December 2024 Milpitas Community Survey

Key Findings of a Survey of Milpitas Residents
Conducted December 12-30, 2024

FM3 | OPINION RESEARCH & STRATEGY
RESEARCH

320-1185

Survey Methodology

Dates	December 12-30, 2024
Survey Type	Dual-mode Resident Survey
Research Population	Milpitas Residents Ages 18+
Total Interviews	647
Margin of Sampling Error	(Full Sample) ±4.0% at the 95% Confidence Level (Half Sample) ±5.7% at the 95% Confidence Level
Contact Methods	Telephone Calls Email Invitations Postcard Invitations Text Invitations
Data Collection Modes	Telephone Interviews Online Interviews
Survey Tracking	Select Tracks Back to 2019 (with some from recent voter surveys)
Languages	English, Spanish, Chinese and Vietnamese

(Note: Not All Results Will Sum to 100% Due to Rounding)

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Key Numbers
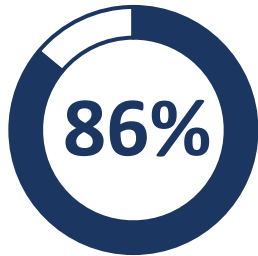
86% Are satisfied with the overall quality of life in Milpitas
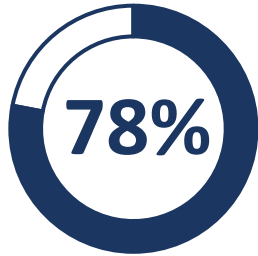
78% Are satisfied with the overall city services
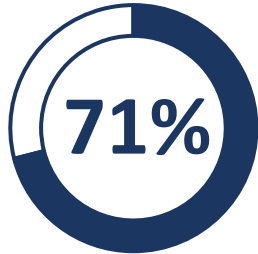
71% Approve of City government overall
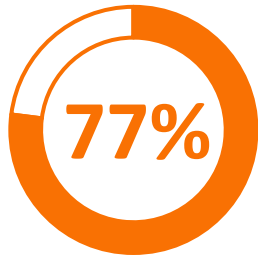
77% Feel the cost of housing is an extremely or very serious problem (And 74% feel similarly concerned about inflation/rising costs)

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Overall Impressions
of Life in Milpitas

Satisfaction with the quality of life in Milpitas remains high.

How satisfied are you with <u>the overall quality of life in Milpitas</u>?
Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

■ Very Satisfied ■ Somewhat Satisfied ■ Don't Know ■ Somewhat Dissatisfied ■ Very Dissatisfied

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Total Satisfied	Total Dissatisfied
December 2024	22%	64%	11%		86%	13%
November/December 2022	25%	63%	8%		88%	10%
January 2022	26%	56%	12%	5%	83%	17%
January 2021	24%	56%	16%	4%	79%	20%
January 2020	22%	58%	16%	4%	80%	20%

Q1.
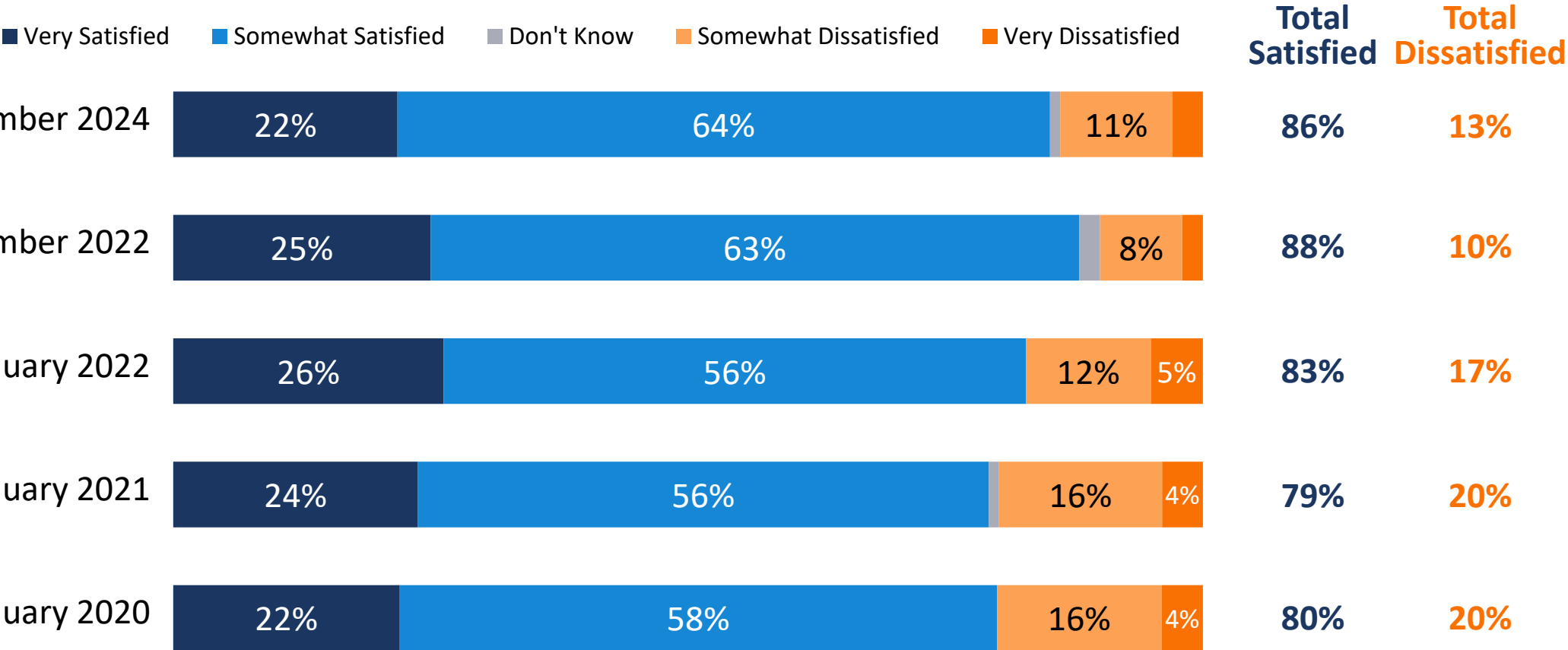
Residents view the cost of living as most concerning; many also feel intensely about issues related to homelessness.

Legend: ■ Extremely Serious Problem ■ Very Serious Problem ■ Somewhat Serious Problem ■ Not Too Serious Problem ■ Don't Know

Ext/Very Serious Problem

Issue	Extremely Serious	Very Serious	Somewhat Serious	Not Too Serious	Don't Know	Ext/Very Serious
^The cost of housing	44%	33%	14%	6%		77%
Inflation and rising costs	43%	31%	18%	7%		74%
Homelessness	35%	31%	22%	9%		67%
Homeless encampments	32%	30%	24%	12%		61%
Traffic congestion	23%	37%	25%	14%		60%
^The condition of streets and roads	23%	35%	23%	19%		57%
^Illegal dumping	23%	29%	27%	15%	6%	52%

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The condition of public areas and blight are less pressing.

Legend: ■ Extremely Serious Problem ■ Very Serious Problem ■ Somewhat Serious Problem ■ Not Too Serious Problem ■ Don't Know

Ext/Very Serious Problem

Category	Extremely	Very	Somewhat	Not Too	Don't Know	Ext/Very Serious Problem
Too much growth and development	23%	26%	21%	25%	5%	49%
Crime	22%	28%	33%	16%		49%
Jobs and the economy	23%	25%	27%	17%	8%	48%
^The condition of landscaping in public areas	16%	26%	28%	27%		42%
Blight and abandoned buildings	14%	25%	27%	25%	9%	39%

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Q3. Here are some problems facing Milpitas that other people have mentioned. Please indicate whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or a not too serious problem in Milpitas. ^Not Part of Split Sample
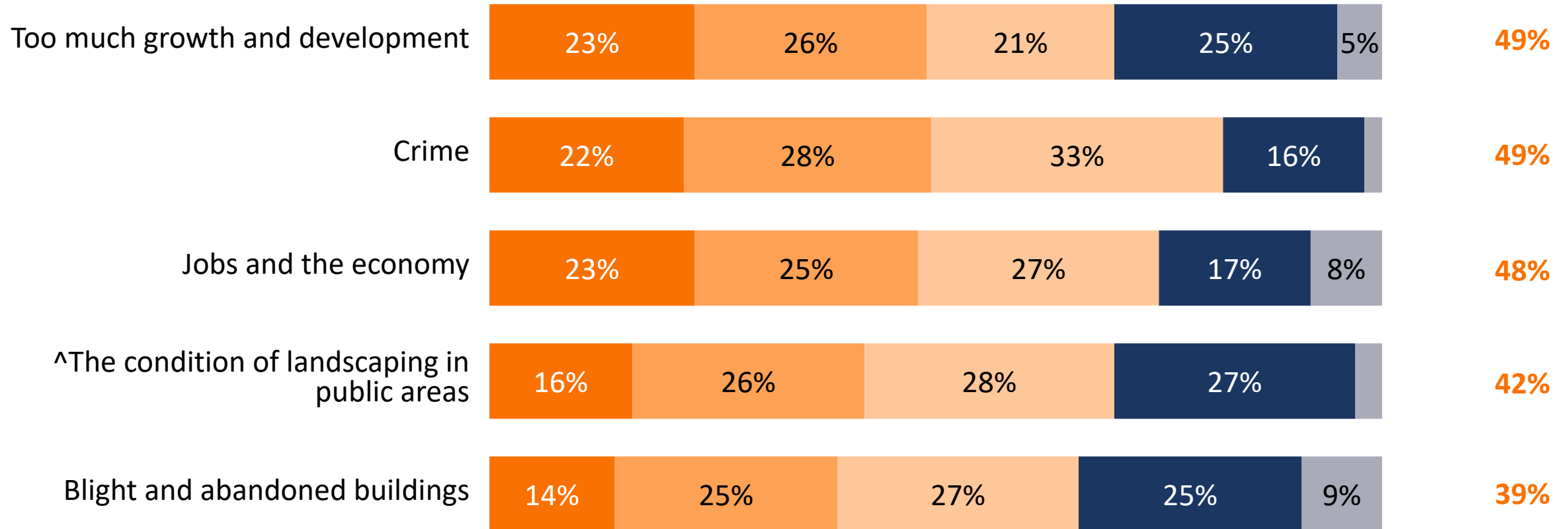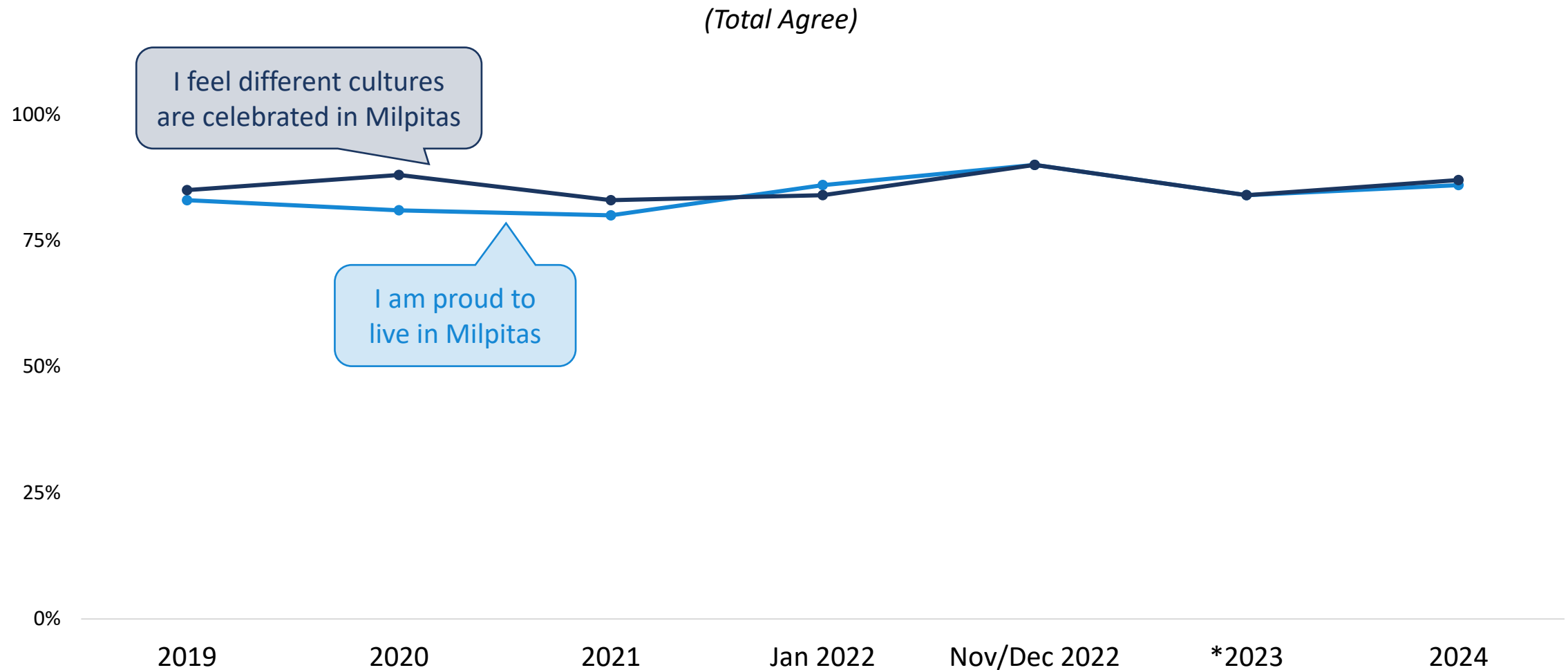
About half of residents feel that the rate of growth in Milpitas is about right.

†*Do you think the rate of growth and development <u>in general</u> in Milpitas is **(SPLIT SAMPLE A:** too fast, about right, or too slow) **(SPLIT SAMPLE B:** too slow, about right, or too fast)?*

■ Much Too Fast ■ Somewhat Too Fast ■ About Right ■ Somewhat Too Slow ■ Much Too Slow

	Much Too Fast	Somewhat Too Fast	About Right	Somewhat Too Slow	Much Too Slow	Too Fast	Too Slow
December 2023	10%	23%	48%	11%		34%	14%
November/December 2022	11%	20%	60%	7%		31%	9%
January 2022	17%	24%	49%	7%		41%	10%
January 2021	21%	13%	53%	8%	5%	35%	13%
January 2020	27%	14%	52%	5%		41%	8%
January 2019	35%	15%	41%	7%		51%	9%
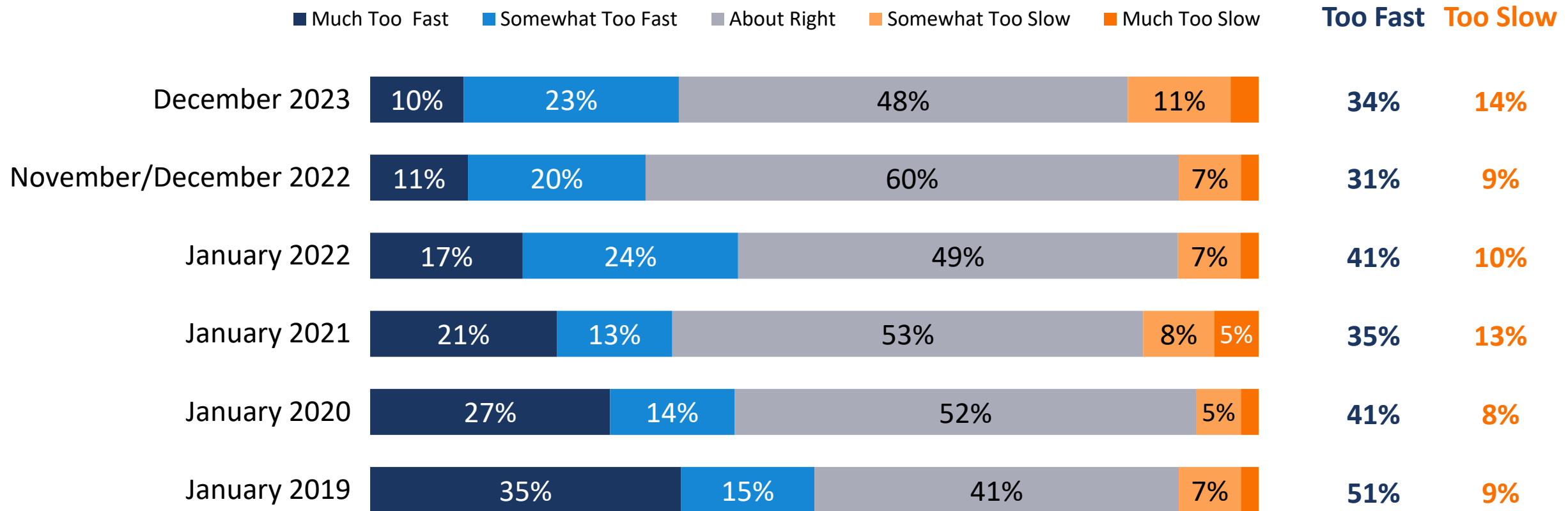
Four in five feel like they don't really need to leave Milpitas to meet their shopping and personal service needs.

I can usually meet my shopping and personal services without leaving Milpitas

Strongly agree — 35%

Somewhat agree — 47%

Total Agree 81%

Somewhat disagree — 10%

Strongly disagree — 6%

Total Disagree 17%

Don't know — 2%

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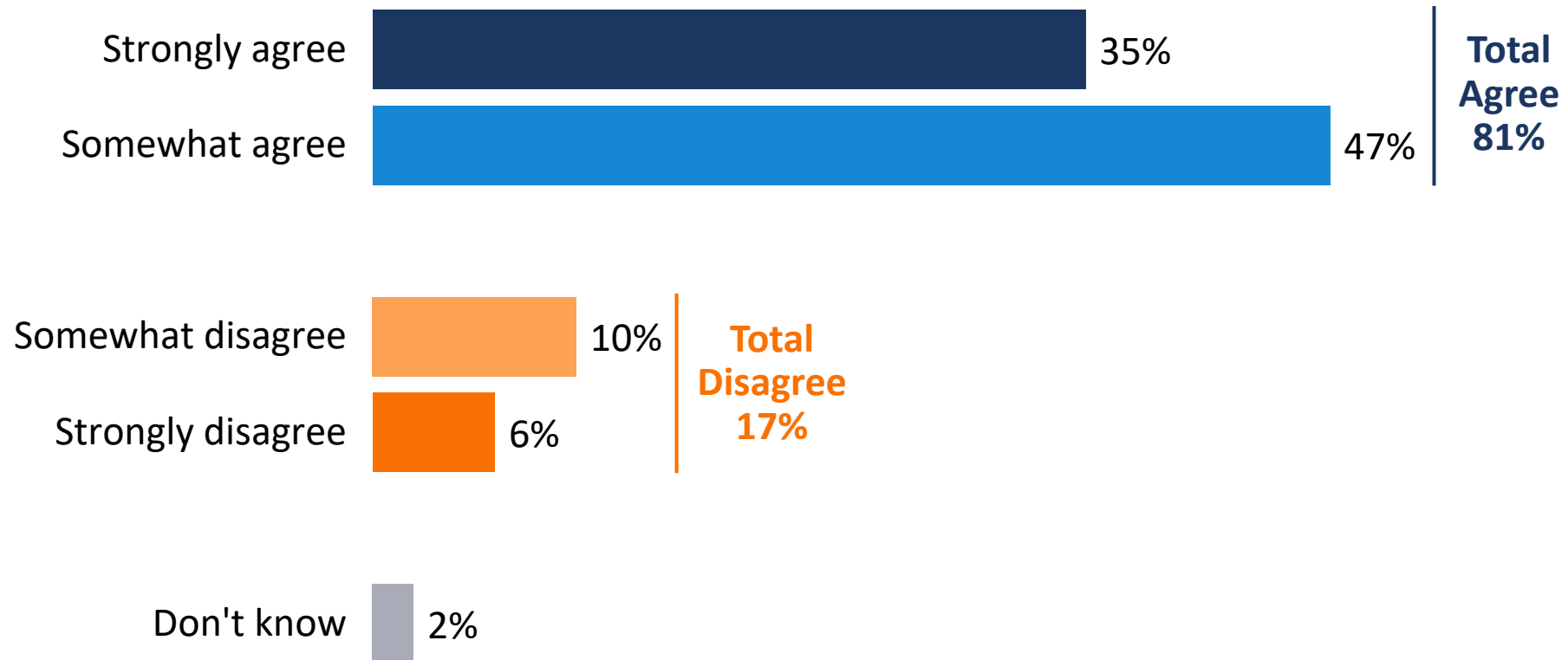
Views on Public Safety in Milpitas

Most residents feel safe in Milpitas in a variety of scenarios.

Can you tell me how safe you feel _____? Do you feel safe, unsafe, or neither safe nor unsafe?

Legend: ■ Very Safe ■ Somewhat Safe ■ Neither Safe nor Unsafe/Don't Know ■ Somewhat Unsafe ■ Very Unsafe

	Very Safe	Somewhat Safe	Neither Safe nor Unsafe/Don't Know	Somewhat Unsafe	Total Safe	Total Unsafe
In your neighborhood	43%	45%	8%		87%	5%
Shopping in Milpitas	39%	44%	12%	5%	83%	5%
In the City park closest to your residence	35%	47%	14%		82%	4%
Walking in Milpitas	32%	46%	11%	8%	78%	10%
Driving in Milpitas	29%	49%	13%	6%	78%	9%
Bicycling in Milpitas	15%	40%	27%	11% 7%	54%	18%
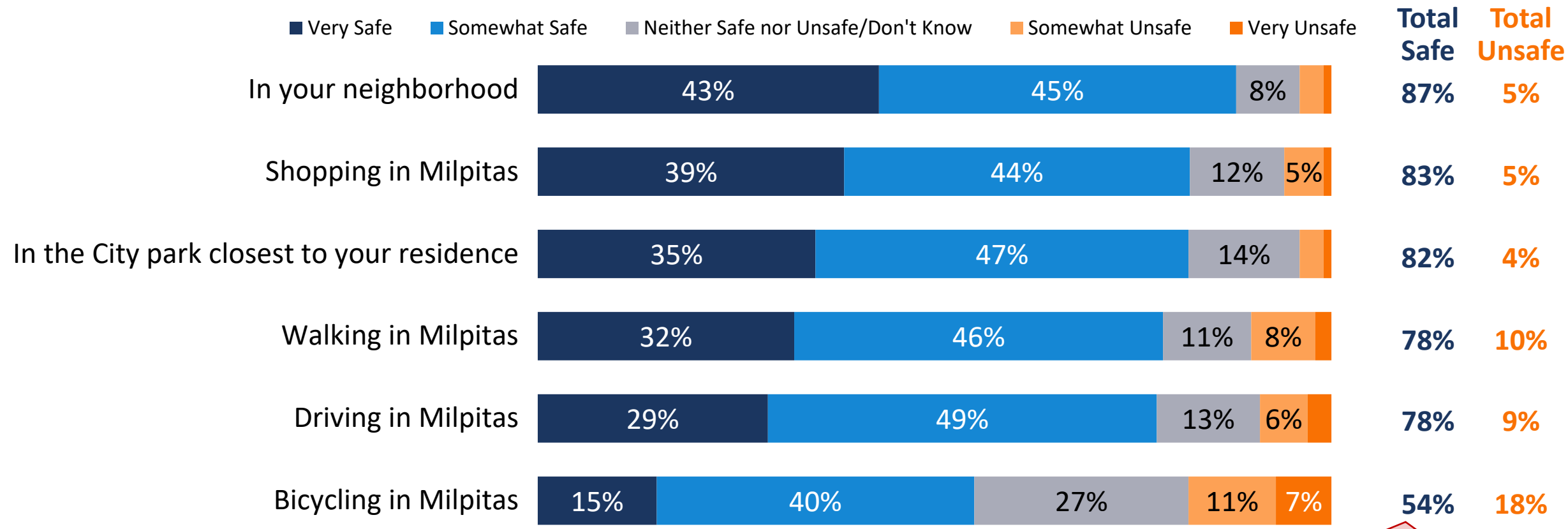
74% feel safe removing those without an opinion

Q6.

Views of scenarios have held mostly steady, though with more variance for driving and bicycling in the City.

(Total Safe)

Driving in Milpitas

Bicycling in Milpitas

Q6. Can you tell me how safe you feel _____? Do you feel safe, unsafe, or neither safe nor unsafe?
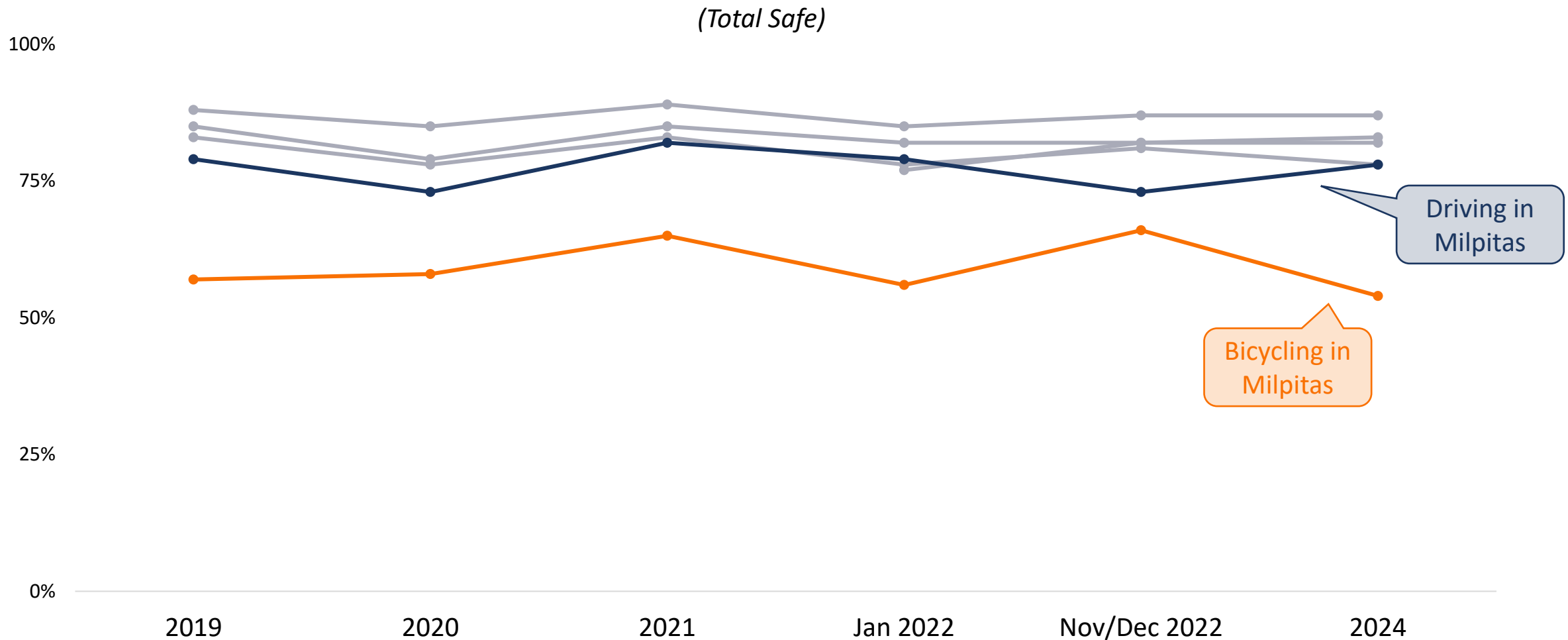
Fewer residents feel that property and violent crime have increased in recent years compared to two years ago.

*In the past year, do you think (**SPLIT SAMPLE A ONLY:** property crime) (**SPLIT SAMPLE B ONLY:** violent crime) in Milpitas has (**ROTATE:** increased, decreased) or stayed the same?*

■ Increased a Great Deal ■ Increased a Little ☐ Stayed the Same ■ Don't Know ■ Decreased a Little ■ Decreased a Great Deal

Increased   **Decreased**

Property Crime

	Increased a Great Deal	Increased a Little	Stayed the Same	Don't Know	Decreased a Little	Increased	Decreased
December 2024	13%	17%	41%	21%	7%	30%	8%
November/December 2022	17%	31%	40%	10%		48%	2%

Violent Crime

	Increased a Great Deal	Increased a Little	Stayed the Same	Don't Know	Decreased a Little	Increased	Decreased
December 2024	6%	21%	43%	17%	12%	27%	14%
November/December 2022	8%	29%	43%	15%	5%	37%	6%

Q7.

Over nine in ten approve of the Fire Department and over eight in ten approve of the Police Department.

Would you say you generally approve or disapprove of the job that _____ is doing?

■ Strongly Approve ■ Somewhat Approve ■ Don't Know ■ Somewhat Disapprove ■ Strongly Disapprove

	Total Approve	**Total Disapprove**

The Milpitas Fire Department

57%	35%	7%		**92%**	**2%**

The Milpitas Police Department

40%	41%	4%	12%		**82%**	**14%**

Q2 c & e.

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There has been little variance in these positive views of the Milpitas Fire and Police Departments.

(Total Approve)

The Milpitas
Fire Department
92%

The Milpitas
Police Department
82%

100%

75%

50%

25%

0%

2019   2020   2021   2022   *2023   2024

*Q2 c & e. Would you say you generally approve or disapprove of the job that _____ is doing? *Voter Survey*
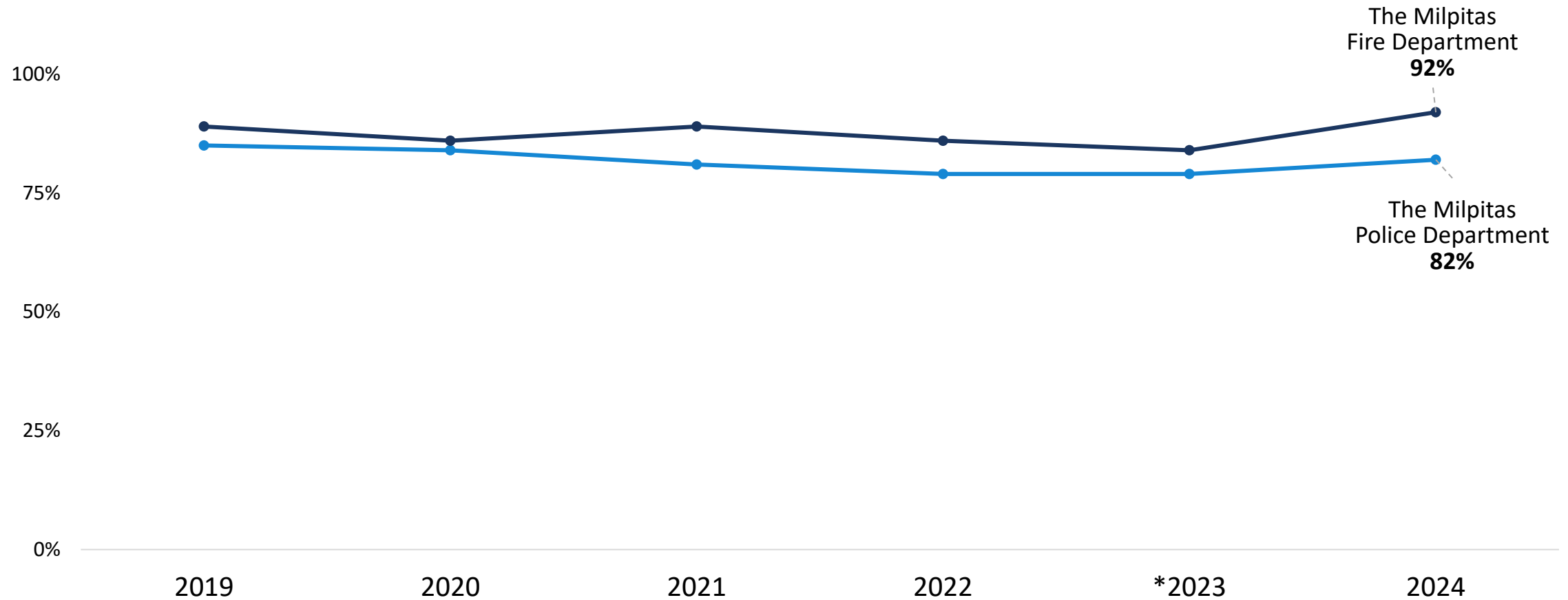
Overall Impressions of City Government

Majorities approve of several aspects of how Milpitas' city government is run.

Legend: ■ Strongly Agree ■ Somewhat Agree ■ Don't Know ■ Somewhat Disagree ■ Strongly Disagree

	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree	Total Agree	Total Disagree
I trust the City to plan for Milpitas' future.	20%	51%	8%	15%	7%	**70%**	**22%**
Milpitas City government operates in a way that is open and accountable to the public.	17%	51%	11%	16%	5%	**69%**	**21%**
I trust the City of Milpitas to properly manage our tax dollars.	23%	43%	8%	19%	7%	**66%**	**26%**

Q4 c, d & e. Please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. Split Sample

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Trust in these aspects of the City's management have remained high among residents, though voters in 2023 were more circumspect.

(Total Agree)

I trust the City to plan for Milpitas' future

Milpitas City government operates in a way that is open and accountable to the public

I trust the City of Milpitas to properly manage our tax dollars

	2019	2020	2021	Jan 2022	Nov/Dec 2022	*2023	2024

*Q4 c, d & e. Please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. *Voter Survey*

Majorities approve of the City's management.

Would you say you generally approve or disapprove of the job that _____ is doing?

■ Strongly Approve ■ Somewhat Approve ■ Don't Know ■ Somewhat Disapprove ■ Strongly Disapprove

	Strongly Approve	Somewhat Approve	Don't Know	Somewhat Disapprove	Strongly Disapprove	Total Approve	Total Disapprove
Milpitas City government overall	17%	54%	10%	15%	4%	**71%**	**20%**
The Milpitas City Council	15%	52%	14%	14%	6%	**66%**	**19%**
The City's budget management	16%	47%	16%	14%	7%	**64%**	**20%**

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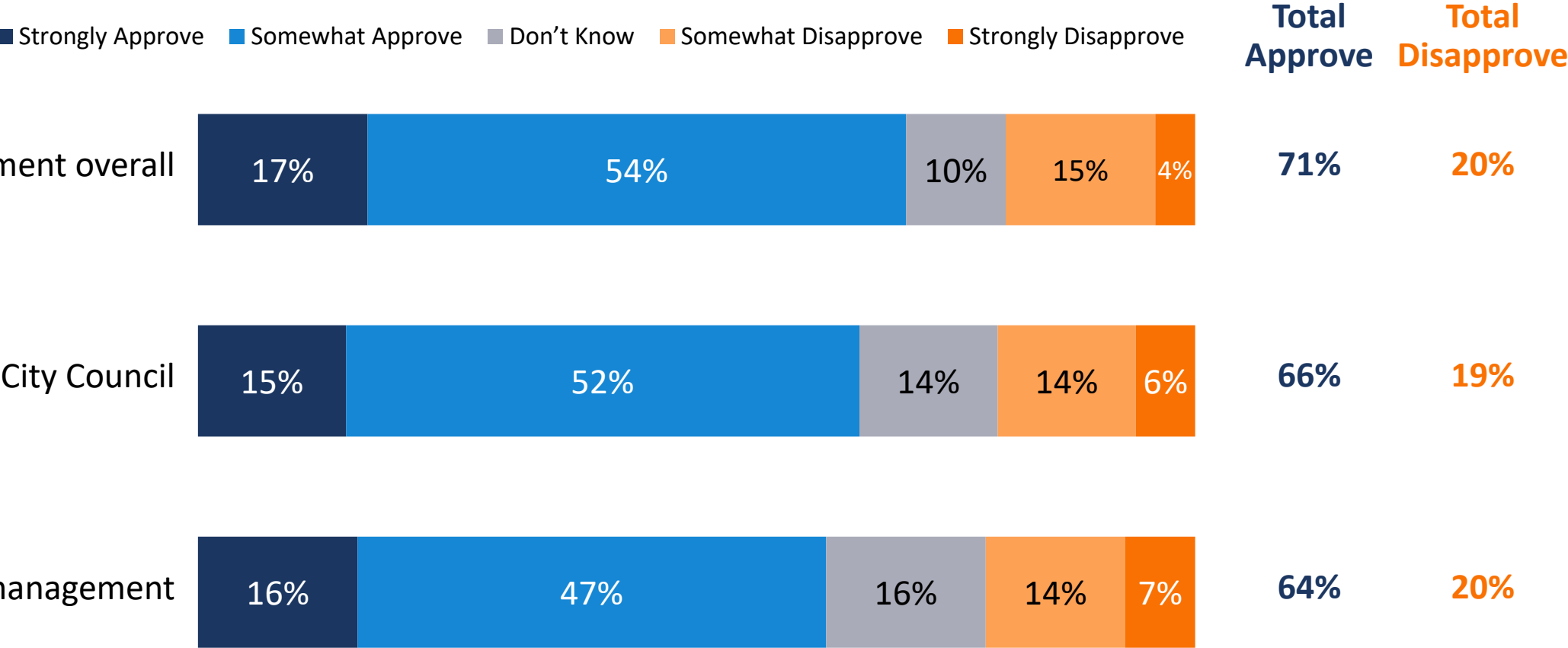
These approval rating are down a little from two years ago, but still higher than assessed in prior surveys.

(Total Approve)

| | Milpitas City government overall | The Milpitas City Council | The City's budget management |

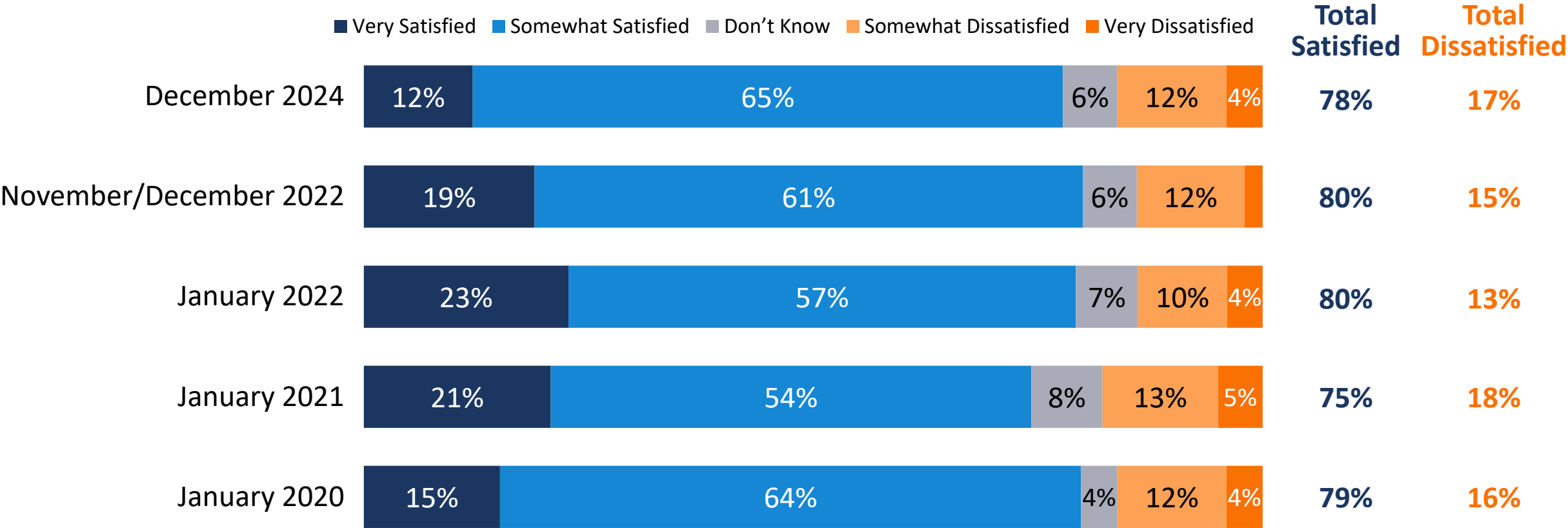*Q2 a, b & d. Would you say you generally approve or disapprove of the job that _____ is doing?*
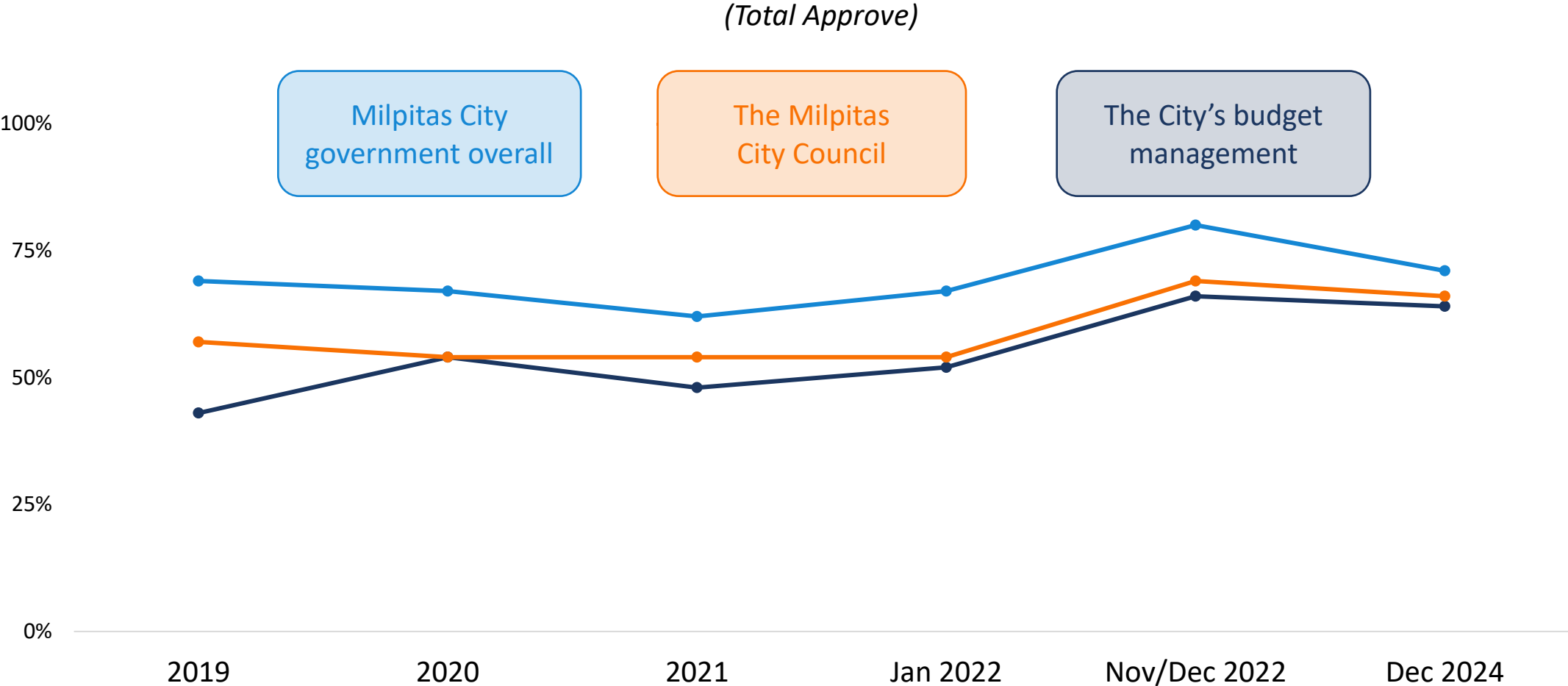
Impressions of
City Services and Programs

Overall satisfaction with city services continues to hover between 75%-80%, though the intensity has decrease modestly from two years ago.

How satisfied are you with <u>the overall quality of City services</u>?
Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

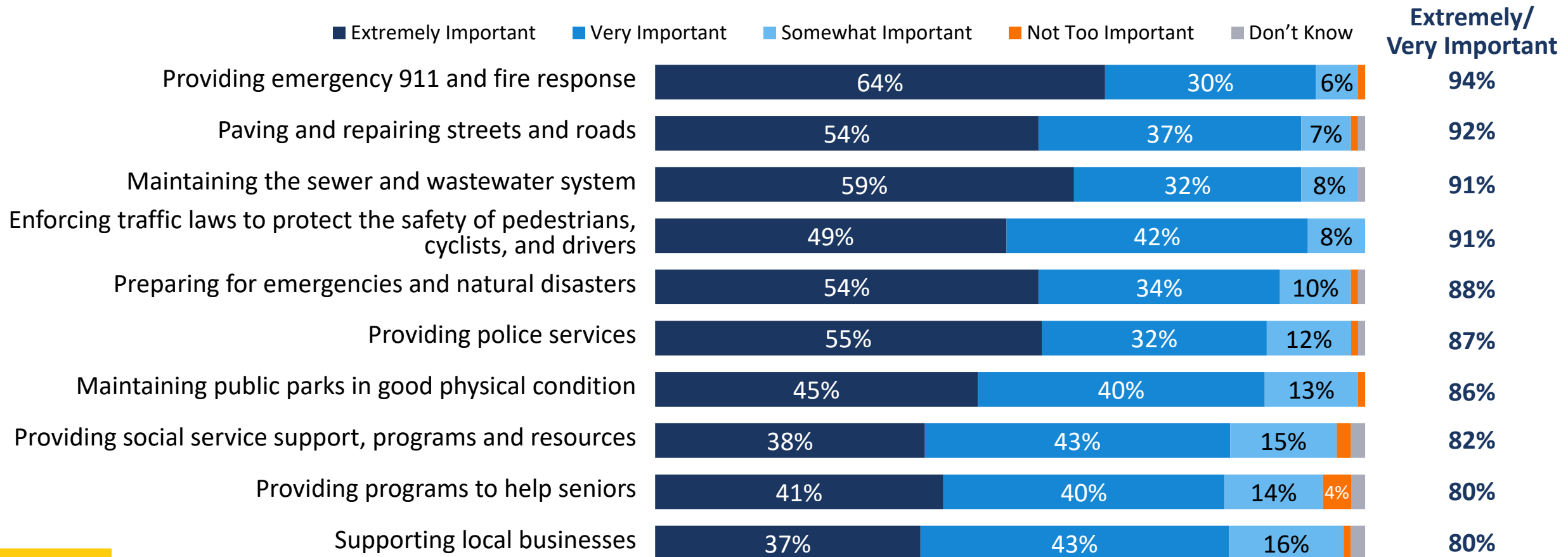|	Very Satisfied	Somewhat Satisfied	Don't Know	Somewhat Dissatisfied	Very Dissatisfied	Total Satisfied	Total Dissatisfied
December 2024	12%	65%	6%	12%	4%	78%	17%
November/December 2022	19%	61%	6%	12%		80%	15%
January 2022	23%	57%	7%	10%	4%	80%	13%
January 2021	21%	54%	8%	13%	5%	75%	18%
January 2020	15%	64%	4%	12%	4%	79%	16%

Q8.

Next, let's look at how respondents viewed the <u>importance</u> of each service …
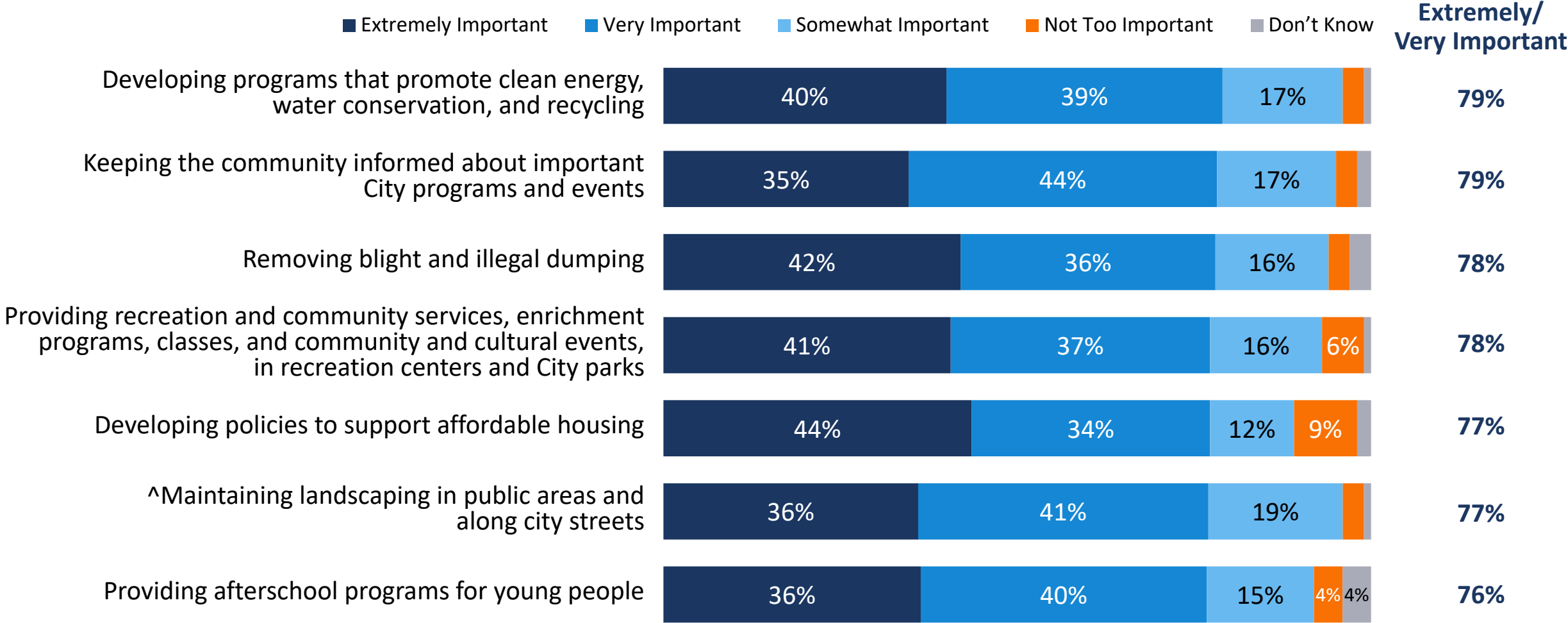
Emergency response is seen as the most important service the City provides.
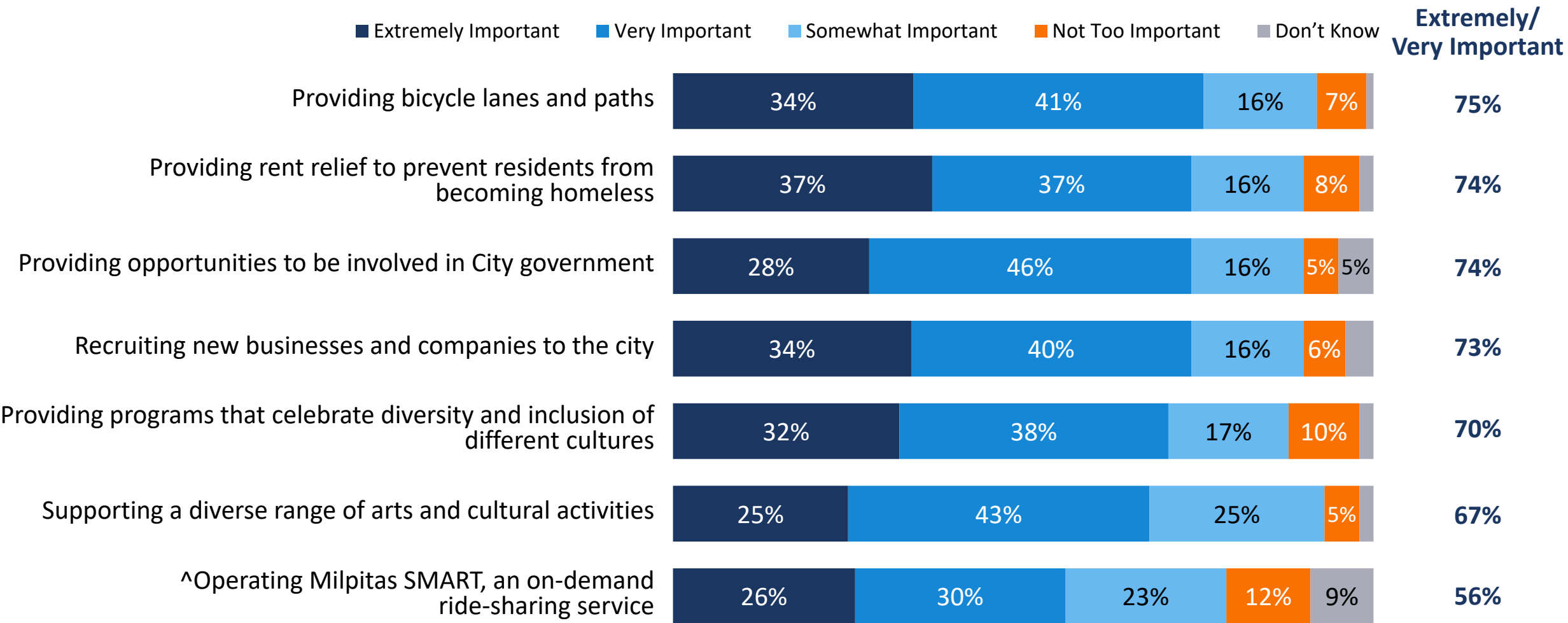
Now here are some specific City services provided to Milpitas residents. Please indicate how <u>important</u> each service is to making Milpitas a good place to live: extremely important, very important, somewhat important, or not too important.

Legend: ■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know

Extremely/Very Important

Service	Extremely Important	Very Important	Somewhat Important	Extremely/Very Important
Providing emergency 911 and fire response	64%	30%	6%	**94%**
Paving and repairing streets and roads	54%	37%	7%	**92%**
Maintaining the sewer and wastewater system	59%	32%	8%	**91%**
Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers	49%	42%	8%	**91%**
Preparing for emergencies and natural disasters	54%	34%	10%	**88%**
Providing police services	55%	32%	12%	**87%**
Maintaining public parks in good physical condition	45%	40%	13%	**86%**
Providing social service support, programs and resources	38%	43%	15%	**82%**
Providing programs to help seniors	41%	40%	14% (4%)	**80%**
Supporting local businesses	37%	43%	16%	**80%**

Q11. Split Sample

Many other services are seen as at least "very important" by more than three-quarters of residents.

Legend: ■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know

Extremely/Very Important

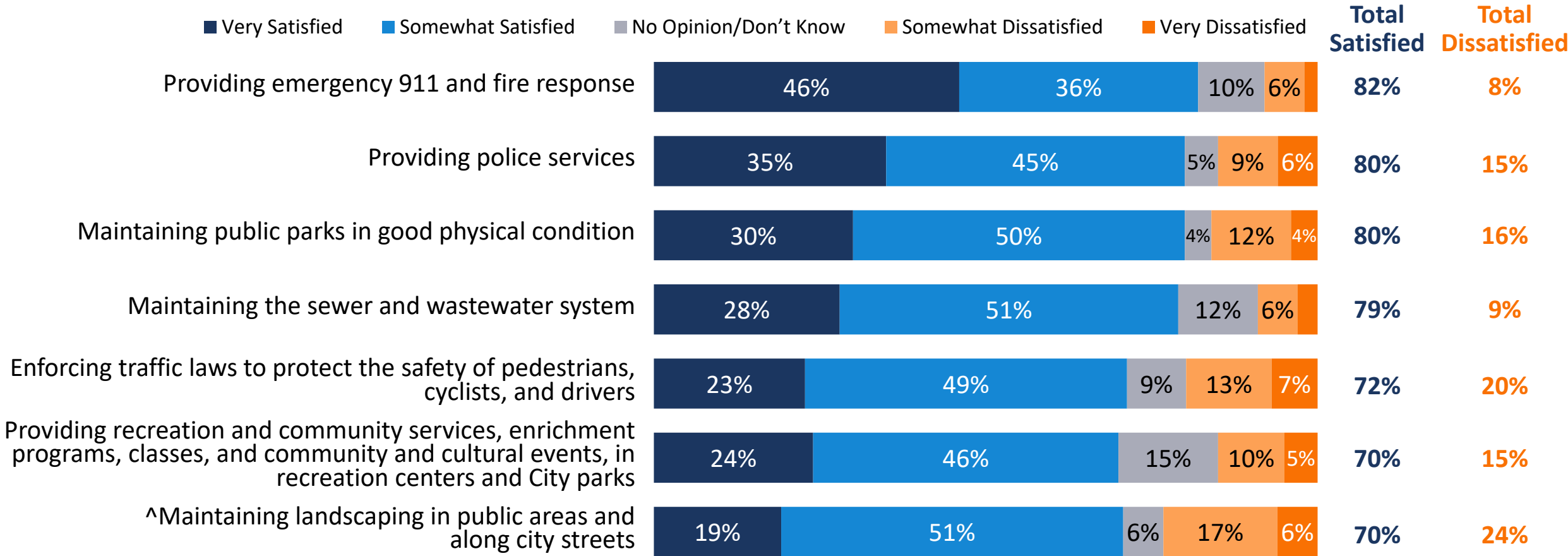| Service	Extremely Important	Very Important	Somewhat Important	Not Too Important	Don't Know	Extremely/Very Important
Developing programs that promote clean energy, water conservation, and recycling	40%	39%	17%			79%
Keeping the community informed about important City programs and events	35%	44%	17%			79%
Removing blight and illegal dumping	42%	36%	16%			78%
Providing recreation and community services, enrichment programs, classes, and community and cultural events, in recreation centers and City parks	41%	37%	16%	6%		78%
Developing policies to support affordable housing	44%	34%	12%	9%		77%
^Maintaining landscaping in public areas and along city streets	36%	41%	19%			77%
Providing afterschool programs for young people	36%	40%	15%	4%	4%	76%

Q11. Now here are some specific City services provided to Milpitas residents. Please indicate how <u>important</u> each service is to making Milpitas a good place to live: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample
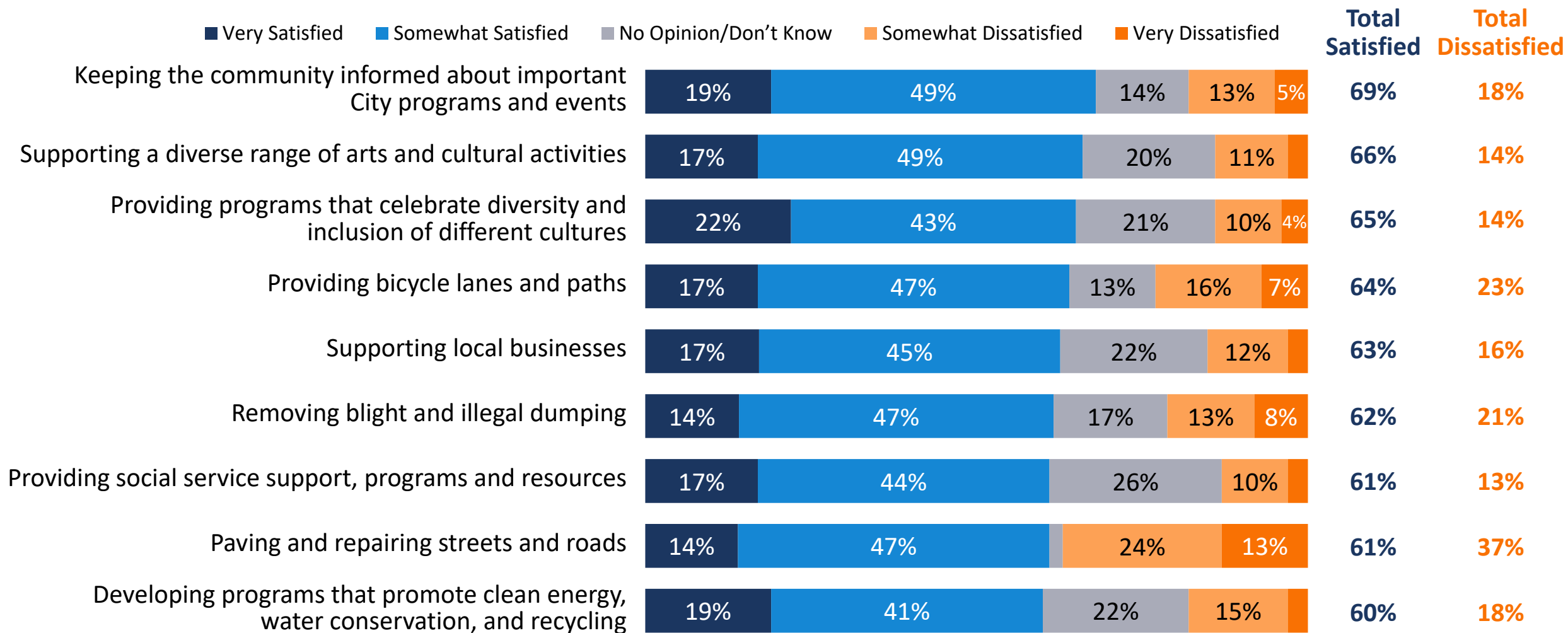
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26

All assessed services were seen as at least "very important" by majorities of respondents, though some with less intensity.

Legend: ■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know

Service	Extremely Important	Very Important	Somewhat Important	Not Too Important	Don't Know	Extremely/Very Important
Providing bicycle lanes and paths	34%	41%	16%	7%		75%
Providing rent relief to prevent residents from becoming homeless	37%	37%	16%	8%		74%
Providing opportunities to be involved in City government	28%	46%	16%	5%	5%	74%
Recruiting new businesses and companies to the city	34%	40%	16%	6%		73%
Providing programs that celebrate diversity and inclusion of different cultures	32%	38%	17%	10%		70%
Supporting a diverse range of arts and cultural activities	25%	43%	25%	5%		67%
^Operating Milpitas SMART, an on-demand ride-sharing service	26%	30%	23%	12%	9%	56%

Q11. Now here are some specific City services provided to Milpitas residents. Please indicate how important each service is to making Milpitas a good place to live: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample

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Next, let's look at how <u>satisfied</u> respondents were with each service …

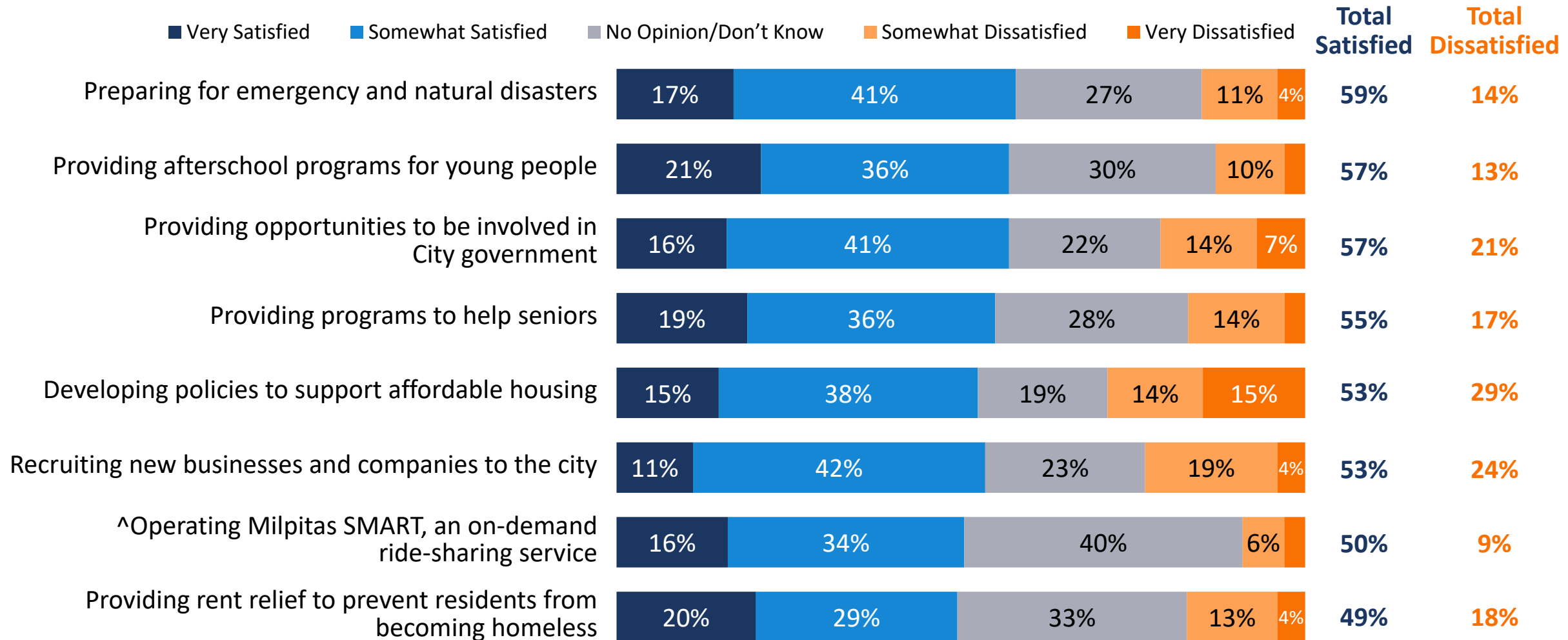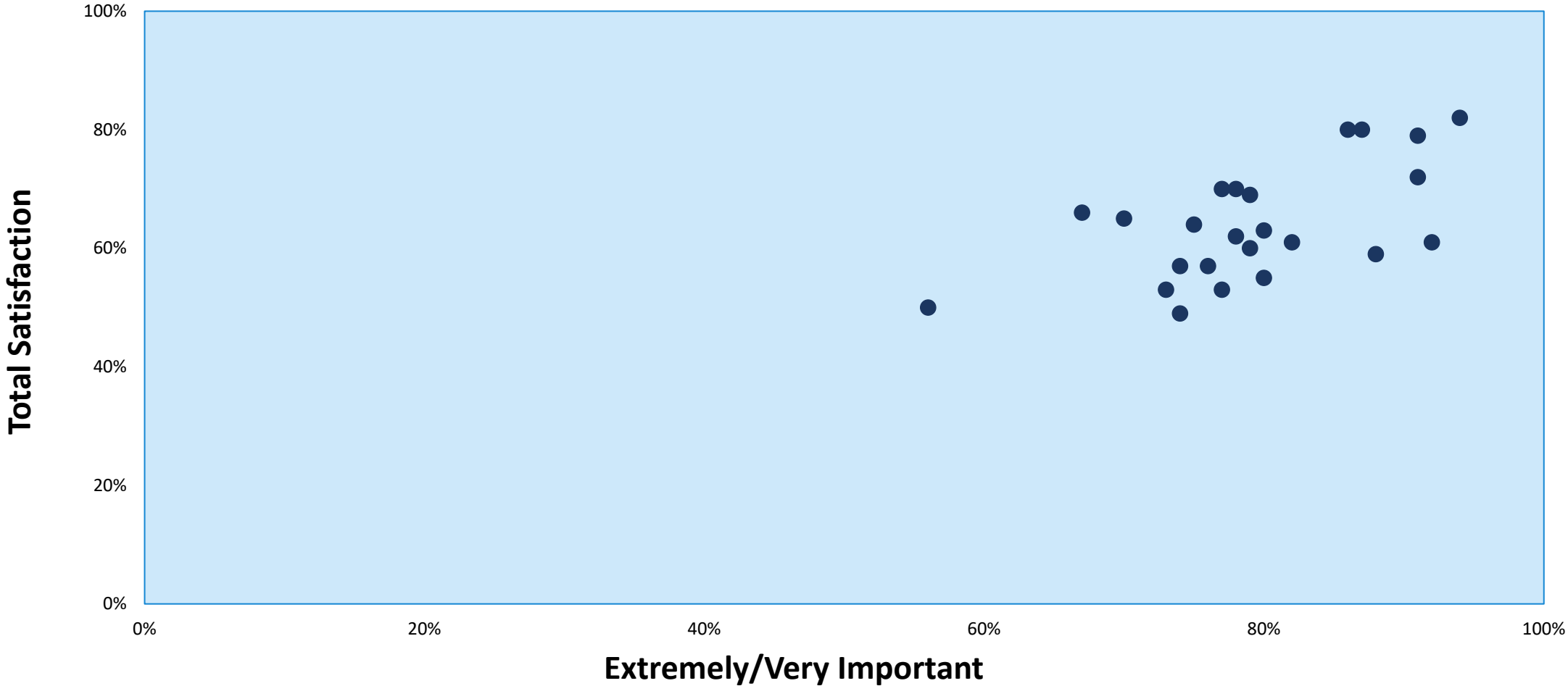# Satisfaction levels are also highest with emergency response.

Here is the same list of services provided to residents. This time, please indicate how <u>satisfied</u> you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

	Very Satisfied	Somewhat Satisfied	No Opinion/Don't Know	Somewhat Dissatisfied	Very Dissatisfied	Total Satisfied	Total Dissatisfied
Providing emergency 911 and fire response	46%	36%	10%	6%		82%	8%
Providing police services	35%	45%	5%	9%	6%	80%	15%
Maintaining public parks in good physical condition	30%	50%	4%	12%	4%	80%	16%
Maintaining the sewer and wastewater system	28%	51%	12%	6%		79%	9%
Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers	23%	49%	9%	13%	7%	72%	20%
Providing recreation and community services, enrichment programs, classes, and community and cultural events, in recreation centers and City parks	24%	46%	15%	10%	5%	70%	15%
^Maintaining landscaping in public areas and along city streets	19%	51%	6%	17%	6%	70%	24%

Q12. ^Not Part of Split Sample

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Majorities are satisfied with many other services, though with lower levels of intense satisfaction.

Legend: ■ Very Satisfied ■ Somewhat Satisfied ■ No Opinion/Don't Know ■ Somewhat Dissatisfied ■ Very Dissatisfied

Service	Very Satisfied	Somewhat Satisfied	No Opinion/Don't Know	Somewhat Dissatisfied	Very Dissatisfied	Total Satisfied	Total Dissatisfied
Keeping the community informed about important City programs and events	19%	49%	14%	13%	5%	69%	18%
Supporting a diverse range of arts and cultural activities	17%	49%	20%	11%		66%	14%
Providing programs that celebrate diversity and inclusion of different cultures	22%	43%	21%	10%	4%	65%	14%
Providing bicycle lanes and paths	17%	47%	13%	16%	7%	64%	23%
Supporting local businesses	17%	45%	22%	12%		63%	16%
Removing blight and illegal dumping	14%	47%	17%	13%	8%	62%	21%
Providing social service support, programs and resources	17%	44%	26%	10%		61%	13%
Paving and repairing streets and roads	14%	47%		24%	13%	61%	37%
Developing programs that promote clean energy, water conservation, and recycling	19%	41%	22%	15%		60%	18%

Q12. Here is the same list of services provided to residents. This time, please indicate how <u>*satisfied*</u> *you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample*
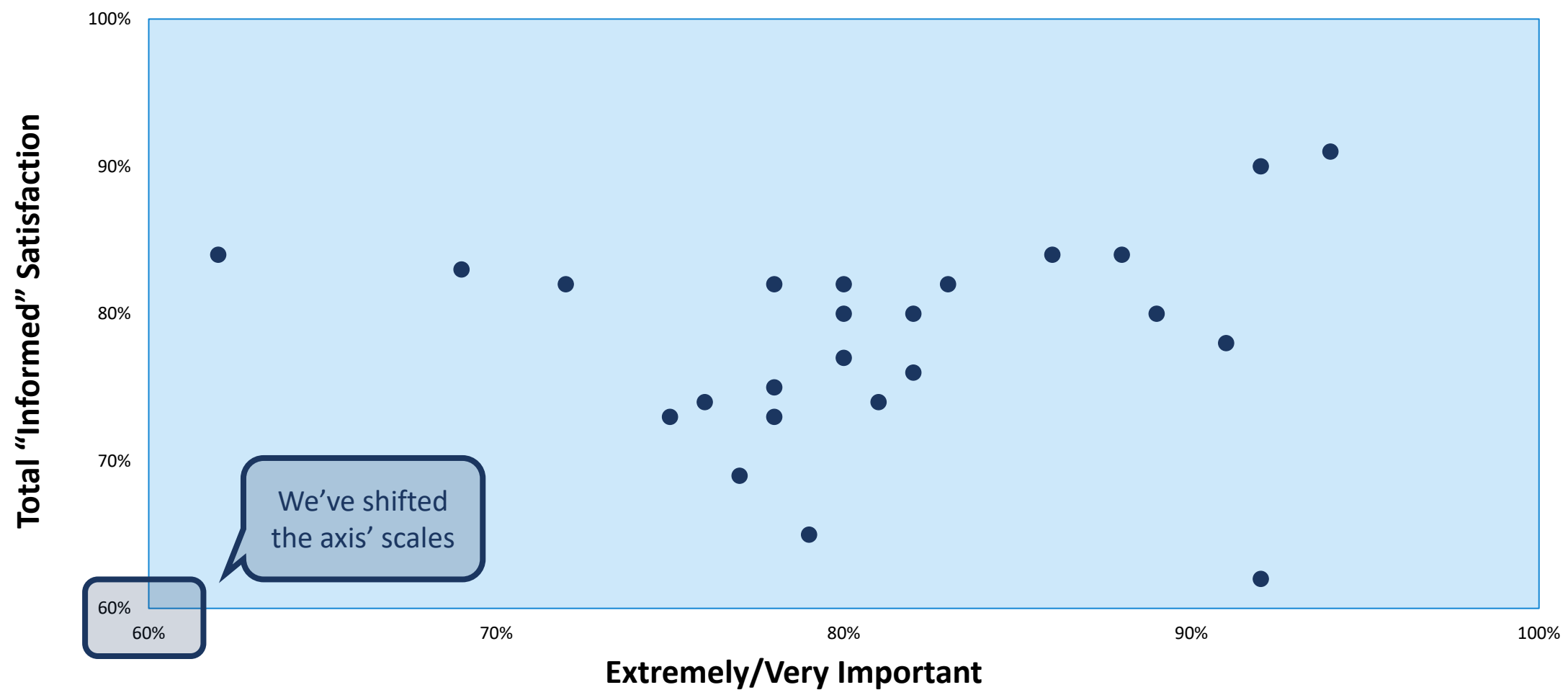
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The only services with >10% dissatisfaction were affordable housing policies and street conditions (prior slide).

					Total Satisfied	Total Dissatisfied
■ Very Satisfied	■ Somewhat Satisfied	■ No Opinion/Don't Know	■ Somewhat Dissatisfied	■ Very Dissatisfied		
Preparing for emergency and natural disasters	17% / 41% / 27% / 11% / 4%				59%	14%
Providing afterschool programs for young people	21% / 36% / 30% / 10%				57%	13%
Providing opportunities to be involved in City government	16% / 41% / 22% / 14% / 7%				57%	21%
Providing programs to help seniors	19% / 36% / 28% / 14%				55%	17%
Developing policies to support affordable housing	15% / 38% / 19% / 14% / 15%				53%	29%
Recruiting new businesses and companies to the city	11% / 42% / 23% / 19% / 4%				53%	24%
^Operating Milpitas SMART, an on-demand ride-sharing service	16% / 34% / 40% / 6%				50%	9%
Providing rent relief to prevent residents from becoming homeless	20% / 29% / 33% / 13% / 4%				49%	18%

Q12. Here is the same list of services provided to residents. This time, please indicate how <u>satisfied</u> you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.
*^Not Part of Split Sample*

It can be informative for planning and budgeting purposes to combine the importance and satisfaction ratings to see if there are any relative mismatches between importance and satisfaction.

At least 50% of residents felt satisfied with all services tested and that they are "extremely" or "very important."

Q11. Now here are some specific City services provided to Milpitas residents. Please indicate how <u>important</u> each service is to making Milpitas a good place to live: extremely important, very important, somewhat important, or not too important.
Q12. Here is the same list of services provided to residents. This time, please indicate how <u>satisfied</u> you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

Removing the "don't knows" from the satisfaction ratings to create "informed" satisfaction ratings creates a cluster of services in the upper right.

Let's zoom in to look at this more closely...

Removing the "don't knows" from the satisfaction ratings to create "informed" satisfaction ratings creates a cluster of services in the upper right.

Q11. Now here are some specific City services provided to Milpitas residents. Please indicate how _important_ each service is to making Milpitas a good place to live: extremely important, very important, somewhat important, or not too important.

Q12. Here is the same list of services provided to residents. This time, please indicate how _satisfied_ you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

It's great that the two services deemed most important are also the ones with the highest levels of satisfaction.
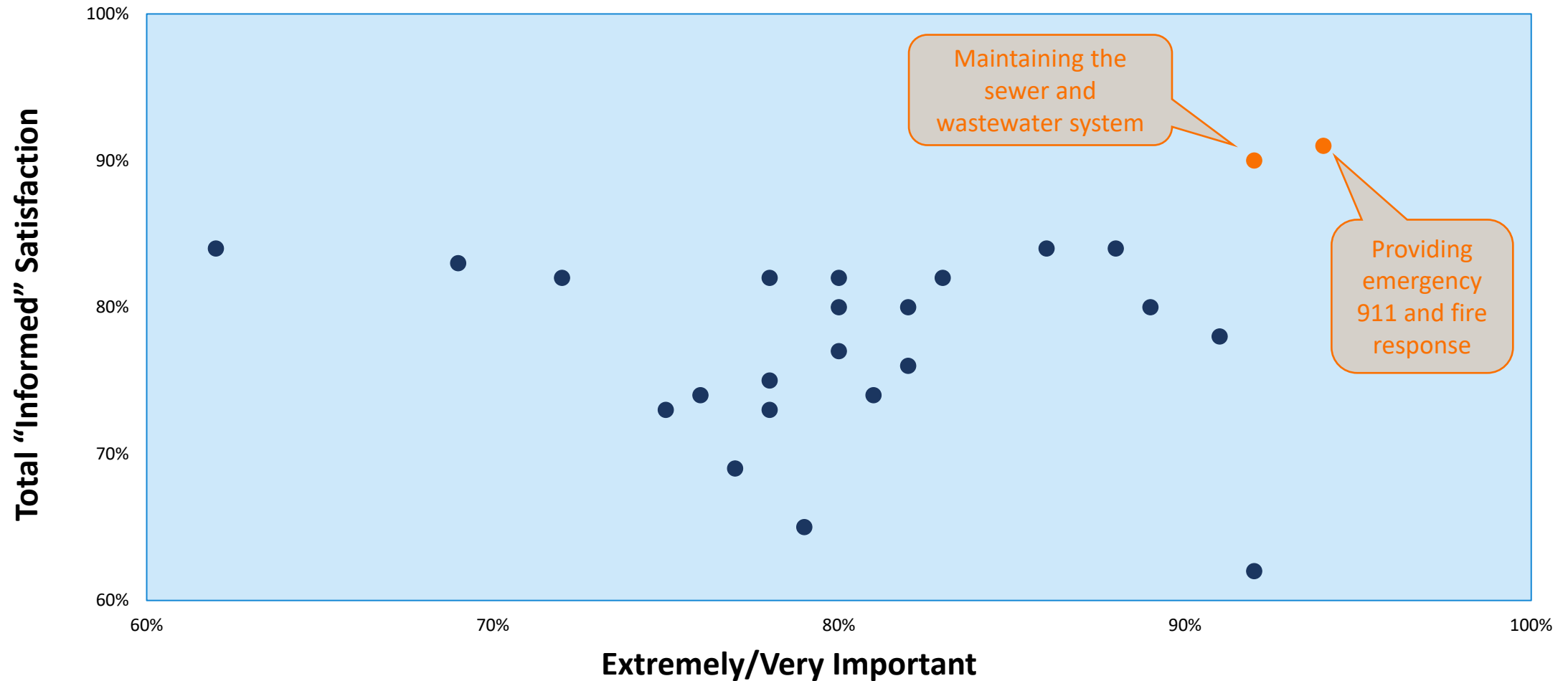
Street conditions stand out as a very important service, but lower levels of satisfaction (and housing policies to a lesser degree).
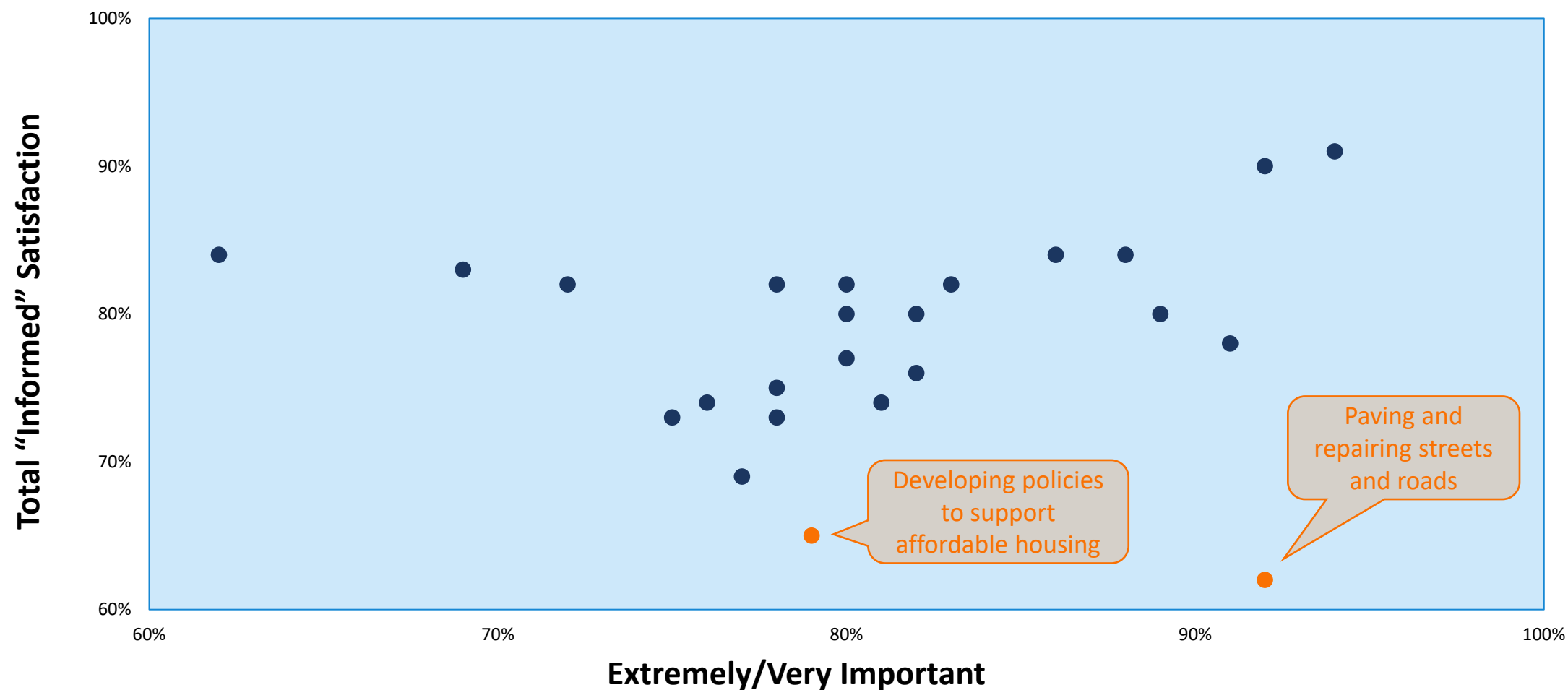
Q11. Now here are some specific City services provided to Milpitas residents. Please indicate how _important_ each service is to making Milpitas a good place to live: extremely important, very important, somewhat important, or not too important.
Q12. Here is the same list of services provided to residents. This time, please indicate how _satisfied_ you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

While informed satisfaction levels with the City's cultural programs and SMART are high, they aren't seen as quite as important as other services.
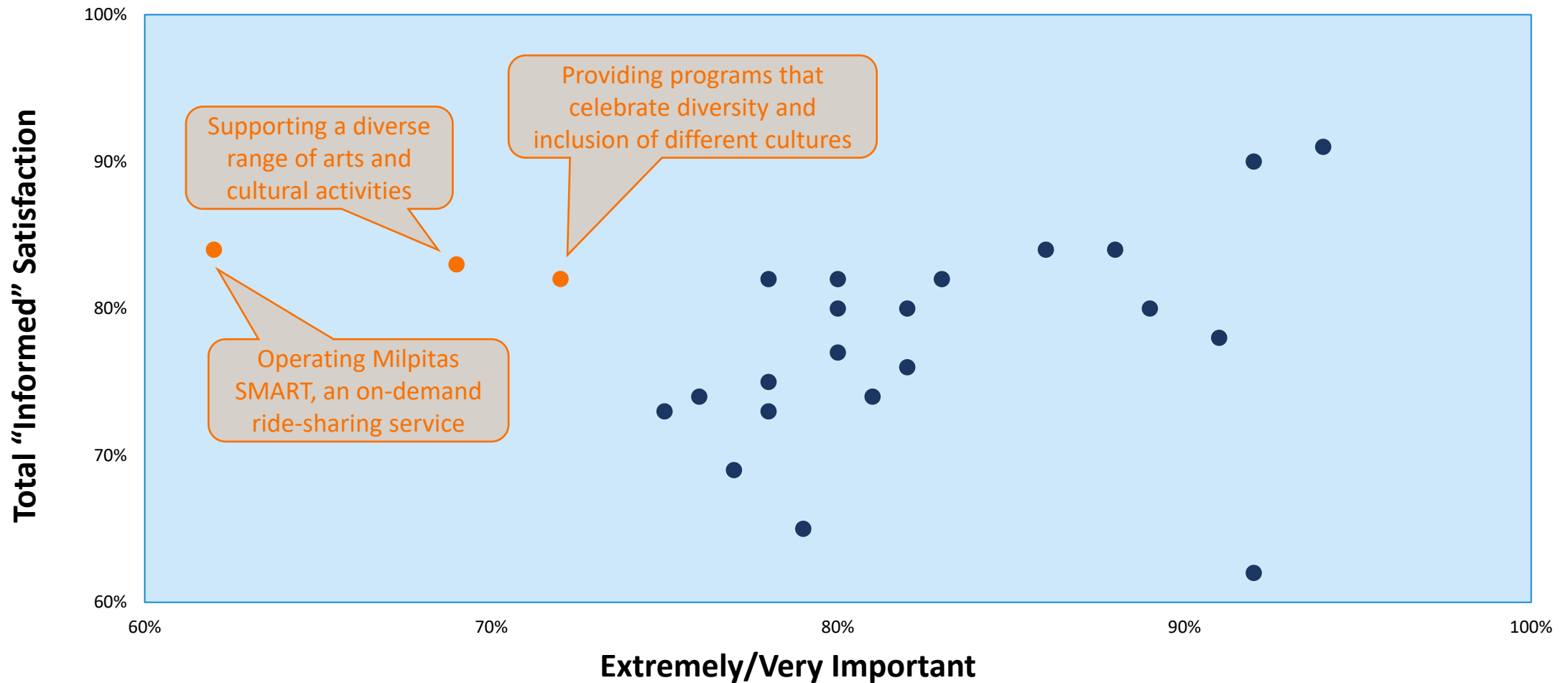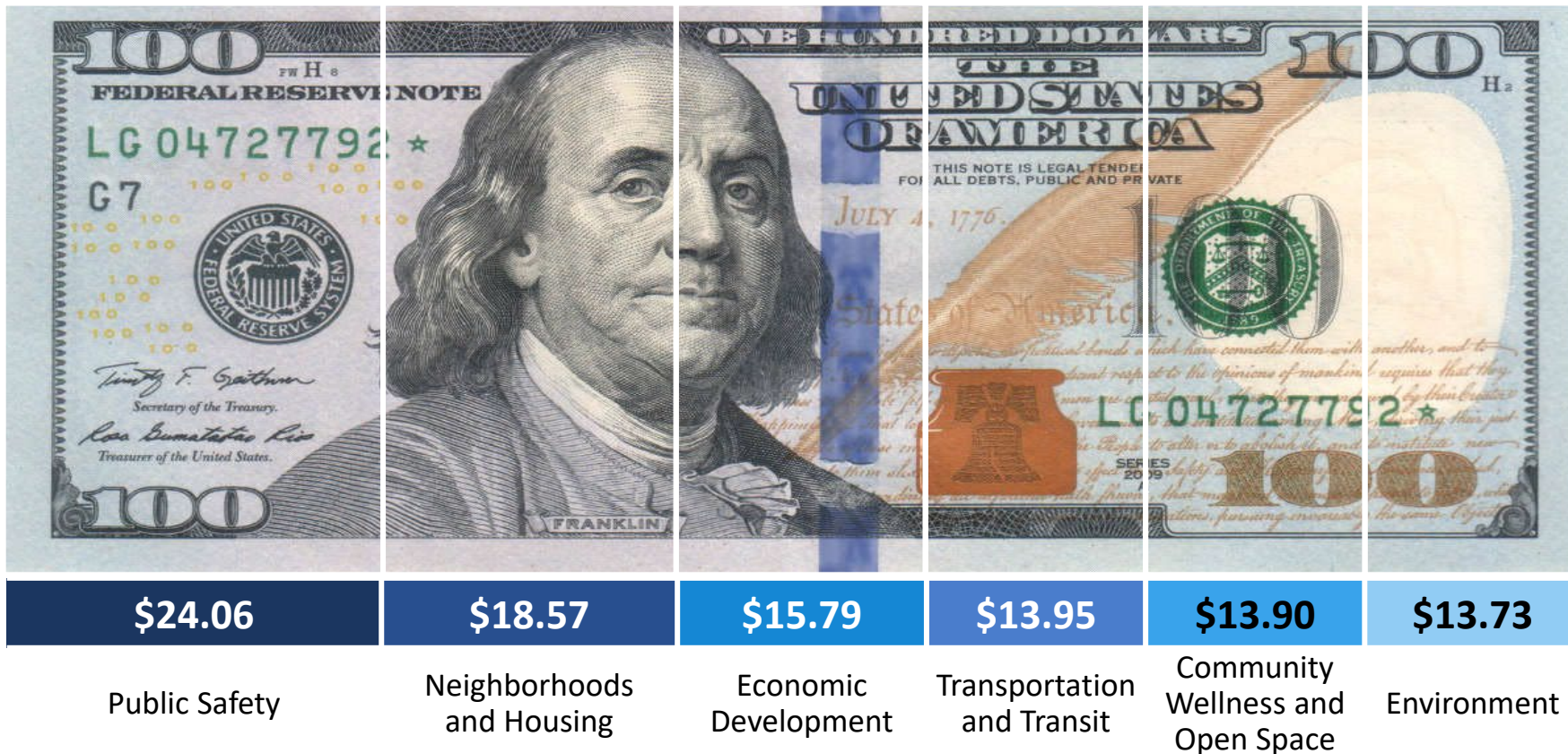

Q11. Now here are some specific City services provided to Milpitas residents. Please indicate how _important_ each service is to making Milpitas a good place to live: extremely important, very important, somewhat important, or not too important.
Q12. Here is the same list of services provided to residents. This time, please indicate how _satisfied_ you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.
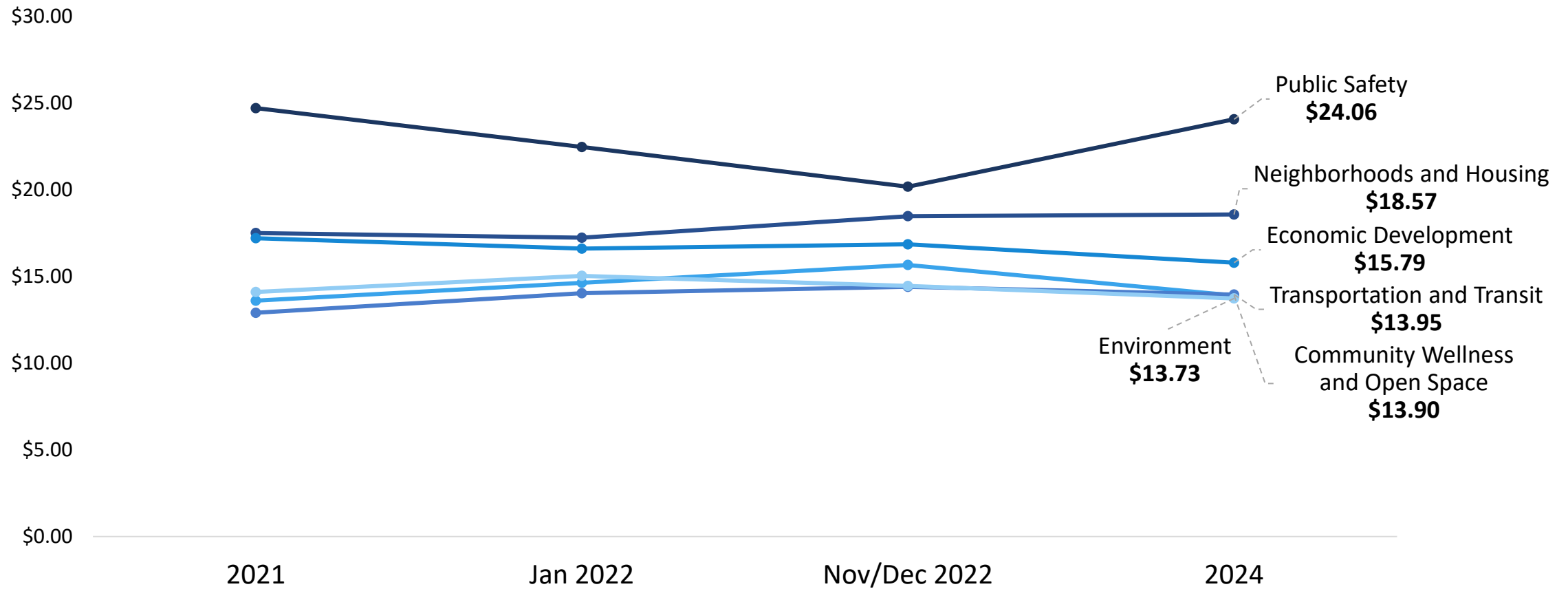
Residents would dedicate nearly one-quarter of the City's budget to public safety

I am going to ask you to imagine you are in charge of Milpitas' City budget. Every year, the City needs to prioritize funding various services. For this exercise, assume you have $100 to spend on six priority areas. Please tell me how many dollars out of 100 you would spend on each one, keeping in mind that the total must add up to $100.

$24.06	$18.57	$15.79	$13.95	$13.90	$13.73
Public Safety	Neighborhoods and Housing	Economic Development	Transportation and Transit	Community Wellness and Open Space	Environment

Q13.

Prioritization for public safety spending has increased sharply in the past two years.

(Mean Dollar Amount Per Year)

Public Safety
$24.06

Neighborhoods and Housing
$18.57

Economic Development
$15.79

Transportation and Transit
$13.95

Environment
$13.73

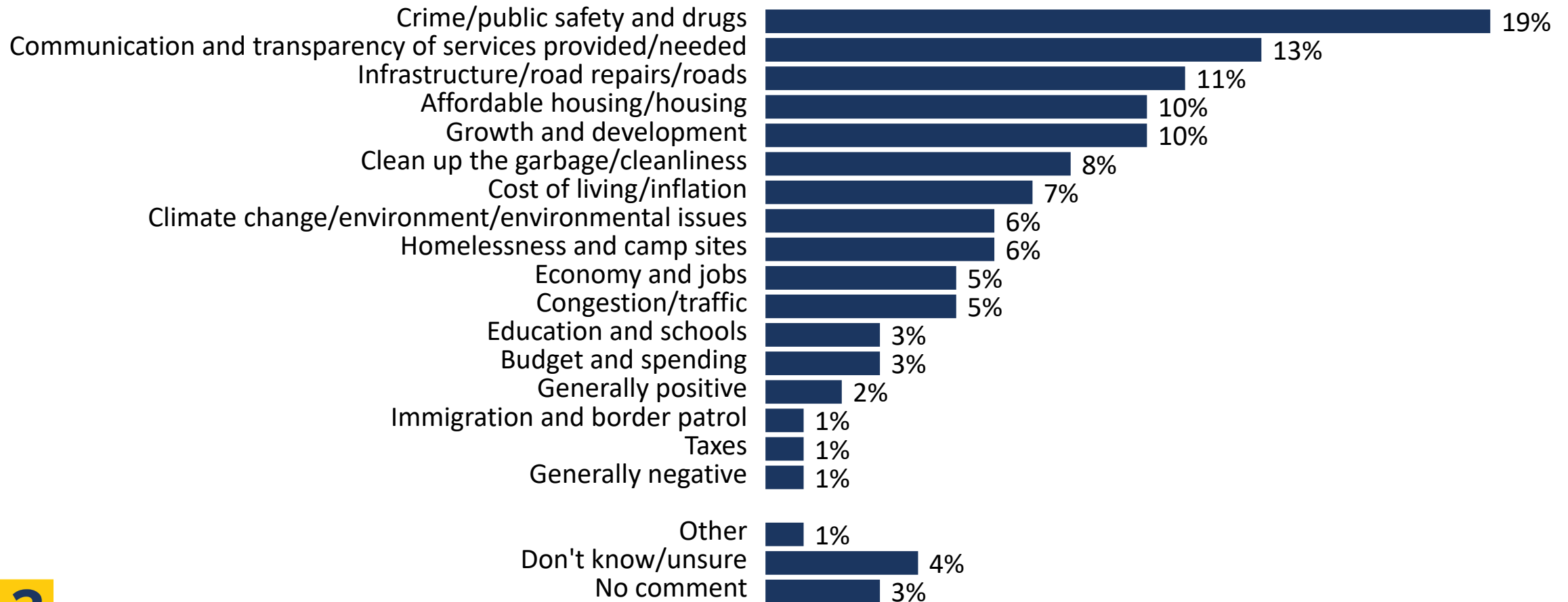Community Wellness
and Open Space
$13.90

One in five residents volunteered that public safety is the most important area for the City to improve.

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-ended)

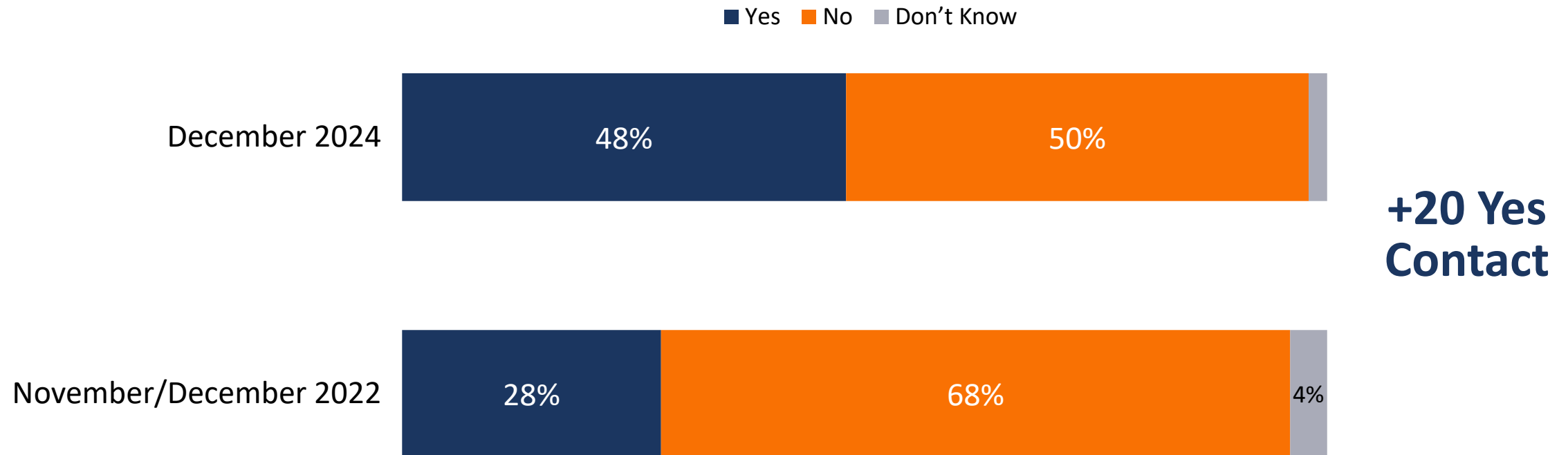| Category	Percent
Crime/public safety and drugs	19%
Communication and transparency of services provided/needed	13%
Infrastructure/road repairs/roads	11%
Affordable housing/housing	10%
Growth and development	10%
Clean up the garbage/cleanliness	8%
Cost of living/inflation	7%
Climate change/environment/environmental issues	6%
Homelessness and camp sites	6%
Economy and jobs	5%
Congestion/traffic	5%
Education and schools	3%
Budget and spending	3%
Generally positive	2%
Immigration and border patrol	1%
Taxes	1%
Generally negative	1%
Other	1%
Don't know/unsure	4%
No comment	3%

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Q16.
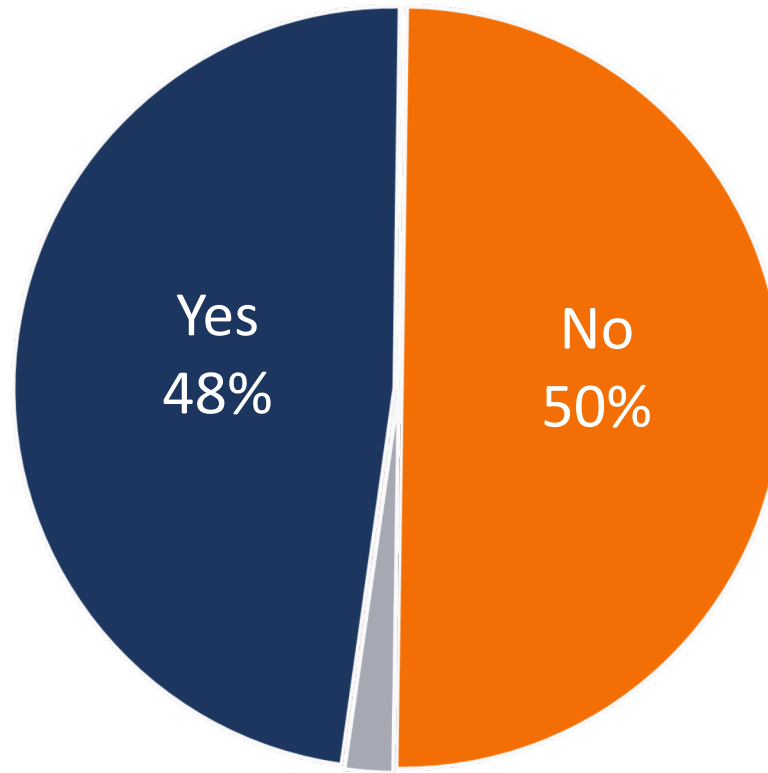
Interactions with the City

Many more residents claim to have had interactions with the City than two years ago.

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

■ Yes ■ No ■ Don't Know

	Yes	No	Don't Know
December 2024	48%	50%	
November/December 2022	28%	68%	4%

+20 Yes Contact

Q14.

About half of residents surveyed claim to have had interactions with the City than two years ago.
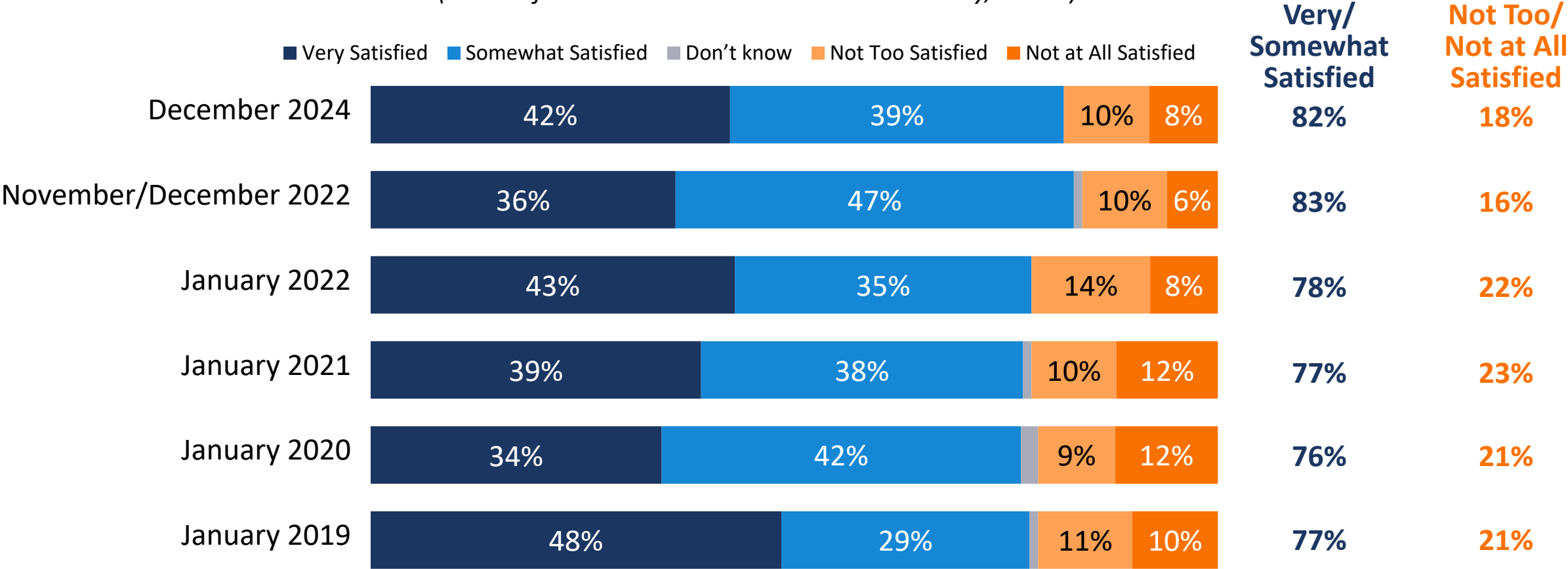
Over the last two years, have you had contact with a City department or agency in person, on the phone, or via email?

Yes
48%
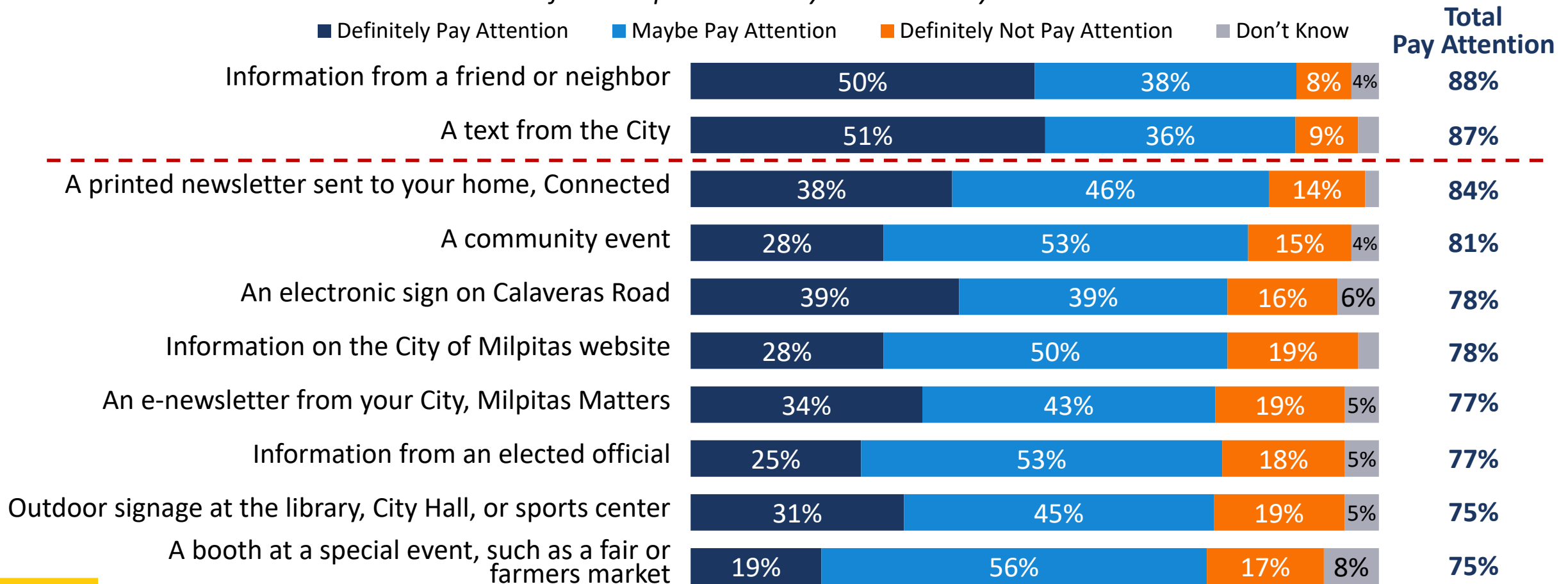
No
50%

Satisfaction levels remain high.

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?

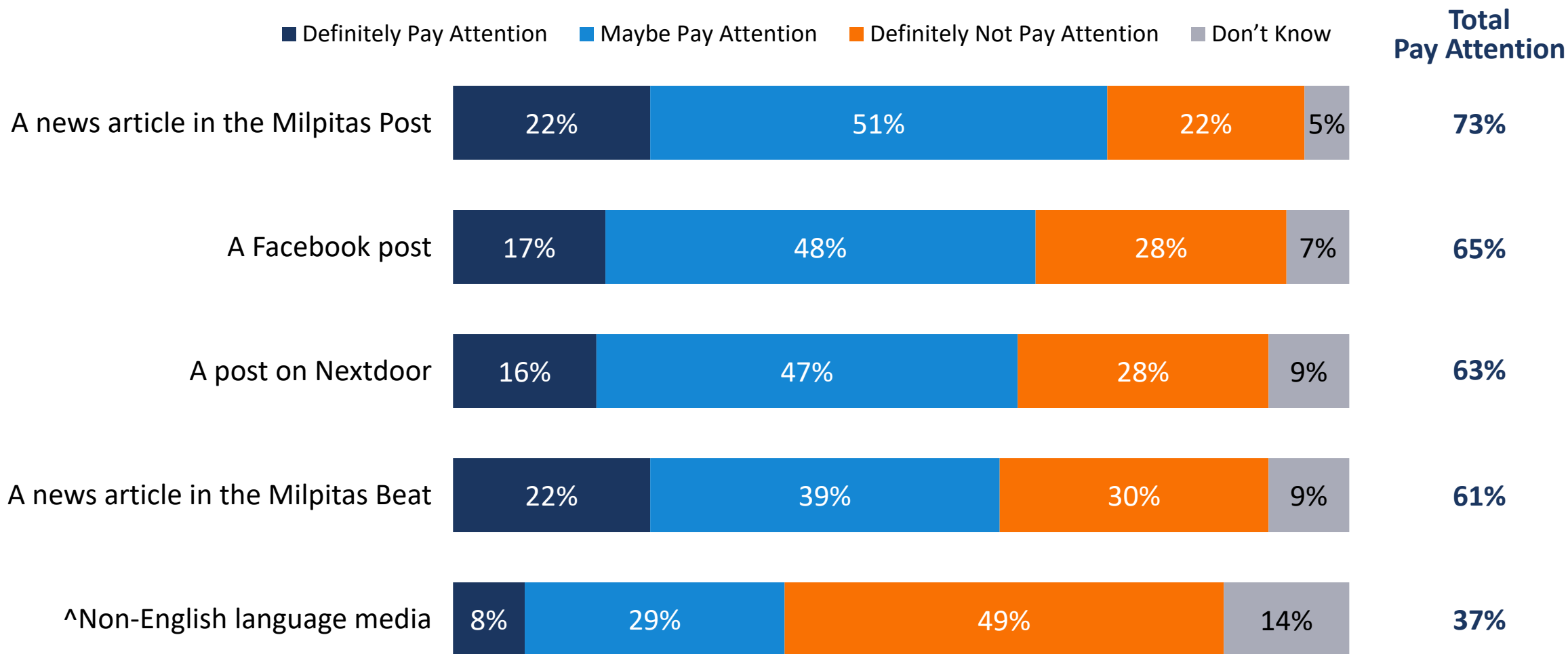*(Asked of Those with an Interaction with the City, n=308)*

	Very Satisfied	Somewhat Satisfied	Don't know	Not Too Satisfied	Not at All Satisfied	Very/Somewhat Satisfied	Not Too/Not at All Satisfied
December 2024	42%	39%		10%	8%	82%	18%
November/December 2022	36%	47%		10%	6%	83%	16%
January 2022	43%	35%		14%	8%	78%	22%
January 2021	39%	38%		10%	12%	77%	23%
January 2020	34%	42%		9%	12%	76%	21%
January 2019	48%	29%		11%	10%	77%	21%

Q15.

The most effective communication pathways to residents are word of mouth and texts from the City.

Please consider the following ways the City of Milpitas may provide information to local residents. Please indicate whether you would definitely pay attention, maybe pay attention, or definitely not pay attention to the information about the City if it were presented to you in that way.

■ Definitely Pay Attention ■ Maybe Pay Attention ■ Definitely Not Pay Attention ■ Don't Know

Total Pay Attention

	Definitely Pay Attention	Maybe Pay Attention	Definitely Not Pay Attention	Don't Know	Total Pay Attention
Information from a friend or neighbor	50%	38%	8%	4%	88%
A text from the City	51%	36%	9%		87%
A printed newsletter sent to your home, Connected	38%	46%	14%		84%
A community event	28%	53%	15%	4%	81%
An electronic sign on Calaveras Road	39%	39%	16%	6%	78%
Information on the City of Milpitas website	28%	50%	19%		78%
An e-newsletter from your City, Milpitas Matters	34%	43%	19%	5%	77%
Information from an elected official	25%	53%	18%	5%	77%
Outdoor signage at the library, City Hall, or sports center	31%	45%	19%	5%	75%
A booth at a special event, such as a fair or farmers market	19%	56%	17%	8%	75%

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Q17. Split Sample

News outlets, Facebook and Nextdoor are less effective.

	Definitely Pay Attention	Maybe Pay Attention	Definitely Not Pay Attention	Don't Know	Total Pay Attention
A news article in the Milpitas Post	22%	51%	22%	5%	**73%**
A Facebook post	17%	48%	28%	7%	**65%**
A post on Nextdoor	16%	47%	28%	9%	**63%**
A news article in the Milpitas Beat	22%	39%	30%	9%	**61%**
^Non-English language media	8%	29%	49%	14%	**37%**

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There was little change from in the past two years.

| Information Source	Total Pay Attention				
	2019	**2020**	**2022**	**2024**	**Difference** (2022-2024)
A text from the City	82%	84%	82%	87%	**+5%**
Information from a friend or neighbor	89%	85%	86%	88%	**+2%**
A booth at a special event, such as a fair or farmers market	75%	74%	73%	75%	**+2%**
An electronic sign on Calaveras Road	—	—	78%	78%	**0%**
A community event	81%	84%	82%	81%	**-1%**
Outdoor signage at the library, City Hall, or sports center	—	—	76%	75%	**-1%**
A post on Nextdoor	53%	57%	64%	[†]63%	**-1%**
A news article in the *Milpitas Post*	71%	68%	75%	73%	**-2%**
A printed newsletter sent to your home *Connected*	—	[†]85%	87%	84%	**-3%**
A Facebook post	58%	64%	68%	65%	**-3%**
An e-newsletter from your City, *Milpitas Matters*	[†]85%	[†]85%	82%	77%	**-5%**
Information from an elected official	74%	78%	82%	77%	**-5%**
Information on the City of Milpitas website	72%	75%	85%	78%	**-7%**
A news article in the *Milpitas Beat*	59%	67%	73%	61%	**-12%**

SMART

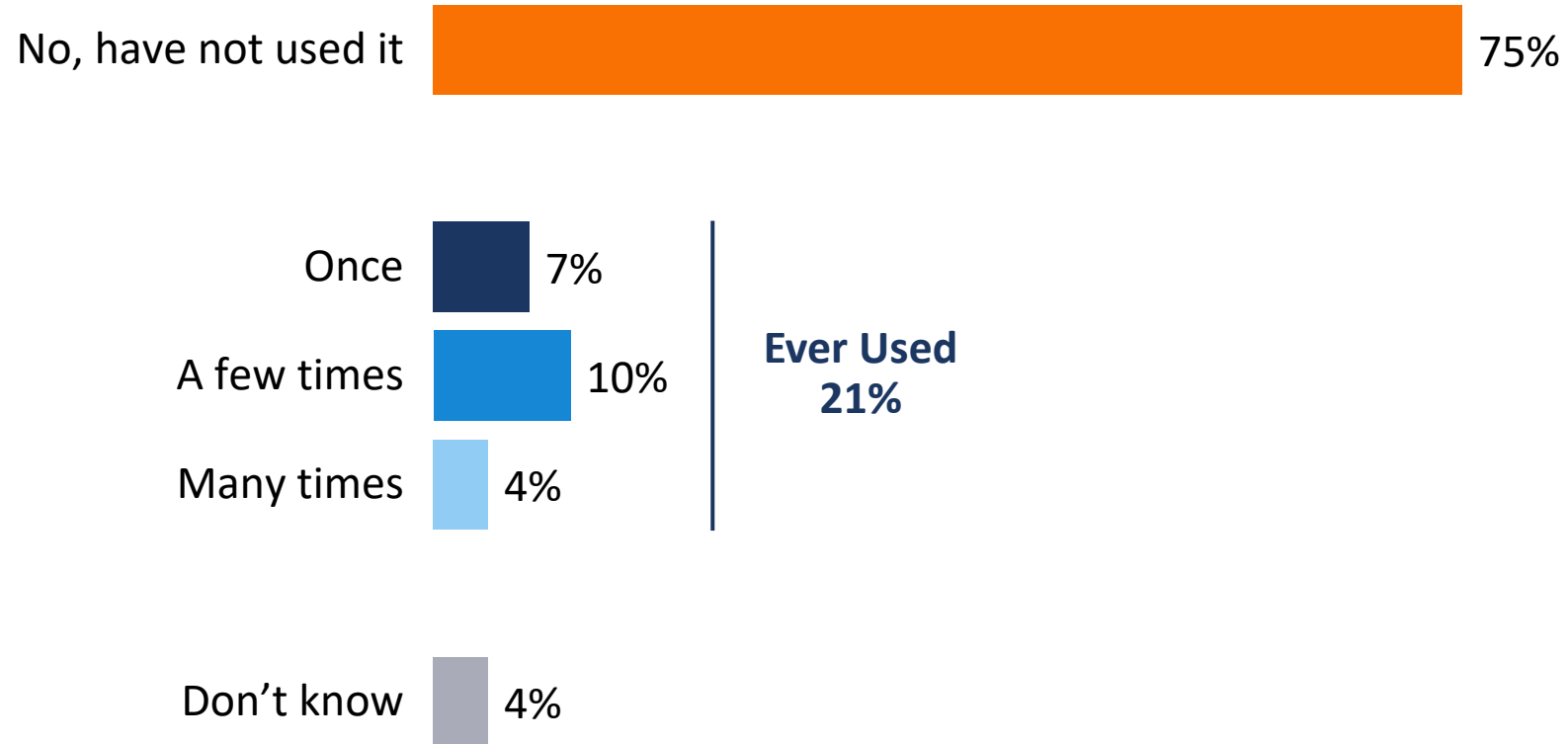# Familiarity with SMART has increased modestly in the past year.

How familiar are you with Milpitas SMART, or Simple Mobile Access to Reliable Transit, an on-demand ride hailing service operated by the City that costs $2.50 per ride?

■ Very Familiar   ■ Somewhat Familiar   ■ Not Too Familiar   ■ Not at All Familiar   ■ Don't Know

2023*

2024

44%
31%
13%

56%
33%
23%

NA

49%
36%
13%

43%
30%
14%

8%

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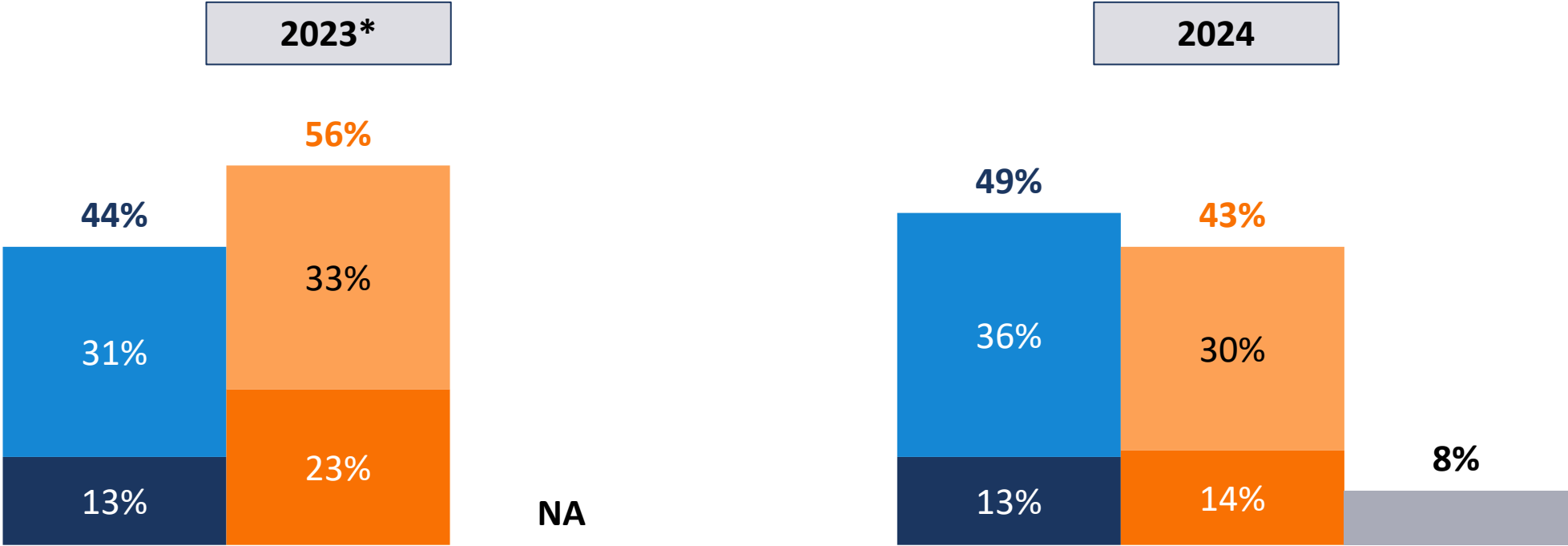
Only one in five residents claim to have used SMART at least once.

Have you ever used SMART? If so, how many times?

No, have not used it	75%
Once	7%
A few times	10%
Many times	4%
Don't know	4%

Ever Used 21%

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Q10.

Working Status and Commute

Do you more often work from home, or outside the home? If you aren't working right now, you can indicate that instead.	%
Work from Home	23%
Outside the Home	49%
Not Working	22%
Prefer Not To Say	7%

Do you work in Milpitas? (Asked of Those Working Outside the Home Only, n=317)	%
Yes	53%
No	46%
Prefer Not to Say	1%

How do you get to work most days? (Asked of Those Working in Milpitas Only, n=169)	%
Drive by Myself	86%
Carpool	2%
Rideshare, Such as Uber, Lyft, or Milpitas SMART	2%
Take Public Transit	6%
Walk	2%
Other	1%

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Q20, Q21 & Q22.

Conclusions

Big Picture Takeaways

- Residents continue like living in Milpitas, feeling it is a safe community and welcoming of varied cultures.

- Cost of living issues are top-of-mind, especially the cost of housing and inflation.

- Most also feel that their regular retail needs can be met in Milpitas.

- Fewer also feel that violent and property crime are increasing than they did two years ago.

- At the same time, there were many times in the survey where issues related to public safety bubbled up, particularly as a priority for the City.

Impressions of City Government

- Solid majorities of residents continue to feel that City government is doing a good job, including its management of tax dollars and planning for the future.

- Most also feel good about the general provision of city services.

- Furthermore, satisfaction levels were positive for all individual services assessed in the survey, including some of the ones seen as most important to residents, such as 911 emergency response and sewer systems.

- The only services any meaningful levels of dissatisfaction were affordable housing policies and street conditions, suggesting these as areas of future focus for the City.

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R E S E A R C H

Sample Demographics

Age and Tenure in Milpitas

Age		%
18-24		11%
25-29		7%
30-34		13%
35-39		11%
40-44		7%
45-49		7%
50-54		6%
55-59		6%
60-64		8%
65-74		12%
75+		10%
Prefer Not to Say		2%

About how long have you lived in Milpitas?	%
Six Years or Less	16%
Seven to 10 Years	9%
11 to 20 Years	19%
21 to 30 Years	22%
31 Years or More	33%
Don't Know/Prefer Not To Say	1%

Q18.

Gender, Ethnicity and Language of Interview

Gender	%
Male	51%
Female	48%
Non-binary	<1%
Prefer Not to Say	1%

Language of Interview	%
English	91%
Spanish	2%
Vietnamese	4%
Chinese	3%

Race/Ethnicity	%
Latino or Hispanic	13%
White or Caucasian	11%
Black or African American	4%
Chinese	15%
Filipino	13%
Indian or South Asian	19%
Japanese	<1%
Korean	1%
Vietnamese	13%
Other Asian or Pacific Islander	4%
Multiracial	3%
Some other Ethnic or Racial Background	1%
Prefer Not to Say	2%

Q18.

Education, Household Income, and Rent/Own

Education	%
Less than High School	2%
High School Graduate	21%
Vocational or Technical School	2%
Some College, but No Degree	8%
Associate Degree	9%
Four-year College Degree	32%
Graduate School	25%

Residence	%
Own	64%
Rent	29%
Prefer Not to Say	7%

Household Income	%
$30,000 and Under	4%
$30,001 - $60,000	5%
$60,001 - $90,000	14%
$90,001 - $120,000	17%
$120,001 - $150,000	11%
$150,001 - $180,000	13%
More than $180,000	23%
Prefer Not to Say	14%

Q18.

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