPLIT SAMPLE A ONLY)

[]a. Providing recreation opportunities and programs at City parks and recreation centers ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]b. Maintaining public parks in good physical condition ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]c. Providing police protection ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]d. Providing an adequate number and variety of outdoor special events ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]e. Providing programs to help seniors ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]f. Providing bicycle lanes and paths ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]g. Paving and repairing streets and roads ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]h. Maintaining public facilities and infrastructure ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]i. Providing opportunities to be involved in City government ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

	VERY <u>SAT.</u>	S.W. <u>SAT.</u>	S.W. <u>DISSAT.</u>	VERY NO OPINION <u>DISSAT.</u>	DK/NA
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(SPLIT SAMPLE A CONTINUED)

- []j. Recruiting new businesses and companies to the city ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []k. Developing policies to support affordable housing ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []l. Providing services to people who are homeless ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(SPLIT SAMPLE B ONLY)

- []m. Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []n. Providing after-school programs for young people ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []o. Maintaining the sewer and wastewater system ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []p. Supporting a diverse range of arts and cultural activities ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []q. Attracting new employers and jobs to the city ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []r. Providing homeless services ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []s. Providing programs that celebrate diversity and inclusion of different cultures ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []t. Assisting new businesses in obtaining required permits and licenses ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []u. Developing programs that promote sustainable living, such as clean energy, water conservation, and recycling ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []v. Providing emergency 9-1-1 and fire response ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(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 ----- 1
 No ----- 2
 (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)

Human Resources -----	1
Business Licensing -----	2
Building and Safety Services/Permit Center -----	3
City Attorney -----	4
City Clerk -----	5
Code Enforcement -----	6
Economic Development-----	7
Fire and Emergency Services -----	8
Finance Department -----	9
Housing-----	10
Information Technology -----	11
Parks -----	12
Planning -----	13
Police -----	14
Recreation-----	15
Street Maintenance -----	16
Traffic-----	17
Utilities -----	18
Other (SPECIFY _____) (DON'T READ) DK/NA -----	19 20

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>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>	(DK/NA)
[]a. Courtesy -----	1 -----	2 -----	3 -----	4 -----	5 -----	6
[]b. Professionalism -----	1 -----	2 -----	3 -----	4 -----	5 -----	6
[]c. Willingness to help-----	1 -----	2 -----	3 -----	4 -----	5 -----	6
[]d. Knowledge -----	1 -----	2 -----	3 -----	4 -----	5 -----	6
[]e. Timeliness -----	1 -----	2 -----	3 -----	4 -----	5 -----	6
[]f. Competence -----	1 -----	2 -----	3 -----	4 -----	5 -----	6

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?

Very satisfied -----	1
Somewhat satisfied -----	2
Not too satisfied-----	3
Not at all satisfied-----	4
(DON'T KNOW/NA) -----	5

(RESUME ASKING ALL RESPONDENTS)

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

15. Next, I am going to read a list of ways the City of Milpitas (**mil-PEE-tuhs**) 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)**

	DEFINITELY PAY ATT.	MAYBE PAY ATT.	DEF. NOT PAY ATT.	(DK/NA)
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(SPLIT SAMPLE A ONLY)

[]a. A Facebook post-----	1 -----	2 -----	3 -----	4
[]b. Information on the City of Milpitas website -----	1 -----	2 -----	3 -----	4
[]c. Information from a friend or neighbor -----	1 -----	2 -----	3 -----	4
[]d. A news article in the <i>Milpitas Beat</i> -----	1 -----	2 -----	3 -----	4
[]e. An ad on a website -----	1 -----	2 -----	3 -----	4
[]f. A booth at a special event, such as a fair or farmers market -----	1 -----	2 -----	3 -----	4
[]g. An ad on television-----	1 -----	2 -----	3 -----	4
[]h. A radio ad-----	1 -----	2 -----	3 -----	4

(SPLIT SAMPLE B ONLY)

[]i. A text from the City-----	1 -----	2 -----	3 -----	4
[]j. An e-newsletter from your City -----	1 -----	2 -----	3 -----	4
[]k. Information from an elected official-----	1 -----	2 -----	3 -----	4
[]l. A news article in the <i>Milpitas Post</i> -----	1 -----	2 -----	3 -----	4
[]m. A website publicized to local residents -----	1 -----	2 -----	3 -----	4
[]n. A community event -----	1 -----	2 -----	3 -----	4
[]o. An ad in the newspaper-----	1 -----	2 -----	3 -----	4
[]p. A post on Nextdoor-dot-com -----	1 -----	2 -----	3 -----	4
[]q. Ethnic radio or newspaper -----	1 -----	2 -----	3 -----	4

(RESUME ASKING ALL RESPONDENTS)**MY FINAL QUESTIONS ARE JUST FOR STATISTICAL PURPOSES.**

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

Two years or less -----	1
Three to four years-----	2
Five to six years-----	3
Seven to ten years-----	4
11 to 15 years-----	5
16 to 20 years-----	6
21 to 30 years-----	7
31 years or more -----	8
(DON'T READ) Don't know/Refused -----	9

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-----	1
Yes, no children under 19 at home-----	2
No, no children-----	3
(DON'T READ) DK/NA/Refused -----	4

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

Grades 1-8 -----	1
Grades 9-11 -----	2
High School Graduate (12)-----	3
Some College-----	4
Business/Vocational School-----	5
College Graduate (4) -----	6
Post-Graduate Work/Professional School-----	7
(DON'T READ) DK/Refused -----	8

19. Do you own or rent your home?

Own-----	1
Rent-----	2
(DON'T READ) DK/NA/Refused -----	3

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 -----	1
\$30,001 - \$60,000 -----	2
\$60,001 - \$90,000 -----	3
\$90,001 - \$120,000 -----	4
\$120,001 - \$150,000 -----	5
More than \$150,000 -----	6
(DON'T READ) Refused -----	7

THANK AND TERMINATE

LANGUAGE:

English-----	1
Spanish -----	2
Vietnamese -----	3
Chinese -----	4

ZIP CODE

95035 -----	1
95036 -----	2