



## **City of Milpitas**

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### **City of Milpitas Releases Results of Community Satisfaction Survey**

Milpitas, CA – February 11, 2025 – The City of Milpitas has released the results of its latest community satisfaction survey, conducted by Fairbank, Maslin, Mauling, Metz & Associates (FM3) from December 12 to 30, 2024. The survey, which collected feedback from a representative sample of 647 adult residents, provides valuable insights into the perceptions and priorities of the Milpitas community.

FM3, a California-based research firm specializing in public policy-oriented opinion research since 1981, has partnered with the City to gather resident feedback. City Council and staff will utilize the survey results to inform strategic funding decisions associated with the annual budget process, ensuring that community priorities are reflected in City programs and services.

To ensure a representative sample, FM3 conducted the survey using a dual-mode approach—both online and telephone—leveraging address-based sampling and U.S. Census-derived demographic quotas. The survey was available in English, Chinese, Spanish, and Vietnamese, ensuring inclusivity. With a margin of error of  $\pm 4.0\%$  at a 95% confidence level, the results provide a statistically valid representation of community sentiment.

Key findings include:

- 86% of residents are satisfied with the overall quality of life in Milpitas.
- 78% of residents are satisfied with overall City services.
- A solid majority of residents feel that City government is effectively managing tax dollars and planning for the future.
- Cost of living concerns remain top-of-mind, particularly regarding housing and inflation.
- Perceptions of crime have improved, with fewer residents believing that violent and property crime are increasing compared to two years ago.

The survey results indicate that Milpitas continues to be viewed as a safe, welcoming, and culturally diverse community. The strong response from residents demonstrates their eagerness to provide feedback to City leaders and their confidence in the services the City provides.

The insights gathered will be instrumental in shaping the Fiscal Year 2025-26 budget, ensuring that City resources align with community priorities.

Beyond the survey, the City of Milpitas is committed to an open and inclusive budget process. Additional opportunities for public engagement include:

- Community meetings with residents, businesses, and external partners.
- An Open Townhall online community survey.
- Continued outreach to community-based organizations.

“The feedback from our residents is invaluable in guiding our decisions and ensuring that we allocate resources where they are needed most,” said City Manager Ned Thomas. “We are grateful for the strong participation in this year’s survey and look forward to continuing our engagement with the community.”

For more information about the survey results, visit [Community Survey Presentation](#) .

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### **About the City of Milpitas**

Located at the southern end of San Francisco Bay, Milpitas is a progressive community that is an integral part of Silicon Valley. A full-service city with water utility, sewer utility, police and fire services, Milpitas is a flourishing community with a very diverse and inclusive resident population of nearly 80,000. Often referred to as the Crossroads of Silicon Valley, the City is situated between major thoroughfares in the Bay Area and considered a highly desirable location for world-class technology companies seeking to build a central base of operations. With the addition of the new Milpitas Transit Center offering BART, light rail, and bus service, and multiple new mixed-use development projects, along with a host of new City Plans and Programs in support of an inspiring and sustainable future, the City is at the forefront of building the next generation economy. For more information, visit: [www.milpitas.gov](http://www.milpitas.gov)

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