



# JOINT MEETING OF THE MILPITAS CITY COUNCIL, HOUSING AUTHORITY, AND MUNICIPAL FINANCING AUTHORITY



## AGENDA

TUESDAY, JANUARY 21, 2025

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

5:30 PM (CLOSED SESSION)

7:00 PM (PUBLIC BUSINESS)

For assistance in the following languages, you may call:

Đối với Việt Nam, gọi 408-586-2400

Para sa Tagalog, tumawag sa 408-586-3051

Para español, llame 408-586-3072

*\* To access written translation during the meeting, scan the QR Code.*

The City Council meeting is held in the City Council Chamber at City Hall, 455 E. Calaveras Blvd., Milpitas and via teleconference/Zoom webinar. You may watch the Council meeting without providing public comment by accessing it via links here.

***Pursuant to California Government Code § 54953,  
Vice Mayor Garry Barbadillo will participate remotely from:***

Kameha Grand Zurich – Business Center

Dufaux Strasse 1

CH-8152 Glattpark/Zürich, Switzerland

**Meeting shall be livestreamed - Go to:**

Facebook: <https://www.facebook.com/CityofMilpitas/>

YouTube: <https://www.milpitas.gov/youtube>

Web Streaming: <https://www.milpitas.gov/webstreaming>

## **PUBLIC COMMENT INSTRUCTIONS**

Oral public comments may only be provided live during the City Council meeting in person, unless the City Council approves remote public comment. All comments provided shall be limited to three minutes or less as determined by the Mayor. All members of the public will be limited to one comment per agenda item, and one comment for non-agenda items. Members of the public may submit written comments by email to [CityClerk@milpitas.gov](mailto:CityClerk@milpitas.gov)

The meeting will be streamed via Zoom for viewing purposes only unless the City Council approves remote public comment. To watch via Zoom, please register at:

[https://ci-milpitas-ca-gov.zoom.us/webinar/register/WN\\_m41YMgv9RheRx53T9TargQ](https://ci-milpitas-ca-gov.zoom.us/webinar/register/WN_m41YMgv9RheRx53T9TargQ)

NOTE: If a member of the public wishes to share any presentation materials for Council consideration, they must be submitted to the Clerk's Office by email to [CityClerk@milpitas.gov](mailto:CityClerk@milpitas.gov) by 12:00 p.m. on the day of the meeting. No presentations will be accepted in person in the Council Chambers.

## **MILPITAS CITY COUNCIL CODE OF CONDUCT**

- Be respectful and courteous (words, tone, and body language).
- Model civility.
- Avoid surprises.
- Praise publicly and criticize privately.
- Focus on the issue, not the person.
- Refrain from using electronic devices while on the Council dais.
- Disclose conflicts of interest and affiliations related to agenda items.
- Separate governing from campaigning.
- The Council speaks with one voice after making policy on issues.
- Respect the line between policy and administration.
- Council will hold one another accountable to comply with this Code of Conduct.

**CALL MEETING TO ORDER by Mayor and ROLL CALL by City Clerk (5:30 PM)**

**ADJOURN TO CLOSED SESSION**

**(a) CONFERENCE WITH REAL ESTATE PROPERTY NEGOTIATOR**

Pursuant to Government Code Section 54956.8  
Property: 174-176 Main Street  
Agency Negotiator: Economic Development and Strategic Initiatives Director Alex Andrade  
Negotiating Parties: 286 Lynn Avenue, LLC  
Under Negotiation: Price and Terms of Payment

**(b) CONFERENCE WITH LEGAL COUNSEL**

Existing Litigation Pursuant to Government Code § 54956.9(d)(1) and (2):  
*Chad Pancoe Gurney v. City of Milpitas*, WCAB case number(s) ADJ18987292.

**(c) CONFERENCE WITH LEGAL COUNSEL**

Existing Litigation Pursuant to Government Code § 54956.9(d)(2):  
*Eric Emmanuele v. City of Milpitas*, WCAB case numbers ADJ14723641 and ADJ14722396.

**CLOSED SESSION ANNOUNCEMENT:**

Report on action taken in Closed Session, if required per Government Code Section 54957.1, including the vote or abstention of each member present.

**PLEDGE OF ALLEGIANCE**

**INVOCATION** (Vice Mayor Barbadillo)

**PRESENTATIONS** (7:05 PM)

- Martin Luther King, Jr. Day (Proclamation)
- Lunar New Year - January 29 (Proclamation)

**PUBLIC FORUM** (7:15 PM)

Members of the public are invited to speak on any item that does not appear on today's agenda. Comments will be limited to three minutes or less at the Mayor's discretion. When called to speak, you are encouraged to state your name for the record. As an item not listed on the agenda, no action can be taken, however the City Council may instruct the City Manager to place the item on a future meeting agenda.

**ANNOUNCEMENT OF CONFLICT OF INTEREST AND CAMPAIGN CONTRIBUTIONS**

**READING OF THE CITY COUNCIL CODE OF CONDUCT**

**APPROVAL OF AGENDA**

**CONSENT CALENDAR** (7:20 PM)

Consent calendar items are considered to be routine and will be considered for adoption by one motion. There will be no separate discussion of these items unless a City Councilmember, member of the audience or staff requests the Council to remove an item from (or be added to) the consent calendar. Any person desiring to speak on any item on the consent calendar should ask to have that item removed from the consent calendar.

**C1. Receive City Council Calendar of Meetings for January and February 2025 (Staff Contact:**

**Suzanne Guzzetta, City Clerk, 408-586-3001)**

Recommendation: Receive City Council Calendar of Meetings for January and February 2025.

**C2. Approve City Council City Council Meeting Minutes of January 7, 2025 (Staff Contact: Suzanne Guzzetta, City Clerk, 408-586-3001)**

Recommendation: Approve City Council Meeting minutes of January 7, 2025.

**C3. Receive the Preview List of Anticipated Items for the Next Regular City Council Meeting (Staff Contact: Suzanne Guzzetta, City Clerk, 408-586-3001)**

Recommendation: Receive the list of anticipated agenda items for the next regular City Council meeting.

**C4. Adopt Resolutions of the Milpitas City Council and Milpitas Municipal Financing Authority to Approve the Continued Investment of Monies in the Local Agency Investment Fund and Designation of Officers Authorized to Sign on the Account (Staff Contact: Luz Cofresí-Howe, Finance Director, 408-586-3111)**

Recommendation: (1) Adopt a resolution of the Milpitas City Council to authorize the continued investment of monies in the Local Agency Investment Fund and designation of officers authorized to sign on the respective accounts; and (2) Adopt a resolution of the Board of Directors of the Milpitas Municipal Financing Authority to approve continued investment of monies in the Local Agency Investment Fund and designation of officers authorized to sign on the respective accounts.

**C5. Approve an Agreement with SHI International Corp. for Office 365 Cloud Services (Staff Contact: Daniel Nam, Information Technology Director, 408-586-2712)**

Recommendation: Approve and authorize the City Manager to execute a new 3-year agreement with SHI International Corp. for Office 365 cloud services in the amount of \$181,715.05 annually for base services, totaling to \$545,145.15; and authorize 10% contingency in the amount of \$54,514.52 over the total contract term with not-to-exceed total contract amount of \$599,659.67.

**C6. Receive an Update on the Security Improvements at the McCarthy Ranch Sewer Lift Station (Main Lift) and Determine that the Condition Continues to Constitute an Emergency (Staff Contact: Christian Di Renzo, Public Works Director, 408-586-2602)**

Recommendation: (1) Receive an update on the security improvements at the McCarthy Ranch Sewer Lift Station; and (2) Determine that the condition continues to constitute an emergency.

**C7. Adopt a Resolution to Update City Event Celebration Flags and/or other Commemorative Flags at Cesar Chavez Plaza (Staff Contact: Renee Lorentzen, Director of Recreation and Community Services Director, 408-586-3409)**

Recommendation: Adopt a resolution to supersede Resolution No. 9309 updating City Event Celebration Flags and/or other Commemorative Flags at Cesar Chavez Plaza.

**LEADERSHIP AND SUPPORT SERVICES (7:25 PM)**

**8. Receive a Report on the 2025 Citywide Community Engagement Survey (Staff Contact: Matt Cano, Assistant City Manager, 408-890-8065; and Charmaine Angelo, Public Information Officer, 408-586-3055)**

Recommendation: Receive a report on results of the 2025 Citywide Community Engagement Survey.

**9. Provide Feedback Regarding City of Milpitas Mayor and City Councilmember Salaries (Staff Contact: Matt Cano, Assistant City Manager, 408-586-3012)**

Recommendation: Provide feedback and direction to the City Administration regarding potential increases to the monthly and annual salaries of the Mayor and City Councilmembers.

**10. Review the List of Agenda Item Requests From Individual Councilmembers and Provide Direction to Staff Through the Council-Approved Prioritization Process (Staff Contact: Matt Cano, Assistant City Manager, 408-586-3012)**

Recommendation: (1) Review list of agenda item requests from individual Councilmembers and provide direction to staff, through the prioritization process, on which Group 1 items should be advanced, (2) Remove two items sponsored by a former City Councilmember from the priority list, (3) Provide additional input to staff, if any, on Group 1 items that received Council direction to advance; and (4) By majority vote, approve the list as so prioritized.

**ANNOUNCEMENTS AND FUTURE AGENDA ITEMS (9:30 PM)**

Members of the City Council or City Manager may make brief announcements at this time. Members of the City Council may also suggest future agenda items. For future agenda items, the City Council shall not debate the topic or engage in discussion but shall simply state a “yes” or “no” as whether to move the item forward. If a majority of the City Council agrees to move the item forward, the City Manager shall place the item on a future agenda.

**ADJOURNMENT (9:35 PM)**

**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 City agencies exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and 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: [mmutalipassi@milpitas.gov](mailto:mmutalipassi@milpitas.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.milpitas.gov](http://www.milpitas.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 City website. City Council agendas and related materials can be viewed online: [www.milpitas.gov/government/council/agenda\\_minutes.asp](http://www.milpitas.gov/government/council/agenda_minutes.asp) (select meeting date)

**APPLY TO SERVE ON A CITY COMMISSION**

Commission application forms are available online at [www.milpitas.gov](http://www.milpitas.gov) or at Milpitas City Hall. Contact the City Clerk's Office at 408-586-3001 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 [CityClerk@milpitas.gov](mailto:CityClerk@milpitas.gov) prior to the meeting. You may request a larger font agenda.*



| December 2024 |    |    |    |    |    |    |
|---------------|----|----|----|----|----|----|
| S             | M  | T  | W  | T  | F  | S  |
| 1             | 2  | 3  | 4  | 5  | 6  | 7  |
| 8             | 9  | 10 | 11 | 12 | 13 | 14 |
| 15            | 16 | 17 | 18 | 19 | 20 | 21 |
| 22            | 23 | 24 | 25 | 26 | 27 | 28 |
| 29            | 30 | 31 |    |    |    |    |

# Milpitas City Council Calendar

## January 2025

| February 2025 |    |    |    |    |    |    |
|---------------|----|----|----|----|----|----|
| S             | M  | T  | W  | T  | F  | S  |
|               | 2  | 3  | 4  | 5  | 6  | 7  |
| 8             | 9  | 10 | 11 | 12 | 13 | 14 |
| 15            | 16 | 17 | 18 | 19 | 20 | 21 |
| 22            | 23 | 24 | 25 | 26 | 27 | 28 |

| Sunday    | Monday                                                                                                                                                                                              | Tuesday                                                                     | Wednesday                                                                                                                                                                                          | Thursday                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Friday                                                                   | Saturday  |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|-----------|
|           |                                                                                                                                                                                                     |                                                                             | <b>1</b><br><br><b>CITY OBSERVED HOLIDAY</b><br><b>CITY OFFICES CLOSED</b>                                       | <b>2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>3</b>                                                                 | <b>4</b>  |
| <b>5</b>  | <b>6</b><br><b>6:30 PM</b> - Special Joint Meeting- Arts Commission and Parks, Recreation & Cultural Resources Commission<br><b>7:00 PM</b> -Parks, Recreation & Cultural Resources Commission (HL) | <b>7</b><br><b>6:00 PM</b> -Closed Session<br><b>7:00 PM</b> -City Council  | <b>8</b><br><b>1:00 PM</b> -VTA Northeast Group Agenda Briefing (Virtual)<br><b>7:00 PM</b> -Planning Commission<br><b>7:00 PM</b> -Silicon Valley Clean Energy Board of Directors (Cupertino)(GB) | <b>9</b><br><b>11:00 AM</b> -Special City Council Workshop (Room 7/8)<br><b>4:00 PM</b> -Santa Clara VTA Policy Advisory Committee (EC)<br><b>4:00 PM</b> -Treatment Plant Advisory Committee (San Jose)(CM)<br><b>5:30 PM</b> -CASCC Legislative Action Committee (Los Altos)(CM)<br><b>5:30 PM</b> -VTA Board of Directors (CM)<br><b>6:00 PM</b> -Youth Advisory Commission (HL)<br><b>6:00 PM</b> - Zoning Update Community Workshop<br><b>7:00 PM</b> -Cities Assoc of SCC (Los Altos)(CM) | <b>10</b>                                                                | <b>11</b> |
| <b>12</b> | <b>13</b><br><b>4:30 PM</b> -Economic Development and Trade Commission (WL)<br><b>7:00 PM</b> -Library & Education Advisory Commission (HL)                                                         | <b>14</b><br><b>4:00 PM</b> - HOPE Task Force                               | <b>15</b>                                                                                                                                                                                          | <b>16</b><br><b>6:00 PM</b> -Zoning Advisory Committee<br><b>6:30 PM</b> -Bay Area Water Supply Conserv Agency (Sequoia Room – Burlingame Community Center)(CM)                                                                                                                                                                                                                                                                                                                                 | <b>17</b>                                                                | <b>18</b> |
| <b>19</b> | <b>20</b><br><br><b>MARTIN LUTHER KING JR. BIRTHDAY</b><br><b>CITY OFFICES CLOSED</b>                            | <b>21</b><br><b>6:00 PM</b> -Closed Session<br><b>7:00 PM</b> -City Council | <b>22</b><br><b>12:00 PM</b> -Santa Clara Valley Water Commission (CM)                                                                                                                             | <b>23</b><br><b>12:00 PM</b> -Santa Clara County Library JPA Board of Directors Meeting (Campbell)(CM)<br><b>4:00 PM</b> -Silicon Valley Regional Interoperability Authority (SVRIA)(GB)                                                                                                                                                                                                                                                                                                        | <b>24</b><br><b>9:00 AM</b> -VTA Board of Directors Orientation/Workshop | <b>25</b> |
| <b>26</b> | <b>27</b><br><b>7:00 PM</b> -Arts Commission (CM)<br><b>7:00 PM</b> - Science, Technology & Innovation Commission (WL)                                                                              | <b>28</b>                                                                   | <b>29</b>                                                                                                                                                                                          | <b>30</b><br><b>5:30 PM</b> -CASCC: City Selection Committee (CM)                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>31</b>                                                                |           |

| January 2025 |    |    |    |    |    |    |
|--------------|----|----|----|----|----|----|
| S            | M  | T  | W  | T  | F  | S  |
| 5            | 6  | 7  | 1  | 2  | 3  | 4  |
| 12           | 13 | 14 | 8  | 9  | 10 | 11 |
| 19           | 20 | 21 | 22 | 23 | 24 | 25 |
| 26           | 27 | 28 | 29 | 30 | 31 |    |

# Milpitas City Council Calendar

## February 2025

| March 2025 |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|
| S          | M  | T  | W  | T  | F  | S  |
| 2          | 3  | 4  | 5  | 6  | 7  | 1  |
| 9          | 10 | 11 | 12 | 13 | 14 | 8  |
| 16         | 17 | 18 | 19 | 20 | 21 | 15 |
| 23         | 24 | 25 | 26 | 27 | 28 | 22 |
| 30         | 31 |    |    |    |    | 29 |

| Sunday | Monday                                                                                                                                        | Tuesday                                              | Wednesday                                                                                                                                                           | Thursday                                                                                                                                                                                                 | Friday | Saturday |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|----------|
|        |                                                                                                                                               |                                                      |                                                                                                                                                                     |                                                                                                                                                                                                          |        | 1        |
| 2      | 3<br>7:00 PM-Parks, Recreation & Cultural Resources Commission (EC)                                                                           | 4<br>6:00 PM-Closed Session<br>7:00 PM-City Council  | 5<br>2:00 PM-Santa Clara VTA Monthly Briefing - Northeast Group (CM) (Santa Clara)<br>5:30 PM-Veterans Commission (GB)<br>7:00 PM-Community Housing Commission (EC) | 6<br>5:30 PM-Milpitas Chamber of Commerce Board (GB)<br>5:30 PM-Santa Clara VTA Board of Directors (CM)                                                                                                  | 7      | 8        |
| 9      | 10<br>4:30 PM-Economic Development and Trade Commission (WL)<br>7:00 PM- Science, Technology & Innovation Commission (WL)                     | 11                                                   | 12<br>4:30 PM-City Council Finance Subcommittee (CM/EC)<br>7:00 PM-Silicon Valley Clean Energy Board of Directors (GB) (Cupertino)<br>7:00 PM-Planning Commission   | 13<br>4:00 PM-Treatment Plant Advisory Committee (CM) (San Jose)<br>4:00 PM-Santa Clara VTA Policy Advisory Committee (EC)<br>6:00 PM-Youth Advisory Commission (HL)<br>7:00 PM-Cities Assoc of SCC (CM) | 14     | 15       |
| 16     | 17<br><br><b>PRESIDENT'S DAY</b><br><b>CITY HALL CLOSED</b> | 18<br>5:00 PM-Closed Session<br>7:00 PM-City Council | 19<br>6:00 PM-Energy and Environmental Sustainability Commission (EC)                                                                                               | 20                                                                                                                                                                                                       | 21     | 22       |
| 23     | 24<br>7:00 PM-Special Meeting Arts Commission (CM)                                                                                            | 25<br>1:30 PM-Senior Advisory Commission (HL)        | 26<br>5:30 PM-Cities Assoc. of SCC - Recycling and Waste Reduction Commission (CM)<br>7:00 PM-Planning Commission                                                   | 27                                                                                                                                                                                                       | 28     |          |



# REGULAR MEETING OF THE MILPITAS CITY COUNCIL

## MINUTES

TUESDAY, JANUARY 7, 2025

The City Council of the City of Milpitas convened in a Regular Meeting of the Milpitas City Council on January 7, 2025, in the City Council Chamber, 455 E. Calaveras Blvd, Milpitas, CA, and via teleconference/Zoom webinar.

### **CALL MEETING TO ORDER by Mayor and ROLL CALL by City Clerk**

Mayor Montano called the Regular City Council meeting to order at 6:00 PM. Roll Call was taken by City Clerk Guzzetta.

PRESENT: Mayor Montano, Vice Mayor Barbadillo, Councilmember Chua, Councilmember Lam,  
Councilmember Lien

ABSENT: None

Assistant City Attorney Creech briefed the City Council on the Closed Session agenda.

The City Council adjourned to Closed Session at 6:02 PM.

### **ADJOURN TO CLOSED SESSION**

#### **(a) CONFERENCE WITH LABOR NEGOTIATOR**

City's negotiator: Kelli Parmley, Human Resources Director  
Organization(s) representing: Unrepresented

### **CLOSED SESSION ANNOUNCEMENT:**

The City Council reconvened at 7:22 PM.

Assistant City Attorney Creech had nothing to report out.

### **PLEDGE OF ALLEGIANCE**

Councilmember Chua led the pledge of allegiance.

### **INVOCATION**

Vice Mayor Barbadillo provided the invocation.

### **PUBLIC FORUM**

There were the following public speakers:

1. Michael Caulkins
2. Voltaire Montemayor

### **ANNOUNCEMENT OF CONFLICT OF INTEREST AND CAMPAIGN CONTRIBUTIONS**

Assistant City Attorney Creech asked the Mayor and City Councilmembers if they had any personal conflicts of

interest. By roll call, there were no conflicts of interest. Assistant City Attorney Creech asked the Mayor and City Councilmembers if they had any reportable campaign contributions. By roll call, there were no reportable campaign contributions.

### **READING OF THE CITY COUNCIL CODE OF CONDUCT**

Councilmember Chua read the City Council Code of Conduct.

### **APPROVAL OF AGENDA**

After discussion, motion: to approve the agenda.

Motion/Second: Councilmember Chua / Vice Mayor Barbadillo

Motion carried by the following:

AYES: Mayor Montano, Vice Mayor Barbadillo, Councilmember Chua, Councilmember Lam,  
Councilmember Lien

NOES: None

### **CONSENT CALENDAR**

Mayor Montano asked to pull Items C11 and C8. Councilmember Lien asked to pull Item C9. Vice Mayor Barbadillo asked to pull Item C14.

There were the following public speakers:

1. Voltaire Montemayor

After discussion, motion: to approve the consent calendar, pulling Items C8, C9, C11 and C14 to be heard separately.

Motion/Second: Councilmember Chua / Councilmember Lien

Motion carried by the following:

AYES: Mayor Montano, Vice Mayor Barbadillo, Councilmember Chua, Councilmember Lam,  
Councilmember Lien

NOES: None

**1. Receive City Council Calendar of Meetings for January 2025 (Staff Contact: Suzanne Guzzetta, City Clerk, 408-586-3001)**

Received City Council Calendar of Meetings for January 2025.

**2. Approve City Council City Council Meeting Minutes of December 10, 2024 (Staff Contact: Suzanne Guzzetta, City Clerk, 408-586-3001)**

Approved City Council Meeting minutes of December 10, 2024.

**3. Receive the Preview List of Anticipated Items for the Next Regular City Council Meeting (Staff Contact: Suzanne Guzzetta, City Clerk, 408-586-3001)**

Received the list of anticipated agenda items for the next regular City Council meeting.

**4. Receive and Review the List of Agenda Items Requested by City Councilmembers (Staff Contact: Suzanne Guzzetta, City Clerk, 408-586-3001)**

Reviewed the list of items that have been requested by City Councilmembers and provided direction to

staff as necessary.

**5. Consider Mayor's Appointments of City Councilmembers as Liaisons to City Commissions, City Subcommittees, and Outside Agency Boards and Committees (Contact: Mayor Carmen Montano, 408-586-3024)**

Considered Mayor's appointments of City Councilmembers as liaisons to City Commissions, City Subcommittees, and outside agencies, boards and committees, and confirmed those appointments.

**6. Authorize and Approve Out-of-State Travel Request for Mayor Carmen Montano to Attend the U.S. Conference of Mayors 93rd Winter Meeting in Washington, D.C. (Staff Contact: Matt Cano, Assistant City Manager, 408-586-3012)**

Authorized and approved out-of-state travel to Washington, D.C., for Mayor Carmen Montano to attend the U.S. Conference of Mayors 93rd Winter Meeting to be held on January 16-20, 2025, for an estimated total not-to-exceed amount of \$5,900, budgeted under the Individual Elected Official allocation for Conferences/Meetings/Trainings.

**7. Authorize and Approve Out-of-State Travel Request for Councilmember Evelyn Chua to Attend the U.S. Conference of Mayors 93rd Winter Meeting in Washington, D.C. (Staff Contact: Matt Cano, Assistant City Manager, 408-586-3012)**

Authorized and approved out-of-state travel to Washington, D.C., for Councilmember Evelyn Chua to attend the United States Conference of Mayors 93rd Winter Meeting to be held on January 16-20, 2025, for an estimated total not-to-exceed amount of \$5,800, budgeted under the Individual Elected Official allocation for Conferences/Meetings/Trainings.

**10. Adopt Ordinance 315 to Make Corrections, Clarifications and Minor Updates and Modifications to the Milpitas Municipal Code (Staff Contact: Matt Cano, Assistant City Manager, 408-586-3012)**

(1) Waived the second reading and adopted **Ordinance No. 315** amending various sections of the Milpitas Municipal Code to make corrections, clarifications, minor updates and modifications; and (2) Made findings of exemption from environmental review pursuant to CEQA Guideline 15378(b)(4).

**12. Approve and Authorize the City Manager or Designee to Negotiate and Execute a Design Services Agreement with Wilsey Ham for Force Main A Project, CIP No. 6137 (Staff Contact: Christian Di Renzo, Public Works Director, 408-586-2602; Michael Silveira, City Engineer, 408-586-3303; and Luz Cofresi-Howe, Finance Director, 408-586-3111)**

(1) Approved and authorized the City Manager or designee to negotiate and execute, with approval of the City Attorney, a four-year Design Services Agreement with Wilsey Ham in an amount not to exceed \$1,460,412, (2) Delegated authority to the City Manager or designee to execute amendments and change orders as required to extend the Agreement and complete the work for up to a 15% contingency amount; and (3) Delegated authority to the Public Works Director or designee to amend Exhibit "C" entitled Project Schedule of the Agreement as required without additional approvals for the Force Main A Agreement, CIP Project No. 6137.

**13. Approve and Authorize the City Manager to Execute a Stormwater Management Facilities Operation and Maintenance Agreement between the City of Milpitas and Sunnyhills Investors LLC, for the Sunnyhills Apartments Project at 1724 Sunnyhills Court (Staff Contact: Christian Di Renzo, Public Works Director, 408-586-2602; and Michael Silveira, City Engineer, 408-586-3303)**

Approved and authorized the City Manager to execute a Stormwater Management Facilities Operation and Maintenance Agreement between the City of Milpitas and Sunnyhills Investors LLC for the Sunnyhills Apartments Project at 1724 Sunnyhills Court.

**15. Receive an Update on the Security Improvements at the McCarthy Ranch Sewer Lift Station (Main Lift) and Determine that the Condition Continues to Constitute an Emergency (Staff Contact: Christian Di Renzo, Public Works Director, 408-586-2602)**

- (1) Received an update on the security improvements at the McCarthy Ranch Sewer Lift Station; and
- (2) Determined by a four-fifths vote that the condition continues to constitute an emergency.

**PUBLIC HEARINGS**

**16. Adopt a Resolution Certifying Election Results and Adding the Property Located at 612 South Main Street into Community Facilities District No. 2005-1 (Annexation No. 25) (Staff Contact: Christian Di Renzo, Public Works Director, 408-586-2602; and Michael Silveira, City Engineer, 408-586-3303)**

Public Works Division Manager - Engineering Alonzo presented the report

Mayor Montano opened the public hearing.

There were no public speakers.

Mayor Montano closed the public hearing.

City Clerk Guzzetta canvassed the election returns and reported out that all votes received were in support of the proposition.

Councilmember Lam requested staff provide the traffic study originally conducted for the Community Facilities District.

After discussion, motion: to receive election results from the City Clerk and adopt **Resolution No. 9376** certifying election results and adding the property located at 612 South Main Street into Community Facilities District No. 2005-1 (Annexation No. 25)..

Motion/Second: Councilmember Chua / Vice Mayor Barbadillo

Motion carried by the following:

AYES: Mayor Montano, Vice Mayor Barbadillo, Councilmember Chua, Councilmember Lam,  
Councilmember Lien

NOES: None

**COMMUNITY DEVELOPMENT**

**17. Receive Progress Report on the Work Completed on the Milpitas Gateway-Main Street Specific Plan (Staff Contact: Jay Lee, Planning Director, 408-586-3077)**

Received progress report on the work completed from Ascent Environmental and staff on the Milpitas Gateway-Main Street Specific Plan.

City Manager Thomas introduced the item.

Planning Director Lee, Consultant Christine Babla, and Economic Development and Strategic Initiatives Director Andrade presented the report.

There were the following public speakers:

- 1. Voltaire Montemayor

Vice Mayor Barbadillo expressed concerns about the slow implementation of past specific plans. He proposed checkpoints every 2-5 years to track progress and ensure the plan's commercial and retail focus is preserved.

Planning Director Lee and Consultant Christine Babla highlighted the plan's adaptability through flexible zoning and development incentives, recommending biannual reviews to monitor progress and make adjustments.

Mayor Montano reflected on history of planning for Main Street, emphasizing the need to streamline permit processes, incentivize businesses, increase floor area ratios, address prior survey findings, and establish measurable benchmarks.

Councilmember Chua suggested categorizing goals to enhance manageability.

Economic Development Director Alex Andrade discussed initiatives to revitalize the Downtown Business Association, launch a storefront improvement grant program, and explore placemaking events to foster community engagement.

## **LEADERSHIP AND SUPPORT SERVICES**

### **18. Adopt a Resolution Appointing Natalie Livezey as Part-Time Extra Help Senior Administrative Analyst (Staff Contact: Jason Schoonover, Fire Chief, 408-586-2811; and Kelli Parmley, Human Resources Director, 408-586-3086)**

City Manager Thomas introduced the item. Human Resources Director Parmley and Fire Chief Schoonover responded to questions from the City Council.

There were the following public speakers:

1. Voltaire Montemayor

Vice Mayor Barbadillo raised concerns about hiring retired employees, including questions about the allocated hours, budget, and whether exceeding CalPERS hour limitations would require council approval.

Councilmember Chua questioned the lack of preparation for the retirement, requested documentation of the training process, sought assurance against recurring issues, and requested specific deliverables from the knowledge transfer. City Manager Thomas offered to provide regular updates to the City Council during one-on-one briefings.

Councilmember Lam inquired about qualifications, total budget allocation, and clarification on work hours. Fire Chief Schoonover discussed the challenges in hiring individuals with specialized public safety administrative experience.

Mayor Montano voiced skepticism about the hiring approach and emphasized the need for prudent use of public funds.

After discussion, motion: to (1) to adopt **Resolution No. 9377** appointing Natalie Livezey as part-time extra help Senior Administrative Analyst in accordance with California Government Code sections 7522.56 and 21224; and (2) approve and authorize the City Manager to execute an employment agreement with Natalie Livezey.

Motion/Second: Councilmember Chua / Councilmember Lien

Motion carried by the following:

AYES: Mayor Montano, Councilmember Chua, Vice Mayor Barbadillo, Councilmember Lien,  
Councilmember Phan

NOES: None

**19. Adopt Ordinance No. 316 Approving Measure J, the City of Milpitas Public Services Reauthorization Measure (Staff Contact: Matt Cano, Assistant City Manager, 408-586-3012)**

City Manager Thomas introduced the item. Assistant City Manager presented the report.

There were the following public speakers:

1. Voltaire Montemayor

Councilmember Chua and Mayor Montano thanked City Manager Thomas and Assistant City Manager Cano for their outreach efforts.

After discussion, motion: to (1) adopt by a 4/5 vote **Ordinance No. 316** approving Measure J, the City of Milpitas Public Services Reauthorization Measure, as approved by the voters, amending Chapter 4 of Title IX of the Municipal Code to impose a Transactions and Use Tax to be administered by the California Department of Tax and Fee Administration; and (2) to adopt **Resolution No.**

**9378** and **Resolution No. 9379** authorizing the City Manager to execute any and all documents, agreements, and instruments necessary to implement and effectuate the provisions of Measure J, including but not limited to those required for the administration and collection of the Transactions and Use Tax as established by Ordinance No. 316, and to take any other actions deemed necessary to ensure the successful implementation of this measure as approved by over 80% of the voters as well as for the review of confidential information..

Motion/Second: Councilmember Lien / Councilmember Chua

Motion carried by the following:

AYES: Mayor Montano, Councilmember Chua, Vice Mayor Barbadillo, Councilmember Lien,  
Councilmember Phan

NOES: None

**ITEMS PULLED FROM CONSENT CALENDAR**

**14. Approve the Final Map and Authorize the City Manager to Execute the Subdivision Improvement Agreement with Toll West Coast, LLC, for a Residential Project at 612 South Main Street (Staff Contact: Christian Di Renzo, Public Works Director, 408-586-2602; and Michael Silveira, City Engineer, 408-586-3303)**

There were the following public speakers:

1. Voltaire Montemayor

After discussion, motion: to (1) Approve the Final Map, Tract No. 10626, including all offers of dedications as stated and depicted upon completion and acceptance of improvements; and (2) Approve and authorize the City Manager to execute the Subdivision Improvement Agreement between the City of Milpitas and Toll West Coast, LLC, for a residential project at 612 South Main Street..

Motion/Second: Vice Mayor Barbadillo / Councilmember Lien

Motion carried by the following:

AYES: Mayor Montano, Vice Mayor Barbadillo, Councilmember Chua, Councilmember Lam,  
Councilmember Lien

NOES: None



**11. Approve and Authorize the City Manager or Designee to Negotiate and Execute an Agreement with KONE, Inc. for Library Garage Elevator Modernization (Staff Contact: Luz Cofresí-Howe, Finance Director, 408-586-3111; and Christian Di Renzo, Public Works Director, 408-586-2602)**

Mayor Montano requested a report from city staff detailing the circumstances of the elevator failures. Assistant City Manager Matt Cano confirmed they could provide an informational memo to the council addressing these concerns.

There were the following public speakers:  
1. Voltaire Montemayor

After discussion, motion: to adopt **Resolution No. 9380** to approve and authorize the City Manager, or their designee, to negotiate and execute a contract for an elevator modernization project for the Library Parking Garage with KONE, Inc. for \$464,660 with a contingency of \$56,401, subject to an executed amendment, for a total amount not-to-exceed \$521,061..

Motion/Second: Mayor Montano / Councilmember Chua

Motion carried by the following:

AYES: Mayor Montano, Vice Mayor Barbadillo, Councilmember Chua, Councilmember Lam, Councilmember Lien

NOES: None

**9. Authorize and Approve Travel Requests for Mayor Montano, Councilmember Chua, Councilmember Lien, and Councilmember Lam to Sacramento, CA (Staff Contact: Matt Cano, Assistant City Manager, 408-586-3012)**

Councilmember Lien inquired about the process for addressing the travel budget going over the total budgeted amount.

There were the following public speakers:  
1. Voltaire Montemayor

After discussion, motion: to authorize and approve the travel to Sacramento, CA, for Mayor Carmen Montano, Councilmember Evelyn Chua, Councilmember Hon Lien, and Councilmember William Lam to attend the League of California Cities *Mayors and Council Members Academy* to be held on January 22–24, 2025, for a combined estimated total not-to-exceed amount of \$6,400 budgeted under the Individual Elected Official allocation for Conferences/Meetings/Trainings..

Motion/Second: Councilmember Lien / Councilmember Chua

Motion carried by the following:

AYES: Mayor Montano, Vice Mayor Barbadillo, Councilmember Chua, Councilmember Lam, Councilmember Lien

NOES: None

**8. Authorize and Approve Out-of-State Travel Request for Councilmember Hon Lien to Attend the U.S. Conference of Mayor's 93rd Annual Winter Meeting in Washington, D.C. (Staff Contact: Matt Cano, Assistant City Manager, 408-586-3012)**

Mayor Montano voiced concerns regarding the recommendation, noting potential Brown Act implications and the distance involved. Councilmember Lien responded by emphasizing the benefits of previous trips to the same area.

Assistant City Attorney Creech addressed Brown Act concerns.

There were the following public speakers:

1. Voltaire Montemayor

Mayor Montano made a motion: to not authorize out-of-state travel to Washington, D.C., for Councilmember Hon Lien to attend the U.S. Conference of Mayors 93rd Winter Meeting to be held on January 16 20, 2025, for an estimated total not-to-exceed amount of \$5,000, budgeted under the Individual Elected Official allocation for Conferences/Meetings/Trainings. Councilmember Lam seconded the motion.

Motion/Second: Mayor Montano / Councilmember Lam  
by the following:

AYES: Mayor Montano, Councilmember Chua, Councilmember Lam

NOES: Vice Mayor Barbadillo, Councilmember Lien

### **ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

There were no announcements.

### **ADJOURNMENT**

Mayor Montano adjourned the meeting at 10:00 PM.

*Draft meeting minutes submitted by City Clerk, Suzanne Guzzetta*

## TENTATIVE CITY COUNCIL AGENDA ITEM LIST

as of 1/17/2025

**February 4, 2025** – Regular Meeting (7:00 PM)

**PRELIMINARY OPERATING BUDGET STUDY SESSION** (4:00 PM at Milpitas Senior Center)

### **CLOSED SESSION**

**INVOCATION** (Councilmember Lam)

### **PRESENTATION**

- Black History Month (Proclamation)

### **CONSENT CALENDAR**

1. Receive City Council calendar for February 2025 (City Clerk)
2. Approve City Council meeting minutes of January 21, 2025 (City Clerk)
3. Preview list of items for February 18, 2025 (City Clerk)
4. Councilmember Request List (City Clerk)
5. Weed Abatement (Fire)
6. Workforce Housing Rental Assistance Program Update (Housing)
7. Housing Authority: BMR Purchase (Housing)
8. VTA Measure B Grant Application – Milpitas SMART (Planning)
9. Emergency Declaration Update - Main Sewer Lift Station Security Measures (Public Works)
10. Acceptance of SVCE Grant for Vehicle Electrification (Public Works)
11. 308 Sango Court – Stormwater O&M Agreement (Public Works / Engineering)

### **PUBLIC HEARINGS**

12. FY 24-25 Development Impact Fee Schedule (Finance)
13. CDBG FY 2025-2030 Consolidated Plan and Annual Action Plan (Housing)



## CITY OF MILPITAS AGENDA REPORT (AR)

|                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Item Title:</b>     | <b>Adopt Resolutions of the Milpitas City Council and Milpitas Municipal Financing Authority to Approve the Continued Investment of Monies in the Local Agency Investment Fund and Designation of Officers Authorized to Sign on the Account (Staff Contact: Luz Cofresí-Howe, Finance Director, 408-586-3111)</b>                                                                                                                                                             |
| <b>Category:</b>       | <a href="#">Consent Calendar-Leadership and Support Services</a>                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Meeting Date:</b>   | <a href="#">1/21/2025</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Recommendation:</b> | (1) Adopt a resolution of the Milpitas City Council to authorize the continued investment of monies in the Local Agency Investment Fund and designation of officers authorized to sign on the respective accounts; and (2) Adopt a resolution of the Board of Directors of the Milpitas Municipal Financing Authority to approve continued investment of monies in the Local Agency Investment Fund and designation of officers authorized to sign on the respective accounts. |

### **BACKGROUND:**

The City of Milpitas and the Milpitas Municipal Financing Authority (MMFA) have been participating in the State of California Local Agency Investment Fund (LAIF) since 1977. The LAIF is a voluntary investment alternative for California local governments and special districts, and is administered by the State Treasurer under Government Code 16429.1 et seq. All securities are purchased under the authority of Government Code 16403 and 16480.4. The LAIF offers local agencies the opportunity to participate in a pooled portfolio which invests billions of dollars, using the investment expertise of the State Treasurer's Office professional investment staff at no additional cost to the taxpayer. Multiple oversight boards and committees monitor the activities of LAIF and transactions are audited daily. The LAIF has grown from 293 participants and \$468 million in 1977 to 2,335 participants and \$19.5 billion at the end of November 2024. As a State of California managed investment pool, the LAIF is an allowed investment under the [City of Milpitas Investment Policy – Fiscal Year 2024-25](#), *Authorized Investments* (9), last adopted by City Council action at its September 17, 2024 meeting.

LAIF requires the governing body of local agencies adopt a resolution to authorize designated officers to manage deposits and withdrawals from their LAIF accounts. The [most recent update to the LAIF signature authority](#) occurred at a Joint Council Meeting on October 17, 2023, when the City of Milpitas City Council adopted Resolution Number 9277 and the Board of Directors of the Milpitas Municipal Financing Authority adopted MMFA Resolution Number 29, each designating the newly appointed City Manager and a then vacant Assistant City Manager position as authorized signatories, in accordance with LAIF guidelines.

### **ANALYSIS:**

Periodically it is necessary to update the City LAIF signatory resolutions. The updated resolutions identify the City Manager, the Assistant City Manager, the Finance Director, the Assistant Finance Director and the Budget Manager or their successors in office, as authorized to order the deposit or withdrawals of monies in the respective LAIF and execute any documents necessary or advisable to effectuate these transactions. in accordance with LAIF guidelines. By updating these two resolutions, all prior resolutions on file with LAIF will be superseded.

### **POLICY ALTERNATIVE(S):**

**Alternative:** Do not adopt a Resolution of the Milpitas City Council and a Resolution of the Milpitas Municipal Financing Authority Board Authorizing the Continued Investment of Monies in the Local Agency Investment Fund and Designating Officers Authorized to Sign on the Account.

Pros: None

Cons: The appropriate designated officers will not be authorized to sign on the respective LAIF accounts.

Reasons not recommended: Not updating City and the Public Finance Authority's account authorizations is inconsistent with LAIF guidelines.

**FISCAL IMPACT:**

There is no fiscal impact to this recommendation.

**CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA):**

The City Council adoption of the resolution is not a "project" under the California Environmental Quality Act (CEQA) pursuant to CEQA Guideline §15378(b)(5) because it is an administrative activity that will not result in a direct or indirect physical change in the environment.

**RECOMMENDATION:**

(1) Adopt a resolution of the Milpitas City Council to authorize the continued investment of monies in the Local Agency Investment Fund and designation of officers authorized to sign on the respective accounts; and  
2) Adopt a resolution of the Board of Directors of the Milpitas Municipal Financing Authority to approve continued investment of monies in the Local Agency Investment Fund and designation of officers authorized to sign on the respective accounts.

**ATTACHMENT(S):**

- (a) City Council Resolution
- (b) Milpitas Municipal Financing Authority Resolution

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MILPITAS  
AUTHORIZING INVESTMENT OF MONIES IN THE LOCAL AGENCY  
INVESTMENT FUND**

**WHEREAS**, Chapter 730 of the statutes of 1976 Section 16429.1 was added to the California Government Code to create a Local Agency Investment Fund in the State Treasury for the deposit of money of a local agency for purposes of investment by the State Treasurer; and

**WHEREAS**, the City Council does hereby find that the deposit and withdrawal of money in the Local Agency Investment Fund in accordance with the provisions of Section 16429.1 of the Government Code for the purpose of investment as stated therein is in the best interests of the City of Milpitas.

**NOW, THEREFORE**, the City Council of the City of Milpitas hereby finds, determines, and resolves as follows:

1. The City Council does hereby authorize the deposit and withdrawal of City of Milpitas monies in the Local Agency Investment Fund in the State Treasury in accordance with the provisions of Section 16429.1 of the Government Code as stated herein, and verification by the State Treasurer's Office of all banking information provided in that regard.
2. The following City of Milpitas officers holding the title(s) specified herein below or their successors in office are each hereby authorized to order the deposit or withdrawal of monies in the Local Agency Investment Fund and may execute and deliver any and all documents necessary or advisable in order to effectuate the purposes of this resolution and the transactions contemplated hereby:

---

Ned Thomas, City Manager

---

Matt Cano, Assistant City Manager

---

Luz Cofresí-Howe, Finance Director

---

Gabrielle Tsang, Assistant Finance Director

---

Alice Vurich, Budget Manager

PASSED AND ADOPTED this \_\_\_\_ day of \_\_\_\_\_, 2025, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

---

Suzanne Guzzetta, City Clerk

APPROVED AS TO FORM:

---

Christopher Creech, Acting City Attorney

APPROVED:

---

Carmen Montano, Mayor

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MILPITAS  
MUNICIPAL FINANCING AUTHORITY AUTHORIZING INVESTMENT OF  
MONIES IN THE LOCAL AGENCY INVESTMENT FUND**

**WHEREAS**, Chapter 730 of the statutes of 1976 Section 16429.1 was added to the California Government Code to create a Local Agency Investment Fund in the State Treasury for the deposit of money of a local agency for purposes of investment by the State Treasurer; and

**WHEREAS**, the Board of Directors of the Milpitas Municipal Financing Authority does hereby find that the deposit and withdrawal of money in the Local Agency Investment Fund in accordance with the provisions of Section 16429.1 of the Government Code for the purpose of investment as stated therein is in the best interests of the City of Milpitas.

**NOW, THEREFORE**, the Board of Directors of the Milpitas Municipal Financing Authority hereby finds, determines, and resolves as follows:

1. The Board of Directors of the Milpitas Municipal Financing Authority does hereby authorize the deposit and withdrawal of Milpitas Municipal Financing Authority monies in the Local Agency Investment Fund in the State Treasury in accordance with the provisions of Section 16429.1 of the Government Code as stated herein, and verification by the State Treasurer's Office of all banking information provided in that regard.
2. The following Milpitas Municipal Financing Authority officers holding the title(s) specified herein below or their successors in office are each hereby authorized to order the deposit or withdrawal of monies in the Local Agency Investment Fund and may execute and deliver any and all documents necessary or advisable in order to effectuate the purposes of this resolution and the transactions contemplated hereby:

---

Ned Thomas, City Manager

---

Matt Cano, Assistant City Manager

---

Luz Cofresi-Howe, Treasurer/Finance Director

---

Gabrielle Tsang, Assistant Finance Director

---

Alice Vurich, Budget Manager

PASSED AND ADOPTED this \_\_\_\_ day of \_\_\_\_\_, 2025, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:



ATTEST:

APPROVED:

---

Suzanne Guzzetta, City Clerk

---

Carmen Montano, Mayor

APPROVED AS TO FORM:

---

Christopher Creech, Acting City Attorney



## CITY OF MILPITAS AGENDA REPORT (AR)

|                        |                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Item Title:</b>     | <b>Approve an Agreement with SHI International Corp. for Office 365 Cloud Services (Staff Contact: Daniel Nam, Information Technology Director, 408-586-2712)</b>                                                                                                                                                                                                         |
| <b>Category:</b>       | Consent Calendar-Leadership and Support Services                                                                                                                                                                                                                                                                                                                          |
| <b>Meeting Date:</b>   | 1/21/2025                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Recommendation:</b> | Approve and authorize the City Manager to execute a new 3-year agreement with SHI International Corp. for Office 365 cloud services in the amount of \$181,715.05 annually for base services, totaling to \$545,145.15; and authorize 10% contingency in the amount of \$54,514.52 over the total contract term with not-to-exceed total contract amount of \$599,659.67. |

### **BACKGROUND:**

On February 1, 2022, the City Council approved renewing the existing 3-year agreement for Microsoft Office 365 Cloud Services through an authorized Microsoft reseller under the County of Riverside's competitively procured contract. This agreement, with an annual not-to-exceed amount of \$162,533 and a total contract amount of \$487,599, is set to expire on February 28, 2025.

Office 365 is a suite of industry-standard productivity tools critical to City operations. It includes Word, Excel, PowerPoint, and security products essential for authenticating City users within various technology systems. Office 365 Cloud Services also include cloud storage access, email, online collaboration, and virtual meeting capabilities essential to City operations and the delivery of services to the community. Since the City transitioned to Office 365 in 2019 as part of its modernization efforts, the platform has been proven indispensable as the City successfully navigated through the COVID-19 pandemic and continues to provide advanced and modern productivity and communication tools to the City workforce.

### **ANALYSIS:**

The City transition to the Office 365 Cloud Services platform has provided City workers with essential tools for collaboration, communication, and security. This service continues to allow the City to quickly adopt modern and continuously evolving productivity tools in the market. The new Office 365 Cloud Services contract seeks to maintain current capabilities and support future growth.

The new contract includes several key adjustments made during the prior contract term to meet additional demands. In addition to increasing the number of licenses for the Intune MDM (Mobile Device Management) solution, which allows efficient and secure remote management of a growing number of mobile devices used by City staff, the adjustments also included new Microsoft 365 F3 licenses and additional Entra ID P1 licenses. Microsoft 365 F3 is a cost-effective solution for employees with basic collaboration needs who do not require the full Office 365 suite, and Entra ID P1 licenses are required for identity and security management. Additionally, the new contract also reflects a 15.4% price increase for the Office 365 G3 licenses.

For the upcoming renewal, staff evaluated alternative licensing options and determined that bundled licensing is the most cost-effective approach, resulting in an annual savings of approximately \$10,170.

The current contract was established through a cooperative purchasing agreement under the County of Riverside Microsoft Master Agreement No. 8084445, which expired on October 31, 2024. On September 10, 2024, the County of Riverside amended and extended this cooperative purchasing agreement through October 31, 2027, with the option to renew for three (3) additional years through October 31, 2030, and awarded seven (7) vendors under RFQ ITARC-00532.

Staff evaluated quotes from the three lowest-cost vendors under the new County of Riverside Contract and identified SHI International Corp. as the most cost-effective option.

| # | Licensed Support Provider   | Annual Cost  |
|---|-----------------------------|--------------|
| 1 | SHI International Corp      | \$181,715.05 |
| 2 | Insight Public Sector, Inc. | \$182,869.20 |
| 3 | Zones LLC                   | \$183,310.20 |

Consistent with Section I-2-3.05 of the Municipal Code, which authorizes the Purchasing Agent to make purchases based upon an agreement or cooperative purchasing program entered into by another public agency, the Purchasing Agent has reviewed all the documentation from Riverside Microsoft Master Agreement and has determined the underlying agreement or program was made utilizing competitive negotiation or procurement procedures at least as restrictive as the City's, and the price quoted is the same as offered in the original contract.

Over the course of the renewal term, there may be unanticipated minor licensing needs and the need to evaluate additional features that may be beneficial to the City. The 10% contingency will allow the staff to continue to provide uninterrupted services as the ongoing needs increase.

#### **POLICY ALTERNATIVE(S):**

##### **Alternative 1: Do not approve the agreement renewal**

Pros: None

Cons: Loss of critical communication and collaboration tools essential for City operation, including email and virtual meeting services and access to essential Office tools such as Word, Excel, and PowerPoint.

Reason for Not Recommending: Not proceeding with this renewal would severely impact City operations and service delivery.

#### **FISCAL IMPACT:**

The current IT Operating budget includes \$167,000 annually for this service. The funding required for the renewal including contingency is \$199,888 per year. There are sufficient funds in the overall FY 2024-2025 IT operating budget to cover the increase of \$32,888. Future contract expenses will be integrated into the IT operating budgets during the respective annual budget cycle.

#### **CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA):**

This action does not qualify as a "project" under CEQA Guidelines Section 15378, as it will not result in direct or reasonably foreseeable indirect physical changes to the environment.

#### **RECOMMENDATION:**

Approve and authorize the City Manager to execute a new 3-year agreement with SHI International Corp. for Office 365 cloud services in the amount of \$181,715.05 annually for base services, totaling to \$545,145.15; and authorize 10% contingency in the amount of \$54,514.52 over the total contract term with not-to-exceed total contract amount of \$599,659.67.

#### **ATTACHMENT(S):**

None.



## CITY OF MILPITAS AGENDA REPORT (AR)

|                        |                                                                                                                                                                                                                                                           |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Item Title:</b>     | <b>Receive an Update on the Security Improvements at the McCarthy Ranch Sewer Lift Station (Main Lift) and Determine that the Condition Continues to Constitute an Emergency (Staff Contact: Christian Di Renzo, Public Works Director, 408-586-2602)</b> |
| <b>Category:</b>       | Consent Calendar-Community Services and Sustainable Infrastructure                                                                                                                                                                                        |
| <b>Meeting Date:</b>   | 1/21/2025                                                                                                                                                                                                                                                 |
| <b>Recommendation:</b> | (1) Receive an update on the security improvements at the McCarthy Ranch Sewer Lift Station; and (2) Determine that the condition continues to constitute an emergency.                                                                                   |

### **BACKGROUND:**

Pursuant to Public Contract Code section 22050 and the attached Council Resolution No. 9134, the Director of Public Works, in the case of emergency, may authorize a repair of a public facility and procure the work without giving notice for bids. An emergency is defined as “a sudden, unexpected occurrence that poses a clear and imminent danger, requiring immediate action to prevent or mitigate the loss or impairment of life, health, property, or essential public services.” Additionally, State law requires the Public Works Director, as the City official with delegated authority to take emergency action, to report any emergency authorization and the reason(s) for the authorization to the City Council not later than seven days after the action, or at its next regularly scheduled meeting if that meeting will occur not later than 14 days after the action. Further, the Public Works Director is required to report why the emergency would not permit a delay resulting from a competitive solicitation for bids and the City Council is required to review the emergency action at every regularly scheduled meeting thereafter until the emergency repair is completed. The City Council shall continue to review the emergency action at every regularly scheduled meeting thereafter until the action is terminated. At each review, the City Council shall determine, by a four-fifths vote, whether there is a need to continue the action.

Consistent with applicable State law and Council Resolution, on July 30, 2024, the Public Works Director declared an emergency and authorized the City to contract with Trofholz Technologies and Diamond Fencing to implement various security and access control improvements to the McCarthy Ranch Sewer Lift Station (Main Lift). Further, within the required timeframe the Public Works Director informed the City Council via [Information Memorandum](#) on July 31, 2024, regarding the emergency authorization, the reasons for the authorization, and the cost for repair in a not to exceed amount of \$700,000.

### **PROJECT/STATUS UPDATE:**

The installation of security enhancements by Trofholz Technologies, Inc. has been completed and the project has now transitioned to the second phase.

Diamond Fence Co., Inc. will demolish and properly dispose of the existing fence, and install approximately 1,760 linear feet of new, code-compliant fencing using ClearVU reinforced panels topped with ribbon wire, integrated into the current gate structure. Materials have arrived and fence installation began on December 23, 2024. The estimated project completion date is now anticipated in February 2025.

### **FISCAL IMPACT:**

Funding for these repairs is available in the City's Capital Improvement Program (CIP) budget. CIP Project 6124 – Sewer Pump Station Rehabilitation Project will fund the installation of security cameras, card readers,

and motion sensors. The funding source of this CIP project is Sewer Infrastructure Fund. The available balance as of 01/07/2025 is \$1,277,987.

CIP 6130 – Main Lift Odor Emission Control Project will fund the removal and replacement of the perimeter fencing. The funding source of this CIP Project are Sewer Infrastructure Fund, and Sewer Treatment Fund. The available balance as of 01/07/2025 is \$14,852.

**CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA):**

The emergency repair work is exempt from CEQA, per CEQA Guidelines Section 15301, Existing Facilities and 15302, Replacement or Reconstruction.

**RECOMMENDATION:**

1. Receive an update on the security improvements at the McCarthy Ranch Sewer Lift Station.
2. Determine that the condition continues to constitute an emergency.

**ATTACHMENT(S):**

None.



## CITY OF MILPITAS AGENDA REPORT (AR)

|                        |                                                                                                                                                                                                                       |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Item Title:</b>     | <b>Adopt a Resolution to Update City Event Celebration Flags and/or other Commemorative Flags at Cesar Chavez Plaza (Staff Contact: Renee Lorentzen, Director of Recreation and Community Services, 408-586-3409)</b> |
| <b>Category:</b>       | Consent Calendar-Community Services and Sustainable Infrastructure                                                                                                                                                    |
| <b>Meeting Date:</b>   | 1/21/2025                                                                                                                                                                                                             |
| <b>Recommendation:</b> | Adopt a resolution to supersede Resolution No. 9309 updating City Event Celebration Flags and/or other Commemorative Flags at Cesar Chavez Plaza.                                                                     |

### **BACKGROUND:**

Pursuant to Milpitas Municipal Code Section I-600-2.30(3), the City Council may, by resolution, direct City staff to display Commemorative Flags as an expression of the City's official sentiments by any of the following means: (i) display in lieu of the MIA/POW flag on one of the four City Hall Display Flag Poles located at the rear of City Hall adjacent to the pond, (ii) display in lieu of the flag of the State of California on one of the three flag poles located at Cesar Chavez Plaza, or (iii) display through ground level ceremonies at any of the following locations at the Civic Center complex or the City of Milpitas Community Center:

- (1) City Hall Rotunda
- (2) Area adjacent to pond at City Hall
- (3) Cesar Chavez Plaza
- (4) City Council Chambers

On September 7, 2021, May 3, 2022, June 21, 2022, May 16, 2023, and March 19, 2024, the City Council adopted resolutions directing staff to fly the City Event Celebration Flags and/or other Commemorative Flags annually for various upcoming Recreation and Community Services events in connection with and during periods (up to 30 days) of recognition for the following commemorative events:

| <b>Flag Raising</b>                                | <b>Dates Flag Flown</b>  | <b>Council Approval Date</b> |
|----------------------------------------------------|--------------------------|------------------------------|
| Black History Month                                | February 1 to 28         | September 7, 2021            |
| Cesar Chavez Birthday                              | March 31                 | September 7, 2021            |
| Black April                                        | April 1- April 30        | March 19, 2024               |
| Vietnamese Heritage Day                            | April 30                 | September 7, 2021            |
| Asian American and Pacific Islander Heritage Month | May 1 to May 31          | May 16, 2023                 |
| Public Safety Appreciation Day                     | May 15                   | September 7, 2021            |
| Eritrea Independence Day                           | May 24                   | September 7, 2021            |
| LGBTQ Pride Celebration                            | June 1 – June 30         | September 7, 2021            |
| Philippine Independence Day                        | June 12                  | September 7, 2021            |
| Juneteenth                                         | June 19                  | September 7, 2021            |
| India Independence Day                             | August 15                | June 21, 2022                |
| Hispanic Heritage                                  | September 15- October 15 | September 7, 2021            |
| Mexican Independence Day                           | September 16             | May 3, 2022                  |
| Filipino American History Month                    | October 1- October 31    | September 7, 2021            |
| Native American Heritage and Culture Month         | November 1- November 30  | September 7, 2021            |

**ANALYSIS:**

The City of Milpitas annually flies City Event Celebration Flags and/or other Commemorative Flags for various Recreation and Community Services events in connection with and during periods (up to 30 days) in the Cesar Chavez Plaza. After receiving community feedback on the schedule of flags, staff is bringing forward for Council consideration an amendment to Resolution 9309 to add a Flag Raising for Women's History Month and direct staff to fly the Commemorative Flag on March 1 – March 31 of each year.

Staff is recommending updating the flag schedule as follows:



| <b>Flag Raising</b>                                | <b>Dates Flag Flown</b>  | <b>Council Approval Date</b> |
|----------------------------------------------------|--------------------------|------------------------------|
| Black History Month                                | February 1 to 28         | September 7, 2021            |
| Women's History Month                              | March 1 – March 31       | <i>Pending Approval</i>      |
| Cesar Chavez Birthday                              | March 31                 | September 7, 2021            |
| Black April                                        | April 1- April 30        | March 19, 2024               |
| Asian American and Pacific Islander Heritage Month | May 1 to May 31          | May 16, 2023                 |
| Public Safety Appreciation Day                     | May 15                   | September 7, 2021            |
| Eritrea Independence Day                           | May 24                   | September 7, 2021            |
| LGBTQ Pride Celebration                            | June 1 – June 30         | September 7, 2021            |
| Philippine Independence Day                        | June 12                  | September 7, 2021            |
| Juneteenth                                         | June 19                  | September 7, 2021            |
| India Independence Day                             | August 15                | June 21, 2022                |
| Hispanic Heritage                                  | September 15- October 15 | September 7, 2021            |
| Mexican Independence Day                           | September 16             | May 3, 2022                  |
| Filipino American History Month                    | October 1- October 31    | September 7, 2021            |
| Native American Heritage and Culture Month         | November 1- November 30  | September 7, 2021            |

From time to time, regionally and/or nationally celebrated days, weeks or months associated with date(s) that are culturally significant at times overlap with the approved raising of other Commemorative Flags. As outlined in the City's Municipal Code Section I-600-2.30(3).ii. commemorative flags may be flown "...in lieu of the flag of the State of California..." which is on one flagpole. During such instances, multiple Commemorative Flags, but no more than three flags, may be raised on a flagpole from the top to the bottom in chronological descending order for the periods as approved by Council.

**FISCAL IMPACT:**

None.

**California Environmental Quality Act (CEQA):**

The action has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment and is not a project pursuant to Pub. Resources Code, § 21065 and Cal. Code Regs., tit. 14, § 15378.

**RECOMMENDATION:**

Adopt a resolution to supersede Resolution No. 9309 to update the City Event Celebration Flags and/or other Commemorative Flags at Cesar Chavez Plaza.

**Attachment(s):**

Draft Resolution

## **RESOLUTION NO. XXXX**

### **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MILPITAS DIRECTING STAFF TO FLY COMMEMORATIVE FLAGS AT CESAR CHAVEZ PLAZA FOR CITY-SPONSORED EVENTS**

**WHEREAS**, on December 18, 2018, the City Council of the City of Milpitas ("City Council") adopted Ordinance No. 260.2 relating to the display of flags on City-owned property; and

**WHEREAS**, on March 19, 2024, the City Council adopted Resolution No. 9309 relating to the display of flags on City-owned property; and

**WHEREAS**, the City Council intends this resolution to supersede Resolution No. 9309 relating to the display of flags on City-owned property; and

**WHEREAS**, pursuant to Milpitas Municipal Code Section I-600-2.30(3), the City Council may, by resolution, direct City staff to display Commemorative Flags as an expression of the City's official sentiments by any of the following means: (i) display in lieu of the MIA/POW flag on one of the four City Hall Display Flag Poles located at the rear of City Hall adjacent to the pond, (ii) display in lieu of the flag of the State of California on one of the three flag poles located at Cesar Chavez Plaza, or (iii) display through ground level ceremonies at any of the following locations at the Civic Center complex or the City of Milpitas Community Center:

- (1) City Hall Rotunda
- (2) Area adjacent to pond at City Hall
- (3) Cesar Chavez Plaza
- (4) City Council Chambers; and

**WHEREAS**, the City of Milpitas sponsors commemorative events, ceremonies, and holidays annually in Cesar Chavez Plaza; and

**WHEREAS**, the City intends to fly certain Commemorative Flags in Cesar Chavez Plaza as part of the sponsored events, ceremonies, and holidays, for certain periods; and

**WHEREAS**, in accordance with the Milpitas Municipal Code, the Commemorative Flags shall be displayed for a period that is reasonable or customary for the subject that is to be commemorated, but no longer than 30 days; and

**WHEREAS**, the periods of Commemorative Flags as approved by this Resolution may occur concurrently; and

**WHEREAS**, during such instance, multiple Commemorative Flags, but no more than three flags, may be raised on a flagpole from the top to the bottom in chronological descending order for the period approved in this Resolution.

**NOW, THEREFORE**, the City Council of the City of Milpitas hereby finds, determines, and resolves as follows:

1. The City Council has considered the full record before it, which may include but is not limited to such things as the staff report, testimony by staff and the public, and other materials and evidence submitted or provided to it. Furthermore, the recitals set forth above are found to be true and correct and are incorporated herein by reference.
2. Pursuant to Milpitas Municipal Code Section I-600-2.30(3), the City Council hereby directs staff to fly the



following Commemorative Flags in lieu of the flag of the State of California at Cesar Chavez Plaza on the following dates and date ranges, after which staff shall resume flying the flag of the State of California unless the City Council directs otherwise by further resolution:

- Black History Month - February 1 - 28
  - Women's History Month – March 1 – March 31
  - Cesar Chavez Birthday - March 31
  - Black April - April 1 – 30 (half-staff)
  - Asian and Pacific Islander Heritage Month - May 1 - 31
  - Public Safety Appreciation Day - May 15
  - Eritrea Independence Day - May 24
  - LGBTQ Pride Celebration - June 1 - 30
  - Philippine Independence Day - June 12
  - Juneteenth - June 19
  - India Independence Day – August 15
  - Hispanic Heritage - September 15 - October 15
  - Mexican Independence Day - September 16
  - Filipino American History Month - October 1 - October 31
  - Native American Heritage and Culture Month- November 1 - 30
3. During any instance where multiple Commemorative Flags are directed to be flown during the same time period, no more than three flags may be raised on a flagpole from the top to the bottom in chronological descending order for the period approved in this Resolution.
4. The City Manager or their designee may approve an additional or alternate date to fly an approved flag, if that date is requested by organizers of events for a previously City Council approved flag raising and does not conflict with another Council approved flag raising. In accordance with the Municipal Code, a Commemorative Flag will be displayed for a period that is reasonable or customary for the subject that is to be commemorated, but no longer than 30 continuous days.

PASSED AND ADOPTED this \_\_\_\_ day of \_\_\_\_\_, 2025, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

APPROVED:

---

Suzanne Guzzetta, City Clerk

---

Carmen Montano, Mayor

APPROVED AS TO FORM:

---

Christopher Creech, Acting City Attorney



## CITY OF MILPITAS AGENDA REPORT (AR)

|                        |                                                                                                                                                                                                           |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Item Title:</b>     | <b>Receive a Report on the 2025 Citywide Community Engagement Survey (Staff Contact: Matt Cano, Assistant City Manager, 408-890-8065; and Charmaine Angelo, Public Information Officer, 408-586-3055)</b> |
| <b>Category:</b>       | Leadership and Support Services                                                                                                                                                                           |
| <b>Meeting Date:</b>   | 1/21/2025                                                                                                                                                                                                 |
| <b>Recommendation:</b> | Receive a report on results of the 2025 Citywide Community Engagement Survey.                                                                                                                             |

### **BACKGROUND:**

A 2025 Citywide Community Engagement Survey was conducted by Fairbank, Maslin, Maulin, Metz & Associates (FM3) from December 12 to 30, 2024. FM3 is 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. For the past five years, FM3 has been assisting the City with gathering public opinion and feedback from Milpitas residents. City Council and staff use the survey results to inform strategic funding decisions associated with the annual collaborative budget prioritization process. The outcome of the collaborative budget prioritization process affects all City programs and services that in turn, directly affect the daily lives of everyone in Milpitas.

### **ANALYSIS:**

To conduct a community satisfaction survey with a representative sample of adult residents, FM3 conducted a dual-mode (online and telephone) survey using an address-based sampling approach and US Census-derived demographic quotas. The survey was conducted from December 12 to 30, 2024, and was available in English, Chinese, Spanish, and Vietnamese. Residential addresses were selected at random across the City and matched to public and commercial contact information. Postcards, emails, and text messages were sent in an initial wave of contacts inviting residents to take the survey online. Subsequent telephone interviews were conducted to help balance the sample to reflect the overall adult population and demographic quotas. With 647 completed interviews, the margin of sampling error for the findings is  $\pm 4.0\%$  at the 95% confidence level. Because of the strong response from the community, FM3 was able to provide statistically sound and fully representative results from residents, clearly demonstrating that the community is eager to provide their feedback to the City Council and City administration, and have a very strong favorable sentiment towards Milpitas and the services offered.

Representatives from FM3 will formally present the results to the City Council during the Council meeting. Topline results reveal that residents continue to like living in Milpitas, feeling it is a safe community and welcoming of various cultures. Other notable findings include:

- 86% are satisfied with the overall quality of life in Milpitas
- 78% are satisfied with overall City services
- 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.
- Cost of living issues are top-of-mind, especially the cost of housing and inflation.
- Fewer also feel violent and property crime are increasing than they did two years ago.

The online and telephone survey is just one tool being used to facilitate preparation of the Fiscal Year 2025-26 annual city budget. In addition to this survey, there will be community meetings for the public, business community, external agencies with Milpitas stakeholders, and non-profit and volunteer agencies as well as an Open Townhall online community survey. 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 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 2025-26 budget.

**CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA):**

By the definition provided in the CEQA Guidelines Section 15378, this action does not qualify as a "project" for the purpose of CEQA as this action has no potential to result in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

**RECOMMENDATION:**

Receive a report on results of the 2025 Citywide Community Engagement Survey.

**ATTACHMENT(S):**

- (a) City of Milpitas Rank Table
- (b) City of Milpitas XTAB
- (c) City of Milpitas Survey Matrix Table
- (d) City of Milpitas Mean

| BANNER<br>OVERALL            | Q1<br>VERY SAT<br>22% | PERCENT<br>OF SAMPLE<br>100% |
|------------------------------|-----------------------|------------------------------|
| Ages 75+                     | 49%                   | 10%                          |
| Ages 65+                     | 40%                   | 22%                          |
| Not working                  | 38%                   | 22%                          |
| Take Public Transit to work  | 33%                   | 1%                           |
| Women Ages 50+               | 31%                   | 22%                          |
| Ages 65-74                   | 31%                   | 12%                          |
| Ages 50+                     | 29%                   | 42%                          |
| Whites                       | 28%                   | 11%                          |
| HH Income <\$60,000          | 28%                   | 8%                           |
| Men Ages 50+                 | 27%                   | 20%                          |
| Lived 31+yrs in Milpitas     | 26%                   | 33%                          |
| HH Income \$60,000-\$120,000 | 26%                   | 31%                          |
| Latinos                      | 26%                   | 13%                          |
| Four-year College Graduates  | 24%                   | 32%                          |
| Lived 11-20yrs in Milpitas   | 24%                   | 19%                          |
| Renters                      | 23%                   | 29%                          |
| Non-College Educated Men     | 23%                   | 21%                          |
| Lived 7-10yrs in Milpitas    | 23%                   | 9%                           |
| Interviewed in Vietnamese    | 23%                   | 4%                           |
| Interviewed in English       | 22%                   | 91%                          |
| Homeowners                   | 22%                   | 64%                          |
| Four-year College or More    | 22%                   | 57%                          |
| Men                          | 22%                   | 51%                          |
| Some College or Less         | 22%                   | 43%                          |
| College-Educated Men         | 22%                   | 30%                          |
| College-Educated Women       | 22%                   | 27%                          |
| High School Educated         | 22%                   | 23%                          |
| All People of Color          | 21%                   | 87%                          |
| Women                        | 21%                   | 48%                          |
| Some College Education       | 21%                   | 20%                          |
| Other API                    | 21%                   | 18%                          |
| Men Ages 18-49               | 20%                   | 30%                          |
| HH Income \$180,000+         | 20%                   | 23%                          |
| Work outside Milpitas        | 20%                   | 22%                          |
| Non-College Educated Women   | 20%                   | 21%                          |

| BANNER<br>OVERALL             | Q1<br>VERY SAT<br>22% | PERCENT<br>OF SAMPLE<br>100% |
|-------------------------------|-----------------------|------------------------------|
| Ages 18-29                    | 20%                   | 18%                          |
| Commute to work               | 19%                   | 49%                          |
| Post-Graduate Educated        | 19%                   | 25%                          |
| HH Income \$120,000-\$180,000 | 19%                   | 24%                          |
| All Asians/Pacific Islanders  | 18%                   | 65%                          |
| Lived 21-30yrs in Milpitas    | 18%                   | 22%                          |
| Ages 50-64                    | 18%                   | 20%                          |
| Filipinos                     | 18%                   | 13%                          |
| Ages 18-49                    | 17%                   | 56%                          |
| Ages 18-39                    | 17%                   | 42%                          |
| Ages 40-64                    | 17%                   | 34%                          |
| Work from home                | 17%                   | 23%                          |
| Lived 0-6yrs in Milpitas      | 17%                   | 16%                          |
| Chinese                       | 17%                   | 15%                          |
| Work in Milpitas              | 16%                   | 26%                          |
| Drive to work                 | 16%                   | 23%                          |
| South Asian                   | 16%                   | 19%                          |
| Ages 40-49                    | 16%                   | 14%                          |
| Interviewed in Chinese        | 16%                   | 3%                           |
| Ages 30-39                    | 15%                   | 24%                          |
| Women Ages 18-49              | 13%                   | 25%                          |
| Interviewed in Spanish        | 12%                   | 2%                           |
| Rideshare to work             | 0%                    | 1%                           |
| Walk to work                  | 0%                    | 1%                           |

| BANNER<br>OVERALL             | Q1<br>SMWT SAT<br>64% | PERCENT<br>OF SAMPLE<br>100% |
|-------------------------------|-----------------------|------------------------------|
| Rideshare to work             | 100%                  | 1%                           |
| Walk to work                  | 100%                  | 1%                           |
| Work in Milpitas              | 77%                   | 26%                          |
| Drive to work                 | 76%                   | 23%                          |
| Interviewed in Chinese        | 74%                   | 3%                           |
| Ages 30-39                    | 73%                   | 24%                          |
| Ages 18-39                    | 72%                   | 42%                          |
| HH Income \$120,000-\$180,000 | 72%                   | 24%                          |
| Interviewed in Spanish        | 72%                   | 2%                           |
| Women Ages 18-49              | 71%                   | 25%                          |
| South Asian                   | 71%                   | 19%                          |
| Ages 18-49                    | 70%                   | 56%                          |
| Some College Education        | 70%                   | 20%                          |
| Ages 18-29                    | 70%                   | 18%                          |
| Filipinos                     | 70%                   | 13%                          |
| Commute to work               | 69%                   | 49%                          |
| Men Ages 18-49                | 69%                   | 30%                          |
| Work from home                | 69%                   | 23%                          |
| Interviewed in Vietnamese     | 69%                   | 4%                           |
| All Asians/Pacific Islanders  | 68%                   | 65%                          |
| Lived 21-30yrs in Milpitas    | 68%                   | 22%                          |
| Ages 50-64                    | 68%                   | 20%                          |
| Non-College Educated Men      | 67%                   | 21%                          |
| Some College or Less          | 66%                   | 43%                          |
| Ages 40-64                    | 66%                   | 34%                          |
| HH Income \$180,000+          | 66%                   | 23%                          |
| Non-College Educated Women    | 66%                   | 21%                          |
| Other API                     | 66%                   | 18%                          |
| All People of Color           | 65%                   | 87%                          |
| Men                           | 65%                   | 51%                          |
| Four-year College Graduates   | 65%                   | 32%                          |
| Renters                       | 65%                   | 29%                          |
| Lived 11-20yrs in Milpitas    | 65%                   | 19%                          |
| College-Educated Men          | 64%                   | 30%                          |
| Lived 0-6yrs in Milpitas      | 64%                   | 16%                          |

| BANNER<br>OVERALL            | Q1<br>SMWT SAT<br>64% | PERCENT<br>OF SAMPLE<br>100% |
|------------------------------|-----------------------|------------------------------|
| Chinese                      | 64%                   | 15%                          |
| Latinos                      | 64%                   | 13%                          |
| Interviewed in English       | 63%                   | 91%                          |
| Homeowners                   | 63%                   | 64%                          |
| Women                        | 63%                   | 48%                          |
| High School Educated         | 63%                   | 23%                          |
| Ages 40-49                   | 63%                   | 14%                          |
| Ages 65-74                   | 63%                   | 12%                          |
| Lived 7-10yrs in Milpitas    | 63%                   | 9%                           |
| Four-year College or More    | 62%                   | 57%                          |
| Lived 31+yrs in Milpitas     | 62%                   | 33%                          |
| College-Educated Women       | 61%                   | 27%                          |
| HH Income <\$60,000          | 61%                   | 8%                           |
| Take Public Transit to work  | 61%                   | 1%                           |
| Work outside Milpitas        | 60%                   | 22%                          |
| Men Ages 50+                 | 60%                   | 20%                          |
| Post-Graduate Educated       | 59%                   | 25%                          |
| Whites                       | 59%                   | 11%                          |
| HH Income \$60,000-\$120,000 | 58%                   | 31%                          |
| Ages 50+                     | 57%                   | 42%                          |
| Women Ages 50+               | 55%                   | 22%                          |
| Not working                  | 49%                   | 22%                          |
| Ages 65+                     | 47%                   | 22%                          |
| Ages 75+                     | 28%                   | 10%                          |

| BANNER                       | Q1           | PERCENT   |
|------------------------------|--------------|-----------|
| OVERALL                      | TOTAL DISSAT | OF SAMPLE |
|                              | 13%          | 100%      |
| Ages 75+                     | 23%          | 10%       |
| Post-Graduate Educated       | 21%          | 25%       |
| Ages 40-49                   | 21%          | 14%       |
| Chinese                      | 20%          | 15%       |
| Work outside Milpitas        | 19%          | 22%       |
| Lived 0-6yrs in Milpitas     | 18%          | 16%       |
| Ages 40-64                   | 17%          | 34%       |
| College-Educated Women       | 16%          | 27%       |
| Interviewed in Spanish       | 16%          | 2%        |
| Four-year College or More    | 15%          | 57%       |
| HH Income \$60,000-\$120,000 | 15%          | 31%       |
| Interviewed in English       | 14%          | 91%       |
| Homeowners                   | 14%          | 64%       |
| Women                        | 14%          | 48%       |
| College-Educated Men         | 14%          | 30%       |
| Women Ages 18-49             | 14%          | 25%       |
| HH Income \$180,000+         | 14%          | 23%       |
| Work from home               | 14%          | 23%       |
| High School Educated         | 14%          | 23%       |
| Women Ages 50+               | 14%          | 22%       |
| Whites                       | 14%          | 11%       |
| Lived 7-10yrs in Milpitas    | 14%          | 9%        |
| All People of Color          | 13%          | 87%       |
| All Asians/Pacific Islanders | 13%          | 65%       |
| Ages 18-49                   | 13%          | 56%       |
| Ages 50+                     | 13%          | 42%       |
| Lived 21-30yrs in Milpitas   | 13%          | 22%       |
| Ages 65+                     | 13%          | 22%       |
| Not working                  | 13%          | 22%       |
| Ages 50-64                   | 13%          | 20%       |
| Other API                    | 13%          | 18%       |
| Men                          | 12%          | 51%       |
| Commute to work              | 12%          | 49%       |
| Lived 31+yrs in Milpitas     | 12%          | 33%       |
| Men Ages 18-49               | 12%          | 30%       |

| BANNER                        | Q1           | PERCENT   |
|-------------------------------|--------------|-----------|
| OVERALL                       | TOTAL DISSAT | OF SAMPLE |
|                               | 13%          | 100%      |
| Non-College Educated Women    | 12%          | 21%       |
| Men Ages 50+                  | 12%          | 20%       |
| Some College or Less          | 11%          | 43%       |
| Ages 30-39                    | 11%          | 24%       |
| Non-College Educated Men      | 11%          | 21%       |
| South Asian                   | 11%          | 19%       |
| HH Income <\$60,000           | 11%          | 8%        |
| Ages 18-39                    | 10%          | 42%       |
| Four-year College Graduates   | 10%          | 32%       |
| Renters                       | 10%          | 29%       |
| Lived 11-20yrs in Milpitas    | 10%          | 19%       |
| Latinos                       | 10%          | 13%       |
| Interviewed in Chinese        | 10%          | 3%        |
| Some College Education        | 8%           | 20%       |
| Ages 18-29                    | 8%           | 18%       |
| Filipinos                     | 8%           | 13%       |
| Interviewed in Vietnamese     | 8%           | 4%        |
| HH Income \$120,000-\$180,000 | 7%           | 24%       |
| Work in Milpitas              | 5%           | 26%       |
| Drive to work                 | 5%           | 23%       |
| Ages 65-74                    | 5%           | 12%       |
| Take Public Transit to work   | 5%           | 1%        |
| Rideshare to work             | 0%           | 1%        |
| Walk to work                  | 0%           | 1%        |

| <b>BANNER<br/>OVERALL</b>     | <b>Q5<br/>TOO FAST<br/>34%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-------------------------------|--------------------------------|---------------------------------------|
| Take Public Transit to work   | 79%                            | 1%                                    |
| Rideshare to work             | 60%                            | 1%                                    |
| Ages 75+                      | 48%                            | 10%                                   |
| Non-College Educated Women    | 46%                            | 21%                                   |
| Some College Education        | 46%                            | 20%                                   |
| Some College or Less          | 45%                            | 43%                                   |
| High School Educated          | 45%                            | 23%                                   |
| Non-College Educated Men      | 45%                            | 21%                                   |
| South Asian                   | 43%                            | 19%                                   |
| Interviewed in Spanish        | 43%                            | 2%                                    |
| Lived 31+yrs in Milpitas      | 42%                            | 33%                                   |
| Whites                        | 42%                            | 11%                                   |
| Ages 65+                      | 41%                            | 22%                                   |
| Women Ages 50+                | 41%                            | 22%                                   |
| HH Income \$60,000-\$120,000  | 40%                            | 31%                                   |
| Ages 50+                      | 39%                            | 42%                                   |
| Men Ages 50+                  | 37%                            | 20%                                   |
| Ages 50-64                    | 37%                            | 20%                                   |
| Women                         | 36%                            | 48%                                   |
| Work from home                | 36%                            | 23%                                   |
| Homeowners                    | 35%                            | 64%                                   |
| Filipinos                     | 35%                            | 13%                                   |
| Ages 65-74                    | 35%                            | 12%                                   |
| Interviewed in English        | 34%                            | 91%                                   |
| Ages 40-64                    | 34%                            | 34%                                   |
| HH Income \$120,000-\$180,000 | 34%                            | 24%                                   |
| Lived 21-30yrs in Milpitas    | 34%                            | 22%                                   |
| All People of Color           | 33%                            | 87%                                   |
| Not working                   | 33%                            | 22%                                   |
| Lived 11-20yrs in Milpitas    | 33%                            | 19%                                   |
| Latinos                       | 33%                            | 13%                                   |
| All Asians/Pacific Islanders  | 32%                            | 65%                                   |
| Men                           | 32%                            | 51%                                   |
| Women Ages 18-49              | 32%                            | 25%                                   |
| Work outside Milpitas         | 32%                            | 22%                                   |

| <b>BANNER<br/>OVERALL</b>   | <b>Q5<br/>TOO FAST<br/>34%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-----------------------------|--------------------------------|---------------------------------------|
| Ages 18-29                  | 32%                            | 18%                                   |
| HH Income <\$60,000         | 32%                            | 8%                                    |
| Interviewed in Vietnamese   | 32%                            | 4%                                    |
| Commute to work             | 31%                            | 49%                                   |
| Work in Milpitas            | 31%                            | 26%                                   |
| Ages 18-49                  | 30%                            | 56%                                   |
| Ages 18-39                  | 30%                            | 42%                                   |
| Men Ages 18-49              | 29%                            | 30%                                   |
| Ages 30-39                  | 29%                            | 24%                                   |
| Lived 7-10yrs in Milpitas   | 29%                            | 9%                                    |
| Renters                     | 28%                            | 29%                                   |
| Drive to work               | 28%                            | 23%                                   |
| HH Income \$180,000+        | 28%                            | 23%                                   |
| Ages 40-49                  | 28%                            | 14%                                   |
| Four-year College Graduates | 27%                            | 32%                                   |
| College-Educated Women      | 27%                            | 27%                                   |
| Interviewed in Chinese      | 27%                            | 3%                                    |
| Chinese                     | 25%                            | 15%                                   |
| Four-year College or More   | 24%                            | 57%                                   |
| Other API                   | 24%                            | 18%                                   |
| College-Educated Men        | 22%                            | 30%                                   |
| Post-Graduate Educated      | 22%                            | 25%                                   |
| Lived 0-6yrs in Milpitas    | 18%                            | 16%                                   |
| Walk to work                | 0%                             | 1%                                    |

| BANNER<br>OVERALL             | Q5<br>ABOUT RIGHT<br>48% | PERCENT<br>OF SAMPLE<br>100% |
|-------------------------------|--------------------------|------------------------------|
| Interviewed in Vietnamese     | 63%                      | 4%                           |
| Interviewed in Chinese        | 63%                      | 3%                           |
| Drive to work                 | 58%                      | 23%                          |
| Latinos                       | 58%                      | 13%                          |
| Other API                     | 57%                      | 18%                          |
| Not working                   | 56%                      | 22%                          |
| Four-year College Graduates   | 55%                      | 32%                          |
| Work in Milpitas              | 55%                      | 26%                          |
| Lived 21-30yrs in Milpitas    | 55%                      | 22%                          |
| Ages 18-29                    | 55%                      | 18%                          |
| Renters                       | 54%                      | 29%                          |
| Ages 65-74                    | 53%                      | 12%                          |
| Ages 18-39                    | 52%                      | 42%                          |
| Women Ages 18-49              | 52%                      | 25%                          |
| HH Income <\$60,000           | 52%                      | 8%                           |
| Ages 18-49                    | 51%                      | 56%                          |
| HH Income \$120,000-\$180,000 | 51%                      | 24%                          |
| Filipinos                     | 51%                      | 13%                          |
| Four-year College or More     | 50%                      | 57%                          |
| Commute to work               | 50%                      | 49%                          |
| College-Educated Men          | 50%                      | 30%                          |
| College-Educated Women        | 50%                      | 27%                          |
| Ages 30-39                    | 50%                      | 24%                          |
| Lived 11-20yrs in Milpitas    | 50%                      | 19%                          |
| Interviewed in Spanish        | 50%                      | 2%                           |
| All People of Color           | 49%                      | 87%                          |
| Women                         | 49%                      | 48%                          |
| Men Ages 18-49                | 49%                      | 30%                          |
| Lived 0-6yrs in Milpitas      | 49%                      | 16%                          |
| All Asians/Pacific Islanders  | 48%                      | 65%                          |
| Men                           | 48%                      | 51%                          |
| Men Ages 50+                  | 48%                      | 20%                          |
| Interviewed in English        | 47%                      | 91%                          |
| Some College or Less          | 47%                      | 43%                          |
| Ages 50+                      | 47%                      | 42%                          |

| BANNER<br>OVERALL            | Q5<br>ABOUT RIGHT<br>48% | PERCENT<br>OF SAMPLE<br>100% |
|------------------------------|--------------------------|------------------------------|
| HH Income \$60,000-\$120,000 | 47%                      | 31%                          |
| HH Income \$180,000+         | 47%                      | 23%                          |
| Ages 65+                     | 47%                      | 22%                          |
| Non-College Educated Women   | 47%                      | 21%                          |
| Ages 50-64                   | 47%                      | 20%                          |
| Some College Education       | 47%                      | 20%                          |
| Chinese                      | 47%                      | 15%                          |
| Whites                       | 47%                      | 11%                          |
| Homeowners                   | 46%                      | 64%                          |
| Ages 40-64                   | 46%                      | 34%                          |
| High School Educated         | 46%                      | 23%                          |
| Women Ages 50+               | 46%                      | 22%                          |
| Lived 31+yrs in Milpitas     | 45%                      | 33%                          |
| Non-College Educated Men     | 45%                      | 21%                          |
| Ages 40-49                   | 45%                      | 14%                          |
| Post-Graduate Educated       | 44%                      | 25%                          |
| Work outside Milpitas        | 44%                      | 22%                          |
| Work from home               | 43%                      | 23%                          |
| Lived 7-10yrs in Milpitas    | 43%                      | 9%                           |
| Ages 75+                     | 40%                      | 10%                          |
| Rideshare to work            | 40%                      | 1%                           |
| South Asian                  | 37%                      | 19%                          |
| Take Public Transit to work  | 16%                      | 1%                           |
| Walk to work                 | 0%                       | 1%                           |



| BANNER<br>OVERALL             | Q5<br>TOO SLOW<br>14% | PERCENT<br>OF SAMPLE<br>100% |
|-------------------------------|-----------------------|------------------------------|
| Walk to work                  | 100%                  | 1%                           |
| Post-Graduate Educated        | 30%                   | 25%                          |
| Lived 0-6yrs in Milpitas      | 25%                   | 16%                          |
| College-Educated Men          | 23%                   | 30%                          |
| Ages 40-49                    | 21%                   | 14%                          |
| Lived 7-10yrs in Milpitas     | 21%                   | 9%                           |
| Four-year College or More     | 20%                   | 57%                          |
| HH Income \$180,000+          | 20%                   | 23%                          |
| Chinese                       | 20%                   | 15%                          |
| Men Ages 18-49                | 19%                   | 30%                          |
| Work from home                | 19%                   | 23%                          |
| South Asian                   | 19%                   | 19%                          |
| Ages 30-39                    | 18%                   | 24%                          |
| Work outside Milpitas         | 18%                   | 22%                          |
| All Asians/Pacific Islanders  | 17%                   | 65%                          |
| Ages 18-49                    | 17%                   | 56%                          |
| Men                           | 17%                   | 51%                          |
| College-Educated Women        | 17%                   | 27%                          |
| Homeowners                    | 16%                   | 64%                          |
| Commute to work               | 16%                   | 49%                          |
| Ages 40-64                    | 16%                   | 34%                          |
| Other API                     | 16%                   | 18%                          |
| Interviewed in English        | 15%                   | 91%                          |
| Ages 18-39                    | 15%                   | 42%                          |
| All People of Color           | 14%                   | 87%                          |
| Work in Milpitas              | 14%                   | 26%                          |
| Lived 11-20yrs in Milpitas    | 14%                   | 19%                          |
| Four-year College Graduates   | 13%                   | 32%                          |
| Renters                       | 13%                   | 29%                          |
| Women Ages 18-49              | 13%                   | 25%                          |
| Drive to work                 | 13%                   | 23%                          |
| Women                         | 12%                   | 48%                          |
| HH Income \$120,000-\$180,000 | 12%                   | 24%                          |
| Ages 50-64                    | 12%                   | 20%                          |
| Ages 18-29                    | 12%                   | 18%                          |

| BANNER<br>OVERALL            | Q5<br>TOO SLOW<br>14% | PERCENT<br>OF SAMPLE<br>100% |
|------------------------------|-----------------------|------------------------------|
| HH Income \$60,000-\$120,000 | 11%                   | 31%                          |
| Men Ages 50+                 | 11%                   | 20%                          |
| Filipinos                    | 11%                   | 13%                          |
| Lived 31+yrs in Milpitas     | 10%                   | 33%                          |
| Lived 21-30yrs in Milpitas   | 10%                   | 22%                          |
| Interviewed in Chinese       | 10%                   | 3%                           |
| Ages 50+                     | 9%                    | 42%                          |
| Non-College Educated Men     | 8%                    | 21%                          |
| Women Ages 50+               | 7%                    | 22%                          |
| Some College Education       | 7%                    | 20%                          |
| Ages 75+                     | 7%                    | 10%                          |
| HH Income <\$60,000          | 7%                    | 8%                           |
| Interviewed in Spanish       | 7%                    | 2%                           |
| Some College or Less         | 6%                    | 43%                          |
| High School Educated         | 6%                    | 23%                          |
| Ages 65+                     | 6%                    | 22%                          |
| Whites                       | 6%                    | 11%                          |
| Non-College Educated Women   | 5%                    | 21%                          |
| Ages 65-74                   | 5%                    | 12%                          |
| Interviewed in Vietnamese    | 5%                    | 4%                           |
| Latinos                      | 4%                    | 13%                          |
| Take Public Transit to work  | 4%                    | 1%                           |
| Not working                  | 3%                    | 22%                          |
| Rideshare to work            | 0%                    | 1%                           |

| BANNER<br>OVERALL            | Q7A<br>INCR<br>30% | PERCENT<br>OF SAMPLE<br>100% |
|------------------------------|--------------------|------------------------------|
| Take Public Transit to work  | 66%                | 1%                           |
| Interviewed in Chinese       | 53%                | 3%                           |
| Interviewed in Vietnamese    | 52%                | 5%                           |
| College-Educated Women       | 39%                | 29%                          |
| Lived 11-20yrs in Milpitas   | 38%                | 22%                          |
| Ages 65-74                   | 38%                | 12%                          |
| Four-year College Graduates  | 37%                | 32%                          |
| Women Ages 18-49             | 36%                | 24%                          |
| HH Income \$180,000+         | 36%                | 23%                          |
| South Asian                  | 36%                | 19%                          |
| Four-year College or More    | 35%                | 57%                          |
| Women                        | 34%                | 48%                          |
| Renters                      | 34%                | 27%                          |
| Post-Graduate Educated       | 34%                | 25%                          |
| Chinese                      | 34%                | 15%                          |
| HH Income \$60,000-\$120,000 | 33%                | 33%                          |
| Work in Milpitas             | 33%                | 25%                          |
| Women Ages 50+               | 33%                | 23%                          |
| Interviewed in Spanish       | 33%                | 3%                           |
| All Asians/Pacific Islanders | 32%                | 66%                          |
| Ages 18-39                   | 32%                | 42%                          |
| College-Educated Men         | 32%                | 28%                          |
| Drive to work                | 32%                | 22%                          |
| Ages 18-29                   | 32%                | 18%                          |
| Ages 18-49                   | 31%                | 56%                          |
| Ages 30-39                   | 31%                | 24%                          |
| Ages 50-64                   | 31%                | 20%                          |
| Other API                    | 31%                | 19%                          |
| All People of Color          | 30%                | 87%                          |
| Ages 40-64                   | 30%                | 34%                          |
| Work from home               | 30%                | 23%                          |
| Lived 21-30yrs in Milpitas   | 30%                | 21%                          |
| Commute to work              | 29%                | 48%                          |
| Not working                  | 29%                | 23%                          |
| Interviewed in English       | 28%                | 89%                          |

| BANNER<br>OVERALL             | Q7A<br>INCR<br>30% | PERCENT<br>OF SAMPLE<br>100% |
|-------------------------------|--------------------|------------------------------|
| Homeowners                    | 28%                | 64%                          |
| Ages 50+                      | 28%                | 42%                          |
| Lived 0-6yrs in Milpitas      | 28%                | 14%                          |
| Ages 40-49                    | 28%                | 14%                          |
| Filipinos                     | 28%                | 13%                          |
| Whites                        | 28%                | 11%                          |
| Lived 7-10yrs in Milpitas     | 28%                | 9%                           |
| Lived 31+yrs in Milpitas      | 27%                | 34%                          |
| Non-College Educated Women    | 27%                | 19%                          |
| Men Ages 18-49                | 26%                | 31%                          |
| Ages 65+                      | 26%                | 22%                          |
| Men                           | 25%                | 51%                          |
| Work outside Milpitas         | 25%                | 22%                          |
| Some College Education        | 25%                | 20%                          |
| Latinos                       | 24%                | 13%                          |
| Rideshare to work             | 24%                | 1%                           |
| HH Income \$120,000-\$180,000 | 23%                | 25%                          |
| Some College or Less          | 22%                | 43%                          |
| High School Educated          | 20%                | 23%                          |
| Men Ages 50+                  | 20%                | 19%                          |
| HH Income <\$60,000           | 19%                | 7%                           |
| Non-College Educated Men      | 18%                | 23%                          |
| Ages 75+                      | 11%                | 10%                          |

| <b>BANNER<br/>OVERALL</b>     | <b>Q7A<br/>SAME<br/>41%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-------------------------------|-----------------------------|---------------------------------------|
| Ages 18-29                    | 57%                         | 18%                                   |
| HH Income \$120,000-\$180,000 | 53%                         | 25%                                   |
| Lived 21-30yrs in Milpitas    | 53%                         | 21%                                   |
| Women Ages 18-49              | 52%                         | 24%                                   |
| Drive to work                 | 52%                         | 22%                                   |
| Chinese                       | 52%                         | 15%                                   |
| Lived 11-20yrs in Milpitas    | 51%                         | 22%                                   |
| Work in Milpitas              | 50%                         | 25%                                   |
| Some College Education        | 50%                         | 20%                                   |
| Ages 18-39                    | 48%                         | 42%                                   |
| Non-College Educated Women    | 48%                         | 19%                                   |
| Latinos                       | 48%                         | 13%                                   |
| Lived 7-10yrs in Milpitas     | 48%                         | 9%                                    |
| Ages 18-49                    | 47%                         | 56%                                   |
| Work from home                | 46%                         | 23%                                   |
| Ages 40-49                    | 46%                         | 14%                                   |
| Some College or Less          | 45%                         | 43%                                   |
| Ages 40-64                    | 45%                         | 34%                                   |
| HH Income <\$60,000           | 45%                         | 7%                                    |
| Commute to work               | 44%                         | 48%                                   |
| HH Income \$60,000-\$120,000  | 44%                         | 33%                                   |
| Men Ages 18-49                | 44%                         | 31%                                   |
| Renters                       | 44%                         | 27%                                   |
| Ages 50-64                    | 44%                         | 20%                                   |
| All People of Color           | 43%                         | 87%                                   |
| Interviewed in English        | 42%                         | 89%                                   |
| Homeowners                    | 42%                         | 64%                                   |
| Men                           | 42%                         | 51%                                   |
| College-Educated Men          | 42%                         | 28%                                   |
| Non-College Educated Men      | 42%                         | 23%                                   |
| Men Ages 50+                  | 42%                         | 19%                                   |
| South Asian                   | 42%                         | 19%                                   |
| Rideshare to work             | 42%                         | 1%                                    |
| All Asians/Pacific Islanders  | 41%                         | 66%                                   |
| Women                         | 41%                         | 48%                                   |

| <b>BANNER<br/>OVERALL</b>   | <b>Q7A<br/>SAME<br/>41%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-----------------------------|-----------------------------|---------------------------------------|
| Ages 30-39                  | 41%                         | 24%                                   |
| Interviewed in Spanish      | 41%                         | 3%                                    |
| Interviewed in Chinese      | 41%                         | 3%                                    |
| Post-Graduate Educated      | 40%                         | 25%                                   |
| High School Educated        | 40%                         | 23%                                   |
| Four-year College or More   | 39%                         | 57%                                   |
| Four-year College Graduates | 39%                         | 32%                                   |
| Interviewed in Vietnamese   | 38%                         | 5%                                    |
| Not working                 | 37%                         | 23%                                   |
| Other API                   | 37%                         | 19%                                   |
| College-Educated Women      | 36%                         | 29%                                   |
| Lived 31+yrs in Milpitas    | 35%                         | 34%                                   |
| Work outside Milpitas       | 35%                         | 22%                                   |
| Ages 50+                    | 34%                         | 42%                                   |
| HH Income \$180,000+        | 34%                         | 23%                                   |
| Filipinos                   | 34%                         | 13%                                   |
| Women Ages 50+              | 29%                         | 23%                                   |
| Whites                      | 29%                         | 11%                                   |
| Ages 75+                    | 29%                         | 10%                                   |
| Ages 65+                    | 25%                         | 22%                                   |
| Lived 0-6yrs in Milpitas    | 24%                         | 14%                                   |
| Ages 65-74                  | 22%                         | 12%                                   |
| Take Public Transit to work | 0%                          | 1%                                    |

| BANNER<br>OVERALL             | Q7A<br>DECR<br>8% | PERCENT<br>OF SAMPLE<br>100% |
|-------------------------------|-------------------|------------------------------|
| Rideshare to work             | 34%               | 1%                           |
| Take Public Transit to work   | 34%               | 1%                           |
| Some College Education        | 16%               | 20%                          |
| Work in Milpitas              | 15%               | 25%                          |
| Lived 7-10yrs in Milpitas     | 15%               | 9%                           |
| HH Income <\$60,000           | 15%               | 7%                           |
| Drive to work                 | 13%               | 22%                          |
| HH Income \$120,000-\$180,000 | 12%               | 25%                          |
| Non-College Educated Men      | 12%               | 23%                          |
| Homeowners                    | 11%               | 64%                          |
| Commute to work               | 11%               | 48%                          |
| Lived 31+yrs in Milpitas      | 11%               | 34%                          |
| Whites                        | 11%               | 11%                          |
| Ages 75+                      | 11%               | 10%                          |
| Men                           | 10%               | 51%                          |
| Some College or Less          | 10%               | 43%                          |
| Men Ages 18-49                | 10%               | 31%                          |
| Ages 30-39                    | 10%               | 24%                          |
| Men Ages 50+                  | 10%               | 19%                          |
| South Asian                   | 10%               | 19%                          |
| Ages 40-49                    | 10%               | 14%                          |
| Latinos                       | 10%               | 13%                          |
| Interviewed in English        | 9%                | 89%                          |
| All Asians/Pacific Islanders  | 8%                | 66%                          |
| Ages 18-49                    | 8%                | 56%                          |
| Ages 18-39                    | 8%                | 42%                          |
| Ages 40-64                    | 8%                | 34%                          |
| Four-year College Graduates   | 8%                | 32%                          |
| College-Educated Men          | 8%                | 28%                          |
| Ages 65+                      | 8%                | 22%                          |
| Lived 21-30yrs in Milpitas    | 8%                | 21%                          |
| Interviewed in Spanish        | 8%                | 3%                           |
| All People of Color           | 7%                | 87%                          |
| Ages 50+                      | 7%                | 42%                          |
| Work from home                | 7%                | 23%                          |

| BANNER<br>OVERALL            | Q7A<br>DECR<br>8% | PERCENT<br>OF SAMPLE<br>100% |
|------------------------------|-------------------|------------------------------|
| Work outside Milpitas        | 7%                | 22%                          |
| Ages 50-64                   | 7%                | 20%                          |
| Non-College Educated Women   | 7%                | 19%                          |
| Other API                    | 7%                | 19%                          |
| Filipinos                    | 7%                | 13%                          |
| Four-year College or More    | 6%                | 57%                          |
| Women                        | 6%                | 48%                          |
| Women Ages 18-49             | 6%                | 24%                          |
| College-Educated Women       | 5%                | 29%                          |
| High School Educated         | 5%                | 23%                          |
| Women Ages 50+               | 5%                | 23%                          |
| Chinese                      | 5%                | 15%                          |
| Lived 0-6yrs in Milpitas     | 5%                | 14%                          |
| Ages 65-74                   | 5%                | 12%                          |
| HH Income \$60,000-\$120,000 | 4%                | 33%                          |
| Post-Graduate Educated       | 4%                | 25%                          |
| HH Income \$180,000+         | 4%                | 23%                          |
| Not working                  | 4%                | 23%                          |
| Ages 18-29                   | 4%                | 18%                          |
| Renters                      | 3%                | 27%                          |
| Lived 11-20yrs in Milpitas   | 2%                | 22%                          |
| Interviewed in Vietnamese    | 0%                | 5%                           |
| Interviewed in Chinese       | 0%                | 3%                           |

| BANNER<br>OVERALL            | Q7B<br>INCR<br>27% | PERCENT<br>OF SAMPLE<br>100% |
|------------------------------|--------------------|------------------------------|
| Take Public Transit to work  | 44%                | 2%                           |
| Interviewed in Chinese       | 41%                | 3%                           |
| Work from home               | 40%                | 22%                          |
| Lived 7-10yrs in Milpitas    | 37%                | 10%                          |
| Interviewed in Vietnamese    | 37%                | 3%                           |
| Ages 40-49                   | 36%                | 14%                          |
| Women Ages 18-49             | 35%                | 26%                          |
| HH Income \$60,000-\$120,000 | 34%                | 29%                          |
| Other API                    | 33%                | 17%                          |
| Ages 18-29                   | 32%                | 18%                          |
| Ages 18-49                   | 31%                | 56%                          |
| Some College or Less         | 31%                | 43%                          |
| High School Educated         | 31%                | 23%                          |
| Non-College Educated Women   | 31%                | 23%                          |
| Non-College Educated Men     | 31%                | 19%                          |
| Lived 11-20yrs in Milpitas   | 31%                | 16%                          |
| Chinese                      | 31%                | 15%                          |
| Ages 18-39                   | 30%                | 42%                          |
| Some College Education       | 30%                | 20%                          |
| Lived 0-6yrs in Milpitas     | 30%                | 18%                          |
| Men Ages 18-49               | 29%                | 29%                          |
| Post-Graduate Educated       | 29%                | 25%                          |
| Ages 30-39                   | 29%                | 24%                          |
| Homeowners                   | 28%                | 64%                          |
| Women                        | 28%                | 48%                          |
| All Asians/Pacific Islanders | 27%                | 64%                          |
| Drive to work                | 27%                | 23%                          |
| Interviewed in English       | 26%                | 92%                          |
| All People of Color          | 26%                | 86%                          |
| Men                          | 26%                | 51%                          |
| Work in Milpitas             | 26%                | 28%                          |
| Ages 40-64                   | 25%                | 34%                          |
| Renters                      | 25%                | 30%                          |
| College-Educated Women       | 25%                | 25%                          |
| Interviewed in Spanish       | 25%                | 2%                           |

| BANNER<br>OVERALL             | Q7B<br>INCR<br>27% | PERCENT<br>OF SAMPLE<br>100% |
|-------------------------------|--------------------|------------------------------|
| Four-year College or More     | 24%                | 57%                          |
| Whites                        | 24%                | 11%                          |
| College-Educated Men          | 23%                | 32%                          |
| Not working                   | 23%                | 21%                          |
| Latinos                       | 23%                | 13%                          |
| Lived 21-30yrs in Milpitas    | 22%                | 24%                          |
| Ages 65+                      | 22%                | 22%                          |
| Men Ages 50+                  | 22%                | 21%                          |
| South Asian                   | 22%                | 19%                          |
| Filipinos                     | 22%                | 13%                          |
| Ages 65-74                    | 22%                | 12%                          |
| Ages 75+                      | 22%                | 10%                          |
| Commute to work               | 21%                | 50%                          |
| Lived 31+yrs in Milpitas      | 21%                | 32%                          |
| Ages 50+                      | 20%                | 42%                          |
| Four-year College Graduates   | 20%                | 32%                          |
| HH Income \$180,000+          | 19%                | 22%                          |
| HH Income \$120,000-\$180,000 | 18%                | 23%                          |
| Women Ages 50+                | 18%                | 21%                          |
| Ages 50-64                    | 18%                | 20%                          |
| HH Income <\$60,000           | 16%                | 10%                          |
| Work outside Milpitas         | 15%                | 23%                          |
| Walk to work                  | 0%                 | 1%                           |
| Rideshare to work             | 0%                 | 0%                           |

| <b>BANNER<br/>OVERALL</b>     | <b>Q7B<br/>SAME<br/>43%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-------------------------------|-----------------------------|---------------------------------------|
| Latinos                       | 61%                         | 13%                                   |
| Drive to work                 | 60%                         | 23%                                   |
| Interviewed in Chinese        | 59%                         | 3%                                    |
| HH Income \$120,000-\$180,000 | 57%                         | 23%                                   |
| Work in Milpitas              | 56%                         | 28%                                   |
| Ages 18-29                    | 56%                         | 18%                                   |
| Some College Education        | 55%                         | 20%                                   |
| Ages 18-39                    | 54%                         | 42%                                   |
| Men Ages 18-49                | 54%                         | 29%                                   |
| Ages 30-39                    | 54%                         | 24%                                   |
| Filipinos                     | 54%                         | 13%                                   |
| Walk to work                  | 54%                         | 1%                                    |
| Ages 18-49                    | 52%                         | 56%                                   |
| Commute to work               | 52%                         | 50%                                   |
| Four-year College Graduates   | 52%                         | 32%                                   |
| Women Ages 18-49              | 50%                         | 26%                                   |
| Lived 21-30yrs in Milpitas    | 48%                         | 24%                                   |
| HH Income \$180,000+          | 48%                         | 22%                                   |
| Some College or Less          | 47%                         | 43%                                   |
| Lived 31+yrs in Milpitas      | 47%                         | 32%                                   |
| HH Income \$60,000-\$120,000  | 47%                         | 29%                                   |
| Work outside Milpitas         | 47%                         | 23%                                   |
| Non-College Educated Men      | 47%                         | 19%                                   |
| Non-College Educated Women    | 46%                         | 23%                                   |
| Interviewed in Vietnamese     | 46%                         | 3%                                    |
| Lived 11-20yrs in Milpitas    | 45%                         | 16%                                   |
| All People of Color           | 44%                         | 86%                                   |
| Ages 40-49                    | 44%                         | 14%                                   |
| Interviewed in English        | 43%                         | 92%                                   |
| Homeowners                    | 43%                         | 64%                                   |
| Men                           | 43%                         | 51%                                   |
| Women                         | 43%                         | 48%                                   |
| Renters                       | 43%                         | 30%                                   |
| Take Public Transit to work   | 43%                         | 2%                                    |
| Ages 40-64                    | 42%                         | 34%                                   |

| <b>BANNER<br/>OVERALL</b>    | <b>Q7B<br/>SAME<br/>43%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|------------------------------|-----------------------------|---------------------------------------|
| Whites                       | 42%                         | 11%                                   |
| All Asians/Pacific Islanders | 41%                         | 64%                                   |
| College-Educated Men         | 41%                         | 32%                                   |
| Ages 50-64                   | 41%                         | 20%                                   |
| Ages 65-74                   | 41%                         | 12%                                   |
| Four-year College or More    | 40%                         | 57%                                   |
| College-Educated Women       | 40%                         | 25%                                   |
| High School Educated         | 40%                         | 23%                                   |
| Lived 0-6yrs in Milpitas     | 39%                         | 18%                                   |
| Work from home               | 38%                         | 22%                                   |
| South Asian                  | 38%                         | 19%                                   |
| Chinese                      | 38%                         | 15%                                   |
| Women Ages 50+               | 37%                         | 21%                                   |
| Other API                    | 37%                         | 17%                                   |
| Ages 50+                     | 33%                         | 42%                                   |
| Interviewed in Spanish       | 33%                         | 2%                                    |
| HH Income <\$60,000          | 32%                         | 10%                                   |
| Not working                  | 31%                         | 21%                                   |
| Men Ages 50+                 | 30%                         | 21%                                   |
| Ages 65+                     | 26%                         | 22%                                   |
| Lived 7-10yrs in Milpitas    | 26%                         | 10%                                   |
| Post-Graduate Educated       | 25%                         | 25%                                   |
| Ages 75+                     | 9%                          | 10%                                   |
| Rideshare to work            | 0%                          | 0%                                    |

| BANNER<br>OVERALL            | Q7B<br>DECR<br>14% | PERCENT<br>OF SAMPLE<br>100% |
|------------------------------|--------------------|------------------------------|
| Rideshare to work            | 100%               | 0%                           |
| Walk to work                 | 46%                | 1%                           |
| Ages 75+                     | 29%                | 10%                          |
| South Asian                  | 25%                | 19%                          |
| Men Ages 50+                 | 24%                | 21%                          |
| HH Income <\$60,000          | 22%                | 10%                          |
| Post-Graduate Educated       | 21%                | 25%                          |
| Ages 65+                     | 21%                | 22%                          |
| Ages 50+                     | 19%                | 42%                          |
| Renters                      | 19%                | 30%                          |
| College-Educated Women       | 19%                | 25%                          |
| Lived 7-10yrs in Milpitas    | 18%                | 10%                          |
| Four-year College or More    | 17%                | 57%                          |
| All Asians/Pacific Islanders | 16%                | 64%                          |
| Lived 31+yrs in Milpitas     | 16%                | 32%                          |
| College-Educated Men         | 16%                | 32%                          |
| Work outside Milpitas        | 16%                | 23%                          |
| Ages 50-64                   | 16%                | 20%                          |
| Interviewed in English       | 15%                | 92%                          |
| All People of Color          | 15%                | 86%                          |
| Men                          | 15%                | 51%                          |
| Commute to work              | 15%                | 50%                          |
| Lived 21-30yrs in Milpitas   | 15%                | 24%                          |
| Non-College Educated Men     | 15%                | 19%                          |
| Other API                    | 15%                | 17%                          |
| Filipinos                    | 15%                | 13%                          |
| Ages 40-64                   | 14%                | 34%                          |
| Four-year College Graduates  | 14%                | 32%                          |
| Work in Milpitas             | 14%                | 28%                          |
| Not working                  | 14%                | 21%                          |
| Ages 65-74                   | 14%                | 12%                          |
| Women Ages 50+               | 13%                | 21%                          |
| Take Public Transit to work  | 13%                | 2%                           |
| Women                        | 12%                | 48%                          |
| HH Income \$60,000-\$120,000 | 12%                | 29%                          |

| BANNER<br>OVERALL             | Q7B<br>DECR<br>14% | PERCENT<br>OF SAMPLE<br>100% |
|-------------------------------|--------------------|------------------------------|
| HH Income \$120,000-\$180,000 | 12%                | 23%                          |
| Homeowners                    | 11%                | 64%                          |
| High School Educated          | 11%                | 23%                          |
| Ages 30-39                    | 10%                | 24%                          |
| Drive to work                 | 10%                | 23%                          |
| Work from home                | 10%                | 22%                          |
| HH Income \$180,000+          | 10%                | 22%                          |
| Lived 11-20yrs in Milpitas    | 10%                | 16%                          |
| Ages 40-49                    | 10%                | 14%                          |
| Ages 18-49                    | 9%                 | 56%                          |
| Some College or Less          | 9%                 | 43%                          |
| Ages 18-39                    | 9%                 | 42%                          |
| Men Ages 18-49                | 9%                 | 29%                          |
| Women Ages 18-49              | 9%                 | 26%                          |
| Lived 0-6yrs in Milpitas      | 9%                 | 18%                          |
| Ages 18-29                    | 8%                 | 18%                          |
| Some College Education        | 7%                 | 20%                          |
| Whites                        | 6%                 | 11%                          |
| Latinos                       | 5%                 | 13%                          |
| Non-College Educated Women    | 4%                 | 23%                          |
| Chinese                       | 4%                 | 15%                          |
| Interviewed in Vietnamese     | 0%                 | 3%                           |
| Interviewed in Chinese        | 0%                 | 3%                           |
| Interviewed in Spanish        | 0%                 | 2%                           |

| <b>BANNER<br/>OVERALL</b>    | <b>Q7<br/>INCR<br/>28%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|------------------------------|----------------------------|---------------------------------------|
| Take Public Transit to work  | 54%                        | 1%                                    |
| Interviewed in Chinese       | 47%                        | 3%                                    |
| Interviewed in Vietnamese    | 46%                        | 4%                                    |
| Women Ages 18-49             | 35%                        | 25%                                   |
| Work from home               | 35%                        | 23%                                   |
| Lived 11-20yrs in Milpitas   | 35%                        | 19%                                   |
| HH Income \$60,000-\$120,000 | 33%                        | 31%                                   |
| Lived 7-10yrs in Milpitas    | 33%                        | 9%                                    |
| College-Educated Women       | 32%                        | 27%                                   |
| Ages 18-29                   | 32%                        | 18%                                   |
| Other API                    | 32%                        | 18%                                   |
| Chinese                      | 32%                        | 15%                                   |
| Ages 40-49                   | 32%                        | 14%                                   |
| Ages 18-49                   | 31%                        | 56%                                   |
| Women                        | 31%                        | 48%                                   |
| Ages 18-39                   | 31%                        | 42%                                   |
| Post-Graduate Educated       | 31%                        | 25%                                   |
| All Asians/Pacific Islanders | 30%                        | 65%                                   |
| Four-year College or More    | 30%                        | 57%                                   |
| Ages 30-39                   | 30%                        | 24%                                   |
| Ages 65-74                   | 30%                        | 12%                                   |
| Interviewed in Spanish       | 30%                        | 2%                                    |
| Renters                      | 29%                        | 29%                                   |
| Work in Milpitas             | 29%                        | 26%                                   |
| Drive to work                | 29%                        | 23%                                   |
| Non-College Educated Women   | 29%                        | 21%                                   |
| South Asian                  | 29%                        | 19%                                   |
| Lived 0-6yrs in Milpitas     | 29%                        | 16%                                   |
| All People of Color          | 28%                        | 87%                                   |
| Homeowners                   | 28%                        | 64%                                   |
| Four-year College Graduates  | 28%                        | 32%                                   |
| Men Ages 18-49               | 28%                        | 30%                                   |
| HH Income \$180,000+         | 28%                        | 23%                                   |
| Some College Education       | 28%                        | 20%                                   |
| Interviewed in English       | 27%                        | 91%                                   |

| <b>BANNER<br/>OVERALL</b>     | <b>Q7<br/>INCR<br/>28%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-------------------------------|----------------------------|---------------------------------------|
| Some College or Less          | 27%                        | 43%                                   |
| Ages 40-64                    | 27%                        | 34%                                   |
| College-Educated Men          | 27%                        | 30%                                   |
| Men                           | 26%                        | 51%                                   |
| High School Educated          | 26%                        | 23%                                   |
| Not working                   | 26%                        | 22%                                   |
| Women Ages 50+                | 26%                        | 22%                                   |
| Lived 21-30yrs in Milpitas    | 26%                        | 22%                                   |
| Whites                        | 26%                        | 11%                                   |
| Commute to work               | 25%                        | 49%                                   |
| Filipinos                     | 25%                        | 13%                                   |
| Ages 50+                      | 24%                        | 42%                                   |
| Lived 31+yrs in Milpitas      | 24%                        | 33%                                   |
| Ages 65+                      | 24%                        | 22%                                   |
| Non-College Educated Men      | 24%                        | 21%                                   |
| Ages 50-64                    | 24%                        | 20%                                   |
| Latinos                       | 24%                        | 13%                                   |
| Men Ages 50+                  | 21%                        | 20%                                   |
| HH Income \$120,000-\$180,000 | 20%                        | 24%                                   |
| Work outside Milpitas         | 20%                        | 22%                                   |
| HH Income <\$60,000           | 17%                        | 8%                                    |
| Ages 75+                      | 16%                        | 10%                                   |
| Rideshare to work             | 14%                        | 1%                                    |
| Walk to work                  | 0%                         | 1%                                    |



| <b>BANNER<br/>OVERALL</b>     | <b>Q7<br/>SAME<br/>42%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-------------------------------|----------------------------|---------------------------------------|
| Drive to work                 | 56%                        | 23%                                   |
| Ages 18-29                    | 56%                        | 18%                                   |
| HH Income \$120,000-\$180,000 | 55%                        | 24%                                   |
| Latinos                       | 55%                        | 13%                                   |
| Walk to work                  | 54%                        | 1%                                    |
| Work in Milpitas              | 53%                        | 26%                                   |
| Some College Education        | 52%                        | 20%                                   |
| Ages 18-39                    | 51%                        | 42%                                   |
| Women Ages 18-49              | 51%                        | 25%                                   |
| Ages 18-49                    | 50%                        | 56%                                   |
| Lived 21-30yrs in Milpitas    | 50%                        | 22%                                   |
| Men Ages 18-49                | 49%                        | 30%                                   |
| Interviewed in Chinese        | 49%                        | 3%                                    |
| Commute to work               | 48%                        | 49%                                   |
| Lived 11-20yrs in Milpitas    | 48%                        | 19%                                   |
| Ages 30-39                    | 47%                        | 24%                                   |
| Non-College Educated Women    | 47%                        | 21%                                   |
| Some College or Less          | 46%                        | 43%                                   |
| Four-year College Graduates   | 45%                        | 32%                                   |
| HH Income \$60,000-\$120,000  | 45%                        | 31%                                   |
| Chinese                       | 45%                        | 15%                                   |
| Ages 40-49                    | 45%                        | 14%                                   |
| All People of Color           | 44%                        | 87%                                   |
| Ages 40-64                    | 44%                        | 34%                                   |
| Renters                       | 44%                        | 29%                                   |
| Non-College Educated Men      | 44%                        | 21%                                   |
| Filipinos                     | 44%                        | 13%                                   |
| Men                           | 43%                        | 51%                                   |
| Interviewed in English        | 42%                        | 91%                                   |
| Homeowners                    | 42%                        | 64%                                   |
| Women                         | 42%                        | 48%                                   |
| College-Educated Men          | 42%                        | 30%                                   |
| Work from home                | 42%                        | 23%                                   |
| Ages 50-64                    | 42%                        | 20%                                   |
| All Asians/Pacific Islanders  | 41%                        | 65%                                   |

| <b>BANNER<br/>OVERALL</b>   | <b>Q7<br/>SAME<br/>42%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-----------------------------|----------------------------|---------------------------------------|
| Lived 31+yrs in Milpitas    | 41%                        | 33%                                   |
| HH Income \$180,000+        | 41%                        | 23%                                   |
| Work outside Milpitas       | 41%                        | 22%                                   |
| Interviewed in Vietnamese   | 41%                        | 4%                                    |
| Four-year College or More   | 40%                        | 57%                                   |
| High School Educated        | 40%                        | 23%                                   |
| South Asian                 | 40%                        | 19%                                   |
| College-Educated Women      | 38%                        | 27%                                   |
| HH Income <\$60,000         | 38%                        | 8%                                    |
| Interviewed in Spanish      | 38%                        | 2%                                    |
| Other API                   | 37%                        | 18%                                   |
| Lived 7-10yrs in Milpitas   | 36%                        | 9%                                    |
| Men Ages 50+                | 35%                        | 20%                                   |
| Whites                      | 35%                        | 11%                                   |
| Ages 50+                    | 34%                        | 42%                                   |
| Not working                 | 34%                        | 22%                                   |
| Post-Graduate Educated      | 33%                        | 25%                                   |
| Women Ages 50+              | 33%                        | 22%                                   |
| Lived 0-6yrs in Milpitas    | 32%                        | 16%                                   |
| Ages 65-74                  | 32%                        | 12%                                   |
| Ages 65+                    | 26%                        | 22%                                   |
| Rideshare to work           | 25%                        | 1%                                    |
| Take Public Transit to work | 23%                        | 1%                                    |
| Ages 75+                    | 19%                        | 10%                                   |

| <b>BANNER<br/>OVERALL</b>     | <b>Q7<br/>DECR<br/>11%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-------------------------------|----------------------------|---------------------------------------|
| Rideshare to work             | 60%                        | 1%                                    |
| Walk to work                  | 46%                        | 1%                                    |
| Take Public Transit to work   | 23%                        | 1%                                    |
| Ages 75+                      | 20%                        | 10%                                   |
| HH Income <\$60,000           | 19%                        | 8%                                    |
| Men Ages 50+                  | 18%                        | 20%                                   |
| South Asian                   | 18%                        | 19%                                   |
| Lived 7-10yrs in Milpitas     | 17%                        | 9%                                    |
| Lived 31+yrs in Milpitas      | 14%                        | 33%                                   |
| Work in Milpitas              | 14%                        | 26%                                   |
| Ages 65+                      | 14%                        | 22%                                   |
| Non-College Educated Men      | 14%                        | 21%                                   |
| Men                           | 13%                        | 51%                                   |
| Commute to work               | 13%                        | 49%                                   |
| Ages 50+                      | 13%                        | 42%                                   |
| Post-Graduate Educated        | 13%                        | 25%                                   |
| Interviewed in English        | 12%                        | 91%                                   |
| All Asians/Pacific Islanders  | 12%                        | 65%                                   |
| Four-year College or More     | 12%                        | 57%                                   |
| College-Educated Men          | 12%                        | 30%                                   |
| HH Income \$120,000-\$180,000 | 12%                        | 24%                                   |
| Work outside Milpitas         | 12%                        | 22%                                   |
| All People of Color           | 11%                        | 87%                                   |
| Homeowners                    | 11%                        | 64%                                   |
| Ages 40-64                    | 11%                        | 34%                                   |
| Four-year College Graduates   | 11%                        | 32%                                   |
| Renters                       | 11%                        | 29%                                   |
| College-Educated Women        | 11%                        | 27%                                   |
| Drive to work                 | 11%                        | 23%                                   |
| Lived 21-30yrs in Milpitas    | 11%                        | 22%                                   |
| Ages 50-64                    | 11%                        | 20%                                   |
| Some College Education        | 11%                        | 20%                                   |
| Other API                     | 11%                        | 18%                                   |
| Filipinos                     | 11%                        | 13%                                   |
| Some College or Less          | 10%                        | 43%                                   |

| <b>BANNER<br/>OVERALL</b>    | <b>Q7<br/>DECR<br/>11%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|------------------------------|----------------------------|---------------------------------------|
| Men Ages 18-49               | 10%                        | 30%                                   |
| Ages 30-39                   | 10%                        | 24%                                   |
| Ages 40-49                   | 10%                        | 14%                                   |
| Ages 65-74                   | 10%                        | 12%                                   |
| Ages 18-49                   | 9%                         | 56%                                   |
| Women                        | 9%                         | 48%                                   |
| Work from home               | 9%                         | 23%                                   |
| Not working                  | 9%                         | 22%                                   |
| Women Ages 50+               | 9%                         | 22%                                   |
| Ages 18-39                   | 8%                         | 42%                                   |
| HH Income \$60,000-\$120,000 | 8%                         | 31%                                   |
| High School Educated         | 8%                         | 23%                                   |
| Whites                       | 8%                         | 11%                                   |
| Women Ages 18-49             | 7%                         | 25%                                   |
| HH Income \$180,000+         | 7%                         | 23%                                   |
| Lived 0-6yrs in Milpitas     | 7%                         | 16%                                   |
| Latinos                      | 7%                         | 13%                                   |
| Lived 11-20yrs in Milpitas   | 6%                         | 19%                                   |
| Ages 18-29                   | 6%                         | 18%                                   |
| Non-College Educated Women   | 5%                         | 21%                                   |
| Interviewed in Spanish       | 5%                         | 2%                                    |
| Chinese                      | 4%                         | 15%                                   |
| Interviewed in Vietnamese    | 0%                         | 4%                                    |
| Interviewed in Chinese       | 0%                         | 3%                                    |

| BANNER                        | Q8       | PERCENT   |
|-------------------------------|----------|-----------|
| OVERALL                       | VERY SAT | OF SAMPLE |
|                               | 12%      | 100%      |
| Ages 75+                      | 22%      | 10%       |
| Whites                        | 19%      | 11%       |
| Not working                   | 18%      | 22%       |
| Lived 0-6yrs in Milpitas      | 18%      | 16%       |
| Women Ages 50+                | 17%      | 22%       |
| Ages 50-64                    | 17%      | 20%       |
| Interviewed in Vietnamese     | 17%      | 4%        |
| Ages 50+                      | 16%      | 42%       |
| College-Educated Men          | 16%      | 30%       |
| Ages 65+                      | 16%      | 22%       |
| Men Ages 50+                  | 16%      | 20%       |
| HH Income <\$60,000           | 16%      | 8%        |
| Ages 40-64                    | 15%      | 34%       |
| Work outside Milpitas         | 15%      | 22%       |
| Men                           | 14%      | 51%       |
| Post-Graduate Educated        | 14%      | 25%       |
| Lived 21-30yrs in Milpitas    | 14%      | 22%       |
| Latinos                       | 14%      | 13%       |
| Interviewed in Spanish        | 14%      | 2%        |
| Homeowners                    | 13%      | 64%       |
| Four-year College or More     | 13%      | 57%       |
| Four-year College Graduates   | 13%      | 32%       |
| HH Income \$60,000-\$120,000  | 13%      | 31%       |
| South Asian                   | 13%      | 19%       |
| Other API                     | 13%      | 18%       |
| Interviewed in English        | 12%      | 91%       |
| All People of Color           | 12%      | 87%       |
| Renters                       | 12%      | 29%       |
| HH Income \$120,000-\$180,000 | 12%      | 24%       |
| Work from home                | 12%      | 23%       |
| Non-College Educated Women    | 12%      | 21%       |
| Ages 40-49                    | 12%      | 14%       |
| Lived 7-10yrs in Milpitas     | 12%      | 9%        |
| All Asians/Pacific Islanders  | 11%      | 65%       |
| Commute to work               | 11%      | 49%       |

| BANNER                      | Q8       | PERCENT   |
|-----------------------------|----------|-----------|
| OVERALL                     | VERY SAT | OF SAMPLE |
|                             | 12%      | 100%      |
| Women                       | 11%      | 48%       |
| Some College or Less        | 11%      | 43%       |
| Men Ages 18-49              | 11%      | 30%       |
| College-Educated Women      | 11%      | 27%       |
| HH Income \$180,000+        | 11%      | 23%       |
| High School Educated        | 11%      | 23%       |
| Non-College Educated Men    | 11%      | 21%       |
| Some College Education      | 11%      | 20%       |
| Lived 11-20yrs in Milpitas  | 11%      | 19%       |
| Ages 65-74                  | 11%      | 12%       |
| Lived 31+yrs in Milpitas    | 10%      | 33%       |
| Ages 18-49                  | 9%       | 56%       |
| Ages 30-39                  | 9%       | 24%       |
| Chinese                     | 9%       | 15%       |
| Ages 18-39                  | 8%       | 42%       |
| Work in Milpitas            | 8%       | 26%       |
| Filipinos                   | 8%       | 13%       |
| Drive to work               | 7%       | 23%       |
| Ages 18-29                  | 7%       | 18%       |
| Women Ages 18-49            | 6%       | 25%       |
| Interviewed in Chinese      | 5%       | 3%        |
| Take Public Transit to work | 4%       | 1%        |
| Rideshare to work           | 0%       | 1%        |
| Walk to work                | 0%       | 1%        |

| <b>BANNER<br/>OVERALL</b>     | <b>Q8<br/>SMWT SAT<br/>65%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-------------------------------|--------------------------------|---------------------------------------|
| Take Public Transit to work   | 90%                            | 1%                                    |
| Drive to work                 | 83%                            | 23%                                   |
| Work in Milpitas              | 80%                            | 26%                                   |
| Rideshare to work             | 79%                            | 1%                                    |
| Ages 18-29                    | 76%                            | 18%                                   |
| Interviewed in Chinese        | 76%                            | 3%                                    |
| Some College Education        | 75%                            | 20%                                   |
| HH Income \$120,000-\$180,000 | 73%                            | 24%                                   |
| Lived 31+yrs in Milpitas      | 72%                            | 33%                                   |
| Non-College Educated Men      | 72%                            | 21%                                   |
| Latinos                       | 72%                            | 13%                                   |
| Ages 65-74                    | 72%                            | 12%                                   |
| Interviewed in Vietnamese     | 72%                            | 4%                                    |
| Some College or Less          | 71%                            | 43%                                   |
| Ages 18-39                    | 71%                            | 42%                                   |
| HH Income \$60,000-\$120,000  | 71%                            | 31%                                   |
| Non-College Educated Women    | 71%                            | 21%                                   |
| Chinese                       | 71%                            | 15%                                   |
| Filipinos                     | 71%                            | 13%                                   |
| Women Ages 18-49              | 70%                            | 25%                                   |
| Renters                       | 69%                            | 29%                                   |
| Lived 11-20yrs in Milpitas    | 69%                            | 19%                                   |
| Ages 18-49                    | 68%                            | 56%                                   |
| Commute to work               | 68%                            | 49%                                   |
| Four-year College Graduates   | 68%                            | 32%                                   |
| High School Educated          | 68%                            | 23%                                   |
| Lived 21-30yrs in Milpitas    | 68%                            | 22%                                   |
| All People of Color           | 67%                            | 87%                                   |
| Ages 30-39                    | 67%                            | 24%                                   |
| All Asians/Pacific Islanders  | 66%                            | 65%                                   |
| Women                         | 66%                            | 48%                                   |
| Men Ages 18-49                | 66%                            | 30%                                   |
| Ages 65+                      | 66%                            | 22%                                   |
| Interviewed in English        | 65%                            | 91%                                   |
| Homeowners                    | 65%                            | 64%                                   |

| <b>BANNER<br/>OVERALL</b> | <b>Q8<br/>SMWT SAT<br/>65%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|---------------------------|--------------------------------|---------------------------------------|
| Men                       | 65%                            | 51%                                   |
| Work from home            | 65%                            | 23%                                   |
| Not working               | 65%                            | 22%                                   |
| Men Ages 50+              | 65%                            | 20%                                   |
| Ages 50+                  | 64%                            | 42%                                   |
| Women Ages 50+            | 63%                            | 22%                                   |
| College-Educated Women    | 62%                            | 27%                                   |
| South Asian               | 62%                            | 19%                                   |
| Lived 7-10yrs in Milpitas | 62%                            | 9%                                    |
| Interviewed in Spanish    | 62%                            | 2%                                    |
| Four-year College or More | 61%                            | 57%                                   |
| Ages 40-64                | 61%                            | 34%                                   |
| HH Income \$180,000+      | 61%                            | 23%                                   |
| Ages 50-64                | 61%                            | 20%                                   |
| Other API                 | 61%                            | 18%                                   |
| HH Income <\$60,000       | 61%                            | 8%                                    |
| College-Educated Men      | 60%                            | 30%                                   |
| Ages 40-49                | 60%                            | 14%                                   |
| Ages 75+                  | 60%                            | 10%                                   |
| Whites                    | 55%                            | 11%                                   |
| Work outside Milpitas     | 54%                            | 22%                                   |
| Post-Graduate Educated    | 51%                            | 25%                                   |
| Lived 0-6yrs in Milpitas  | 48%                            | 16%                                   |
| Walk to work              | 0%                             | 1%                                    |

| BANNER<br>OVERALL             | Q8<br>TOTAL SAT<br>78% | PERCENT<br>OF SAMPLE<br>100% |
|-------------------------------|------------------------|------------------------------|
| Take Public Transit to work   | 95%                    | 1%                           |
| Drive to work                 | 90%                    | 23%                          |
| Interviewed in Vietnamese     | 89%                    | 4%                           |
| Work in Milpitas              | 88%                    | 26%                          |
| Some College Education        | 86%                    | 20%                          |
| Latinos                       | 86%                    | 13%                          |
| HH Income \$60,000-\$120,000  | 84%                    | 31%                          |
| HH Income \$120,000-\$180,000 | 84%                    | 24%                          |
| Not working                   | 83%                    | 22%                          |
| Non-College Educated Women    | 83%                    | 21%                          |
| Ages 65-74                    | 83%                    | 12%                          |
| Some College or Less          | 82%                    | 43%                          |
| Lived 31+yrs in Milpitas      | 82%                    | 33%                          |
| Ages 65+                      | 82%                    | 22%                          |
| Lived 21-30yrs in Milpitas    | 82%                    | 22%                          |
| Non-College Educated Men      | 82%                    | 21%                          |
| Ages 18-29                    | 82%                    | 18%                          |
| Ages 75+                      | 82%                    | 10%                          |
| Four-year College Graduates   | 81%                    | 32%                          |
| Renters                       | 81%                    | 29%                          |
| Men Ages 50+                  | 81%                    | 20%                          |
| Chinese                       | 81%                    | 15%                          |
| Interviewed in Chinese        | 81%                    | 3%                           |
| Ages 50+                      | 80%                    | 42%                          |
| Women Ages 50+                | 80%                    | 22%                          |
| Lived 11-20yrs in Milpitas    | 80%                    | 19%                          |
| All People of Color           | 79%                    | 87%                          |
| Commute to work               | 79%                    | 49%                          |
| Ages 18-39                    | 79%                    | 42%                          |
| High School Educated          | 79%                    | 23%                          |
| Filipinos                     | 79%                    | 13%                          |
| Rideshare to work             | 79%                    | 1%                           |
| Men                           | 78%                    | 51%                          |
| Work from home                | 78%                    | 23%                          |
| Ages 50-64                    | 78%                    | 20%                          |

| BANNER<br>OVERALL            | Q8<br>TOTAL SAT<br>78% | PERCENT<br>OF SAMPLE<br>100% |
|------------------------------|------------------------|------------------------------|
| HH Income <\$60,000          | 78%                    | 8%                           |
| Interviewed in English       | 77%                    | 91%                          |
| All Asians/Pacific Islanders | 77%                    | 65%                          |
| Homeowners                   | 77%                    | 64%                          |
| Ages 18-49                   | 77%                    | 56%                          |
| Women                        | 77%                    | 48%                          |
| Men Ages 18-49               | 77%                    | 30%                          |
| College-Educated Men         | 76%                    | 30%                          |
| Women Ages 18-49             | 76%                    | 25%                          |
| Ages 30-39                   | 76%                    | 24%                          |
| Interviewed in Spanish       | 76%                    | 2%                           |
| Ages 40-64                   | 75%                    | 34%                          |
| Lived 7-10yrs in Milpitas    | 75%                    | 9%                           |
| Four-year College or More    | 74%                    | 57%                          |
| South Asian                  | 74%                    | 19%                          |
| Other API                    | 74%                    | 18%                          |
| Whites                       | 74%                    | 11%                          |
| College-Educated Women       | 73%                    | 27%                          |
| HH Income \$180,000+         | 72%                    | 23%                          |
| Ages 40-49                   | 71%                    | 14%                          |
| Work outside Milpitas        | 69%                    | 22%                          |
| Post-Graduate Educated       | 66%                    | 25%                          |
| Lived 0-6yrs in Milpitas     | 65%                    | 16%                          |
| Walk to work                 | 0%                     | 1%                           |

| BANNER                       | Q8           | PERCENT   |
|------------------------------|--------------|-----------|
| OVERALL                      | TOTAL DISSAT | OF SAMPLE |
|                              | 17%          | 100%      |
| Post-Graduate Educated       | 27%          | 25%       |
| Work outside Milpitas        | 26%          | 22%       |
| Lived 0-6yrs in Milpitas     | 26%          | 16%       |
| Ages 40-49                   | 26%          | 14%       |
| Lived 7-10yrs in Milpitas    | 24%          | 9%        |
| HH Income \$180,000+         | 22%          | 23%       |
| South Asian                  | 22%          | 19%       |
| College-Educated Women       | 21%          | 27%       |
| Rideshare to work            | 21%          | 1%        |
| Four-year College or More    | 20%          | 57%       |
| Ages 40-64                   | 20%          | 34%       |
| All Asians/Pacific Islanders | 18%          | 65%       |
| College-Educated Men         | 18%          | 30%       |
| Men Ages 18-49               | 18%          | 30%       |
| Filipinos                    | 18%          | 13%       |
| Interviewed in English       | 17%          | 91%       |
| Homeowners                   | 17%          | 64%       |
| Ages 18-49                   | 17%          | 56%       |
| Women                        | 17%          | 48%       |
| Women Ages 18-49             | 17%          | 25%       |
| Ages 30-39                   | 17%          | 24%       |
| Work from home               | 17%          | 23%       |
| All People of Color          | 16%          | 87%       |
| Men                          | 16%          | 51%       |
| Other API                    | 16%          | 18%       |
| Chinese                      | 16%          | 15%       |
| Whites                       | 16%          | 11%       |
| Interviewed in Chinese       | 16%          | 3%        |
| Commute to work              | 15%          | 49%       |
| Ages 18-39                   | 15%          | 42%       |
| Four-year College Graduates  | 15%          | 32%       |
| High School Educated         | 15%          | 23%       |
| Ages 50-64                   | 15%          | 20%       |
| Ages 50+                     | 14%          | 42%       |
| HH Income \$60,000-\$120,000 | 14%          | 31%       |

| BANNER                        | Q8           | PERCENT   |
|-------------------------------|--------------|-----------|
| OVERALL                       | TOTAL DISSAT | OF SAMPLE |
|                               | 17%          | 100%      |
| Women Ages 50+                | 14%          | 22%       |
| Lived 11-20yrs in Milpitas    | 14%          | 19%       |
| Lived 31+yrs in Milpitas      | 13%          | 33%       |
| Renters                       | 13%          | 29%       |
| Ages 65+                      | 13%          | 22%       |
| Non-College Educated Men      | 13%          | 21%       |
| Men Ages 50+                  | 13%          | 20%       |
| Ages 75+                      | 13%          | 10%       |
| Some College or Less          | 12%          | 43%       |
| HH Income \$120,000-\$180,000 | 12%          | 24%       |
| Lived 21-30yrs in Milpitas    | 12%          | 22%       |
| Ages 18-29                    | 12%          | 18%       |
| Ages 65-74                    | 12%          | 12%       |
| Not working                   | 11%          | 22%       |
| Non-College Educated Women    | 11%          | 21%       |
| HH Income <\$60,000           | 11%          | 8%        |
| Interviewed in Vietnamese     | 11%          | 4%        |
| Some College Education        | 9%           | 20%       |
| Latinos                       | 9%           | 13%       |
| Work in Milpitas              | 7%           | 26%       |
| Drive to work                 | 6%           | 23%       |
| Interviewed in Spanish        | 5%           | 2%        |
| Take Public Transit to work   | 5%           | 1%        |
| Walk to work                  | 0%           | 1%        |

| <b>BANNER<br/>OVERALL</b>     | <b>Q9<br/>VERY FAM<br/>13%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-------------------------------|--------------------------------|---------------------------------------|
| Rideshare to work             | 67%                            | 1%                                    |
| Walk to work                  | 46%                            | 1%                                    |
| South Asian                   | 26%                            | 19%                                   |
| Take Public Transit to work   | 25%                            | 1%                                    |
| Lived 0-6yrs in Milpitas      | 22%                            | 16%                                   |
| Ages 40-49                    | 21%                            | 14%                                   |
| Work outside Milpitas         | 19%                            | 22%                                   |
| Men Ages 18-49                | 18%                            | 30%                                   |
| HH Income \$180,000+          | 17%                            | 23%                                   |
| Non-College Educated Men      | 17%                            | 21%                                   |
| Filipinos                     | 17%                            | 13%                                   |
| Lived 7-10yrs in Milpitas     | 17%                            | 9%                                    |
| HH Income <\$60,000           | 17%                            | 8%                                    |
| Post-Graduate Educated        | 16%                            | 25%                                   |
| HH Income \$120,000-\$180,000 | 16%                            | 24%                                   |
| Work from home                | 16%                            | 23%                                   |
| Men                           | 15%                            | 51%                                   |
| Ages 40-64                    | 15%                            | 34%                                   |
| Renters                       | 15%                            | 29%                                   |
| Interviewed in English        | 14%                            | 91%                                   |
| All People of Color           | 14%                            | 87%                                   |
| All Asians/Pacific Islanders  | 14%                            | 65%                                   |
| Four-year College or More     | 14%                            | 57%                                   |
| Ages 18-49                    | 14%                            | 56%                                   |
| Commute to work               | 14%                            | 49%                                   |
| College-Educated Men          | 14%                            | 30%                                   |
| College-Educated Women        | 14%                            | 27%                                   |
| Some College Education        | 14%                            | 20%                                   |
| Women Ages 50+                | 13%                            | 22%                                   |
| Homeowners                    | 12%                            | 64%                                   |
| Some College or Less          | 12%                            | 43%                                   |
| Ages 18-39                    | 12%                            | 42%                                   |
| Lived 31+yrs in Milpitas      | 12%                            | 33%                                   |
| Four-year College Graduates   | 12%                            | 32%                                   |
| Ages 30-39                    | 12%                            | 24%                                   |

| <b>BANNER<br/>OVERALL</b>    | <b>Q9<br/>VERY FAM<br/>13%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|------------------------------|--------------------------------|---------------------------------------|
| Ages 18-29                   | 12%                            | 18%                                   |
| Latinos                      | 12%                            | 13%                                   |
| Ages 65-74                   | 12%                            | 12%                                   |
| Women                        | 11%                            | 48%                                   |
| Ages 50+                     | 11%                            | 42%                                   |
| Work in Milpitas             | 11%                            | 26%                                   |
| Ages 65+                     | 11%                            | 22%                                   |
| Lived 21-30yrs in Milpitas   | 11%                            | 22%                                   |
| Ages 50-64                   | 11%                            | 20%                                   |
| High School Educated         | 10%                            | 23%                                   |
| Women Ages 18-49             | 9%                             | 25%                                   |
| Men Ages 50+                 | 9%                             | 20%                                   |
| Lived 11-20yrs in Milpitas   | 9%                             | 19%                                   |
| Chinese                      | 9%                             | 15%                                   |
| Ages 75+                     | 9%                             | 10%                                   |
| HH Income \$60,000-\$120,000 | 8%                             | 31%                                   |
| Interviewed in Chinese       | 8%                             | 3%                                    |
| Drive to work                | 7%                             | 23%                                   |
| Not working                  | 7%                             | 22%                                   |
| Non-College Educated Women   | 7%                             | 21%                                   |
| Other API                    | 5%                             | 18%                                   |
| Whites                       | 5%                             | 11%                                   |
| Interviewed in Vietnamese    | 0%                             | 4%                                    |
| Interviewed in Spanish       | 0%                             | 2%                                    |

| BANNER<br>OVERALL             | Q9<br>SMWT FAM<br>36% | PERCENT<br>OF SAMPLE<br>100% |
|-------------------------------|-----------------------|------------------------------|
| Take Public Transit to work   | 75%                   | 1%                           |
| Work in Milpitas              | 47%                   | 26%                          |
| Drive to work                 | 47%                   | 23%                          |
| Ages 18-29                    | 46%                   | 18%                          |
| HH Income \$120,000-\$180,000 | 44%                   | 24%                          |
| South Asian                   | 42%                   | 19%                          |
| Ages 18-39                    | 41%                   | 42%                          |
| Four-year College Graduates   | 41%                   | 32%                          |
| Women Ages 18-49              | 41%                   | 25%                          |
| Lived 21-30yrs in Milpitas    | 41%                   | 22%                          |
| Ages 18-49                    | 40%                   | 56%                          |
| Lived 31+yrs in Milpitas      | 40%                   | 33%                          |
| Some College Education        | 40%                   | 20%                          |
| Commute to work               | 39%                   | 49%                          |
| Men Ages 18-49                | 39%                   | 30%                          |
| Non-College Educated Men      | 39%                   | 21%                          |
| Filipinos                     | 39%                   | 13%                          |
| Lived 7-10yrs in Milpitas     | 39%                   | 9%                           |
| All Asians/Pacific Islanders  | 38%                   | 65%                          |
| Men                           | 38%                   | 51%                          |
| Some College or Less          | 38%                   | 43%                          |
| Ages 40-64                    | 38%                   | 34%                          |
| College-Educated Men          | 38%                   | 30%                          |
| Work from home                | 38%                   | 23%                          |
| Men Ages 50+                  | 38%                   | 20%                          |
| Ages 50-64                    | 38%                   | 20%                          |
| Ages 40-49                    | 38%                   | 14%                          |
| Latinos                       | 38%                   | 13%                          |
| Interviewed in English        | 37%                   | 91%                          |
| All People of Color           | 37%                   | 87%                          |
| HH Income \$60,000-\$120,000  | 37%                   | 31%                          |
| Non-College Educated Women    | 37%                   | 21%                          |
| Renters                       | 36%                   | 29%                          |
| Ages 30-39                    | 36%                   | 24%                          |
| High School Educated          | 36%                   | 23%                          |

| BANNER<br>OVERALL          | Q9<br>SMWT FAM<br>36% | PERCENT<br>OF SAMPLE<br>100% |
|----------------------------|-----------------------|------------------------------|
| Other API                  | 36%                   | 18%                          |
| Homeowners                 | 35%                   | 64%                          |
| Four-year College or More  | 35%                   | 57%                          |
| Women                      | 34%                   | 48%                          |
| Lived 11-20yrs in Milpitas | 34%                   | 19%                          |
| Chinese                    | 34%                   | 15%                          |
| Rideshare to work          | 33%                   | 1%                           |
| Ages 50+                   | 32%                   | 42%                          |
| HH Income <\$60,000        | 32%                   | 8%                           |
| Interviewed in Spanish     | 32%                   | 2%                           |
| College-Educated Women     | 31%                   | 27%                          |
| HH Income \$180,000+       | 31%                   | 23%                          |
| Ages 75+                   | 31%                   | 10%                          |
| Interviewed in Vietnamese  | 31%                   | 4%                           |
| Interviewed in Chinese     | 31%                   | 3%                           |
| Whites                     | 28%                   | 11%                          |
| Post-Graduate Educated     | 27%                   | 25%                          |
| Work outside Milpitas      | 27%                   | 22%                          |
| Ages 65+                   | 27%                   | 22%                          |
| Women Ages 50+             | 27%                   | 22%                          |
| Not working                | 27%                   | 22%                          |
| Lived 0-6yrs in Milpitas   | 24%                   | 16%                          |
| Ages 65-74                 | 23%                   | 12%                          |
| Walk to work               | 0%                    | 1%                           |



| <b>BANNER<br/>OVERALL</b>     | <b>Q9<br/>VERY/SMWT<br/>49%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-------------------------------|---------------------------------|---------------------------------------|
| Rideshare to work             | 100%                            | 1%                                    |
| Take Public Transit to work   | 100%                            | 1%                                    |
| South Asian                   | 68%                             | 19%                                   |
| HH Income \$120,000-\$180,000 | 61%                             | 24%                                   |
| Work in Milpitas              | 58%                             | 26%                                   |
| Ages 18-29                    | 58%                             | 18%                                   |
| Ages 40-49                    | 58%                             | 14%                                   |
| Men Ages 18-49                | 57%                             | 30%                                   |
| Non-College Educated Men      | 56%                             | 21%                                   |
| Filipinos                     | 56%                             | 13%                                   |
| Lived 7-10yrs in Milpitas     | 56%                             | 9%                                    |
| Work from home                | 55%                             | 23%                                   |
| Ages 18-49                    | 54%                             | 56%                                   |
| Drive to work                 | 54%                             | 23%                                   |
| Some College Education        | 54%                             | 20%                                   |
| Men                           | 53%                             | 51%                                   |
| Commute to work               | 53%                             | 49%                                   |
| Ages 40-64                    | 53%                             | 34%                                   |
| Four-year College Graduates   | 53%                             | 32%                                   |
| All Asians/Pacific Islanders  | 52%                             | 65%                                   |
| Ages 18-39                    | 52%                             | 42%                                   |
| Lived 31+yrs in Milpitas      | 52%                             | 33%                                   |
| Interviewed in English        | 51%                             | 91%                                   |
| All People of Color           | 51%                             | 87%                                   |
| College-Educated Men          | 51%                             | 30%                                   |
| Renters                       | 51%                             | 29%                                   |
| Lived 21-30yrs in Milpitas    | 51%                             | 22%                                   |
| Some College or Less          | 50%                             | 43%                                   |
| Women Ages 18-49              | 50%                             | 25%                                   |
| Four-year College or More     | 49%                             | 57%                                   |
| Ages 30-39                    | 49%                             | 24%                                   |
| Ages 50-64                    | 49%                             | 20%                                   |
| Latinos                       | 49%                             | 13%                                   |
| HH Income <\$60,000           | 49%                             | 8%                                    |
| Homeowners                    | 47%                             | 64%                                   |

| <b>BANNER<br/>OVERALL</b>    | <b>Q9<br/>VERY/SMWT<br/>49%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|------------------------------|---------------------------------|---------------------------------------|
| HH Income \$180,000+         | 47%                             | 23%                                   |
| Men Ages 50+                 | 47%                             | 20%                                   |
| HH Income \$60,000-\$120,000 | 46%                             | 31%                                   |
| High School Educated         | 46%                             | 23%                                   |
| Work outside Milpitas        | 46%                             | 22%                                   |
| Walk to work                 | 46%                             | 1%                                    |
| Women                        | 45%                             | 48%                                   |
| College-Educated Women       | 45%                             | 27%                                   |
| Lived 0-6yrs in Milpitas     | 45%                             | 16%                                   |
| Non-College Educated Women   | 44%                             | 21%                                   |
| Ages 50+                     | 43%                             | 42%                                   |
| Post-Graduate Educated       | 43%                             | 25%                                   |
| Lived 11-20yrs in Milpitas   | 43%                             | 19%                                   |
| Chinese                      | 43%                             | 15%                                   |
| Other API                    | 41%                             | 18%                                   |
| Women Ages 50+               | 40%                             | 22%                                   |
| Ages 75+                     | 40%                             | 10%                                   |
| Interviewed in Chinese       | 39%                             | 3%                                    |
| Ages 65+                     | 38%                             | 22%                                   |
| Ages 65-74                   | 36%                             | 12%                                   |
| Not working                  | 34%                             | 22%                                   |
| Whites                       | 33%                             | 11%                                   |
| Interviewed in Spanish       | 32%                             | 2%                                    |
| Interviewed in Vietnamese    | 31%                             | 4%                                    |

| BANNER<br>OVERALL            | Q9            | PERCENT   |
|------------------------------|---------------|-----------|
|                              | NT TOO/AT ALL | OF SAMPLE |
|                              | 43%           | 100%      |
| Interviewed in Vietnamese    | 63%           | 4%        |
| Interviewed in Spanish       | 54%           | 2%        |
| Walk to work                 | 54%           | 1%        |
| HH Income \$60,000-\$120,000 | 53%           | 31%       |
| Not working                  | 53%           | 22%       |
| Whites                       | 53%           | 11%       |
| Lived 11-20yrs in Milpitas   | 51%           | 19%       |
| Other API                    | 50%           | 18%       |
| Post-Graduate Educated       | 48%           | 25%       |
| Lived 0-6yrs in Milpitas     | 48%           | 16%       |
| Latinos                      | 48%           | 13%       |
| Work outside Milpitas        | 47%           | 22%       |
| Non-College Educated Women   | 47%           | 21%       |
| Renters                      | 46%           | 29%       |
| Ages 30-39                   | 46%           | 24%       |
| Ages 65+                     | 46%           | 22%       |
| Women Ages 50+               | 46%           | 22%       |
| Ages 65-74                   | 46%           | 12%       |
| Ages 75+                     | 46%           | 10%       |
| Women                        | 45%           | 48%       |
| Ages 18-39                   | 45%           | 42%       |
| Women Ages 18-49             | 45%           | 25%       |
| High School Educated         | 45%           | 23%       |
| Ages 50+                     | 44%           | 42%       |
| College-Educated Women       | 44%           | 27%       |
| HH Income \$180,000+         | 44%           | 23%       |
| Drive to work                | 44%           | 23%       |
| Chinese                      | 44%           | 15%       |
| All People of Color          | 43%           | 87%       |
| Homeowners                   | 43%           | 64%       |
| Four-year College or More    | 43%           | 57%       |
| Ages 18-49                   | 43%           | 56%       |
| Commute to work              | 43%           | 49%       |
| Some College or Less         | 43%           | 43%       |
| College-Educated Men         | 43%           | 30%       |

| BANNER<br>OVERALL             | Q9            | PERCENT   |
|-------------------------------|---------------|-----------|
|                               | NT TOO/AT ALL | OF SAMPLE |
|                               | 43%           | 100%      |
| Men Ages 50+                  | 43%           | 20%       |
| Interviewed in English        | 42%           | 91%       |
| Ages 50-64                    | 42%           | 20%       |
| Ages 18-29                    | 42%           | 18%       |
| Interviewed in Chinese        | 42%           | 3%        |
| All Asians/Pacific Islanders  | 41%           | 65%       |
| Men                           | 41%           | 51%       |
| Men Ages 18-49                | 41%           | 30%       |
| Lived 21-30yrs in Milpitas    | 41%           | 22%       |
| Some College Education        | 41%           | 20%       |
| Ages 40-64                    | 40%           | 34%       |
| Lived 31+yrs in Milpitas      | 40%           | 33%       |
| Four-year College Graduates   | 40%           | 32%       |
| Work in Milpitas              | 40%           | 26%       |
| HH Income <\$60,000           | 40%           | 8%        |
| Non-College Educated Men      | 39%           | 21%       |
| Work from home                | 38%           | 23%       |
| Filipinos                     | 38%           | 13%       |
| Lived 7-10yrs in Milpitas     | 38%           | 9%        |
| Ages 40-49                    | 37%           | 14%       |
| HH Income \$120,000-\$180,000 | 34%           | 24%       |
| South Asian                   | 30%           | 19%       |
| Rideshare to work             | 0%            | 1%        |
| Take Public Transit to work   | 0%            | 1%        |

| <b>BANNER<br/>OVERALL</b>    | <b>Q9<br/>DK<br/>8%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|------------------------------|-------------------------|---------------------------------------|
| Interviewed in Chinese       | 19%                     | 3%                                    |
| Ages 65-74                   | 18%                     | 12%                                   |
| Ages 65+                     | 16%                     | 22%                                   |
| Women Ages 50+               | 15%                     | 22%                                   |
| Whites                       | 14%                     | 11%                                   |
| Interviewed in Spanish       | 14%                     | 2%                                    |
| Ages 50+                     | 13%                     | 42%                                   |
| Not working                  | 13%                     | 22%                                   |
| Chinese                      | 13%                     | 15%                                   |
| Ages 75+                     | 13%                     | 10%                                   |
| College-Educated Women       | 11%                     | 27%                                   |
| HH Income <\$60,000          | 11%                     | 8%                                    |
| Homeowners                   | 10%                     | 64%                                   |
| Women                        | 10%                     | 48%                                   |
| Men Ages 50+                 | 10%                     | 20%                                   |
| Post-Graduate Educated       | 9%                      | 25%                                   |
| High School Educated         | 9%                      | 23%                                   |
| HH Income \$180,000+         | 9%                      | 23%                                   |
| Non-College Educated Women   | 9%                      | 21%                                   |
| Ages 50-64                   | 9%                      | 20%                                   |
| Other API                    | 9%                      | 18%                                   |
| Four-year College or More    | 8%                      | 57%                                   |
| Lived 31+yrs in Milpitas     | 8%                      | 33%                                   |
| Work from home               | 8%                      | 23%                                   |
| Lived 21-30yrs in Milpitas   | 8%                      | 22%                                   |
| Interviewed in English       | 7%                      | 91%                                   |
| All Asians/Pacific Islanders | 7%                      | 65%                                   |
| Some College or Less         | 7%                      | 43%                                   |
| Ages 40-64                   | 7%                      | 34%                                   |
| Four-year College Graduates  | 7%                      | 32%                                   |
| Work outside Milpitas        | 7%                      | 22%                                   |
| Lived 0-6yrs in Milpitas     | 7%                      | 16%                                   |
| All People of Color          | 6%                      | 87%                                   |
| College-Educated Men         | 6%                      | 30%                                   |
| Lived 11-20yrs in Milpitas   | 6%                      | 19%                                   |

| <b>BANNER<br/>OVERALL</b>     | <b>Q9<br/>DK<br/>8%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-------------------------------|-------------------------|---------------------------------------|
| Filipinos                     | 6%                      | 13%                                   |
| Lived 7-10yrs in Milpitas     | 6%                      | 9%                                    |
| Interviewed in Vietnamese     | 6%                      | 4%                                    |
| Men                           | 5%                      | 51%                                   |
| Ages 30-39                    | 5%                      | 24%                                   |
| HH Income \$120,000-\$180,000 | 5%                      | 24%                                   |
| Non-College Educated Men      | 5%                      | 21%                                   |
| Some College Education        | 5%                      | 20%                                   |
| Commute to work               | 4%                      | 49%                                   |
| Women Ages 18-49              | 4%                      | 25%                                   |
| Ages 40-49                    | 4%                      | 14%                                   |
| Ages 18-49                    | 3%                      | 56%                                   |
| Ages 18-39                    | 3%                      | 42%                                   |
| Renters                       | 3%                      | 29%                                   |
| HH Income \$60,000-\$120,000  | 2%                      | 31%                                   |
| Men Ages 18-49                | 2%                      | 30%                                   |
| Work in Milpitas              | 2%                      | 26%                                   |
| Drive to work                 | 2%                      | 23%                                   |
| South Asian                   | 2%                      | 19%                                   |
| Latinos                       | 2%                      | 13%                                   |
| Ages 18-29                    | 0%                      | 18%                                   |
| Rideshare to work             | 0%                      | 1%                                    |
| Take Public Transit to work   | 0%                      | 1%                                    |
| Walk to work                  | 0%                      | 1%                                    |

| <b>BANNER<br/>OVERALL</b>    | <b>Q10<br/>YES<br/>21%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|------------------------------|----------------------------|---------------------------------------|
| Rideshare to work            | 100%                       | 1%                                    |
| Walk to work                 | 46%                        | 1%                                    |
| Take Public Transit to work  | 41%                        | 1%                                    |
| Work in Milpitas             | 38%                        | 26%                                   |
| Drive to work                | 34%                        | 23%                                   |
| HH Income \$60,000-\$120,000 | 33%                        | 31%                                   |
| Ages 18-29                   | 33%                        | 18%                                   |
| South Asian                  | 32%                        | 19%                                   |
| Ages 18-39                   | 31%                        | 42%                                   |
| Some College Education       | 31%                        | 20%                                   |
| Interviewed in Chinese       | 31%                        | 3%                                    |
| Women Ages 18-49             | 30%                        | 25%                                   |
| Lived 11-20yrs in Milpitas   | 30%                        | 19%                                   |
| Ages 18-49                   | 29%                        | 56%                                   |
| Ages 30-39                   | 29%                        | 24%                                   |
| Filipinos                    | 28%                        | 13%                                   |
| Lived 7-10yrs in Milpitas    | 28%                        | 9%                                    |
| Commute to work              | 27%                        | 49%                                   |
| Some College or Less         | 27%                        | 43%                                   |
| Men Ages 18-49               | 27%                        | 30%                                   |
| Renters                      | 27%                        | 29%                                   |
| Non-College Educated Women   | 26%                        | 21%                                   |
| Non-College Educated Men     | 26%                        | 21%                                   |
| All Asians/Pacific Islanders | 25%                        | 65%                                   |
| Work from home               | 24%                        | 23%                                   |
| Interviewed in Vietnamese    | 24%                        | 4%                                    |
| All People of Color          | 23%                        | 87%                                   |
| High School Educated         | 23%                        | 23%                                   |
| Lived 21-30yrs in Milpitas   | 22%                        | 22%                                   |
| Ages 40-49                   | 22%                        | 14%                                   |
| Interviewed in English       | 21%                        | 91%                                   |
| Men                          | 21%                        | 51%                                   |
| Women                        | 21%                        | 48%                                   |
| Four-year College Graduates  | 21%                        | 32%                                   |
| Homeowners                   | 20%                        | 64%                                   |

| <b>BANNER<br/>OVERALL</b>     | <b>Q10<br/>YES<br/>21%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-------------------------------|----------------------------|---------------------------------------|
| Other API                     | 20%                        | 18%                                   |
| Chinese                       | 20%                        | 15%                                   |
| Latinos                       | 20%                        | 13%                                   |
| HH Income \$120,000-\$180,000 | 19%                        | 24%                                   |
| Four-year College or More     | 17%                        | 57%                                   |
| Ages 40-64                    | 17%                        | 34%                                   |
| College-Educated Women        | 17%                        | 27%                                   |
| Lived 31+yrs in Milpitas      | 16%                        | 33%                                   |
| College-Educated Men          | 16%                        | 30%                                   |
| Work outside Milpitas         | 15%                        | 22%                                   |
| Lived 0-6yrs in Milpitas      | 15%                        | 16%                                   |
| HH Income <\$60,000           | 14%                        | 8%                                    |
| Ages 50-64                    | 13%                        | 20%                                   |
| Ages 75+                      | 13%                        | 10%                                   |
| Post-Graduate Educated        | 12%                        | 25%                                   |
| Men Ages 50+                  | 12%                        | 20%                                   |
| Ages 50+                      | 11%                        | 42%                                   |
| HH Income \$180,000+          | 10%                        | 23%                                   |
| Whites                        | 10%                        | 11%                                   |
| Women Ages 50+                | 9%                         | 22%                                   |
| Ages 65+                      | 8%                         | 22%                                   |
| Not working                   | 5%                         | 22%                                   |
| Ages 65-74                    | 5%                         | 12%                                   |
| Interviewed in Spanish        | 5%                         | 2%                                    |

| <b>BANNER<br/>OVERALL</b>     | <b>Q10<br/>NO<br/>75%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-------------------------------|---------------------------|---------------------------------------|
| Interviewed in Spanish        | 95%                       | 2%                                    |
| Not working                   | 90%                       | 22%                                   |
| Ages 65-74                    | 88%                       | 12%                                   |
| Whites                        | 88%                       | 11%                                   |
| Post-Graduate Educated        | 86%                       | 25%                                   |
| Ages 65+                      | 86%                       | 22%                                   |
| HH Income \$180,000+          | 85%                       | 23%                                   |
| Women Ages 50+                | 85%                       | 22%                                   |
| Ages 50+                      | 84%                       | 42%                                   |
| Men Ages 50+                  | 84%                       | 20%                                   |
| Ages 75+                      | 84%                       | 10%                                   |
| Lived 31+yrs in Milpitas      | 82%                       | 33%                                   |
| College-Educated Men          | 82%                       | 30%                                   |
| Work outside Milpitas         | 82%                       | 22%                                   |
| Ages 50-64                    | 82%                       | 20%                                   |
| Four-year College or More     | 81%                       | 57%                                   |
| Lived 0-6yrs in Milpitas      | 81%                       | 16%                                   |
| College-Educated Women        | 80%                       | 27%                                   |
| Ages 40-64                    | 79%                       | 34%                                   |
| HH Income \$120,000-\$180,000 | 79%                       | 24%                                   |
| HH Income <\$60,000           | 78%                       | 8%                                    |
| Four-year College Graduates   | 77%                       | 32%                                   |
| Chinese                       | 77%                       | 15%                                   |
| Latinos                       | 77%                       | 13%                                   |
| Homeowners                    | 76%                       | 64%                                   |
| Men                           | 76%                       | 51%                                   |
| Interviewed in English        | 75%                       | 91%                                   |
| Women                         | 75%                       | 48%                                   |
| Ages 40-49                    | 75%                       | 14%                                   |
| All People of Color           | 74%                       | 87%                                   |
| High School Educated          | 73%                       | 23%                                   |
| Lived 21-30yrs in Milpitas    | 73%                       | 22%                                   |
| Work from home                | 72%                       | 23%                                   |
| All Asians/Pacific Islanders  | 71%                       | 65%                                   |
| Men Ages 18-49                | 71%                       | 30%                                   |

| <b>BANNER<br/>OVERALL</b>    | <b>Q10<br/>NO<br/>75%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|------------------------------|---------------------------|---------------------------------------|
| Other API                    | 71%                       | 18%                                   |
| Commute to work              | 70%                       | 49%                                   |
| Renters                      | 70%                       | 29%                                   |
| Ages 18-49                   | 69%                       | 56%                                   |
| Ages 30-39                   | 69%                       | 24%                                   |
| Non-College Educated Women   | 69%                       | 21%                                   |
| Lived 7-10yrs in Milpitas    | 69%                       | 9%                                    |
| Interviewed in Chinese       | 69%                       | 3%                                    |
| Some College or Less         | 68%                       | 43%                                   |
| Non-College Educated Men     | 68%                       | 21%                                   |
| South Asian                  | 68%                       | 19%                                   |
| Filipinos                    | 68%                       | 13%                                   |
| Interviewed in Vietnamese    | 68%                       | 4%                                    |
| Ages 18-39                   | 67%                       | 42%                                   |
| Women Ages 18-49             | 67%                       | 25%                                   |
| Lived 11-20yrs in Milpitas   | 67%                       | 19%                                   |
| HH Income \$60,000-\$120,000 | 65%                       | 31%                                   |
| Ages 18-29                   | 64%                       | 18%                                   |
| Drive to work                | 63%                       | 23%                                   |
| Some College Education       | 62%                       | 20%                                   |
| Work in Milpitas             | 59%                       | 26%                                   |
| Take Public Transit to work  | 59%                       | 1%                                    |
| Walk to work                 | 54%                       | 1%                                    |
| Rideshare to work            | 0%                        | 1%                                    |

| BANNER<br>OVERALL             | Q14<br>YES<br>48% | PERCENT<br>OF SAMPLE<br>100% |
|-------------------------------|-------------------|------------------------------|
| Take Public Transit to work   | 89%               | 1%                           |
| Rideshare to work             | 79%               | 1%                           |
| Whites                        | 64%               | 11%                          |
| Lived 7-10yrs in Milpitas     | 61%               | 9%                           |
| Post-Graduate Educated        | 56%               | 25%                          |
| Work outside Milpitas         | 56%               | 22%                          |
| Ages 40-49                    | 56%               | 14%                          |
| Ages 75+                      | 55%               | 10%                          |
| Walk to work                  | 54%               | 1%                           |
| Lived 31+yrs in Milpitas      | 53%               | 33%                          |
| HH Income \$60,000-\$120,000  | 52%               | 31%                          |
| Ages 65+                      | 52%               | 22%                          |
| Some College Education        | 51%               | 20%                          |
| Lived 0-6yrs in Milpitas      | 51%               | 16%                          |
| Ages 40-64                    | 50%               | 34%                          |
| Women Ages 50+                | 50%               | 22%                          |
| Non-College Educated Men      | 50%               | 21%                          |
| Interviewed in English        | 49%               | 91%                          |
| Men                           | 49%               | 51%                          |
| Ages 50+                      | 49%               | 42%                          |
| College-Educated Men          | 49%               | 30%                          |
| Men Ages 18-49                | 49%               | 30%                          |
| HH Income \$120,000-\$180,000 | 49%               | 24%                          |
| Filipinos                     | 49%               | 13%                          |
| Ages 65-74                    | 49%               | 12%                          |
| Homeowners                    | 48%               | 64%                          |
| Four-year College or More     | 48%               | 57%                          |
| College-Educated Women        | 48%               | 27%                          |
| Work from home                | 48%               | 23%                          |
| Men Ages 50+                  | 48%               | 20%                          |
| Some College or Less          | 47%               | 43%                          |
| Renters                       | 47%               | 29%                          |
| South Asian                   | 47%               | 19%                          |
| All People of Color           | 46%               | 87%                          |
| Ages 18-49                    | 46%               | 56%                          |

| BANNER<br>OVERALL            | Q14<br>YES<br>48% | PERCENT<br>OF SAMPLE<br>100% |
|------------------------------|-------------------|------------------------------|
| Commute to work              | 46%               | 49%                          |
| Women                        | 46%               | 48%                          |
| Not working                  | 46%               | 22%                          |
| Ages 50-64                   | 46%               | 20%                          |
| All Asians/Pacific Islanders | 45%               | 65%                          |
| HH Income \$180,000+         | 45%               | 23%                          |
| Non-College Educated Women   | 44%               | 21%                          |
| Interviewed in Spanish       | 44%               | 2%                           |
| Women Ages 18-49             | 43%               | 25%                          |
| Ages 30-39                   | 43%               | 24%                          |
| High School Educated         | 43%               | 23%                          |
| HH Income <\$60,000          | 43%               | 8%                           |
| Interviewed in Chinese       | 43%               | 3%                           |
| Ages 18-39                   | 42%               | 42%                          |
| Four-year College Graduates  | 42%               | 32%                          |
| Chinese                      | 42%               | 15%                          |
| Other API                    | 41%               | 18%                          |
| Ages 18-29                   | 41%               | 18%                          |
| Latinos                      | 41%               | 13%                          |
| Work in Milpitas             | 39%               | 26%                          |
| Lived 21-30yrs in Milpitas   | 39%               | 22%                          |
| Lived 11-20yrs in Milpitas   | 39%               | 19%                          |
| Drive to work                | 34%               | 23%                          |
| Interviewed in Vietnamese    | 21%               | 4%                           |

| <b>BANNER<br/>OVERALL</b>     | <b>Q14<br/>NO<br/>50%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|-------------------------------|---------------------------|---------------------------------------|
| Interviewed in Vietnamese     | 79%                       | 4%                                    |
| Drive to work                 | 66%                       | 23%                                   |
| Work in Milpitas              | 61%                       | 26%                                   |
| Lived 11-20yrs in Milpitas    | 60%                       | 19%                                   |
| Other API                     | 59%                       | 18%                                   |
| Latinos                       | 59%                       | 13%                                   |
| Lived 21-30yrs in Milpitas    | 58%                       | 22%                                   |
| Interviewed in Chinese        | 57%                       | 3%                                    |
| Four-year College Graduates   | 56%                       | 32%                                   |
| Ages 30-39                    | 56%                       | 24%                                   |
| Interviewed in Spanish        | 56%                       | 2%                                    |
| Ages 18-39                    | 55%                       | 42%                                   |
| Women Ages 18-49              | 55%                       | 25%                                   |
| High School Educated          | 55%                       | 23%                                   |
| Non-College Educated Women    | 55%                       | 21%                                   |
| Ages 18-29                    | 54%                       | 18%                                   |
| Chinese                       | 54%                       | 15%                                   |
| All People of Color           | 52%                       | 87%                                   |
| All Asians/Pacific Islanders  | 52%                       | 65%                                   |
| Ages 18-49                    | 52%                       | 56%                                   |
| Commute to work               | 52%                       | 49%                                   |
| Women                         | 52%                       | 48%                                   |
| Some College or Less          | 52%                       | 43%                                   |
| Renters                       | 52%                       | 29%                                   |
| HH Income <\$60,000           | 52%                       | 8%                                    |
| HH Income \$120,000-\$180,000 | 51%                       | 24%                                   |
| HH Income \$180,000+          | 51%                       | 23%                                   |
| Not working                   | 51%                       | 22%                                   |
| Men Ages 18-49                | 50%                       | 30%                                   |
| Homeowners                    | 49%                       | 64%                                   |
| Four-year College or More     | 49%                       | 57%                                   |
| College-Educated Men          | 49%                       | 30%                                   |
| College-Educated Women        | 49%                       | 27%                                   |
| Work from home                | 49%                       | 23%                                   |
| Ages 50-64                    | 49%                       | 20%                                   |

| <b>BANNER<br/>OVERALL</b>    | <b>Q14<br/>NO<br/>50%</b> | <b>PERCENT<br/>OF SAMPLE<br/>100%</b> |
|------------------------------|---------------------------|---------------------------------------|
| Filipinos                    | 49%                       | 13%                                   |
| Interviewed in English       | 48%                       | 91%                                   |
| Men                          | 48%                       | 51%                                   |
| Ages 50+                     | 48%                       | 42%                                   |
| HH Income \$60,000-\$120,000 | 48%                       | 31%                                   |
| Women Ages 50+               | 48%                       | 22%                                   |
| Non-College Educated Men     | 48%                       | 21%                                   |
| Some College Education       | 48%                       | 20%                                   |
| Ages 65-74                   | 48%                       | 12%                                   |
| Ages 65+                     | 47%                       | 22%                                   |
| Men Ages 50+                 | 47%                       | 20%                                   |
| Ages 40-64                   | 46%                       | 34%                                   |
| South Asian                  | 46%                       | 19%                                   |
| Walk to work                 | 46%                       | 1%                                    |
| Lived 31+yrs in Milpitas     | 45%                       | 33%                                   |
| Ages 75+                     | 45%                       | 10%                                   |
| Lived 0-6yrs in Milpitas     | 44%                       | 16%                                   |
| Ages 40-49                   | 43%                       | 14%                                   |
| Work outside Milpitas        | 41%                       | 22%                                   |
| Post-Graduate Educated       | 39%                       | 25%                                   |
| Whites                       | 36%                       | 11%                                   |
| Lived 7-10yrs in Milpitas    | 36%                       | 9%                                    |
| Rideshare to work            | 21%                       | 1%                                    |
| Take Public Transit to work  | 11%                       | 1%                                    |

| BANNER<br>OVERALL             | Q15<br>VERY/SMWT<br>82% | PERCENT<br>OF SAMPLE<br>100% |
|-------------------------------|-------------------------|------------------------------|
| Interviewed in Vietnamese     | 100%                    | 2%                           |
| Rideshare to work             | 100%                    | 1%                           |
| Walk to work                  | 100%                    | 1%                           |
| Ages 18-29                    | 94%                     | 16%                          |
| Take Public Transit to work   | 94%                     | 3%                           |
| Latinos                       | 93%                     | 11%                          |
| Work in Milpitas              | 92%                     | 21%                          |
| Renters                       | 91%                     | 28%                          |
| Drive to work                 | 91%                     | 16%                          |
| HH Income \$120,000-\$180,000 | 89%                     | 24%                          |
| Some College Education        | 89%                     | 21%                          |
| Lived 21-30yrs in Milpitas    | 89%                     | 18%                          |
| Interviewed in Spanish        | 88%                     | 2%                           |
| Ages 18-49                    | 87%                     | 54%                          |
| Ages 18-39                    | 87%                     | 37%                          |
| Women Ages 18-49              | 87%                     | 23%                          |
| Non-College Educated Men      | 87%                     | 22%                          |
| Ages 65-74                    | 87%                     | 12%                          |
| HH Income <\$60,000           | 87%                     | 8%                           |
| Men Ages 18-49                | 86%                     | 31%                          |
| Interviewed in Chinese        | 86%                     | 3%                           |
| Not working                   | 85%                     | 21%                          |
| Ages 40-49                    | 85%                     | 16%                          |
| Lived 11-20yrs in Milpitas    | 85%                     | 16%                          |
| Some College or Less          | 84%                     | 42%                          |
| HH Income \$60,000-\$120,000  | 84%                     | 34%                          |
| Ages 65+                      | 84%                     | 24%                          |
| All People of Color           | 83%                     | 83%                          |
| Commute to work               | 83%                     | 48%                          |
| Four-year College Graduates   | 83%                     | 28%                          |
| Ages 30-39                    | 83%                     | 22%                          |
| Men                           | 82%                     | 53%                          |
| Work from home                | 82%                     | 23%                          |
| Lived 7-10yrs in Milpitas     | 82%                     | 12%                          |
| Interviewed in English        | 81%                     | 93%                          |

| BANNER<br>OVERALL            | Q15<br>VERY/SMWT<br>82% | PERCENT<br>OF SAMPLE<br>100% |
|------------------------------|-------------------------|------------------------------|
| Homeowners                   | 81%                     | 65%                          |
| Women                        | 81%                     | 46%                          |
| College-Educated Women       | 81%                     | 27%                          |
| Ages 75+                     | 81%                     | 11%                          |
| Four-year College or More    | 80%                     | 58%                          |
| Non-College Educated Women   | 80%                     | 20%                          |
| Other API                    | 80%                     | 16%                          |
| Lived 31+yrs in Milpitas     | 79%                     | 37%                          |
| College-Educated Men         | 79%                     | 31%                          |
| Men Ages 50+                 | 79%                     | 20%                          |
| South Asian                  | 79%                     | 19%                          |
| All Asians/Pacific Islanders | 78%                     | 61%                          |
| Post-Graduate Educated       | 78%                     | 29%                          |
| High School Educated         | 78%                     | 21%                          |
| Filipinos                    | 78%                     | 13%                          |
| Ages 50+                     | 77%                     | 43%                          |
| Ages 40-64                   | 77%                     | 36%                          |
| Women Ages 50+               | 76%                     | 23%                          |
| Lived 0-6yrs in Milpitas     | 76%                     | 17%                          |
| Chinese                      | 76%                     | 13%                          |
| Work outside Milpitas        | 75%                     | 26%                          |
| Whites                       | 75%                     | 15%                          |
| HH Income \$180,000+         | 71%                     | 21%                          |
| Ages 50-64                   | 69%                     | 19%                          |



| BANNER<br>OVERALL            | Q15           | PERCENT   |
|------------------------------|---------------|-----------|
|                              | NT TOO/AT ALL | OF SAMPLE |
|                              | 18%           | 100%      |
| Ages 50-64                   | 31%           | 19%       |
| HH Income \$180,000+         | 27%           | 21%       |
| Work outside Milpitas        | 24%           | 26%       |
| Whites                       | 24%           | 15%       |
| Ages 40-64                   | 23%           | 36%       |
| Women Ages 50+               | 23%           | 23%       |
| Ages 50+                     | 22%           | 43%       |
| High School Educated         | 22%           | 21%       |
| Filipinos                    | 22%           | 13%       |
| All Asians/Pacific Islanders | 21%           | 61%       |
| College-Educated Men         | 21%           | 31%       |
| Post-Graduate Educated       | 21%           | 29%       |
| Men Ages 50+                 | 21%           | 20%       |
| South Asian                  | 21%           | 19%       |
| Lived 0-6yrs in Milpitas     | 21%           | 17%       |
| Chinese                      | 21%           | 13%       |
| Lived 31+yrs in Milpitas     | 20%           | 37%       |
| Non-College Educated Women   | 20%           | 20%       |
| Other API                    | 20%           | 16%       |
| Homeowners                   | 19%           | 65%       |
| Four-year College or More    | 19%           | 58%       |
| Ages 75+                     | 19%           | 11%       |
| Interviewed in English       | 18%           | 93%       |
| Men                          | 18%           | 53%       |
| Women                        | 18%           | 46%       |
| Work from home               | 18%           | 23%       |
| Lived 7-10yrs in Milpitas    | 18%           | 12%       |
| All People of Color          | 17%           | 83%       |
| Four-year College Graduates  | 17%           | 28%       |
| College-Educated Women       | 17%           | 27%       |
| Commute to work              | 16%           | 48%       |
| Some College or Less         | 16%           | 42%       |
| HH Income \$60,000-\$120,000 | 16%           | 34%       |
| Ages 30-39                   | 16%           | 22%       |
| Ages 65+                     | 15%           | 24%       |

| BANNER<br>OVERALL             | Q15           | PERCENT   |
|-------------------------------|---------------|-----------|
|                               | NT TOO/AT ALL | OF SAMPLE |
|                               | 18%           | 100%      |
| Not working                   | 15%           | 21%       |
| Lived 11-20yrs in Milpitas    | 15%           | 16%       |
| Ages 40-49                    | 15%           | 16%       |
| Men Ages 18-49                | 14%           | 31%       |
| Interviewed in Chinese        | 14%           | 3%        |
| Ages 18-49                    | 13%           | 54%       |
| Non-College Educated Men      | 13%           | 22%       |
| HH Income <\$60,000           | 13%           | 8%        |
| Ages 18-39                    | 12%           | 37%       |
| Ages 65-74                    | 12%           | 12%       |
| Interviewed in Spanish        | 12%           | 2%        |
| HH Income \$120,000-\$180,000 | 11%           | 24%       |
| Women Ages 18-49              | 11%           | 23%       |
| Some College Education        | 11%           | 21%       |
| Lived 21-30yrs in Milpitas    | 11%           | 18%       |
| Renters                       | 9%            | 28%       |
| Drive to work                 | 9%            | 16%       |
| Work in Milpitas              | 8%            | 21%       |
| Latinos                       | 7%            | 11%       |
| Ages 18-29                    | 6%            | 16%       |
| Take Public Transit to work   | 6%            | 3%        |
| Interviewed in Vietnamese     | 0%            | 2%        |
| Rideshare to work             | 0%            | 1%        |
| Walk to work                  | 0%            | 1%        |

TABLE OF CONTENTS

Table 1: QA. CELL PHONE..... 7

Table 2: QB. AGE..... 9

Table 3: QC. ETHNICITY/RACE.....14

Table 4: QD. GENDER.....20

Table 5: QE. EDUCATION .....22

Table 6: Q1. How satisfied are you with the overall quality of life in Milpitas? .....25

Table 7: Q2a. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : Milpitas City government overall .....28

Table 8: Q2b. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The City's budget management .....31

Table 9: Q2c. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The Milpitas Police Department.....34

Table 10: Q2d. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The Milpitas City Council.....37

Table 11: Q2e. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The Milpitas Fire Department.....40

Table 12: Q3a. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Homelessness .....43

Table 13: Q3b. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Homeless encampments.....46

Table 14: Q3c. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : The cost of housing .....49

Table 15: Q3d. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Illegal dumping.....52

Table 16: Q3e. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Crime.....55

Table 17: Q3f. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Jobs and the economy.....58

Table 18: Q3g. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Too much growth and development .....61

Table 19: Q3h. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Blight and abandoned buildings .....64

Table 20: Q3i. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Inflation and rising costs .....67

Table 21: Q3j. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Traffic congestion .....70

Table 22: Q3k. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : The condition of streets and roads .....73

Table 23: Q3l. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : The condition of landscaping in public areas.....76

Table 24: Q4a. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I am proud to live in Milpitas. ....79

Table 25: Q4b. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I feel different cultures are celebrated in Milpitas. ....82

## TABLE OF CONTENTS

|           |                                                                                                                                                                                                                                                                                                                                             |     |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Table 26: | Q4c. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I trust the City to plan for Milpitas' future.....                                                                                                                          | 85  |
| Table 27: | Q4d. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I trust the City of Milpitas to properly manage our tax dollars. ....                                                                                                       | 88  |
| Table 28: | Q4e. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : Milpitas City government operates in a way that is open and accountable to the public. ....                                                                                 | 91  |
| Table 29: | Q4f. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I can usually meet my shopping and personal services without leaving Milpitas .....                                                                                         | 94  |
| Table 30: | Q5. 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)? .....                                                                                                                                              | 97  |
| Table 31: | Q6a. Can you tell me how safe you feel _____? : Bicycling in Milpitas .....                                                                                                                                                                                                                                                                 | 100 |
| Table 32: | Q6b. Can you tell me how safe you feel _____? : In the City park closest to your residence .....                                                                                                                                                                                                                                            | 103 |
| Table 33: | Q6c. Can you tell me how safe you feel _____? : Shopping in Milpitas .....                                                                                                                                                                                                                                                                  | 106 |
| Table 34: | Q6d. Can you tell me how safe you feel _____? : Walking in Milpitas .....                                                                                                                                                                                                                                                                   | 109 |
| Table 35: | Q6e. Can you tell me how safe you feel _____? : Driving in Milpitas .....                                                                                                                                                                                                                                                                   | 112 |
| Table 36: | Q6f. Can you tell me how safe you feel _____? : In your neighborhood .....                                                                                                                                                                                                                                                                  | 115 |
| Table 37: | Q7A. In the past year, do you think property crime in Milpitas has (ROTATE: increased, decreased) or stayed the same? : Split A: Property crime.....                                                                                                                                                                                        | 118 |
| Table 38: | Q7B. In the past year, do you think violent crime in Milpitas has (ROTATE: increased, decreased) or stayed the same? : Split B: Violent crime.....                                                                                                                                                                                          | 121 |
| Table 39: | Q7. 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? : Total .....                                                                                                                                              | 124 |
| Table 40: | Q8. How satisfied are you with the overall quality of City services?.....                                                                                                                                                                                                                                                                   | 127 |
| Table 41: | Q9. 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? .....                                                                                                                                                         | 130 |
| Table 42: | Q10. Have you ever used SMART? If so, how many times? .....                                                                                                                                                                                                                                                                                 | 133 |
| Table 43: | Q11a. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing recreation and community services, enrichment programs, classes, and community and cultural events, in recreation centers and City parks..... | 136 |
| Table 44: | Q11b. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Maintaining public parks in good physical condition .....                                                                                               | 139 |
| Table 45: | Q11c. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing police services.....                                                                                                                          | 142 |
| Table 46: | Q11d. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Preparing for emergencies and natural disasters.....                                                                                                    | 145 |
| Table 47: | Q11e. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing programs to help seniors.....                                                                                                                 | 148 |
| Table 48: | Q11f. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing bicycle lanes and paths.....                                                                                                                  | 151 |
| Table 49: | Q11g. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Paving and repairing streets and roads .....                                                                                                            | 154 |
| Table 50: | Q11h. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing opportunities to be involved in City government .....                                                                                         | 157 |

## TABLE OF CONTENTS

|           |                                                                                                                                                                                                                                                                                                               |     |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Table 51: | Q11i. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Recruiting new businesses and companies to the city .....                                                                 | 160 |
| Table 52: | Q11j. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Developing policies to support affordable housing .....                                                                   | 163 |
| Table 53: | Q11k. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Removing blight and illegal dumping .....                                                                                 | 166 |
| Table 54: | Q11l. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers .....                                  | 169 |
| Table 55: | Q11m. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing afterschool programs for young people .....                                                                     | 172 |
| Table 56: | Q11n. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Maintaining the sewer and wastewater system .....                                                                         | 175 |
| Table 57: | Q11o. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Supporting a diverse range of arts and cultural activities .....                                                          | 178 |
| Table 58: | Q11p. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Keeping the community informed about important City programs and events .....                                             | 181 |
| Table 59: | Q11q. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing programs that celebrate diversity and inclusion of different cultures .....                                     | 184 |
| Table 60: | Q11r. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Supporting local businesses .....                                                                                         | 187 |
| Table 61: | Q11s. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Developing programs that promote clean energy, water conservation, and recycling .....                                    | 190 |
| Table 62: | Q11t. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing emergency 911 and fire response .....                                                                           | 193 |
| Table 63: | Q11u. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing rent relief to prevent residents from becoming homeless .....                                                   | 196 |
| Table 64: | Q11v. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing social service support, programs and resources .....                                                            | 199 |
| Table 65: | Q11w. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Maintaining landscaping in public areas and along city streets .....                                                      | 202 |
| Table 66: | Q11x. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Operating Milpitas SMART, an on-demand ride-sharing service .....                                                         | 205 |
| Table 67: | Q12a. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing recreation and community services, enrichment programs, classes, and community and cultural events, in recreation centers and City parks ..... | 208 |
| Table 68: | Q12b. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Maintaining public parks in good physical condition .....                                                                                                | 211 |
| Table 69: | Q12c. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing police services .....                                                                                                                          | 214 |
| Table 70: | Q12d. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Preparing for emergencies and natural disasters .....                                                                                                    | 217 |
| Table 71: | Q12e. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing programs to help seniors .....                                                                                                                 | 220 |

## TABLE OF CONTENTS

|           |                                                                                                                                                                                                                                               |     |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Table 72: | Q12f. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing bicycle lanes and paths .....                                                  | 223 |
| Table 73: | Q12g. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Paving and repairing streets and roads .....                                             | 226 |
| Table 74: | Q12h. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing opportunities to be involved in City government .....                          | 229 |
| Table 75: | Q12i. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Recruiting new businesses and companies to the city.....                                 | 232 |
| Table 76: | Q12j. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Developing policies to support affordable housing .....                                  | 235 |
| Table 77: | Q12k. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Removing blight and illegal dumping .....                                                | 238 |
| Table 78: | Q12l. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers ..... | 241 |
| Table 79: | Q12m. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing afterschool programs for young people.....                                     | 244 |
| Table 80: | Q12n. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Maintaining the sewer and wastewater system .....                                        | 247 |
| Table 81: | Q12o. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Supporting a diverse range of arts and cultural activities.....                          | 250 |
| Table 82: | Q12p. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Keeping the community informed about important City programs and events .....            | 253 |
| Table 83: | Q12q. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing programs that celebrate diversity and inclusion of different cultures .....    | 256 |
| Table 84: | Q12r. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Supporting local businesses .....                                                        | 259 |
| Table 85: | Q12s. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Developing programs that promote clean energy, water conservation, and recycling.....    | 262 |
| Table 86: | Q12t. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing emergency 911 and fire response.....                                           | 265 |
| Table 87: | Q12u. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing rent relief to prevent residents from becoming homeless.....                   | 268 |
| Table 88: | Q12v. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing social service support, programs and resources .....                           | 271 |
| Table 89: | Q12w. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Maintaining landscaping in public areas and along city streets .....                     | 274 |
| Table 90: | Q12x. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Operating Milpitas SMART, an on-demand ride-sharing service .....                        | 277 |
| Table 91: | Q14. Over the last two years, have you had contact with a City department or agency in person, on the phone, or via email? .....                                                                                                              | 280 |
| Table 92: | Q15. 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? .....                                                                 | 282 |

TABLE OF CONTENTS

Table 93: Q17a. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A Facebook post .....285

Table 94: Q17b. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A post on Nextdoor.....288

Table 95: Q17c. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A text from the City.....291

Table 96: Q17d. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Information on the City of Milpitas website .....294

Table 97: Q17e. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : An e-newsletter from your City, Milpitas Matters .....297

Table 98: Q17f. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A printed newsletter sent to your home, Connected .....300

Table 99: Q17g. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Information from a friend or neighbor .....303

Table 100: Q17h. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Information from an elected official .....306

Table 101: Q17i. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A news article in the Milpitas Beat.....309

Table 102: Q17j. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A news article in the Milpitas Post.....312

Table 103: Q17k. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A booth at a special event, such as a fair or farmers market .....315

Table 104: Q17l. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A community event.....318

Table 105: Q17m. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Outdoor signage at the library, City Hall, or sports center .....321

Table 106: Q17n. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : An electronic sign on Calaveras Road.....324

Table 107: Q17o. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Non-English language media .....327

Table 108: Q18. LENGTH OF RESIDENCE IN MILPITAS.....330

Table 109: Q19. RESIDENCE .....332

Table 110: Q20. WORK SITUATION .....334

Table 111: Q21. WORK IN MILPITAS .....336

TABLE OF CONTENTS

Table 112: Q22. MODE OF COMMUTE .....338

Table 113: Q23. HOUSEHOLD INCOME .....341

Table 114: LANGUAGE.....346

Table 115: DATA COLLECTION MODE/CONTACT METHOD.....348

Table 116: A/B SPLIT SAMPLES .....350

Table 117: DEMOGRAPHIC COMBINATIONS.....352

Table 1: QA. CELL PHONE

|                                         | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |                    |                 |                      | Q1 QUALITY OF LIFE      |               |                     | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |                  |                               | Q7B VIOLENT CRIME |                                     |              | Q7 COMBINED CRIME |              |            |
|-----------------------------------------|-----------------------------------------|-------------|-------------|--------------------|-----------------|----------------------|-------------------------|---------------|---------------------|---------------------------|------------------------|-------------|------------------------------|------------------|-------------------------------|-------------------|-------------------------------------|--------------|-------------------|--------------|------------|
|                                         | Total                                   | PHONE       | ONLINE      | EMAIL              | TEXT            | POST<br>CARD         | VERY<br>SAT             | SMWT<br>SAT   | TOTAL<br>DISSAT     | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME             | DECR                          | INCR              | SAME                                | DECR         | INCR              | SAME         | DECR       |
|                                         |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
| Column n-Size                           | 295                                     | 295         | 0           | 0                  | 0               | 0                    | 66                      | 191           | 37                  | 112                       | 146                    | 34          | 48                           | 78               | 12                            | 37                | 77                                  | 17           | 85                | 155          | 29         |
| Yes, on cell and can safely take survey | 70                                      | 70          | 0           | 0                  | 0               | 0                    | 67                      | 74            | 57                  | 69                        | 70                     | 72          | 57                           | 66               | 62                            | 78                | 83                                  | 83           | 66                | 74           | 74         |
| No, not on cell                         | 30                                      | 30          | 0           | 0                  | 0               | 0                    | 33                      | 26            | 43                  | 31                        | 30                     | 28          | 43                           | 34               | 38                            | 22                | 17                                  | 17           | 34                | 26           | 26         |
|                                         | Q8 CITY SERVICES                        |             |             |                    |                 | Q9 SMART FAMILIARITY |                         |               |                     |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |                  | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |              |                   |              |            |
|                                         | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT       | TOTAL<br>DISSAT | VERY                 | SMWT                    | VERY/<br>SMWT | NT TOO/<br>AT ALL   | DK                        | YES                    | NO          | YES                          | NO               | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS  | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                         |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
| Column n-Size                           | 295                                     | 44          | 197         | 241                | 40              | 36                   | 124                     | 160           | 120                 | 14                        | 72                     | 219         | 138                          | 155              | 117                           | 22                | 27                                  | 17           | 54                | 76           | 120        |
| Yes, on cell and can safely take survey | 70                                      | 66          | 70          | 69                 | 70              | 79                   | 74                      | 75            | 65                  | 46                        | 82                     | 66          | 70                           | 70               | 70                            | 67                | 85                                  | 86           | 75                | 65           | 66         |
| No, not on cell                         | 30                                      | 34          | 30          | 31                 | 30              | 21                   | 26                      | 25            | 35                  | 54                        | 18                     | 34          | 30                           | 30               | 30                            | 33                | 15                                  | 14           | 25                | 35           | 34         |
|                                         | Q19 RESIDENCE                           |             |             | Q20 WORK SITUATION |                 |                      | Q21 WORK IN<br>MILPITAS |               | Q22 MODE OF COMMUTE |                           |                        |             | Q23 HOUSEHOLD INCOME         |                  |                               |                   |                                     |              |                   |              |            |
|                                         | Total                                   | OWN         | RENT        | WFH                | COM<br>MUTE     | DON'T<br>WORK        | YES                     | NO            | DRIVE               | RIDE<br>SHARE             | PUBLIC<br>TRANS        | WALK        | <\$60K                       | \$60K-<br>\$120K | \$120K-<br>\$180K             | \$180K+           |                                     |              |                   |              |            |
|                                         |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
| Column n-Size                           | 295                                     | 186         | 92          | 69                 | 155             | 54                   | 99                      | 54            | 84                  | 2                         | 9                      | 2           | 17                           | 117              | 92                            | 43                |                                     |              |                   |              |            |
| Yes, on cell and can safely take survey | 70                                      | 68          | 78          | 69                 | 77              | 53                   | 87                      | 62            | 88                  | 76                        | 80                     | 100         | 65                           | 77               | 75                            | 56                |                                     |              |                   |              |            |
| No, not on cell                         | 30                                      | 32          | 22          | 31                 | 23              | 47                   | 13                      | 38            | 12                  | 24                        | 20                     | 0           | 35                           | 23               | 25                            | 44                |                                     |              |                   |              |            |
|                                         | QD GENDER                               |             |             | QB AGE             |                 |                      |                         |               |                     |                           |                        |             |                              | QE EDUCATION     |                               |                   |                                     |              |                   |              |            |
|                                         | Total                                   | MEN         | WOMEN       | 18-29              | 30-39           | 40-49                | 50-64                   | 65-74         | 75+                 | 18-49                     | 50+                    | 18-39       | 40-64                        | 65+              | HS OR<br>LESS                 | SOME<br>COLL      | COLL<br>GRAD                        | POST<br>GRAD | NCOLL             | COLL+        |            |
|                                         |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
| Column n-Size                           | 295                                     | 160         | 132         | 61                 | 65              | 39                   | 59                      | 33            | 30                  | 165                       | 122                    | 126         | 98                           | 63               | 68                            | 63                | 102                                 | 62           | 131               | 163          |            |
| Yes, on cell and can safely take survey | 70                                      | 74          | 64          | 85                 | 78              | 79                   | 51                      | 59            | 56                  | 81                        | 55                     | 81          | 62                           | 58               | 69                            | 74                | 69                                  | 69           | 71                | 69           |            |
| No, not on cell                         | 30                                      | 26          | 36          | 15                 | 22              | 21                   | 49                      | 41            | 44                  | 19                        | 45                     | 19          | 38                           | 42               | 31                            | 26                | 31                                  | 31           | 29                | 31           |            |



Table 1: QA. CELL PHONE

|                                         | GENDER BY AGE |       |      |       |       | GENDER BY EDUCATION  |              |                |                | QC ETHNICITY/RACE |        |      |     |                |              |              |              |
|-----------------------------------------|---------------|-------|------|-------|-------|----------------------|--------------|----------------|----------------|-------------------|--------|------|-----|----------------|--------------|--------------|--------------|
|                                         | Total         | MEN   | MEN  | WOMEN | WOMEN | NCOLL<br>MEN         | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO | CHIN | FIL | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
|                                         |               | 18-49 | 50+  | 18-49 | 50+   |                      |              |                |                |                   |        |      |     |                |              |              |              |
| Column n-Size                           | 295           | 90    | 66   | 73    | 55    | 65                   | 95           | 65             | 67             | 36                | 41     | 45   | 38  | 54             | 58           | 195          | 257          |
| Yes, on cell and can safely take survey | 70            | 81    | 64   | 80    | 43    | 77                   | 72           | 65             | 63             | 60                | 78     | 63   | 75  | 72             | 77           | 72           | 71           |
| No, not on cell                         | 30            | 19    | 36   | 20    | 57    | 23                   | 28           | 35             | 37             | 40                | 22     | 37   | 25  | 28             | 23           | 28           | 29           |
|                                         | LANGUAGE      |       |      |       |       | A/B SPLIT<br>SAMPLES |              |                |                |                   |        |      |     |                |              |              |              |
|                                         | Total         | ENG   | SPAN | VIET  | CHIN  | A                    | B            |                |                |                   |        |      |     |                |              |              |              |
|                                         |               |       |      |       |       |                      |              |                |                |                   |        |      |     |                |              |              |              |
| Column n-Size                           | 295           | 235   | 15   | 27    | 18    | 147                  | 147          |                |                |                   |        |      |     |                |              |              |              |
| Yes, on cell and can safely take survey | 70            | 70    | 67   | 67    | 78    | 61                   | 79           |                |                |                   |        |      |     |                |              |              |              |
| No, not on cell                         | 30            | 30    | 33   | 33    | 22    | 39                   | 21           |                |                |                   |        |      |     |                |              |              |              |

Table 2: QB. AGE

|                                 | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|---------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                 | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
| Column n-Size                   | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>AGES 18-49</u></b>        | <b>56</b>                               | <b>56</b> | <b>56</b> | <b>48</b> | <b>63</b> | <b>89</b>    | <b>43</b>          | <b>61</b>   | <b>53</b>       | <b>50</b>                 | <b>58</b>      | <b>66</b>   | <b>57</b>          | <b>64</b> | <b>58</b> | <b>66</b>         | <b>68</b> | <b>39</b> | <b>61</b>         | <b>66</b> | <b>46</b> |
| Ages 18-24                      | 11                                      | 13        | 9         | 8         | 13        | 0            | 11                 | 12          | 7               | 11                        | 12             | 8           | 11                 | 16        | 2         | 15                | 14        | 7         | 13                | 15        | 5         |
| Ages 25-29                      | 7                                       | 8         | 6         | 6         | 9         | 0            | 5                  | 8           | 4               | 6                         | 8              | 7           | 8                  | 9         | 7         | 6                 | 9         | 4         | 7                 | 9         | 5         |
| Ages 30-34                      | 13                                      | 16        | 11        | 10        | 12        | 9            | 14                 | 13          | 12              | 12                        | 14             | 11          | 15                 | 12        | 14        | 11                | 21        | 3         | 13                | 17        | 7         |
| Ages 35-39                      | 11                                      | 6         | 15        | 13        | 15        | 36           | 2                  | 14          | 7               | 9                         | 10             | 19          | 10                 | 11        | 16        | 15                | 9         | 14        | 12                | 10        | 15        |
| Ages 40-44                      | 7                                       | 5         | 9         | 7         | 10        | 28           | 5                  | 7           | 14              | 6                         | 5              | 13          | 6                  | 6         | 11        | 13                | 7         | 6         | 9                 | 7         | 8         |
| Ages 45-49                      | 7                                       | 8         | 6         | 5         | 5         | 15           | 5                  | 7           | 8               | 6                         | 8              | 8           | 7                  | 10        | 7         | 6                 | 7         | 5         | 6                 | 8         | 6         |
| <b><u>AGES 50+</u></b>          | <b>42</b>                               | <b>41</b> | <b>43</b> | <b>51</b> | <b>35</b> | <b>11</b>    | <b>56</b>          | <b>38</b>   | <b>42</b>       | <b>49</b>                 | <b>41</b>      | <b>25</b>   | <b>39</b>          | <b>35</b> | <b>39</b> | <b>31</b>         | <b>32</b> | <b>58</b> | <b>35</b>         | <b>34</b> | <b>51</b> |
| Ages 50-54                      | 6                                       | 6         | 6         | 6         | 6         | 5            | 6                  | 6           | 7               | 4                         | 7              | 4           | 6                  | 6         | 3         | 1                 | 7         | 12        | 4                 | 7         | 9         |
| Ages 55-59                      | 6                                       | 6         | 7         | 9         | 4         | 6            | 4                  | 7           | 9               | 6                         | 6              | 9           | 8                  | 7         | 3         | 5                 | 5         | 8         | 7                 | 6         | 6         |
| Ages 60-64                      | 8                                       | 8         | 7         | 8         | 7         | 0            | 6                  | 9           | 5               | 12                        | 6              | 3           | 6                  | 8         | 12        | 7                 | 6         | 3         | 7                 | 7         | 6         |
| Ages 65-74                      | 12                                      | 11        | 13        | 16        | 10        | 0            | 17                 | 12          | 4               | 13                        | 13             | 4           | 15                 | 6         | 8         | 10                | 11        | 13        | 13                | 9         | 11        |
| Ages 75+                        | 10                                      | 10        | 10        | 12        | 8         | 0            | 23                 | 4           | 17              | 14                        | 8              | 5           | 4                  | 7         | 14        | 8                 | 2         | 21        | 6                 | 4         | 19        |
| <b><u>PREFER NOT TO SAY</u></b> | <b>2</b>                                | <b>3</b>  | <b>1</b>  | <b>1</b>  | <b>2</b>  | <b>0</b>     | <b>1</b>           | <b>1</b>    | <b>6</b>        | <b>1</b>                  | <b>1</b>       | <b>9</b>    | <b>4</b>           | <b>1</b>  | <b>3</b>  | <b>3</b>          | <b>0</b>  | <b>4</b>  | <b>4</b>          | <b>1</b>  | <b>4</b>  |
| Prefer not to say               | 2                                       | 3         | 1         | 1         | 2         | 0            | 1                  | 1           | 6               | 1                         | 1              | 9           | 4                  | 1         | 3         | 3                 | 0         | 4         | 4                 | 1         | 4         |

Table 2: QB. AGE

| Column n-Size                   | Q8 CITY SERVICES |           |           |           |              | Q9 SMART FAMILIARITY |           |            |                |           | Q10 EVER USED SMART |           | Q14 RECENT CNTACT W/ CITY |           | Q15 CSTMR SVC SATISFACTION |                | Q18 LENGTH OF RESIDENCE IN MILPITAS |           |           |           |           |
|---------------------------------|------------------|-----------|-----------|-----------|--------------|----------------------|-----------|------------|----------------|-----------|---------------------|-----------|---------------------------|-----------|----------------------------|----------------|-------------------------------------|-----------|-----------|-----------|-----------|
|                                 | Total            | VERY SAT  | SMWT SAT  | TOTAL SAT | TOTAL DISSAT | VERY                 | SMWT      | VERY/ SMWT | NT TOO/ AT ALL | DK        | YES                 | NO        | YES                       | NO        | VERY/ SMWT                 | NT TOO/ AT ALL | 0-6 YRS                             | 7-10 YRS  | 11-20 YRS | 21-30 YRS | 31+ YRS   |
|                                 | 647              | 81        | 422       | 503       | 107          | 85                   | 234       | 318        | 280            | 49        | 136                 | 488       | 308                       | 324       | 252                        | 55             | 102                                 | 59        | 123       | 144       | 213       |
| <b><u>AGES 18-49</u></b>        | <b>56</b>        | <b>40</b> | <b>58</b> | <b>55</b> | <b>59</b>    | <b>60</b>            | <b>62</b> | <b>61</b>  | <b>55</b>      | <b>24</b> | <b>76</b>           | <b>51</b> | <b>54</b>                 | <b>58</b> | <b>57</b>                  | <b>38</b>      | <b>70</b>                           | <b>65</b> | <b>71</b> | <b>59</b> | <b>36</b> |
| Ages 18-24                      | 11               | 7         | 13        | 12        | 5            | 11                   | 14        | 13         | 11             | 0         | 20                  | 8         | 9                         | 12        | 10                         | 3              | 5                                   | 7         | 30        | 13        | 3         |
| Ages 25-29                      | 7                | 3         | 8         | 7         | 7            | 5                    | 9         | 8          | 7              | 0         | 8                   | 7         | 7                         | 7         | 7                          | 3              | 8                                   | 5         | 6         | 16        | 2         |
| Ages 30-34                      | 13               | 12        | 13        | 13        | 12           | 12                   | 13        | 13         | 14             | 12        | 17                  | 12        | 12                        | 15        | 12                         | 13             | 19                                  | 7         | 11        | 17        | 11        |
| Ages 35-39                      | 11               | 5         | 12        | 10        | 12           | 10                   | 12        | 11         | 12             | 4         | 17                  | 10        | 10                        | 12        | 10                         | 6              | 20                                  | 19        | 12        | 3         | 9         |
| Ages 40-44                      | 7                | 6         | 6         | 6         | 12           | 15                   | 7         | 9          | 6              | 2         | 8                   | 7         | 9                         | 5         | 9                          | 12             | 15                                  | 17        | 5         | 3         | 4         |
| Ages 45-49                      | 7                | 7         | 6         | 7         | 10           | 8                    | 8         | 8          | 6              | 6         | 7                   | 7         | 7                         | 7         | 8                          | 2              | 3                                   | 11        | 7         | 7         | 8         |
| <b><u>AGES 50+</u></b>          | <b>42</b>        | <b>55</b> | <b>41</b> | <b>43</b> | <b>35</b>    | <b>35</b>            | <b>37</b> | <b>37</b>  | <b>43</b>      | <b>71</b> | <b>21</b>           | <b>47</b> | <b>43</b>                 | <b>40</b> | <b>41</b>                  | <b>54</b>      | <b>28</b>                           | <b>30</b> | <b>28</b> | <b>40</b> | <b>62</b> |
| Ages 50-54                      | 6                | 7         | 6         | 6         | 5            | 3                    | 7         | 6          | 5              | 6         | 4                   | 6         | 6                         | 5         | 6                          | 5              | 6                                   | 5         | 6         | 6         | 6         |
| Ages 55-59                      | 6                | 11        | 5         | 6         | 7            | 11                   | 7         | 8          | 4              | 7         | 5                   | 7         | 6                         | 6         | 4                          | 15             | 5                                   | 5         | 3         | 10        | 7         |
| Ages 60-64                      | 8                | 9         | 7         | 8         | 7            | 3                    | 6         | 5          | 10             | 11        | 4                   | 9         | 7                         | 9         | 6                          | 14             | 2                                   | 2         | 7         | 8         | 12        |
| Ages 65-74                      | 12               | 10        | 13        | 13        | 9            | 11                   | 8         | 9          | 13             | 29        | 3                   | 14        | 12                        | 12        | 13                         | 8              | 6                                   | 7         | 7         | 11        | 20        |
| Ages 75+                        | 10               | 18        | 9         | 11        | 8            | 7                    | 9         | 8          | 11             | 18        | 6                   | 11        | 11                        | 9         | 11                         | 12             | 10                                  | 11        | 4         | 5         | 17        |
| <b><u>PREFER NOT TO SAY</u></b> | <b>2</b>         | <b>5</b>  | <b>0</b>  | <b>1</b>  | <b>6</b>     | <b>4</b>             | <b>1</b>  | <b>2</b>   | <b>2</b>       | <b>6</b>  | <b>2</b>            | <b>2</b>  | <b>3</b>                  | <b>1</b>  | <b>2</b>                   | <b>7</b>       | <b>2</b>                            | <b>5</b>  | <b>2</b>  | <b>1</b>  | <b>2</b>  |
| Prefer not to say               | 2                | 5         | 0         | 1         | 6            | 4                    | 1         | 2          | 2              | 6         | 2                   | 2         | 3                         | 1         | 2                          | 7              | 2                                   | 5         | 2         | 1         | 2         |

Table 2: QB. AGE

|                                 | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |
|---------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|
|                                 | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |
| Column n-Size                   | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201          | 154           | 146       |
| <b><u>AGES 18-49</u></b>        | <b>56</b>     | <b>50</b> | <b>65</b> | <b>65</b>          | <b>69</b> | <b>21</b>  | <b>72</b>            | <b>67</b> | <b>69</b>           | <b>100</b> | <b>80</b>    | <b>100</b> | <b>43</b>            | <b>63</b>    | <b>60</b>     | <b>59</b> |
| Ages 18-24                      | 11            | 8         | 18        | 5                  | 14        | 12         | 17                   | 10        | 15                  | 0          | 39           | 46         | 14                   | 12           | 14            | 8         |
| Ages 25-29                      | 7             | 3         | 12        | 5                  | 11        | 2          | 10                   | 12        | 11                  | 25         | 4            | 0          | 6                    | 8            | 8             | 7         |
| Ages 30-34                      | 13            | 11        | 16        | 16                 | 17        | 1          | 19                   | 15        | 19                  | 21         | 0            | 54         | 10                   | 21           | 12            | 7         |
| Ages 35-39                      | 11            | 12        | 10        | 18                 | 10        | 2          | 11                   | 10        | 11                  | 40         | 4            | 0          | 4                    | 11           | 7             | 19        |
| Ages 40-44                      | 7             | 8         | 5         | 9                  | 9         | 2          | 5                    | 14        | 5                   | 0          | 14           | 0          | 4                    | 5            | 8             | 11        |
| Ages 45-49                      | 7             | 8         | 5         | 12                 | 8         | 1          | 9                    | 6         | 9                   | 14         | 18           | 0          | 5                    | 5            | 11            | 7         |
| <b><u>AGES 50+</u></b>          | <b>42</b>     | <b>48</b> | <b>32</b> | <b>34</b>          | <b>29</b> | <b>78</b>  | <b>27</b>            | <b>30</b> | <b>29</b>           | <b>0</b>   | <b>20</b>    | <b>0</b>   | <b>57</b>            | <b>35</b>    | <b>39</b>     | <b>39</b> |
| Ages 50-54                      | 6             | 6         | 4         | 5                  | 7         | 4          | 8                    | 5         | 9                   | 0          | 0            | 0          | 0                    | 3            | 11            | 5         |
| Ages 55-59                      | 6             | 8         | 5         | 8                  | 7         | 4          | 5                    | 9         | 5                   | 0          | 8            | 0          | 5                    | 3            | 7             | 12        |
| Ages 60-64                      | 8             | 8         | 5         | 12                 | 4         | 8          | 3                    | 5         | 4                   | 0          | 7            | 0          | 4                    | 5            | 8             | 8         |
| Ages 65-74                      | 12            | 15        | 7         | 6                  | 6         | 31         | 5                    | 8         | 6                   | 0          | 6            | 0          | 15                   | 14           | 8             | 11        |
| Ages 75+                        | 10            | 11        | 11        | 3                  | 4         | 32         | 6                    | 3         | 6                   | 0          | 0            | 0          | 33                   | 11           | 5             | 3         |
| <b><u>PREFER NOT TO SAY</u></b> | <b>2</b>      | <b>2</b>  | <b>3</b>  | <b>1</b>           | <b>2</b>  | <b>1</b>   | <b>1</b>             | <b>3</b>  | <b>1</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>0</b>             | <b>1</b>     | <b>1</b>      | <b>2</b>  |
| Prefer not to say               | 2             | 2         | 3         | 1                  | 2         | 1          | 1                    | 3         | 1                   | 0          | 0            | 0          | 0                    | 1            | 1             | 2         |

Table 2: QB. AGE

|                                 | QD GENDER |           |           | QB AGE     |            |            |            |            |            |            |            |            |           | QE EDUCATION |            |           |           |           |           |           |
|---------------------------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|--------------|------------|-----------|-----------|-----------|-----------|-----------|
|                                 | Total     | MEN       | WOMEN     | 18-29      | 30-39      | 40-49      | 50-64      | 65-74      | 75+        | 18-49      | 50+        | 18-39      | 40-64     | 65+          | HS OR LESS | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                   | 647       | 330       | 311       | 116        | 155        | 91         | 129        | 78         | 65         | 362        | 272        | 272        | 220       | 142          | 148        | 129       | 207       | 162       | 277       | 369       |
| <b><u>AGES 18-49</u></b>        | <b>56</b> | <b>59</b> | <b>52</b> | <b>100</b> | <b>100</b> | <b>100</b> | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>100</b> | <b>0</b>   | <b>100</b> | <b>41</b> | <b>0</b>     | <b>57</b>  | <b>62</b> | <b>54</b> | <b>53</b> | <b>59</b> | <b>54</b> |
| Ages 18-24                      | 11        | 11        | 11        | 61         | 0          | 0          | 0          | 0          | 0          | 20         | 0          | 26         | 0         | 0            | 26         | 15        | 4         | 3         | 21        | 4         |
| Ages 25-29                      | 7         | 7         | 7         | 39         | 0          | 0          | 0          | 0          | 0          | 13         | 0          | 17         | 0         | 0            | 6          | 8         | 7         | 6         | 7         | 7         |
| Ages 30-34                      | 13        | 14        | 12        | 0          | 54         | 0          | 0          | 0          | 0          | 23         | 0          | 31         | 0         | 0            | 7          | 18        | 18        | 9         | 12        | 14        |
| Ages 35-39                      | 11        | 13        | 8         | 0          | 46         | 0          | 0          | 0          | 0          | 20         | 0          | 26         | 0         | 0            | 8          | 9         | 11        | 15        | 9         | 13        |
| Ages 40-44                      | 7         | 7         | 7         | 0          | 0          | 51         | 0          | 0          | 0          | 13         | 0          | 0          | 21        | 0            | 4          | 6         | 6         | 12        | 5         | 9         |
| Ages 45-49                      | 7         | 7         | 7         | 0          | 0          | 49         | 0          | 0          | 0          | 12         | 0          | 0          | 20        | 0            | 6          | 5         | 8         | 7         | 6         | 8         |
| <b><u>AGES 50+</u></b>          | <b>42</b> | <b>39</b> | <b>46</b> | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>100</b> | <b>100</b> | <b>100</b> | <b>0</b>   | <b>100</b> | <b>0</b>   | <b>59</b> | <b>100</b>   | <b>42</b>  | <b>37</b> | <b>45</b> | <b>42</b> | <b>40</b> | <b>44</b> |
| Ages 50-54                      | 6         | 7         | 5         | 0          | 0          | 0          | 29         | 0          | 0          | 0          | 14         | 0          | 17        | 0            | 6          | 6         | 5         | 6         | 6         | 5         |
| Ages 55-59                      | 6         | 6         | 7         | 0          | 0          | 0          | 32         | 0          | 0          | 0          | 15         | 0          | 19        | 0            | 4          | 3         | 9         | 8         | 4         | 8         |
| Ages 60-64                      | 8         | 7         | 9         | 0          | 0          | 0          | 39         | 0          | 0          | 0          | 18         | 0          | 23        | 0            | 10         | 6         | 7         | 8         | 8         | 8         |
| Ages 65-74                      | 12        | 9         | 15        | 0          | 0          | 0          | 0          | 100        | 0          | 0          | 29         | 0          | 0         | 55           | 13         | 12        | 14        | 9         | 13        | 12        |
| Ages 75+                        | 10        | 9         | 11        | 0          | 0          | 0          | 0          | 0          | 100        | 0          | 24         | 0          | 0         | 45           | 9          | 9         | 11        | 11        | 9         | 11        |
| <b><u>PREFER NOT TO SAY</u></b> | <b>2</b>  | <b>1</b>  | <b>2</b>  | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>  | <b>0</b>     | <b>0</b>   | <b>1</b>  | <b>1</b>  | <b>5</b>  | <b>1</b>  | <b>2</b>  |
| Prefer not to say               | 2         | 1         | 2         | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0         | 0            | 0          | 1         | 1         | 5         | 1         | 2         |

|                          | GENDER BY AGE |            |            |             |            | GENDER BY EDUCATION |           |             |             | QC ETHNICITY/RACE |           |           |           |             |           |           |           |
|--------------------------|---------------|------------|------------|-------------|------------|---------------------|-----------|-------------|-------------|-------------------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|
|                          | Total         | MEN 18-49  | MEN 50+    | WOMEN 18-49 | WOMEN 50+  | NCOLL MEN           | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
| Column n-Size            | 647           | 196        | 129        | 162         | 141        | 137                 | 193       | 138         | 172         | 71                | 84        | 97        | 84        | 123         | 116       | 420       | 562       |
| <b>AGES 18-49</b>        | <b>56</b>     | <b>100</b> | <b>0</b>   | <b>100</b>  | <b>0</b>   | <b>63</b>           | <b>57</b> | <b>55</b>   | <b>50</b>   | <b>27</b>         | <b>73</b> | <b>57</b> | <b>47</b> | <b>59</b>   | <b>64</b> | <b>58</b> | <b>60</b> |
| Ages 18-24               | 11            | 19         | 0          | 20          | 0          | 23                  | 3         | 18          | 5           | 2                 | 20        | 6         | 7         | 13          | 20        | 12        | 12        |
| Ages 25-29               | 7             | 11         | 0          | 14          | 0          | 8                   | 6         | 7           | 7           | 4                 | 8         | 10        | 10        | 2           | 8         | 7         | 7         |
| Ages 30-34               | 13            | 24         | 0          | 23          | 0          | 13                  | 16        | 12          | 12          | 12                | 21        | 15        | 10        | 7           | 20        | 13        | 13        |
| Ages 35-39               | 11            | 22         | 0          | 16          | 0          | 9                   | 16        | 8           | 9           | 6                 | 10        | 12        | 13        | 13          | 6         | 11        | 11        |
| Ages 40-44               | 7             | 12         | 0          | 14          | 0          | 3                   | 9         | 7           | 8           | 2                 | 9         | 6         | 1         | 13          | 5         | 7         | 7         |
| Ages 45-49               | 7             | 12         | 0          | 13          | 0          | 7                   | 7         | 4           | 9           | 2                 | 5         | 10        | 7         | 11          | 5         | 8         | 8         |
| <b>AGES 50+</b>          | <b>42</b>     | <b>0</b>   | <b>100</b> | <b>0</b>    | <b>100</b> | <b>36</b>           | <b>41</b> | <b>43</b>   | <b>47</b>   | <b>69</b>         | <b>26</b> | <b>43</b> | <b>51</b> | <b>38</b>   | <b>36</b> | <b>41</b> | <b>39</b> |
| Ages 50-54               | 6             | 0          | 18         | 0           | 10         | 7                   | 7         | 6           | 3           | 0                 | 7         | 8         | 8         | 6           | 9         | 7         | 7         |
| Ages 55-59               | 6             | 0          | 16         | 0           | 15         | 4                   | 8         | 4           | 9           | 6                 | 3         | 8         | 6         | 8           | 6         | 7         | 6         |
| Ages 60-64               | 8             | 0          | 18         | 0           | 19         | 6                   | 8         | 10          | 7           | 9                 | 6         | 9         | 8         | 7           | 10        | 8         | 8         |
| Ages 65-74               | 12            | 0          | 24         | 0           | 32         | 10                  | 9         | 15          | 15          | 25                | 7         | 9         | 20        | 8           | 10        | 11        | 11        |
| Ages 75+                 | 10            | 0          | 23         | 0           | 24         | 9                   | 10        | 9           | 13          | 28                | 3         | 8         | 9         | 9           | 2         | 7         | 8         |
| <b>PREFER NOT TO SAY</b> | <b>2</b>      | <b>0</b>   | <b>0</b>   | <b>0</b>    | <b>0</b>   | <b>1</b>            | <b>2</b>  | <b>1</b>    | <b>3</b>    | <b>4</b>          | <b>1</b>  | <b>0</b>  | <b>2</b>  | <b>3</b>    | <b>0</b>  | <b>1</b>  | <b>1</b>  |
| Prefer not to say        | 2             | 0          | 0          | 0           | 0          | 1                   | 2         | 1           | 3           | 4                 | 1         | 0         | 2         | 3           | 0         | 1         | 1         |

Table 2: QB. AGE

|                                 | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                 | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                   | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>AGES 18-49</u></b>        | <b>56</b> | <b>56</b> | <b>51</b> | <b>53</b> | <b>52</b> | <b>56</b>            | <b>56</b> |
| Ages 18-24                      | 11        | 11        | 0         | 25        | 0         | 11                   | 11        |
| Ages 25-29                      | 7         | 7         | 3         | 0         | 9         | 7                    | 7         |
| Ages 30-34                      | 13        | 13        | 16        | 19        | 16        | 13                   | 13        |
| Ages 35-39                      | 11        | 11        | 20        | 9         | 0         | 11                   | 11        |
| Ages 40-44                      | 7         | 7         | 12        | 0         | 3         | 7                    | 8         |
| Ages 45-49                      | 7         | 7         | 0         | 0         | 23        | 7                    | 6         |
| <b><u>AGES 50+</u></b>          | <b>42</b> | <b>42</b> | <b>43</b> | <b>47</b> | <b>48</b> | <b>42</b>            | <b>42</b> |
| Ages 50-54                      | 6         | 6         | 12        | 5         | 4         | 6                    | 6         |
| Ages 55-59                      | 6         | 6         | 17        | 6         | 9         | 7                    | 6         |
| Ages 60-64                      | 8         | 6         | 9         | 26        | 20        | 8                    | 8         |
| Ages 65-74                      | 12        | 12        | 5         | 9         | 15        | 12                   | 12        |
| Ages 75+                        | 10        | 11        | 0         | 0         | 0         | 10                   | 10        |
| <b><u>PREFER NOT TO SAY</u></b> | <b>2</b>  | <b>2</b>  | <b>5</b>  | <b>0</b>  | <b>0</b>  | <b>2</b>             | <b>2</b>  |
| Prefer not to say               | 2         | 2         | 5         | 0         | 0         | 2                    | 2         |

Table 3: QC. ETHNICITY/RACE

| Column n-Size                          | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|----------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                        | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                        | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b>WHITE</b>                           | <b>11</b>                               | <b>12</b> | <b>10</b> | <b>12</b> | <b>8</b>  | <b>2</b>     | <b>14</b>          | <b>10</b>   | <b>11</b>       | <b>14</b>                 | <b>11</b>      | <b>5</b>    | <b>10</b>          | <b>8</b>  | <b>15</b> | <b>10</b>         | <b>11</b> | <b>5</b>  | <b>10</b>         | <b>9</b>  | <b>8</b>  |
| White or Caucasian                     | 11                                      | 12        | 10        | 12        | 8         | 2            | 14                 | 10          | 11              | 14                        | 11             | 5           | 10                 | 8         | 15        | 10                | 11        | 5         | 10                | 9         | 8         |
| <b>TOTAL PEOPLE OF COLOR</b>           | <b>87</b>                               | <b>87</b> | <b>87</b> | <b>87</b> | <b>87</b> | <b>84</b>    | <b>85</b>          | <b>88</b>   | <b>85</b>       | <b>85</b>                 | <b>88</b>      | <b>86</b>   | <b>87</b>          | <b>91</b> | <b>81</b> | <b>83</b>         | <b>89</b> | <b>94</b> | <b>85</b>         | <b>90</b> | <b>89</b> |
| Latino or Hispanic                     | 13                                      | 14        | 12        | 11        | 15        | 2            | 16                 | 13          | 10              | 13                        | 15             | 4           | 10                 | 15        | 17        | 11                | 18        | 4         | 11                | 17        | 9         |
| Black or African American              | 4                                       | 4         | 5         | 6         | 4         | 0            | 9                  | 3           | 6               | 5                         | 5              | 2           | 1                  | 5         | 0         | 2                 | 6         | 13        | 2                 | 6         | 8         |
| Chinese                                | 15                                      | 15        | 15        | 15        | 14        | 17           | 11                 | 15          | 22              | 11                        | 15             | 21          | 17                 | 19        | 10        | 17                | 13        | 4         | 17                | 16        | 6         |
| Filipino                               | 13                                      | 13        | 13        | 15        | 12        | 0            | 11                 | 14          | 8               | 13                        | 14             | 10          | 12                 | 11        | 12        | 11                | 16        | 15        | 11                | 14        | 14        |
| Indian or South Asian                  | 19                                      | 18        | 20        | 16        | 22        | 45           | 14                 | 21          | 16              | 24                        | 15             | 25          | 23                 | 19        | 25        | 16                | 17        | 35        | 19                | 18        | 31        |
| Japanese                               | 0                                       | 0         | 0         | 1         | 0         | 0            | 1                  | 0           | 1               | 0                         | 1              | 1           | 0                  | 2         | 0         | 0                 | 0         | 0         | 0                 | 1         | 0         |
| Korean                                 | 1                                       | 0         | 1         | 1         | 1         | 6            | 1                  | 1           | 0               | 0                         | 0              | 1           | 2                  | 0         | 0         | 0                 | 0         | 0         | 1                 | 0         | 0         |
| Vietnamese                             | 13                                      | 17        | 10        | 10        | 11        | 0            | 14                 | 13          | 11              | 9                         | 17             | 12          | 16                 | 13        | 9         | 14                | 11        | 18        | 15                | 12        | 14        |
| Other Asian or Pacific Islander        | 4                                       | 3         | 5         | 6         | 4         | 7            | 1                  | 5           | 7               | 4                         | 4              | 6           | 1                  | 2         | 8         | 7                 | 4         | 2         | 4                 | 3         | 4         |
| Multiracial                            | 3                                       | 2         | 4         | 5         | 3         | 0            | 4                  | 3           | 2               | 5                         | 2              | 4           | 3                  | 5         | 0         | 2                 | 3         | 0         | 3                 | 4         | 0         |
| Some other ethnic or racial background | 1                                       | 1         | 2         | 1         | 1         | 6            | 3                  | 0           | 3               | 1                         | 2              | 1           | 2                  | 0         | 0         | 2                 | 0         | 4         | 2                 | 0         | 2         |
| <b>PREFER NOT TO SAY</b>               | <b>2</b>                                | <b>1</b>  | <b>3</b>  | <b>1</b>  | <b>5</b>  | <b>14</b>    | <b>2</b>           | <b>2</b>    | <b>4</b>        | <b>1</b>                  | <b>1</b>       | <b>9</b>    | <b>3</b>           | <b>1</b>  | <b>4</b>  | <b>7</b>          | <b>1</b>  | <b>1</b>  | <b>5</b>          | <b>1</b>  | <b>2</b>  |
| Prefer not to say                      | 2                                       | 1         | 3         | 1         | 5         | 14           | 2                  | 2           | 4               | 1                         | 1              | 9           | 3                  | 1         | 4         | 7                 | 1         | 1         | 5                 | 1         | 2         |

Table 3: QC. ETHNICITY/RACE

|                                        | Q8 CITY SERVICES |           |           |           |              | Q9 SMART FAMILIARITY |           |            |                |           | Q10 EVER USED SMART |           | Q14 RECENT CNTACT W/ CITY |           | Q15 CSTMR SVC SATISFACTION |                | Q18 LENGTH OF RESIDENCE IN MILPITAS |           |           |           |           |
|----------------------------------------|------------------|-----------|-----------|-----------|--------------|----------------------|-----------|------------|----------------|-----------|---------------------|-----------|---------------------------|-----------|----------------------------|----------------|-------------------------------------|-----------|-----------|-----------|-----------|
|                                        | Total            | VERY SAT  | SMWT SAT  | TOTAL SAT | TOTAL DISSAT | VERY                 | SMWT      | VERY/ SMWT | NT TOO/ AT ALL | DK        | YES                 | NO        | YES                       | NO        | VERY/ SMWT                 | NT TOO/ AT ALL | 0-6 YRS                             | 7-10 YRS  | 11-20 YRS | 21-30 YRS | 31+ YRS   |
|                                        | 647              | 81        | 422       | 503       | 107          | 85                   | 234       | 318        | 280            | 49        | 136                 | 488       | 308                       | 324       | 252                        | 55             | 102                                 | 59        | 123       | 144       | 213       |
| <b><u>WHITE</u></b>                    | <b>11</b>        | <b>17</b> | <b>9</b>  | <b>10</b> | <b>11</b>    | <b>4</b>             | <b>9</b>  | <b>7</b>   | <b>13</b>      | <b>20</b> | <b>5</b>            | <b>13</b> | <b>15</b>                 | <b>8</b>  | <b>13</b>                  | <b>20</b>      | <b>12</b>                           | <b>10</b> | <b>7</b>  | <b>6</b>  | <b>17</b> |
| White or Caucasian                     | 11               | 17        | 9         | 10        | 11           | 4                    | 9         | 7          | 13             | 20        | 5                   | 13        | 15                        | 8         | 13                         | 20             | 12                                  | 10        | 7         | 6         | 17        |
| <b><u>TOTAL PEOPLE OF COLOR</u></b>    | <b>87</b>        | <b>82</b> | <b>89</b> | <b>88</b> | <b>84</b>    | <b>94</b>            | <b>89</b> | <b>90</b>  | <b>85</b>      | <b>74</b> | <b>93</b>           | <b>85</b> | <b>83</b>                 | <b>90</b> | <b>84</b>                  | <b>80</b>      | <b>82</b>                           | <b>81</b> | <b>93</b> | <b>94</b> | <b>82</b> |
| Latino or Hispanic                     | 13               | 15        | 14        | 14        | 7            | 12                   | 14        | 13         | 14             | 4         | 12                  | 13        | 11                        | 15        | 13                         | 4              | 12                                  | 9         | 15        | 14        | 12        |
| Black or African American              | 4                | 9         | 4         | 5         | 4            | 11                   | 3         | 5          | 5              | 0         | 2                   | 5         | 6                         | 3         | 8                          | 1              | 9                                   | 6         | 4         | 2         | 4         |
| Chinese                                | 15               | 11        | 16        | 16        | 15           | 10                   | 14        | 13         | 15             | 25        | 14                  | 15        | 13                        | 16        | 12                         | 16             | 13                                  | 12        | 23        | 17        | 12        |
| Filipino                               | 13               | 9         | 14        | 13        | 14           | 17                   | 14        | 15         | 11             | 11        | 17                  | 12        | 13                        | 13        | 13                         | 17             | 17                                  | 10        | 8         | 14        | 13        |
| Indian or South Asian                  | 19               | 19        | 18        | 18        | 25           | 37                   | 22        | 26         | 13             | 4         | 29                  | 17        | 19                        | 17        | 18                         | 23             | 18                                  | 26        | 17        | 17        | 20        |
| Japanese                               | 0                | 0         | 0         | 0         | 1            | 0                    | 0         | 0          | 1              | 0         | 0                   | 0         | 0                         | 1         | 0                          | 0              | 0                                   | 0         | 1         | 1         | 0         |
| Korean                                 | 1                | 0         | 1         | 1         | 0            | 0                    | 0         | 0          | 1              | 3         | 0                   | 1         | 1                         | 0         | 2                          | 0              | 3                                   | 0         | 0         | 0         | 1         |
| Vietnamese                             | 13               | 17        | 13        | 13        | 12           | 7                    | 14        | 12         | 14             | 13        | 14                  | 12        | 10                        | 17        | 11                         | 4              | 4                                   | 11        | 17        | 23        | 8         |
| Other Asian or Pacific Islander        | 4                | 2         | 3         | 3         | 4            | 0                    | 4         | 3          | 5              | 5         | 3                   | 4         | 4                         | 4         | 3                          | 13             | 7                                   | 1         | 3         | 2         | 5         |
| Multiracial                            | 3                | 0         | 3         | 3         | 1            | 1                    | 3         | 3          | 3              | 5         | 2                   | 4         | 4                         | 3         | 4                          | 2              | 1                                   | 2         | 2         | 4         | 5         |
| Some other ethnic or racial background | 1                | 0         | 2         | 2         | 1            | 0                    | 1         | 1          | 2              | 3         | 0                   | 2         | 1                         | 2         | 1                          | 0              | 0                                   | 4         | 2         | 0         | 2         |
| <b><u>PREFER NOT TO SAY</u></b>        | <b>2</b>         | <b>1</b>  | <b>2</b>  | <b>2</b>  | <b>5</b>     | <b>2</b>             | <b>3</b>  | <b>2</b>   | <b>1</b>       | <b>6</b>  | <b>2</b>            | <b>2</b>  | <b>2</b>                  | <b>2</b>  | <b>2</b>                   | <b>0</b>       | <b>5</b>                            | <b>9</b>  | <b>1</b>  | <b>0</b>  | <b>1</b>  |
| Prefer not to say                      | 2                | 1         | 2         | 2         | 5            | 2                    | 3         | 2          | 1              | 6         | 2                   | 2         | 2                         | 2         | 2                          | 0              | 5                                   | 9         | 1         | 0         | 1         |



Table 3: QC. ETHNICITY/RACE

|                                        | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |
|----------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|
|                                        | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |
|                                        | -----         | -----     | -----     | -----              | -----     | -----      | -----                | -----     | -----               | -----      | -----        | -----      | -----                | -----        | -----         | -----     |
| Column n-Size                          | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201          | 154           | 146       |
| <b><u>WHITE</u></b>                    | <b>11</b>     | <b>13</b> | <b>9</b>  | <b>9</b>           | <b>7</b>  | <b>24</b>  | <b>7</b>             | <b>7</b>  | <b>7</b>            | <b>13</b>  | <b>4</b>     | <b>0</b>   | <b>25</b>            | <b>11</b>    | <b>8</b>      | <b>8</b>  |
| White or Caucasian                     | 11            | 13        | 9         | 9                  | 7         | 24         | 7                    | 7         | 7                   | 13         | 4            | 0          | 25                   | 11           | 8             | 8         |
| <b><u>TOTAL PEOPLE OF COLOR</u></b>    | <b>87</b>     | <b>85</b> | <b>90</b> | <b>86</b>          | <b>93</b> | <b>76</b>  | <b>93</b>            | <b>92</b> | <b>93</b>           | <b>87</b>  | <b>96</b>    | <b>100</b> | <b>75</b>            | <b>88</b>    | <b>90</b>     | <b>90</b> |
| Latino or Hispanic                     | 13            | 10        | 20        | 13                 | 17        | 8          | 18                   | 16        | 18                  | 21         | 0            | 0          | 9                    | 18           | 18            | 7         |
| Black or African American              | 4             | 3         | 8         | 1                  | 5         | 9          | 1                    | 10        | 1                   | 0          | 0            | 0          | 10                   | 6            | 3             | 3         |
| Chinese                                | 15            | 19        | 6         | 14                 | 16        | 15         | 15                   | 16        | 18                  | 0          | 0            | 0          | 17                   | 12           | 12            | 24        |
| Filipino                               | 13            | 11        | 20        | 11                 | 13        | 11         | 15                   | 9         | 14                  | 54         | 9            | 0          | 15                   | 13           | 13            | 11        |
| Indian or South Asian                  | 19            | 21        | 13        | 24                 | 21        | 5          | 23                   | 20        | 21                  | 0          | 75           | 0          | 7                    | 15           | 23            | 25        |
| Japanese                               | 0             | 0         | 1         | 0                  | 1         | 0          | 1                    | 0         | 1                   | 0          | 0            | 0          | 0                    | 1            | 0             | 1         |
| Korean                                 | 1             | 1         | 0         | 0                  | 0         | 2          | 0                    | 1         | 0                   | 0          | 0            | 0          | 0                    | 0            | 1             | 1         |
| Vietnamese                             | 13            | 12        | 18        | 12                 | 13        | 16         | 15                   | 11        | 14                  | 13         | 11           | 46         | 11                   | 15           | 14            | 9         |
| Other Asian or Pacific Islander        | 4             | 4         | 2         | 6                  | 5         | 1          | 4                    | 6         | 5                   | 0          | 0            | 0          | 3                    | 4            | 5             | 4         |
| Multiracial                            | 3             | 3         | 1         | 4                  | 3         | 3          | 3                    | 2         | 2                   | 0          | 0            | 54         | 4                    | 3            | 2             | 4         |
| Some other ethnic or racial background | 1             | 2         | 1         | 1                  | 0         | 4          | 0                    | 1         | 0                   | 0          | 0            | 0          | 0                    | 2            | 0             | 2         |
| <b><u>PREFER NOT TO SAY</u></b>        | <b>2</b>      | <b>3</b>  | <b>1</b>  | <b>4</b>           | <b>0</b>  | <b>1</b>   | <b>0</b>             | <b>1</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>0</b>             | <b>1</b>     | <b>2</b>      | <b>1</b>  |
| Prefer not to say                      | 2             | 3         | 1         | 4                  | 0         | 1          | 0                    | 1         | 0                   | 0          | 0            | 0          | 0                    | 1            | 2             | 1         |

Table 3: QC. ETHNICITY/RACE

|                                        | QD GENDER |           |           | QB AGE    |           |           |           |           |           |           |           |           |           | QE EDUCATION |            |           |           |           |           |           |
|----------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|-----------|-----------|-----------|-----------|
|                                        | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+       | 18-49     | 50+       | 18-39     | 40-64     | 65+          | HS OR LESS | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                          | 647       | 330       | 311       | 116       | 155       | 91        | 129       | 78        | 65        | 362       | 272       | 272       | 220       | 142          | 148        | 129       | 207       | 162       | 277       | 369       |
| <b>WHITE</b>                           | <b>11</b> | <b>11</b> | <b>12</b> | <b>3</b>  | <b>8</b>  | <b>3</b>  | <b>9</b>  | <b>23</b> | <b>31</b> | <b>5</b>  | <b>18</b> | <b>6</b>  | <b>6</b>  | <b>27</b>    | <b>13</b>  | <b>11</b> | <b>10</b> | <b>10</b> | <b>12</b> | <b>10</b> |
| White or Caucasian                     | 11        | 11        | 12        | 3         | 8         | 3         | 9         | 23        | 31        | 5         | 18        | 6         | 6         | 27           | 13         | 11        | 10        | 10        | 12        | 10        |
| <b><u>TOTAL PEOPLE OF COLOR</u></b>    | <b>87</b> | <b>89</b> | <b>86</b> | <b>96</b> | <b>90</b> | <b>93</b> | <b>90</b> | <b>77</b> | <b>69</b> | <b>92</b> | <b>81</b> | <b>92</b> | <b>91</b> | <b>73</b>    | <b>87</b>  | <b>88</b> | <b>89</b> | <b>84</b> | <b>87</b> | <b>87</b> |
| Latino or Hispanic                     | 13        | 10        | 17        | 20        | 17        | 13        | 11        | 8         | 4         | 17        | 8         | 18        | 12        | 6            | 20         | 19        | 11        | 4         | 20        | 8         |
| Black or African American              | 4         | 2         | 7         | 6         | 2         | 3         | 2         | 7         | 14        | 3         | 6         | 3         | 3         | 10           | 4          | 11        | 2         | 3         | 7         | 3         |
| Chinese                                | 15        | 16        | 14        | 13        | 16        | 16        | 19        | 12        | 13        | 15        | 15        | 15        | 18        | 12           | 9          | 10        | 18        | 20        | 9         | 19        |
| Filipino                               | 13        | 13        | 14        | 12        | 12        | 8         | 14        | 21        | 12        | 11        | 16        | 12        | 11        | 17           | 15         | 15        | 16        | 7         | 15        | 12        |
| Indian or South Asian                  | 19        | 24        | 14        | 16        | 16        | 33        | 20        | 13        | 17        | 20        | 17        | 16        | 25        | 15           | 13         | 16        | 16        | 31        | 14        | 23        |
| Japanese                               | 0         | 0         | 0         | 0         | 0         | 1         | 1         | 0         | 0         | 0         | 0         | 0         | 1         | 0            | 0          | 1         | 0         | 0         | 1         | 0         |
| Korean                                 | 1         | 0         | 1         | 0         | 1         | 0         | 1         | 0         | 2         | 0         | 1         | 0         | 1         | 1            | 1          | 0         | 1         | 1         | 1         | 1         |
| Vietnamese                             | 13        | 14        | 11        | 24        | 12        | 7         | 16        | 12        | 2         | 15        | 11        | 17        | 12        | 8            | 14         | 11        | 17        | 8         | 13        | 13        |
| Other Asian or Pacific Islander        | 4         | 5         | 3         | 3         | 7         | 5         | 4         | 2         | 0         | 5         | 3         | 5         | 5         | 1            | 4          | 4         | 3         | 5         | 4         | 4         |
| Multiracial                            | 3         | 3         | 3         | 1         | 8         | 5         | 1         | 1         | 0         | 5         | 1         | 5         | 3         | 1            | 7          | 1         | 3         | 2         | 4         | 2         |
| Some other ethnic or racial background | 1         | 1         | 2         | 0         | 0         | 2         | 2         | 1         | 5         | 0         | 3         | 0         | 2         | 3            | 1          | 0         | 2         | 2         | 1         | 2         |
| <b><u>PREFER NOT TO SAY</u></b>        | <b>2</b>  | <b>0</b>  | <b>3</b>  | <b>1</b>  | <b>2</b>  | <b>4</b>  | <b>1</b>  | <b>0</b>  | <b>0</b>  | <b>2</b>  | <b>0</b>  | <b>2</b>  | <b>2</b>  | <b>0</b>     | <b>0</b>   | <b>1</b>  | <b>1</b>  | <b>6</b>  | <b>0</b>  | <b>3</b>  |
| Prefer not to say                      | 2         | 0         | 3         | 1         | 2         | 4         | 1         | 0         | 0         | 2         | 0         | 2         | 2         | 0            | 0          | 1         | 1         | 6         | 0         | 3         |

Table 3: QC. ETHNICITY/RACE

|                                        | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |            |            |            |                |              |              |              |
|----------------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|------------|------------|------------|----------------|--------------|--------------|--------------|
|                                        | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO     | CHIN       | FIL        | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                          | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84         | 97         | 84         | 123            | 116          | 420          | 562          |
| <b>WHITE</b>                           | <b>11</b>     | <b>4</b>     | <b>19</b>  | <b>7</b>       | <b>18</b>    | <b>9</b>            | <b>12</b>    | <b>15</b>      | <b>9</b>       | <b>100</b>        | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>       | <b>0</b>     | <b>0</b>     | <b>0</b>     |
| White or Caucasian                     | 11            | 4            | 19         | 7              | 18           | 9                   | 12           | 15             | 9              | 100               | 0          | 0          | 0          | 0              | 0            | 0            | 0            |
| <b><u>TOTAL PEOPLE OF COLOR</u></b>    | <b>87</b>     | <b>95</b>    | <b>81</b>  | <b>90</b>      | <b>82</b>    | <b>91</b>           | <b>88</b>    | <b>84</b>      | <b>87</b>      | <b>0</b>          | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b>     | <b>100</b>   | <b>100</b>   | <b>100</b>   |
| Latino or Hispanic                     | 13            | 13           | 6          | 22             | 11           | 15                  | 7            | 25             | 10             | 0                 | 100        | 0          | 0          | 0              | 0            | 0            | 15           |
| Black or African American              | 4             | 3            | 1          | 3              | 11           | 5                   | 1            | 9              | 5              | 0                 | 0          | 0          | 0          | 0              | 0            | 0            | 5            |
| Chinese                                | 15            | 14           | 18         | 16             | 13           | 9                   | 20           | 10             | 18             | 0                 | 0          | 100        | 0          | 0              | 0            | 23           | 17           |
| Filipino                               | 13            | 12           | 15         | 10             | 17           | 15                  | 11           | 14             | 13             | 0                 | 0          | 0          | 100        | 0              | 0            | 20           | 15           |
| Indian or South Asian                  | 19            | 27           | 19         | 12             | 15           | 21                  | 26           | 7              | 19             | 0                 | 0          | 0          | 0          | 100            | 0            | 29           | 22           |
| Japanese                               | 0             | 0            | 1          | 1              | 0            | 1                   | 0            | 0              | 0              | 0                 | 0          | 0          | 0          | 0              | 2            | 0            | 0            |
| Korean                                 | 1             | 1            | 0          | 0              | 2            | 0                   | 1            | 1              | 1              | 0                 | 0          | 0          | 0          | 0              | 3            | 1            | 1            |
| Vietnamese                             | 13            | 15           | 15         | 14             | 9            | 15                  | 14           | 10             | 13             | 0                 | 0          | 0          | 0          | 0              | 72           | 20           | 15           |
| Other Asian or Pacific Islander        | 4             | 6            | 4          | 4              | 1            | 5                   | 5            | 3              | 2              | 0                 | 0          | 0          | 0          | 0              | 22           | 6            | 5            |
| Multiracial                            | 3             | 5            | 1          | 6              | 1            | 5                   | 2            | 4              | 3              | 0                 | 0          | 0          | 0          | 0              | 0            | 0            | 4            |
| Some other ethnic or racial background | 1             | 0            | 2          | 1              | 3            | 0                   | 1            | 1              | 3              | 0                 | 0          | 0          | 0          | 0              | 0            | 0            | 2            |
| <b><u>PREFER NOT TO SAY</u></b>        | <b>2</b>      | <b>1</b>     | <b>0</b>   | <b>3</b>       | <b>1</b>     | <b>0</b>            | <b>1</b>     | <b>1</b>       | <b>4</b>       | <b>0</b>          | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>       | <b>0</b>     | <b>0</b>     | <b>0</b>     |
| Prefer not to say                      | 2             | 1            | 0          | 3              | 1            | 0                   | 1            | 1              | 4              | 0                 | 0          | 0          | 0          | 0              | 0            | 0            | 0            |

Table 3: QC. ETHNICITY/RACE

|                                        | Total     | LANGUAGE  |            |            |            | A/B SPLIT<br>SAMPLES |           |
|----------------------------------------|-----------|-----------|------------|------------|------------|----------------------|-----------|
|                                        |           | ENG       | SPAN       | VIET       | CHIN       | A                    | B         |
| Column n-Size                          | 647       | 587       | 15         | 27         | 18         | 323                  | 324       |
| <b>WHITE</b>                           | <b>11</b> | <b>12</b> | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>11</b>            | <b>11</b> |
| White or Caucasian                     | 11        | 12        | 0          | 0          | 0          | 11                   | 11        |
| <b>TOTAL PEOPLE OF COLOR</b>           | <b>87</b> | <b>86</b> | <b>100</b> | <b>100</b> | <b>100</b> | <b>87</b>            | <b>86</b> |
| Latino or Hispanic                     | 13        | 12        | 100        | 0          | 0          | 13                   | 13        |
| Black or African American              | 4         | 5         | 0          | 0          | 0          | 3                    | 6         |
| Chinese                                | 15        | 14        | 0          | 4          | 84         | 15                   | 15        |
| Filipino                               | 13        | 14        | 0          | 0          | 0          | 13                   | 13        |
| Indian or South Asian                  | 19        | 21        | 0          | 0          | 0          | 19                   | 19        |
| Japanese                               | 0         | 0         | 0          | 0          | 0          | 1                    | 0         |
| Korean                                 | 1         | 1         | 0          | 0          | 0          | 1                    | 0         |
| Vietnamese                             | 13        | 9         | 0          | 96         | 16         | 13                   | 13        |
| Other Asian or Pacific Islander        | 4         | 4         | 0          | 0          | 0          | 4                    | 4         |
| Multiracial                            | 3         | 3         | 0          | 0          | 0          | 4                    | 2         |
| Some other ethnic or racial background | 1         | 2         | 0          | 0          | 0          | 1                    | 1         |
| <b>PREFER NOT TO SAY</b>               | <b>2</b>  | <b>2</b>  | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>2</b>             | <b>3</b>  |
| Prefer not to say                      | 2         | 2         | 0          | 0          | 0          | 2                    | 3         |

Table 4: QD. GENDER

|                   | DATA COLLECTION MODE/<br>CONTACT METHOD |       |        |       |      |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |      |      | Q7B VIOLENT CRIME |      |      | Q7 COMBINED CRIME |      |      |
|-------------------|-----------------------------------------|-------|--------|-------|------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------|------|-------------------|------|------|-------------------|------|------|
|                   | Total                                   | PHONE | ONLINE | EMAIL | TEXT | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME | DECR | INCR              | SAME | DECR | INCR              | SAME | DECR |
|                   |                                         |       |        |       |      |              |                    |             |                 |                           |                |             |                    |      |      |                   |      |      |                   |      |      |
| Column n-Size     | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| Men               | 51                                      | 54    | 48     | 49    | 45   | 66           | 52                 | 52          | 47              | 48                        | 51             | 60          | 43                 | 52   | 65   | 49                | 51   | 58   | 46                | 52   | 61   |
| Women             | 48                                      | 45    | 51     | 50    | 54   | 24           | 46                 | 47          | 52              | 51                        | 48             | 39          | 54                 | 47   | 35   | 50                | 48   | 41   | 52                | 48   | 39   |
| Non-binary        | 0                                       | 1     | 0      | 0     | 0    | 0            | 1                  | 0           | 0               | 0                         | 1              | 0           | 0                  | 0    | 0    | 0                 | 1    | 0    | 0                 | 1    | 0    |
| Prefer not to say | 1                                       | 0     | 1      | 1     | 1    | 9            | 1                  | 0           | 1               | 1                         | 0              | 1           | 3                  | 0    | 0    | 1                 | 0    | 1    | 2                 | 0    | 1    |

|                   | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |      |               |                   |    | Q10 EVER<br>USED SMART |     | Q14 RECENT<br>CNTACT W/ CITY |     | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|-------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|------|---------------|-------------------|----|------------------------|-----|------------------------------|-----|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                   | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK | YES                    | NO  | YES                          | NO  | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                   |                  |             |             |              |                 |                      |      |               |                   |    |                        |     |                              |     |                               |                   |                                     |             |              |              |            |
| Column n-Size     | 647              | 81          | 422         | 503          | 107             | 85                   | 234  | 318           | 280               | 49 | 136                    | 488 | 308                          | 324 | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Men               | 51               | 56          | 50          | 51           | 50              | 58                   | 54   | 55            | 49                | 37 | 50                     | 52  | 53                           | 49  | 53                            | 53                | 57                                  | 48          | 54           | 47           | 50         |
| Women             | 48               | 43          | 49          | 48           | 49              | 40                   | 45   | 44            | 50                | 63 | 48                     | 48  | 46                           | 50  | 46                            | 47                | 41                                  | 50          | 45           | 52           | 49         |
| Non-binary        | 0                | 0           | 0           | 0            | 0               | 0                    | 0    | 0             | 0                 | 0  | 1                      | 0   | 0                            | 1   | 0                             | 0                 | 1                                   | 0           | 0            | 0            | 0          |
| Prefer not to say | 1                | 1           | 0           | 1            | 2               | 2                    | 1    | 1             | 0                 | 0  | 1                      | 1   | 1                            | 0   | 1                             | 0                 | 1                                   | 2           | 0            | 0            | 1          |

|                   | Q19 RESIDENCE |     | Q20 WORK SITUATION |     |             | Q21 WORK IN<br>MILPITAS |     | Q22 MODE OF COMMUTE |       |               |                 | Q23 HOUSEHOLD INCOME |        |                  |                   |         |
|-------------------|---------------|-----|--------------------|-----|-------------|-------------------------|-----|---------------------|-------|---------------|-----------------|----------------------|--------|------------------|-------------------|---------|
|                   | Total         | OWN | RENT               | WFH | COM<br>MUTE | DON'T<br>WORK           | YES | NO                  | DRIVE | RIDE<br>SHARE | PUBLIC<br>TRANS | WALK                 | <\$60K | \$60K-<br>\$120K | \$120K-<br>\$180K | \$180K+ |
|                   |               |     |                    |     |             |                         |     |                     |       |               |                 |                      |        |                  |                   |         |
| Column n-Size     | 647           | 414 | 184                | 146 | 317         | 140                     | 169 | 145                 | 146   | 4             | 10              | 4                    | 55     | 201              | 154               | 146     |
| Men               | 51            | 49  | 54                 | 49  | 57          | 40                      | 54  | 59                  | 55    | 0             | 68              | 46                   | 46     | 49               | 57                | 54      |
| Women             | 48            | 50  | 45                 | 50  | 43          | 58                      | 45  | 41                  | 45    | 100           | 27              | 54                   | 54     | 50               | 42                | 44      |
| Non-binary        | 0             | 0   | 1                  | 0   | 0           | 1                       | 1   | 0                   | 1     | 0             | 0               | 0                    | 0      | 0                | 0                 | 0       |
| Prefer not to say | 1             | 1   | 0                  | 1   | 0           | 1                       | 0   | 0                   | 0     | 0             | 6               | 0                    | 0      | 0                | 0                 | 1       |

Table 4: QD. GENDER

|                   | QD GENDER |     |       |       | QB AGE |       |       |       |     |       |     |       |       |     | QE EDUCATION |           |           |           |       |       |
|-------------------|-----------|-----|-------|-------|--------|-------|-------|-------|-----|-------|-----|-------|-------|-----|--------------|-----------|-----------|-----------|-------|-------|
|                   | Total     | MEN | WOMEN | 18-29 | 30-39  | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 | 65+ | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
| Column n-Size     | 647       | 330 | 311   | 116   | 155    | 91    | 129   | 78    | 65  | 362   | 272 | 272   | 220   | 142 | 148          | 129       | 207       | 162       | 277   | 369   |
| Men               | 51        | 100 | 0     | 51    | 59     | 50    | 52    | 40    | 47  | 54    | 48  | 55    | 51    | 43  | 57           | 41        | 48        | 58        | 50    | 52    |
| Women             | 48        | 0   | 100   | 47    | 41     | 49    | 47    | 59    | 53  | 45    | 52  | 43    | 48    | 56  | 43           | 58        | 51        | 41        | 50    | 47    |
| Non-binary        | 0         | 0   | 0     | 1     | 0      | 0     | 0     | 0     | 0   | 1     | 0   | 1     | 0     | 0   | 1            | 0         | 0         | 0         | 0     | 0     |
| Prefer not to say | 1         | 0   | 0     | 1     | 1      | 0     | 0     | 1     | 0   | 1     | 0   | 1     | 0     | 0   | 0            | 0         | 0         | 1         | 0     | 1     |

|                   | GENDER BY AGE |           |         |             |           | GENDER BY EDUCATION |           |             |             | QC ETHNICITY/RACE |        |      |     |             |           |           |           |
|-------------------|---------------|-----------|---------|-------------|-----------|---------------------|-----------|-------------|-------------|-------------------|--------|------|-----|-------------|-----------|-----------|-----------|
|                   | Total         | MEN 18-49 | MEN 50+ | WOMEN 18-49 | WOMEN 50+ | NCOLL MEN           | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN | WHITE             | LATINO | CHIN | FIL | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
| Column n-Size     | 647           | 196       | 129     | 162         | 141       | 137                 | 193       | 138         | 172         | 71                | 84     | 97   | 84  | 123         | 116       | 420       | 562       |
| Men               | 51            | 100       | 100     | 0           | 0         | 100                 | 100       | 0           | 0           | 49                | 39     | 53   | 50  | 65          | 58        | 57        | 52        |
| Women             | 48            | 0         | 0       | 100         | 100       | 0                   | 0         | 100         | 100         | 51                | 61     | 46   | 50  | 35          | 41        | 42        | 47        |
| Non-binary        | 0             | 0         | 0       | 0           | 0         | 0                   | 0         | 0           | 0           | 0                 | 0      | 1    | 0   | 0           | 1         | 0         | 0         |
| Prefer not to say | 1             | 0         | 0       | 0           | 0         | 0                   | 0         | 0           | 0           | 0                 | 0      | 0    | 0   | 0           | 0         | 0         | 0         |

|                   | LANGUAGE |     |      |      |      | A/B SPLIT SAMPLES |     |
|-------------------|----------|-----|------|------|------|-------------------|-----|
|                   | Total    | ENG | SPAN | VIET | CHIN | A                 | B   |
| Column n-Size     | 647      | 587 | 15   | 27   | 18   | 323               | 324 |
| Men               | 51       | 51  | 20   | 59   | 50   | 51                | 51  |
| Women             | 48       | 48  | 80   | 37   | 50   | 48                | 48  |
| Non-binary        | 0        | 0   | 0    | 4    | 0    | 0                 | 0   |
| Prefer not to say | 1        | 1   | 0    | 0    | 0    | 1                 | 1   |

Table 5: QE. EDUCATION

|                                 | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|---------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                 | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                 | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| Column n-Size                   | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>NON-COLLEGE</u></b>       | <b>43</b>                               | <b>45</b> | <b>41</b> | <b>43</b> | <b>44</b> | <b>0</b>     | <b>42</b>          | <b>44</b>   | <b>36</b>       | <b>58</b>                 | <b>41</b>      | <b>19</b>   | <b>32</b>          | <b>46</b> | <b>55</b> | <b>49</b>         | <b>47</b> | <b>28</b> | <b>40</b>         | <b>46</b> | <b>38</b> |
| Less than high school           | 2                                       | 2         | 2         | 1         | 3         | 0            | 4                  | 1           | 1               | 1                         | 3              | 1           | 0                  | 2         | 4         | 0                 | 3         | 0         | 0                 | 2         | 2         |
| High school graduate            | 21                                      | 21        | 21        | 22        | 22        | 0            | 19                 | 21          | 22              | 29                        | 19             | 8           | 15                 | 20        | 11        | 27                | 19        | 18        | 21                | 19        | 15        |
| Vocational or technical school  | 2                                       | 3         | 2         | 2         | 1         | 0            | 5                  | 2           | 1               | 4                         | 1              | 1           | 4                  | 2         | 5         | 3                 | 3         | 0         | 4                 | 2         | 2         |
| Some college, but no degree     | 8                                       | 9         | 8         | 8         | 9         | 0            | 7                  | 10          | 4               | 11                        | 8              | 5           | 7                  | 9         | 18        | 9                 | 11        | 5         | 8                 | 10        | 10        |
| Associate degree                | 9                                       | 10        | 9         | 10        | 8         | 0            | 8                  | 10          | 7               | 12                        | 10             | 4           | 6                  | 13        | 17        | 10                | 11        | 5         | 8                 | 12        | 10        |
| <b><u>COLLEGE+</u></b>          | <b>57</b>                               | <b>55</b> | <b>58</b> | <b>56</b> | <b>56</b> | <b>100</b>   | <b>57</b>          | <b>56</b>   | <b>64</b>       | <b>42</b>                 | <b>59</b>      | <b>81</b>   | <b>67</b>          | <b>54</b> | <b>45</b> | <b>51</b>         | <b>53</b> | <b>72</b> | <b>59</b>         | <b>54</b> | <b>62</b> |
| Four-year college degree        | 32                                      | 35        | 30        | 31        | 30        | 13           | 35                 | 32          | 24              | 25                        | 36             | 28          | 39                 | 30        | 31        | 24                | 38        | 34        | 32                | 34        | 33        |
| Graduate school                 | 25                                      | 21        | 28        | 25        | 26        | 87           | 22                 | 23          | 40              | 16                        | 23             | 53          | 28                 | 24        | 14        | 27                | 15        | 38        | 27                | 19        | 29        |
| <b><u>PREFER NOT TO SAY</u></b> | <b>0</b>                                | <b>0</b>  | <b>0</b>  | <b>1</b>  | <b>0</b>  | <b>0</b>     | <b>1</b>           | <b>0</b>    | <b>0</b>        | <b>1</b>                  | <b>0</b>       | <b>0</b>    | <b>1</b>           | <b>0</b>  | <b>0</b>  | <b>0</b>          | <b>0</b>  | <b>0</b>  | <b>1</b>          | <b>0</b>  | <b>0</b>  |
| Prefer not to say               | 0                                       | 0         | 0         | 1         | 0         | 0            | 1                  | 0           | 0               | 1                         | 0              | 0           | 1                  | 0         | 0         | 0                 | 0         | 0         | 1                 | 0         | 0         |

|                                 | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|---------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                 | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                 | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Column n-Size                   | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b><u>NON-COLLEGE</u></b>       | <b>43</b>        | <b>38</b>   | <b>47</b>   | <b>45</b>    | <b>32</b>       | <b>39</b>            | <b>45</b> | <b>43</b>     | <b>43</b>         | <b>39</b> | <b>55</b>              | <b>39</b> | <b>42</b>                    | <b>44</b> | <b>43</b>                     | <b>39</b>         | <b>27</b>                           | <b>32</b>   | <b>54</b>    | <b>41</b>    | <b>49</b>  |
| Less than high school           | 2                | 1           | 2           | 2            | 1               | 2                    | 2         | 2             | 2                 | 0         | 1                      | 2         | 2                            | 2         | 2                             | 2                 | 1                                   | 0           | 2            | 1            | 4          |
| High school graduate            | 21               | 18          | 22          | 21           | 19              | 15                   | 21        | 19            | 22                | 27        | 24                     | 20        | 19                           | 23        | 18                            | 24                | 11                                  | 8           | 33           | 16           | 26         |
| Vocational or technical school  | 2                | 4           | 2           | 2            | 2               | 4                    | 2         | 2             | 2                 | 3         | 4                      | 1         | 3                            | 2         | 3                             | 3                 | 2                                   | 2           | 4            | 1            | 2          |
| Some college, but no degree     | 8                | 6           | 9           | 9            | 7               | 6                    | 8         | 8             | 10                | 6         | 13                     | 7         | 8                            | 9         | 9                             | 4                 | 7                                   | 13          | 10           | 10           | 6          |
| Associate degree                | 9                | 8           | 12          | 11           | 2               | 12                   | 12        | 12            | 7                 | 4         | 13                     | 8         | 10                           | 8         | 11                            | 6                 | 6                                   | 9           | 4            | 13           | 12         |
| <b><u>COLLEGE+</u></b>          | <b>57</b>        | <b>61</b>   | <b>53</b>   | <b>54</b>    | <b>68</b>       | <b>61</b>            | <b>55</b> | <b>56</b>     | <b>57</b>         | <b>61</b> | <b>45</b>              | <b>61</b> | <b>58</b>                    | <b>56</b> | <b>57</b>                     | <b>61</b>         | <b>73</b>                           | <b>68</b>   | <b>46</b>    | <b>59</b>    | <b>51</b>  |
| Four-year college degree        | 32               | 32          | 33          | 33           | 28              | 29                   | 36        | 34            | 29                | 32        | 32                     | 33        | 28                           | 36        | 29                            | 27                | 25                                  | 38          | 29           | 39           | 30         |
| Graduate school                 | 25               | 29          | 20          | 21           | 40              | 31                   | 19        | 22            | 28                | 29        | 14                     | 29        | 29                           | 20        | 28                            | 34                | 48                                  | 30          | 18           | 20           | 21         |
| <b><u>PREFER NOT TO SAY</u></b> | <b>0</b>         | <b>1</b>    | <b>0</b>    | <b>0</b>     | <b>0</b>        | <b>0</b>             | <b>0</b>  | <b>0</b>      | <b>0</b>          | <b>0</b>  | <b>0</b>               | <b>0</b>  | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>0</b>     | <b>0</b>     | <b>1</b>   |
| Prefer not to say               | 0                | 1           | 0           | 0            | 0               | 0                    | 0         | 0             | 0                 | 0         | 0                      | 0         | 0                            | 0         | 0                             | 0                 | 0                                   | 0           | 0            | 0            | 1          |

Table 5: QE. EDUCATION

|                                 | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |
|---------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|
|                                 | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |
| Column n-Size                   | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146       |
| <b><u>NON-COLLEGE</u></b>       | <b>43</b>     | <b>36</b> | <b>51</b> | <b>36</b>          | <b>43</b> | <b>54</b>  | <b>46</b>            | <b>39</b> | <b>43</b>           | <b>46</b>  | <b>76</b>    | <b>46</b> | <b>51</b>            | <b>53</b>    | <b>47</b>     | <b>21</b> |
| Less than high school           | 2             | 2         | 3         | 0                  | 1         | 7          | 1                    | 0         | 2                   | 0          | 0            | 0         | 2                    | 3            | 1             | 1         |
| High school graduate            | 21            | 18        | 21        | 14                 | 22        | 26         | 21                   | 23        | 22                  | 13         | 11           | 46        | 18                   | 27           | 20            | 13        |
| Vocational or technical school  | 2             | 2         | 3         | 1                  | 3         | 1          | 3                    | 3         | 2                   | 0          | 18           | 0         | 2                    | 3            | 3             | 1         |
| Some college, but no degree     | 8             | 7         | 13        | 11                 | 7         | 9          | 7                    | 8         | 5                   | 21         | 12           | 0         | 21                   | 9            | 7             | 4         |
| Associate degree                | 9             | 8         | 11        | 10                 | 10        | 10         | 14                   | 5         | 13                  | 13         | 35           | 0         | 8                    | 12           | 16            | 2         |
| <b><u>COLLEGE+</u></b>          | <b>57</b>     | <b>64</b> | <b>49</b> | <b>64</b>          | <b>57</b> | <b>46</b>  | <b>54</b>            | <b>61</b> | <b>57</b>           | <b>54</b>  | <b>24</b>    | <b>54</b> | <b>49</b>            | <b>47</b>    | <b>53</b>     | <b>78</b> |
| Four-year college degree        | 32            | 33        | 31        | 34                 | 37        | 22         | 43                   | 30        | 44                  | 54         | 24           | 54        | 30                   | 32           | 35            | 32        |
| Graduate school                 | 25            | 30        | 18        | 30                 | 21        | 23         | 11                   | 31        | 13                  | 0          | 0            | 0         | 19                   | 15           | 18            | 46        |
| <b><u>PREFER NOT TO SAY</u></b> | <b>0</b>      | <b>0</b>  | <b>0</b>  | <b>0</b>           | <b>0</b>  | <b>1</b>   | <b>0</b>             | <b>0</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>0</b>             | <b>0</b>     | <b>0</b>      | <b>1</b>  |
| Prefer not to say               | 0             | 0         | 0         | 0                  | 0         | 1          | 0                    | 0         | 0                   | 0          | 0            | 0         | 0                    | 0            | 0             | 1         |

|                                 | QD GENDER |           |           | QB AGE    |           |           |           |           |           |           |           |           |           |           | QE EDUCATION |            |            |            |            |            |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|------------|------------|------------|------------|------------|
|                                 | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+       | 18-49     | 50+       | 18-39     | 40-64     | 65+       | HS OR LESS   | SOME COLL  | COLL GRAD  | POST GRAD  | NCOLL      | COLL+      |
| Column n-Size                   | 647       | 330       | 311       | 116       | 155       | 91        | 129       | 78        | 65        | 362       | 272       | 272       | 220       | 142       | 148          | 129        | 207        | 162        | 277        | 369        |
| <b><u>NON-COLLEGE</u></b>       | <b>43</b> | <b>42</b> | <b>45</b> | <b>67</b> | <b>37</b> | <b>33</b> | <b>39</b> | <b>45</b> | <b>38</b> | <b>45</b> | <b>41</b> | <b>50</b> | <b>37</b> | <b>42</b> | <b>100</b>   | <b>100</b> | <b>0</b>   | <b>0</b>   | <b>100</b> | <b>0</b>   |
| Less than high school           | 2         | 3         | 1         | 3         | 0         | 0         | 1         | 6         | 3         | 1         | 3         | 1         | 1         | 5         | 8            | 0          | 0          | 0          | 4          | 0          |
| High school graduate            | 21        | 22        | 20        | 38        | 14        | 17        | 22        | 19        | 16        | 22        | 20        | 24        | 20        | 18        | 92           | 0          | 0          | 0          | 49         | 0          |
| Vocational or technical school  | 2         | 3         | 1         | 4         | 4         | 1         | 2         | 1         | 0         | 3         | 1         | 4         | 2         | 1         | 0            | 11         | 0          | 0          | 5          | 0          |
| Some college, but no degree     | 8         | 6         | 11        | 13        | 7         | 9         | 5         | 9         | 11        | 9         | 8         | 10        | 7         | 10        | 0            | 42         | 0          | 0          | 20         | 0          |
| Associate degree                | 9         | 7         | 12        | 9         | 12        | 7         | 8         | 10        | 8         | 10        | 9         | 11        | 7         | 9         | 0            | 46         | 0          | 0          | 22         | 0          |
| <b><u>COLLEGE+</u></b>          | <b>57</b> | <b>58</b> | <b>55</b> | <b>33</b> | <b>63</b> | <b>67</b> | <b>61</b> | <b>55</b> | <b>62</b> | <b>55</b> | <b>59</b> | <b>50</b> | <b>63</b> | <b>58</b> | <b>0</b>     | <b>0</b>   | <b>100</b> | <b>100</b> | <b>0</b>   | <b>100</b> |
| Four-year college degree        | 32        | 30        | 34        | 20        | 38        | 32        | 32        | 37        | 36        | 31        | 34        | 30        | 32        | 36        | 0            | 0          | 100        | 0          | 0          | 56         |
| Graduate school                 | 25        | 28        | 21        | 13        | 25        | 35        | 28        | 19        | 26        | 24        | 25        | 20        | 31        | 22        | 0            | 0          | 0          | 100        | 0          | 44         |
| <b><u>PREFER NOT TO SAY</u></b> | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>     | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   |
| Prefer not to say               | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0            | 0          | 0          | 0          | 0          | 0          |



Table 5: QE. EDUCATION

|                                 | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                 | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                   | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>NON-COLLEGE</u></b>       | <b>43</b>     | <b>44</b>    | <b>38</b>  | <b>47</b>      | <b>42</b>    | <b>100</b>          | <b>0</b>     | <b>100</b>     | <b>0</b>       | <b>47</b>         | <b>65</b> | <b>27</b> | <b>49</b> | <b>32</b>      | <b>43</b>    | <b>37</b>    | <b>43</b>    |
| Less than high school           | 2             | 1            | 5          | 0              | 1            | 7                   | 0            | 1              | 0              | 5                 | 2         | 0         | 4         | 0              | 2            | 1            | 2            |
| High school graduate            | 21            | 24           | 20         | 21             | 19           | 54                  | 0            | 44             | 0              | 22                | 32        | 13        | 22        | 15             | 23           | 18           | 21           |
| Vocational or technical school  | 2             | 4            | 2          | 1              | 1            | 8                   | 0            | 2              | 0              | 3                 | 3         | 2         | 3         | 2              | 1            | 2            | 2            |
| Some college, but no degree     | 8             | 7            | 5          | 12             | 10           | 15                  | 0            | 24             | 0              | 9                 | 13        | 1         | 11        | 6              | 8            | 7            | 9            |
| Associate degree                | 9             | 7            | 6          | 13             | 11           | 16                  | 0            | 27             | 0              | 9                 | 14        | 10        | 9         | 8              | 9            | 9            | 9            |
| <b><u>COLLEGE+</u></b>          | <b>57</b>     | <b>56</b>    | <b>62</b>  | <b>53</b>      | <b>58</b>    | <b>0</b>            | <b>100</b>   | <b>0</b>       | <b>100</b>     | <b>53</b>         | <b>35</b> | <b>73</b> | <b>51</b> | <b>68</b>      | <b>57</b>    | <b>63</b>    | <b>57</b>    |
| Four-year college degree        | 32            | 29           | 33         | 33             | 36           | 0                   | 52           | 0              | 62             | 29                | 28        | 39        | 39        | 27             | 37           | 35           | 33           |
| Graduate school                 | 25            | 26           | 29         | 20             | 21           | 0                   | 48           | 0              | 38             | 24                | 8         | 34        | 13        | 41             | 19           | 28           | 24           |
| <b><u>PREFER NOT TO SAY</u></b> | <b>0</b>      | <b>0</b>     | <b>0</b>   | <b>0</b>       | <b>0</b>     | <b>0</b>            | <b>0</b>     | <b>0</b>       | <b>0</b>       | <b>0</b>          | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>       | <b>0</b>     | <b>0</b>     | <b>0</b>     |
| Prefer not to say               | 0             | 0            | 0          | 0              | 0            | 0                   | 0            | 0              | 0              | 0                 | 0         | 0         | 0         | 0              | 0            | 0            | 0            |

|                                 | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                 | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                   | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>NON-COLLEGE</u></b>       | <b>43</b> | <b>43</b> | <b>61</b> | <b>40</b> | <b>43</b> | <b>43</b>            | <b>43</b> |
| Less than high school           | 2         | 2         | 0         | 4         | 0         | 3                    | 1         |
| High school graduate            | 21        | 21        | 26        | 23        | 26        | 20                   | 22        |
| Vocational or technical school  | 2         | 2         | 5         | 0         | 5         | 2                    | 2         |
| Some college, but no degree     | 8         | 8         | 14        | 12        | 3         | 8                    | 9         |
| Associate degree                | 9         | 10        | 16        | 0         | 10        | 10                   | 9         |
| <b><u>COLLEGE+</u></b>          | <b>57</b> | <b>57</b> | <b>39</b> | <b>60</b> | <b>57</b> | <b>57</b>            | <b>57</b> |
| Four-year college degree        | 32        | 32        | 26        | 41        | 36        | 32                   | 32        |
| Graduate school                 | 25        | 26        | 13        | 20        | 21        | 25                   | 25        |
| <b><u>PREFER NOT TO SAY</u></b> | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>0</b>  |
| Prefer not to say               | 0         | 0         | 0         | 0         | 0         | 0                    | 0         |

Table 6: Q1. How satisfied are you with the overall quality of life in Milpitas?

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| Column n-Size                    | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>86</b>                               | <b>87</b>   | <b>85</b>   | <b>87</b>    | <b>85</b>       | <b>60</b>            | <b>100</b>         | <b>100</b>    | <b>0</b>          | <b>84</b>                 | <b>92</b>              | <b>68</b>   | <b>80</b>                    | <b>90</b> | <b>89</b>                     | <b>73</b>         | <b>92</b>                           | <b>96</b>   | <b>77</b>         | <b>91</b>    | <b>94</b>  |
| Very satisfied                   | 22                                      | 22          | 22          | 28           | 15              | 0                    | 100                | 0             | 0                 | 26                        | 24                     | 5           | 17                           | 23        | 21                            | 17                | 19                                  | 26          | 17                | 21           | 24         |
| Somewhat satisfied               | 64                                      | 65          | 63          | 59           | 70              | 60                   | 0                  | 100           | 0                 | 58                        | 69                     | 63          | 62                           | 67        | 68                            | 56                | 73                                  | 71          | 59                | 70           | 70         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>                               | <b>13</b>   | <b>14</b>   | <b>11</b>    | <b>15</b>       | <b>37</b>            | <b>0</b>           | <b>0</b>      | <b>100</b>        | <b>14</b>                 | <b>7</b>               | <b>30</b>   | <b>17</b>                    | <b>9</b>  | <b>11</b>                     | <b>26</b>         | <b>8</b>                            | <b>4</b>    | <b>22</b>         | <b>8</b>     | <b>6</b>   |
| Somewhat dissatisfied            | 11                                      | 11          | 10          | 7            | 14              | 21                   | 0                  | 0             | 80                | 12                        | 6                      | 23          | 13                           | 8         | 11                            | 24                | 6                                   | 4           | 18                | 7            | 6          |
| Very dissatisfied                | 3                                       | 2           | 4           | 4            | 2               | 15                   | 0                  | 0             | 20                | 3                         | 1                      | 7           | 4                            | 1         | 0                             | 2                 | 2                                   | 0           | 3                 | 2            | 0          |
| <b><u>DK</u></b>                 | <b>1</b>                                | <b>0</b>    | <b>1</b>    | <b>2</b>     | <b>0</b>        | <b>3</b>             | <b>0</b>           | <b>0</b>      | <b>0</b>          | <b>1</b>                  | <b>0</b>               | <b>2</b>    | <b>3</b>                     | <b>1</b>  | <b>0</b>                      | <b>1</b>          | <b>1</b>                            | <b>0</b>    | <b>2</b>          | <b>1</b>     | <b>0</b>   |
| DK                               | 1                                       | 0           | 1           | 2            | 0               | 3                    | 0                  | 0             | 0                 | 1                         | 0                      | 2           | 3                            | 1         | 0                             | 1                 | 1                                   | 0           | 2                 | 1            | 0          |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| Column n-Size                    | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>86</b>                               | <b>91</b>   | <b>94</b>   | <b>94</b>    | <b>50</b>       | <b>85</b>            | <b>89</b>          | <b>88</b>     | <b>84</b>         | <b>84</b>                 | <b>92</b>              | <b>84</b>   | <b>84</b>                    | <b>87</b> | <b>89</b>                     | <b>64</b>         | <b>81</b>                           | <b>86</b>   | <b>89</b>         | <b>85</b>    | <b>88</b>  |
| Very satisfied                   | 22                                      | 51          | 21          | 26           | 4               | 24                   | 15                 | 18            | 25                | 32                        | 18                     | 23          | 24                           | 20        | 28                            | 6                 | 17                                  | 23          | 24                | 18           | 26         |
| Somewhat satisfied               | 64                                      | 40          | 73          | 67           | 46              | 60                   | 74                 | 70            | 59                | 53                        | 74                     | 61          | 60                           | 67        | 61                            | 58                | 64                                  | 63          | 65                | 68           | 62         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>                               | <b>9</b>    | <b>5</b>    | <b>6</b>     | <b>48</b>       | <b>14</b>            | <b>11</b>          | <b>12</b>     | <b>14</b>         | <b>16</b>                 | <b>6</b>               | <b>16</b>   | <b>15</b>                    | <b>11</b> | <b>11</b>                     | <b>35</b>         | <b>18</b>                           | <b>14</b>   | <b>10</b>         | <b>13</b>    | <b>12</b>  |
| Somewhat dissatisfied            | 11                                      | 7           | 4           | 5            | 37              | 10                   | 9                  | 9             | 12                | 16                        | 6                      | 12          | 13                           | 8         | 9                             | 30                | 10                                  | 11          | 9                 | 11           | 10         |
| Very dissatisfied                | 3                                       | 1           | 1           | 1            | 11              | 4                    | 2                  | 3             | 3                 | 0                         | 0                      | 4           | 2                            | 3         | 2                             | 5                 | 8                                   | 3           | 1                 | 2            | 2          |
| <b><u>DK</u></b>                 | <b>1</b>                                | <b>0</b>    | <b>1</b>    | <b>1</b>     | <b>1</b>        | <b>1</b>             | <b>0</b>           | <b>0</b>      | <b>1</b>          | <b>0</b>                  | <b>3</b>               | <b>0</b>    | <b>0</b>                     | <b>1</b>  | <b>0</b>                      | <b>1</b>          | <b>1</b>                            | <b>0</b>    | <b>1</b>          | <b>1</b>     | <b>0</b>   |
| DK                               | 1                                       | 0           | 1           | 1            | 1               | 1                    | 0                  | 0             | 1                 | 0                         | 3                      | 0           | 0                            | 1         | 0                             | 1                 | 1                                   | 0           | 1                 | 1            | 0          |

Table 6: Q1. How satisfied are you with the overall quality of life in Milpitas?

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201           | 154            | 146       |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>86</b>     | <b>85</b> | <b>89</b> | <b>86</b>          | <b>87</b> | <b>87</b>  | <b>93</b>            | <b>81</b> | <b>92</b>           | <b>100</b> | <b>95</b>    | <b>100</b> | <b>89</b>            | <b>84</b>     | <b>91</b>      | <b>86</b> |           |           |           |           |
| Very satisfied                   | 22            | 22        | 23        | 17                 | 19        | 38         | 16                   | 20        | 16                  | 0          | 33           | 0          | 28                   | 26            | 19             | 20        |           |           |           |           |
| Somewhat satisfied               | 64            | 63        | 65        | 69                 | 69        | 49         | 77                   | 60        | 76                  | 100        | 61           | 100        | 61                   | 58            | 72             | 66        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>     | <b>14</b> | <b>10</b> | <b>14</b>          | <b>12</b> | <b>13</b>  | <b>5</b>             | <b>19</b> | <b>5</b>            | <b>0</b>   | <b>5</b>     | <b>0</b>   | <b>11</b>            | <b>15</b>     | <b>7</b>       | <b>14</b> |           |           |           |           |
| Somewhat dissatisfied            | 11            | 12        | 7         | 9                  | 11        | 10         | 5                    | 17        | 5                   | 0          | 5            | 0          | 6                    | 13            | 6              | 10        |           |           |           |           |
| Very dissatisfied                | 3             | 3         | 3         | 5                  | 1         | 2          | 0                    | 2         | 0                   | 0          | 0            | 0          | 5                    | 2             | 1              | 5         |           |           |           |           |
| <b><u>DK</u></b>                 | <b>1</b>      | <b>1</b>  | <b>1</b>  | <b>0</b>           | <b>1</b>  | <b>0</b>   | <b>2</b>             | <b>0</b>  | <b>2</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>0</b>             | <b>1</b>      | <b>2</b>       | <b>0</b>  |           |           |           |           |
| DK                               | 1             | 1         | 1         | 0                  | 1         | 0          | 2                    | 0         | 2                   | 0          | 0            | 0          | 0                    | 1             | 2              | 0         |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      |               | QE EDUCATION   |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272        | 220                  | 142           | 148            | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>86</b>     | <b>87</b> | <b>84</b> | <b>90</b>          | <b>88</b> | <b>79</b>  | <b>86</b>            | <b>94</b> | <b>77</b>           | <b>86</b>  | <b>86</b>    | <b>89</b>  | <b>83</b>            | <b>87</b>     | <b>85</b>      | <b>91</b> | <b>89</b> | <b>79</b> | <b>88</b> | <b>84</b> |
| Very satisfied                   | 22            | 22        | 21        | 20                 | 15        | 16         | 18                   | 31        | 49                  | 17         | 29           | 17         | 17                   | 40            | 22             | 21        | 24        | 19        | 22        | 22        |
| Somewhat satisfied               | 64            | 65        | 63        | 70                 | 73        | 63         | 68                   | 63        | 28                  | 70         | 57           | 72         | 66                   | 47            | 63             | 70        | 65        | 59        | 66        | 62        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>     | <b>12</b> | <b>14</b> | <b>8</b>           | <b>11</b> | <b>21</b>  | <b>13</b>            | <b>5</b>  | <b>23</b>           | <b>13</b>  | <b>13</b>    | <b>10</b>  | <b>17</b>            | <b>13</b>     | <b>14</b>      | <b>8</b>  | <b>10</b> | <b>21</b> | <b>11</b> | <b>15</b> |
| Somewhat dissatisfied            | 11            | 10        | 11        | 8                  | 7         | 16         | 13                   | 3         | 16                  | 10         | 11           | 7          | 14                   | 9             | 11             | 7         | 9         | 15        | 9         | 12        |
| Very dissatisfied                | 3             | 2         | 3         | 0                  | 3         | 5          | 1                    | 2         | 7                   | 3          | 2            | 2          | 3                    | 4             | 3              | 1         | 1         | 6         | 2         | 3         |
| <b><u>DK</u></b>                 | <b>1</b>      | <b>0</b>  | <b>1</b>  | <b>2</b>           | <b>1</b>  | <b>0</b>   | <b>1</b>             | <b>1</b>  | <b>0</b>            | <b>1</b>   | <b>1</b>     | <b>1</b>   | <b>0</b>             | <b>1</b>      | <b>1</b>       | <b>1</b>  | <b>1</b>  | <b>0</b>  | <b>1</b>  | <b>1</b>  |
| DK                               | 1             | 0         | 1         | 2                  | 1         | 0          | 1                    | 1         | 0                   | 1          | 1            | 1          | 0                    | 1             | 1              | 1         | 1         | 0         | 1         | 1         |

Table 6: Q1. How satisfied are you with the overall quality of life in Milpitas?

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>86</b>     | <b>88</b>    | <b>87</b>  | <b>84</b>      | <b>86</b>    | <b>89</b>           | <b>86</b>    | <b>86</b>      | <b>83</b>      | <b>86</b>         | <b>90</b> | <b>80</b> | <b>89</b> | <b>88</b>      | <b>87</b>    | <b>86</b>    | <b>86</b>    |
| Very satisfied                   | 22            | 20           | 27         | 13             | 31           | 23                  | 22           | 20             | 22             | 28                | 26        | 17        | 18        | 16             | 21           | 18           | 21           |
| Somewhat satisfied               | 64            | 69           | 60         | 71             | 55           | 67                  | 64           | 66             | 61             | 59                | 64        | 64        | 70        | 71             | 66           | 68           | 65           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>     | <b>12</b>    | <b>12</b>  | <b>14</b>      | <b>14</b>    | <b>11</b>           | <b>14</b>    | <b>12</b>      | <b>16</b>      | <b>14</b>         | <b>10</b> | <b>20</b> | <b>8</b>  | <b>11</b>      | <b>13</b>    | <b>13</b>    | <b>13</b>    |
| Somewhat dissatisfied            | 11            | 9            | 11         | 11             | 10           | 7                   | 12           | 11             | 11             | 12                | 6         | 18        | 3         | 8              | 13           | 11           | 10           |
| Very dissatisfied                | 3             | 3            | 1          | 3              | 3            | 3                   | 1            | 1              | 5              | 1                 | 4         | 1         | 5         | 3              | 0            | 2            | 3            |
| <b><u>DK</u></b>                 | <b>1</b>      | <b>0</b>     | <b>1</b>   | <b>2</b>       | <b>1</b>     | <b>0</b>            | <b>0</b>     | <b>2</b>       | <b>1</b>       | <b>0</b>          | <b>0</b>  | <b>0</b>  | <b>3</b>  | <b>1</b>       | <b>0</b>     | <b>1</b>     | <b>1</b>     |
| DK                               | 1             | 0            | 1          | 2              | 1            | 0                   | 0            | 2              | 1              | 0                 | 0         | 0         | 3         | 1              | 0            | 1            | 1            |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                    | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>86</b> | <b>85</b> | <b>84</b> | <b>92</b> | <b>90</b> | <b>86</b>            | <b>86</b> |
| Very satisfied                   | 22        | 22        | 12        | 23        | 16        | 23                   | 21        |
| Somewhat satisfied               | 64        | 63        | 72        | 69        | 74        | 63                   | 65        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b> | <b>14</b> | <b>16</b> | <b>8</b>  | <b>10</b> | <b>13</b>            | <b>14</b> |
| Somewhat dissatisfied            | 11        | 11        | 16        | 8         | 10        | 10                   | 11        |
| Very dissatisfied                | 3         | 3         | 0         | 0         | 0         | 3                    | 3         |
| <b><u>DK</u></b>                 | <b>1</b>  | <b>1</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>1</b>             | <b>0</b>  |
| DK                               | 1         | 1         | 0         | 0         | 0         | 1                    | 0         |

Table 7: Q2a. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : Milpitas City government overall

|                         | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|-------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                         | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                         | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| Column n-Size           | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b>TOTAL APPROVE</b>    | <b>71</b>                               | <b>76</b>   | <b>66</b>   | <b>65</b>    | <b>73</b>       | <b>27</b>            | <b>83</b>          | <b>77</b>     | <b>23</b>         | <b>71</b>                 | <b>83</b>              | <b>36</b>   | <b>63</b>                    | <b>81</b> | <b>79</b>                     | <b>58</b>         | <b>77</b>                           | <b>81</b>   | <b>61</b>         | <b>79</b>    | <b>80</b>  |
| Strongly approve        | 17                                      | 18          | 16          | 16           | 17              | 4                    | 34                 | 14            | 3                 | 15                        | 22                     | 6           | 11                           | 18        | 34                            | 15                | 23                                  | 17          | 13                | 21           | 23         |
| Somewhat approve        | 54                                      | 57          | 50          | 49           | 55              | 23                   | 49                 | 63            | 19                | 56                        | 61                     | 29          | 53                           | 62        | 44                            | 43                | 53                                  | 64          | 48                | 58           | 57         |
| <b>TOTAL DISAPPROVE</b> | <b>20</b>                               | <b>19</b>   | <b>21</b>   | <b>21</b>    | <b>17</b>       | <b>49</b>            | <b>5</b>           | <b>15</b>     | <b>68</b>         | <b>19</b>                 | <b>11</b>              | <b>50</b>   | <b>30</b>                    | <b>15</b> | <b>20</b>                     | <b>29</b>         | <b>17</b>                           | <b>13</b>   | <b>29</b>         | <b>16</b>    | <b>16</b>  |
| Somewhat disapprove     | 15                                      | 15          | 16          | 17           | 11              | 41                   | 3                  | 13            | 44                | 13                        | 10                     | 38          | 23                           | 14        | 12                            | 23                | 14                                  | 10          | 23                | 14           | 11         |
| Strongly disapprove     | 4                                       | 3           | 5           | 4            | 6               | 8                    | 1                  | 1             | 23                | 5                         | 1                      | 12          | 7                            | 1         | 9                             | 6                 | 3                                   | 3           | 6                 | 2            | 5          |
| <b>DK</b>               | <b>10</b>                               | <b>6</b>    | <b>13</b>   | <b>14</b>    | <b>11</b>       | <b>24</b>            | <b>13</b>          | <b>8</b>      | <b>10</b>         | <b>10</b>                 | <b>6</b>               | <b>15</b>   | <b>7</b>                     | <b>4</b>  | <b>1</b>                      | <b>13</b>         | <b>6</b>                            | <b>6</b>    | <b>10</b>         | <b>5</b>     | <b>4</b>   |
| DK                      | 10                                      | 6           | 13          | 14           | 11              | 24                   | 13                 | 8             | 10                | 10                        | 6                      | 15          | 7                            | 4         | 1                             | 13                | 6                                   | 6           | 10                | 5            | 4          |
|                         |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                         | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                         | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                         | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| Column n-Size           | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b>TOTAL APPROVE</b>    | <b>71</b>                               | <b>85</b>   | <b>80</b>   | <b>81</b>    | <b>33</b>       | <b>70</b>            | <b>81</b>          | <b>78</b>     | <b>64</b>         | <b>60</b>                 | <b>74</b>              | <b>69</b>   | <b>70</b>                    | <b>72</b> | <b>77</b>                     | <b>39</b>         | <b>62</b>                           | <b>67</b>   | <b>70</b>         | <b>77</b>    | <b>74</b>  |
| Strongly approve        | 17                                      | 46          | 16          | 21           | 1               | 18                   | 23                 | 21            | 13                | 10                        | 18                     | 17          | 17                           | 18        | 20                            | 2                 | 12                                  | 21          | 25                | 17           | 14         |
| Somewhat approve        | 54                                      | 39          | 63          | 60           | 32              | 51                   | 59                 | 57            | 51                | 49                        | 55                     | 52          | 53                           | 54        | 57                            | 37                | 50                                  | 46          | 45                | 59           | 59         |
| <b>TOTAL DISAPPROVE</b> | <b>20</b>                               | <b>7</b>    | <b>12</b>   | <b>11</b>    | <b>61</b>       | <b>22</b>            | <b>12</b>          | <b>15</b>     | <b>24</b>         | <b>26</b>                 | <b>18</b>              | <b>21</b>   | <b>21</b>                    | <b>19</b> | <b>14</b>                     | <b>50</b>         | <b>26</b>                           | <b>28</b>   | <b>21</b>         | <b>16</b>    | <b>16</b>  |
| Somewhat disapprove     | 15                                      | 6           | 11          | 10           | 40              | 18                   | 11                 | 13            | 17                | 20                        | 14                     | 16          | 17                           | 13        | 13                            | 35                | 20                                  | 20          | 17                | 12           | 13         |
| Strongly disapprove     | 4                                       | 1           | 1           | 1            | 21              | 4                    | 1                  | 2             | 7                 | 6                         | 4                      | 5           | 3                            | 6         | 1                             | 15                | 5                                   | 7           | 4                 | 4            | 3          |
| <b>DK</b>               | <b>10</b>                               | <b>7</b>    | <b>8</b>    | <b>8</b>     | <b>6</b>        | <b>8</b>             | <b>6</b>           | <b>7</b>      | <b>12</b>         | <b>15</b>                 | <b>9</b>               | <b>10</b>   | <b>9</b>                     | <b>9</b>  | <b>9</b>                      | <b>10</b>         | <b>12</b>                           | <b>6</b>    | <b>9</b>          | <b>8</b>     | <b>11</b>  |
| DK                      | 10                                      | 7           | 8           | 8            | 6               | 8                    | 6                  | 7             | 12                | 15                        | 9                      | 10          | 9                            | 9         | 9                             | 10                | 12                                  | 6           | 9                 | 8            | 11         |

Table 7: Q2a. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : Milpitas City government overall

|                                | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|--------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                  | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201           | 154            | 146       |           |           |           |           |
| <b><u>TOTAL APPROVE</u></b>    | <b>71</b>     | <b>70</b> | <b>76</b> | <b>72</b>          | <b>70</b> | <b>75</b>  | <b>80</b>            | <b>58</b> | <b>79</b>           | <b>79</b>  | <b>96</b>    | <b>54</b> | <b>75</b>            | <b>71</b>     | <b>80</b>      | <b>68</b> |           |           |           |           |
| Strongly approve               | 17            | 17        | 19        | 13                 | 19        | 21         | 26                   | 10        | 27                  | 13         | 29           | 0         | 20                   | 17            | 23             | 13        |           |           |           |           |
| Somewhat approve               | 54            | 53        | 57        | 59                 | 52        | 54         | 54                   | 48        | 52                  | 67         | 66           | 54        | 55                   | 54            | 56             | 56        |           |           |           |           |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>20</b>     | <b>21</b> | <b>16</b> | <b>18</b>          | <b>21</b> | <b>15</b>  | <b>14</b>            | <b>30</b> | <b>16</b>           | <b>21</b>  | <b>0</b>     | <b>0</b>  | <b>15</b>            | <b>21</b>     | <b>17</b>      | <b>19</b> |           |           |           |           |
| Somewhat disapprove            | 15            | 16        | 14        | 15                 | 17        | 13         | 12                   | 23        | 13                  | 21         | 0            | 0         | 13                   | 15            | 14             | 14        |           |           |           |           |
| Strongly disapprove            | 4             | 5         | 2         | 4                  | 4         | 1          | 2                    | 7         | 3                   | 0          | 0            | 0         | 2                    | 6             | 3              | 5         |           |           |           |           |
| <b><u>DK</u></b>               | <b>10</b>     | <b>9</b>  | <b>8</b>  | <b>9</b>           | <b>9</b>  | <b>10</b>  | <b>5</b>             | <b>12</b> | <b>5</b>            | <b>0</b>   | <b>4</b>     | <b>46</b> | <b>9</b>             | <b>8</b>      | <b>3</b>       | <b>13</b> |           |           |           |           |
| DK                             | 10            | 9         | 8         | 9                  | 9         | 10         | 5                    | 12        | 5                   | 0          | 4            | 46        | 9                    | 8             | 3              | 13        |           |           |           |           |
|                                | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |               | QE EDUCATION   |           |           |           |           |           |
|                                | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                  | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272       | 220                  | 142           | 148            | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL APPROVE</u></b>    | <b>71</b>     | <b>70</b> | <b>71</b> | <b>73</b>          | <b>70</b> | <b>62</b>  | <b>70</b>            | <b>76</b> | <b>78</b>           | <b>69</b>  | <b>74</b>    | <b>71</b> | <b>67</b>            | <b>77</b>     | <b>67</b>      | <b>78</b> | <b>74</b> | <b>64</b> | <b>72</b> | <b>69</b> |
| Strongly approve               | 17            | 17        | 17        | 21                 | 14        | 12         | 17                   | 19        | 23                  | 16         | 19           | 17        | 15                   | 20            | 16             | 21        | 17        | 15        | 18        | 16        |
| Somewhat approve               | 54            | 52        | 55        | 53                 | 56        | 50         | 53                   | 57        | 56                  | 53         | 55           | 54        | 52                   | 57            | 51             | 57        | 57        | 49        | 54        | 53        |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>20</b>     | <b>22</b> | <b>18</b> | <b>12</b>          | <b>21</b> | <b>28</b>  | <b>20</b>            | <b>14</b> | <b>16</b>           | <b>20</b>  | <b>18</b>    | <b>18</b> | <b>23</b>            | <b>15</b>     | <b>18</b>      | <b>16</b> | <b>16</b> | <b>30</b> | <b>17</b> | <b>22</b> |
| Somewhat disapprove            | 15            | 16        | 14        | 11                 | 14        | 23         | 18                   | 11        | 13                  | 15         | 15           | 13        | 20                   | 12            | 11             | 14        | 13        | 24        | 12        | 18        |
| Strongly disapprove            | 4             | 6         | 3         | 2                  | 7         | 5          | 2                    | 3         | 3                   | 5          | 3            | 5         | 3                    | 3             | 7              | 2         | 3         | 6         | 5         | 4         |
| <b><u>DK</u></b>               | <b>10</b>     | <b>9</b>  | <b>11</b> | <b>14</b>          | <b>9</b>  | <b>10</b>  | <b>10</b>            | <b>10</b> | <b>5</b>            | <b>11</b>  | <b>9</b>     | <b>11</b> | <b>10</b>            | <b>8</b>      | <b>15</b>      | <b>6</b>  | <b>10</b> | <b>7</b>  | <b>11</b> | <b>9</b>  |
| DK                             | 10            | 9         | 11        | 14                 | 9         | 10         | 10                   | 10        | 5                   | 11         | 9            | 11        | 10                   | 8             | 15             | 6         | 10        | 7         | 11        | 9         |

Table 7: Q2a. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : Milpitas City government overall

|                                | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                  | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL APPROVE</u></b>    | <b>71</b>     | <b>66</b>    | <b>78</b>  | <b>73</b>      | <b>71</b>    | <b>70</b>           | <b>69</b>    | <b>73</b>      | <b>70</b>      | <b>60</b>         | <b>80</b> | <b>62</b> | <b>72</b> | <b>71</b>      | <b>74</b>    | <b>70</b>    | <b>72</b>    |
| Strongly approve               | 17            | 17           | 19         | 15             | 19           | 17                  | 17           | 19             | 15             | 11                | 26        | 10        | 13        | 20             | 21           | 16           | 18           |
| Somewhat approve               | 54            | 49           | 59         | 58             | 52           | 53                  | 52           | 54             | 55             | 49                | 54        | 53        | 60        | 51             | 53           | 54           | 54           |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>20</b>     | <b>23</b>    | <b>17</b>  | <b>17</b>      | <b>17</b>    | <b>20</b>           | <b>23</b>    | <b>15</b>      | <b>20</b>      | <b>25</b>         | <b>9</b>  | <b>25</b> | <b>19</b> | <b>22</b>      | <b>20</b>    | <b>21</b>    | <b>19</b>    |
| Somewhat disapprove            | 15            | 16           | 14         | 14             | 16           | 12                  | 19           | 13             | 15             | 22                | 7         | 22        | 12        | 18             | 14           | 17           | 15           |
| Strongly disapprove            | 4             | 7            | 4          | 3              | 2            | 8                   | 4            | 1              | 5              | 3                 | 2         | 3         | 6         | 3              | 6            | 5            | 4            |
| <b><u>DK</u></b>               | <b>10</b>     | <b>11</b>    | <b>5</b>   | <b>11</b>      | <b>12</b>    | <b>10</b>           | <b>8</b>     | <b>12</b>      | <b>10</b>      | <b>15</b>         | <b>11</b> | <b>13</b> | <b>9</b>  | <b>8</b>       | <b>6</b>     | <b>9</b>     | <b>9</b>     |
| DK                             | 10            | 11           | 5          | 11             | 12           | 10                  | 8            | 12             | 10             | 15                | 11        | 13        | 9         | 8              | 6            | 9            | 9            |

|                                | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |           |           |
|--------------------------------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|
|                                | Total     | ENG       | SPAN      | VIET      | CHIN                 | A         | B         |
| Column n-Size                  | 647       | 587       | 15        | 27        | 18                   | 323       | 324       |
| <b><u>TOTAL APPROVE</u></b>    | <b>71</b> | <b>69</b> | <b>72</b> | <b>92</b> | <b>74</b>            | <b>72</b> | <b>69</b> |
| Strongly approve               | 17        | 18        | 12        | 9         | 8                    | 14        | 20        |
| Somewhat approve               | 54        | 52        | 60        | 83        | 67                   | 58        | 49        |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>20</b> | <b>20</b> | <b>16</b> | <b>8</b>  | <b>20</b>            | <b>19</b> | <b>20</b> |
| Somewhat disapprove            | 15        | 16        | 16        | 8         | 6                    | 14        | 16        |
| Strongly disapprove            | 4         | 4         | 0         | 0         | 13                   | 5         | 4         |
| <b><u>DK</u></b>               | <b>10</b> | <b>10</b> | <b>12</b> | <b>0</b>  | <b>6</b>             | <b>9</b>  | <b>10</b> |
| DK                             | 10        | 10        | 12        | 0         | 6                    | 9         | 10        |

Table 8: Q2b. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The City's budget management

|                                | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                  | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b><u>TOTAL APPROVE</u></b>    | <b>64</b>                               | <b>70</b>   | <b>58</b>   | <b>55</b>    | <b>65</b>       | <b>44</b>            | <b>72</b>          | <b>70</b>     | <b>20</b>         | <b>62</b>                 | <b>77</b>              | <b>35</b>   | <b>57</b>                    | <b>74</b> | <b>68</b>                     | <b>55</b>         | <b>77</b>                           | <b>73</b>   | <b>56</b>         | <b>76</b>    | <b>71</b>  |
| Strongly approve               | 16                                      | 19          | 14          | 16           | 13              | 0                    | 29                 | 15            | 2                 | 16                        | 21                     | 3           | 16                           | 17        | 29                            | 10                | 24                                  | 31          | 13                | 21           | 30         |
| Somewhat approve               | 47                                      | 51          | 44          | 39           | 52              | 44                   | 43                 | 55            | 19                | 46                        | 55                     | 32          | 42                           | 57        | 39                            | 45                | 53                                  | 42          | 43                | 55           | 41         |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>20</b>                               | <b>20</b>   | <b>21</b>   | <b>19</b>    | <b>22</b>       | <b>38</b>            | <b>5</b>           | <b>16</b>     | <b>70</b>         | <b>21</b>                 | <b>11</b>              | <b>48</b>   | <b>28</b>                    | <b>16</b> | <b>15</b>                     | <b>31</b>         | <b>16</b>                           | <b>16</b>   | <b>29</b>         | <b>16</b>    | <b>16</b>  |
| Somewhat disapprove            | 14                                      | 13          | 14          | 14           | 11              | 28                   | 4                  | 13            | 35                | 15                        | 8                      | 29          | 14                           | 13        | 8                             | 21                | 12                                  | 16          | 17                | 13           | 13         |
| Strongly disapprove            | 7                                       | 6           | 7           | 5            | 11              | 9                    | 1                  | 3             | 35                | 6                         | 3                      | 19          | 13                           | 2         | 7                             | 11                | 4                                   | 0           | 12                | 3            | 2          |
| <b><u>DK</u></b>               | <b>16</b>                               | <b>10</b>   | <b>20</b>   | <b>26</b>    | <b>13</b>       | <b>19</b>            | <b>23</b>          | <b>14</b>     | <b>10</b>         | <b>17</b>                 | <b>12</b>              | <b>16</b>   | <b>15</b>                    | <b>10</b> | <b>17</b>                     | <b>13</b>         | <b>7</b>                            | <b>11</b>   | <b>14</b>         | <b>9</b>     | <b>13</b>  |
| DK                             | 16                                      | 10          | 20          | 26           | 13              | 19                   | 23                 | 14            | 10                | 17                        | 12                     | 16          | 15                           | 10        | 17                            | 13                | 7                                   | 11          | 14                | 9            | 13         |
|                                |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                  | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b><u>TOTAL APPROVE</u></b>    | <b>64</b>                               | <b>78</b>   | <b>74</b>   | <b>74</b>    | <b>21</b>       | <b>58</b>            | <b>77</b>          | <b>72</b>     | <b>59</b>         | <b>37</b>                 | <b>77</b>              | <b>60</b>   | <b>63</b>                    | <b>67</b> | <b>70</b>                     | <b>33</b>         | <b>50</b>                           | <b>56</b>   | <b>70</b>         | <b>66</b>    | <b>69</b>  |
| Strongly approve               | 16                                      | 35          | 17          | 20           | 3               | 23                   | 23                 | 23            | 11                | 5                         | 21                     | 15          | 18                           | 16        | 20                            | 6                 | 10                                  | 17          | 20                | 23           | 13         |
| Somewhat approve               | 47                                      | 42          | 57          | 54           | 17              | 35                   | 54                 | 49            | 49                | 32                        | 56                     | 45          | 46                           | 51        | 50                            | 28                | 40                                  | 39          | 50                | 43           | 56         |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>20</b>                               | <b>9</b>    | <b>12</b>   | <b>11</b>    | <b>67</b>       | <b>31</b>            | <b>14</b>          | <b>19</b>     | <b>21</b>         | <b>27</b>                 | <b>14</b>              | <b>22</b>   | <b>22</b>                    | <b>18</b> | <b>17</b>                     | <b>48</b>         | <b>27</b>                           | <b>32</b>   | <b>11</b>         | <b>21</b>    | <b>18</b>  |
| Somewhat disapprove            | 14                                      | 5           | 11          | 10           | 34              | 20                   | 9                  | 12            | 14                | 21                        | 12                     | 14          | 14                           | 12        | 13                            | 23                | 18                                  | 12          | 8                 | 15           | 13         |
| Strongly disapprove            | 7                                       | 3           | 1           | 2            | 32              | 10                   | 5                  | 6             | 8                 | 6                         | 2                      | 8           | 8                            | 6         | 4                             | 25                | 9                                   | 20          | 3                 | 6            | 4          |
| <b><u>DK</u></b>               | <b>16</b>                               | <b>14</b>   | <b>14</b>   | <b>14</b>    | <b>13</b>       | <b>11</b>            | <b>9</b>           | <b>9</b>      | <b>19</b>         | <b>36</b>                 | <b>9</b>               | <b>17</b>   | <b>14</b>                    | <b>16</b> | <b>13</b>                     | <b>19</b>         | <b>23</b>                           | <b>12</b>   | <b>19</b>         | <b>13</b>    | <b>13</b>  |
| DK                             | 16                                      | 14          | 14          | 14           | 13              | 11                   | 9                  | 9             | 19                | 36                        | 9                      | 17          | 14                           | 16        | 13                            | 19                | 23                                  | 12          | 19                | 13           | 13         |



Table 8: Q2b. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The City's budget management

|                                | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                  | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>TOTAL APPROVE</u></b>    | <b>64</b>     | <b>61</b> | <b>73</b> | <b>64</b>          | <b>69</b> | <b>61</b>  | <b>84</b>            | <b>50</b> | <b>84</b>           | <b>87</b>  | <b>79</b>    | <b>54</b> | <b>63</b>            | <b>72</b>    | <b>75</b>     | <b>56</b> |           |           |           |           |
| Strongly approve               | 16            | 15        | 20        | 15                 | 20        | 15         | 27                   | 12        | 27                  | 40         | 42           | 0         | 17                   | 17           | 24            | 14        |           |           |           |           |
| Somewhat approve               | 47            | 45        | 53        | 49                 | 49        | 46         | 57                   | 38        | 57                  | 47         | 38           | 54        | 46                   | 55           | 51            | 42        |           |           |           |           |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>20</b>     | <b>21</b> | <b>16</b> | <b>24</b>          | <b>18</b> | <b>16</b>  | <b>9</b>             | <b>29</b> | <b>10</b>           | <b>13</b>  | <b>5</b>     | <b>0</b>  | <b>19</b>            | <b>17</b>    | <b>16</b>     | <b>23</b> |           |           |           |           |
| Somewhat disapprove            | 14            | 14        | 9         | 17                 | 11        | 14         | 6                    | 17        | 7                   | 0          | 5            | 0         | 16                   | 9            | 12            | 15        |           |           |           |           |
| Strongly disapprove            | 7             | 6         | 6         | 6                  | 7         | 2          | 3                    | 12        | 3                   | 13         | 0            | 0         | 3                    | 9            | 4             | 7         |           |           |           |           |
| <b><u>DK</u></b>               | <b>16</b>     | <b>18</b> | <b>12</b> | <b>12</b>          | <b>13</b> | <b>23</b>  | <b>7</b>             | <b>21</b> | <b>6</b>            | <b>0</b>   | <b>15</b>    | <b>46</b> | <b>17</b>            | <b>11</b>    | <b>9</b>      | <b>21</b> |           |           |           |           |
| DK                             | 16            | 18        | 12        | 12                 | 13        | 23         | 7                    | 21        | 6                   | 0          | 15           | 46        | 17                   | 11           | 9             | 21        |           |           |           |           |
|                                | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                  | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272       | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL APPROVE</u></b>    | <b>64</b>     | <b>63</b> | <b>64</b> | <b>66</b>          | <b>70</b> | <b>59</b>  | <b>61</b>            | <b>64</b> | <b>64</b>           | <b>66</b>  | <b>63</b>    | <b>68</b> | <b>60</b>            | <b>64</b>    | <b>66</b>     | <b>70</b> | <b>71</b> | <b>49</b> | <b>67</b> | <b>61</b> |
| Strongly approve               | 16            | 16        | 17        | 24                 | 16        | 17         | 13                   | 14        | 11                  | 19         | 13           | 20        | 15                   | 13           | 11            | 21        | 21        | 11        | 15        | 17        |
| Somewhat approve               | 47            | 48        | 47        | 42                 | 53        | 42         | 48                   | 50        | 53                  | 47         | 50           | 48        | 46                   | 51           | 55            | 49        | 49        | 38        | 52        | 44        |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>20</b>     | <b>22</b> | <b>19</b> | <b>15</b>          | <b>18</b> | <b>30</b>  | <b>22</b>            | <b>11</b> | <b>21</b>           | <b>20</b>  | <b>19</b>    | <b>17</b> | <b>25</b>            | <b>16</b>    | <b>18</b>     | <b>16</b> | <b>14</b> | <b>34</b> | <b>17</b> | <b>23</b> |
| Somewhat disapprove            | 14            | 15        | 13        | 9                  | 10        | 21         | 18                   | 7         | 16                  | 12         | 15           | 10        | 19                   | 11           | 12            | 14        | 10        | 20        | 13        | 14        |
| Strongly disapprove            | 7             | 7         | 6         | 6                  | 8         | 9          | 4                    | 4         | 5                   | 8          | 4            | 7         | 6                    | 4            | 7             | 2         | 5         | 13        | 5         | 8         |
| <b><u>DK</u></b>               | <b>16</b>     | <b>15</b> | <b>17</b> | <b>19</b>          | <b>12</b> | <b>11</b>  | <b>17</b>            | <b>25</b> | <b>15</b>           | <b>14</b>  | <b>19</b>    | <b>15</b> | <b>14</b>            | <b>20</b>    | <b>16</b>     | <b>14</b> | <b>15</b> | <b>18</b> | <b>15</b> | <b>16</b> |
| DK                             | 16            | 15        | 17        | 19                 | 12        | 11         | 17                   | 25        | 15                  | 14         | 19           | 15        | 14                   | 20           | 16            | 14        | 15        | 18        | 15        | 16        |

Table 8: Q2b. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The City's budget management

|                                | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                  | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL APPROVE</u></b>    | <b>64</b>     | <b>65</b>    | <b>62</b>  | <b>66</b>      | <b>64</b>    | <b>65</b>           | <b>62</b>    | <b>70</b>      | <b>60</b>      | <b>56</b>         | <b>73</b> | <b>50</b> | <b>64</b> | <b>67</b>      | <b>68</b>    | <b>63</b>    | <b>65</b>    |
| Strongly approve               | 16            | 17           | 14         | 22             | 12           | 11                  | 19           | 19             | 15             | 6                 | 24        | 11        | 16        | 15             | 19           | 16           | 18           |
| Somewhat approve               | 47            | 48           | 48         | 44             | 52           | 53                  | 44           | 51             | 45             | 50                | 49        | 39        | 48        | 51             | 49           | 47           | 48           |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>20</b>     | <b>20</b>    | <b>22</b>  | <b>19</b>      | <b>16</b>    | <b>19</b>           | <b>24</b>    | <b>16</b>      | <b>21</b>      | <b>25</b>         | <b>13</b> | <b>22</b> | <b>18</b> | <b>25</b>      | <b>19</b>    | <b>21</b>    | <b>19</b>    |
| Somewhat disapprove            | 14            | 12           | 17         | 13             | 12           | 12                  | 16           | 13             | 12             | 20                | 7         | 19        | 12        | 15             | 12           | 15           | 13           |
| Strongly disapprove            | 7             | 8            | 4          | 6              | 4            | 7                   | 8            | 3              | 9              | 5                 | 6         | 3         | 6         | 11             | 7            | 7            | 6            |
| <b><u>DK</u></b>               | <b>16</b>     | <b>14</b>    | <b>17</b>  | <b>14</b>      | <b>21</b>    | <b>16</b>           | <b>14</b>    | <b>14</b>      | <b>19</b>      | <b>19</b>         | <b>13</b> | <b>27</b> | <b>17</b> | <b>8</b>       | <b>13</b>    | <b>16</b>    | <b>15</b>    |
| DK                             | 16            | 14           | 17         | 14             | 21           | 16                  | 14           | 14             | 19             | 19                | 13        | 27        | 17        | 8              | 13           | 16           | 15           |

|                                | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                  | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL APPROVE</u></b>    | <b>64</b> | <b>63</b> | <b>57</b> | <b>84</b> | <b>72</b> | <b>63</b>            | <b>65</b> |
| Strongly approve               | 16        | 16        | 17        | 25        | 8         | 15                   | 18        |
| Somewhat approve               | 47        | 47        | 40        | 59        | 64        | 48                   | 47        |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>20</b> | <b>21</b> | <b>31</b> | <b>10</b> | <b>15</b> | <b>21</b>            | <b>20</b> |
| Somewhat disapprove            | 14        | 14        | 22        | 10        | 5         | 13                   | 15        |
| Strongly disapprove            | 7         | 7         | 9         | 0         | 10        | 8                    | 5         |
| <b><u>DK</u></b>               | <b>16</b> | <b>16</b> | <b>12</b> | <b>7</b>  | <b>13</b> | <b>17</b>            | <b>15</b> |
| DK                             | 16        | 16        | 12        | 7         | 13        | 17                   | 15        |

Table 9: Q2c. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The Milpitas Police Department

|                                | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| Column n-Size                  | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b><u>TOTAL APPROVE</u></b>    | <b>82</b>                               | <b>82</b>   | <b>81</b>   | <b>79</b>    | <b>86</b>       | <b>69</b>            | <b>91</b>          | <b>84</b>     | <b>57</b>         | <b>76</b>                 | <b>89</b>              | <b>70</b>   | <b>80</b>                    | <b>91</b> | <b>65</b>                     | <b>74</b>         | <b>84</b>                           | <b>84</b>   | <b>77</b>         | <b>87</b>    | <b>77</b>  |
| Strongly approve               | 40                                      | 35          | 45          | 47           | 43              | 25                   | 66                 | 34            | 30                | 39                        | 46                     | 26          | 35                           | 45        | 34                            | 36                | 36                                  | 40          | 35                | 40           | 38         |
| Somewhat approve               | 41                                      | 47          | 37          | 32           | 43              | 44                   | 25                 | 50            | 27                | 38                        | 43                     | 43          | 45                           | 46        | 32                            | 38                | 48                                  | 44          | 42                | 47           | 39         |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>14</b>                               | <b>16</b>   | <b>12</b>   | <b>13</b>    | <b>11</b>       | <b>13</b>            | <b>5</b>           | <b>12</b>     | <b>39</b>         | <b>20</b>                 | <b>8</b>               | <b>20</b>   | <b>17</b>                    | <b>7</b>  | <b>35</b>                     | <b>22</b>         | <b>14</b>                           | <b>16</b>   | <b>19</b>         | <b>11</b>    | <b>23</b>  |
| Somewhat disapprove            | 12                                      | 15          | 10          | 11           | 9               | 7                    | 5                  | 11            | 29                | 19                        | 8                      | 12          | 13                           | 7         | 35                            | 14                | 13                                  | 13          | 14                | 10           | 21         |
| Strongly disapprove            | 2                                       | 1           | 3           | 3            | 2               | 5                    | 0                  | 1             | 10                | 1                         | 1                      | 8           | 4                            | 0         | 0                             | 8                 | 1                                   | 3           | 6                 | 0            | 2          |
| <b><u>DK</u></b>               | <b>4</b>                                | <b>2</b>    | <b>6</b>    | <b>7</b>     | <b>3</b>        | <b>19</b>            | <b>3</b>           | <b>4</b>      | <b>5</b>          | <b>3</b>                  | <b>3</b>               | <b>10</b>   | <b>3</b>                     | <b>2</b>  | <b>0</b>                      | <b>4</b>          | <b>3</b>                            | <b>0</b>    | <b>4</b>          | <b>2</b>     | <b>0</b>   |
| DK                             | 4                                       | 2           | 6           | 7            | 3               | 19                   | 3                  | 4             | 5                 | 3                         | 3                      | 10          | 3                            | 2         | 0                             | 4                 | 3                                   | 0           | 4                 | 2            | 0          |
|                                |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| Column n-Size                  | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b><u>TOTAL APPROVE</u></b>    | <b>82</b>                               | <b>92</b>   | <b>85</b>   | <b>86</b>    | <b>60</b>       | <b>73</b>            | <b>85</b>          | <b>82</b>     | <b>82</b>         | <b>80</b>                 | <b>77</b>              | <b>82</b>   | <b>78</b>                    | <b>84</b> | <b>80</b>                     | <b>70</b>         | <b>74</b>                           | <b>83</b>   | <b>85</b>         | <b>87</b>    | <b>79</b>  |
| Strongly approve               | 40                                      | 77          | 38          | 45           | 21              | 42                   | 37                 | 39            | 42                | 42                        | 27                     | 44          | 41                           | 40        | 44                            | 24                | 38                                  | 36          | 41                | 39           | 44         |
| Somewhat approve               | 41                                      | 15          | 47          | 42           | 39              | 31                   | 47                 | 43            | 40                | 39                        | 51                     | 38          | 38                           | 44        | 36                            | 46                | 36                                  | 47          | 44                | 48           | 35         |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>14</b>                               | <b>4</b>    | <b>11</b>   | <b>10</b>    | <b>36</b>       | <b>21</b>            | <b>14</b>          | <b>16</b>     | <b>12</b>         | <b>11</b>                 | <b>18</b>              | <b>13</b>   | <b>16</b>                    | <b>12</b> | <b>15</b>                     | <b>21</b>         | <b>15</b>                           | <b>15</b>   | <b>13</b>         | <b>11</b>    | <b>16</b>  |
| Somewhat disapprove            | 12                                      | 2           | 11          | 9            | 27              | 18                   | 13                 | 14            | 10                | 5                         | 17                     | 11          | 15                           | 9         | 14                            | 19                | 12                                  | 10          | 12                | 8            | 15         |
| Strongly disapprove            | 2                                       | 1           | 1           | 1            | 9               | 3                    | 1                  | 1             | 2                 | 6                         | 1                      | 2           | 1                            | 3         | 1                             | 2                 | 3                                   | 5           | 1                 | 2            | 1          |
| <b><u>DK</u></b>               | <b>4</b>                                | <b>4</b>    | <b>3</b>    | <b>3</b>     | <b>4</b>        | <b>6</b>             | <b>1</b>           | <b>2</b>      | <b>6</b>          | <b>9</b>                  | <b>5</b>               | <b>4</b>    | <b>6</b>                     | <b>3</b>  | <b>5</b>                      | <b>9</b>          | <b>11</b>                           | <b>2</b>    | <b>2</b>          | <b>2</b>     | <b>4</b>   |
| DK                             | 4                                       | 4           | 3           | 3            | 4               | 6                    | 1                  | 2             | 6                 | 9                         | 5                      | 4           | 6                            | 3         | 5                             | 9                 | 11                                  | 2           | 2                 | 2            | 4          |

Table 9: Q2c. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The Milpitas Police Department

|                                | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|--------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                  | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201           | 154            | 146       |           |           |           |           |
| <b><u>TOTAL APPROVE</u></b>    | <b>82</b>     | <b>82</b> | <b>84</b> | <b>85</b>          | <b>79</b> | <b>88</b>  | <b>84</b>            | <b>73</b> | <b>88</b>           | <b>65</b>  | <b>21</b>    | <b>100</b> | <b>92</b>            | <b>82</b>     | <b>77</b>      | <b>81</b> |           |           |           |           |
| Strongly approve               | 40            | 43        | 36        | 42                 | 35        | 57         | 33                   | 36        | 35                  | 40         | 0            | 54         | 61                   | 34            | 41             | 43        |           |           |           |           |
| Somewhat approve               | 41            | 38        | 48        | 43                 | 44        | 31         | 50                   | 38        | 53                  | 25         | 21           | 46         | 31                   | 48            | 36             | 38        |           |           |           |           |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>14</b>     | <b>14</b> | <b>12</b> | <b>12</b>          | <b>16</b> | <b>10</b>  | <b>13</b>            | <b>21</b> | <b>9</b>            | <b>35</b>  | <b>79</b>    | <b>0</b>   | <b>8</b>             | <b>12</b>     | <b>20</b>      | <b>14</b> |           |           |           |           |
| Somewhat disapprove            | 12            | 12        | 11        | 11                 | 15        | 10         | 12                   | 18        | 8                   | 35         | 79           | 0          | 8                    | 11            | 18             | 10        |           |           |           |           |
| Strongly disapprove            | 2             | 2         | 2         | 1                  | 2         | 0          | 1                    | 3         | 1                   | 0          | 0            | 0          | 0                    | 0             | 2              | 4         |           |           |           |           |
| <b><u>DK</u></b>               | <b>4</b>      | <b>4</b>  | <b>4</b>  | <b>3</b>           | <b>5</b>  | <b>3</b>   | <b>3</b>             | <b>6</b>  | <b>4</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>0</b>             | <b>6</b>      | <b>3</b>       | <b>5</b>  |           |           |           |           |
| DK                             | 4             | 4         | 4         | 3                  | 5         | 3          | 3                    | 6         | 4                   | 0          | 0            | 0          | 0                    | 6             | 3              | 5         |           |           |           |           |
|                                | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      |               | QE EDUCATION   |           |           |           |           |           |
|                                | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                  | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272        | 220                  | 142           | 148            | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL APPROVE</u></b>    | <b>82</b>     | <b>78</b> | <b>86</b> | <b>73</b>          | <b>77</b> | <b>81</b>  | <b>87</b>            | <b>92</b> | <b>88</b>           | <b>77</b>  | <b>89</b>    | <b>75</b>  | <b>85</b>            | <b>90</b>     | <b>81</b>      | <b>75</b> | <b>89</b> | <b>79</b> | <b>78</b> | <b>84</b> |
| Strongly approve               | 40            | 37        | 44        | 26                 | 31        | 42         | 48                   | 54        | 57                  | 32         | 52           | 29         | 46                   | 55            | 41             | 38        | 40        | 42        | 39        | 41        |
| Somewhat approve               | 41            | 41        | 42        | 47                 | 46        | 39         | 39                   | 38        | 32                  | 45         | 37           | 47         | 39                   | 35            | 40             | 37        | 49        | 37        | 39        | 43        |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>14</b>     | <b>17</b> | <b>10</b> | <b>19</b>          | <b>18</b> | <b>13</b>  | <b>11</b>            | <b>5</b>  | <b>10</b>           | <b>17</b>  | <b>9</b>     | <b>18</b>  | <b>12</b>            | <b>7</b>      | <b>14</b>      | <b>22</b> | <b>8</b>  | <b>15</b> | <b>18</b> | <b>11</b> |
| Somewhat disapprove            | 12            | 15        | 9         | 17                 | 16        | 12         | 7                    | 5         | 9                   | 15         | 7            | 17         | 9                    | 7             | 13             | 21        | 7         | 11        | 17        | 8         |
| Strongly disapprove            | 2             | 3         | 1         | 2                  | 1         | 1          | 3                    | 0         | 1                   | 1          | 2            | 2          | 2                    | 0             | 1              | 2         | 1         | 5         | 1         | 3         |
| <b><u>DK</u></b>               | <b>4</b>      | <b>4</b>  | <b>4</b>  | <b>8</b>           | <b>5</b>  | <b>6</b>   | <b>2</b>             | <b>3</b>  | <b>1</b>            | <b>6</b>   | <b>2</b>     | <b>6</b>   | <b>3</b>             | <b>3</b>      | <b>5</b>       | <b>3</b>  | <b>4</b>  | <b>6</b>  | <b>4</b>  | <b>5</b>  |
| DK                             | 4             | 4         | 4         | 8                  | 5         | 6          | 2                    | 3         | 1                   | 6          | 2            | 6          | 3                    | 3             | 5              | 3         | 4         | 6         | 4         | 5         |

Table 9: Q2c. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The Milpitas Police Department

|                                | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                  | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL APPROVE</u></b>    | <b>82</b>     | <b>74</b>    | <b>85</b>  | <b>80</b>      | <b>93</b>    | <b>75</b>           | <b>81</b>    | <b>81</b>      | <b>89</b>      | <b>85</b>         | <b>85</b> | <b>83</b> | <b>85</b> | <b>74</b>      | <b>80</b>    | <b>80</b>    | <b>82</b>    |
| Strongly approve               | 40            | 31           | 47         | 33             | 57           | 38                  | 37           | 40             | 46             | 60                | 43        | 30        | 36        | 33             | 35           | 33           | 38           |
| Somewhat approve               | 41            | 43           | 38         | 47             | 36           | 37                  | 44           | 41             | 43             | 24                | 42        | 53        | 49        | 42             | 45           | 46           | 44           |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>14</b>     | <b>20</b>    | <b>13</b>  | <b>13</b>      | <b>5</b>     | <b>23</b>           | <b>13</b>    | <b>13</b>      | <b>8</b>       | <b>8</b>          | <b>10</b> | <b>11</b> | <b>9</b>  | <b>24</b>      | <b>17</b>    | <b>16</b>    | <b>14</b>    |
| Somewhat disapprove            | 12            | 18           | 9          | 13             | 5            | 21                  | 10           | 12             | 6              | 7                 | 10        | 11        | 5         | 22             | 15           | 14           | 13           |
| Strongly disapprove            | 2             | 2            | 4          | 1              | 0            | 2                   | 3            | 1              | 2              | 1                 | 0         | 0         | 4         | 2              | 2            | 2            | 2            |
| <b><u>DK</u></b>               | <b>4</b>      | <b>6</b>     | <b>2</b>   | <b>6</b>       | <b>2</b>     | <b>2</b>            | <b>6</b>     | <b>6</b>       | <b>3</b>       | <b>8</b>          | <b>5</b>  | <b>6</b>  | <b>6</b>  | <b>2</b>       | <b>3</b>     | <b>4</b>     | <b>4</b>     |
| DK                             | 4             | 6            | 2          | 6              | 2            | 2                   | 6            | 6              | 3              | 8                 | 5         | 6         | 6         | 2              | 3            | 4            | 4            |

|                                | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                  | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL APPROVE</u></b>    | <b>82</b> | <b>82</b> | <b>94</b> | <b>73</b> | <b>87</b> | <b>82</b>            | <b>81</b> |
| Strongly approve               | 40        | 41        | 66        | 35        | 12        | 42                   | 39        |
| Somewhat approve               | 41        | 41        | 28        | 38        | 76        | 40                   | 42        |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>14</b> | <b>14</b> | <b>0</b>  | <b>27</b> | <b>13</b> | <b>14</b>            | <b>14</b> |
| Somewhat disapprove            | 12        | 12        | 0         | 27        | 13        | 12                   | 12        |
| Strongly disapprove            | 2         | 2         | 0         | 0         | 0         | 1                    | 3         |
| <b><u>DK</u></b>               | <b>4</b>  | <b>5</b>  | <b>6</b>  | <b>0</b>  | <b>0</b>  | <b>4</b>             | <b>4</b>  |
| DK                             | 4         | 5         | 6         | 0         | 0         | 4                    | 4         |

Table 10: Q2d. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The Milpitas City Council

|                                | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| Column n-Size                  | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b><u>TOTAL APPROVE</u></b>    | <b>66</b>                               | <b>73</b>   | <b>61</b>   | <b>58</b>    | <b>68</b>       | <b>28</b>            | <b>75</b>          | <b>73</b>     | <b>22</b>         | <b>65</b>                 | <b>79</b>              | <b>34</b>   | <b>58</b>                    | <b>78</b> | <b>77</b>                     | <b>50</b>         | <b>78</b>                           | <b>79</b>   | <b>55</b>         | <b>78</b>    | <b>78</b>  |
| Strongly approve               | 15                                      | 16          | 14          | 14           | 14              | 6                    | 26                 | 14            | 1                 | 17                        | 17                     | 3           | 9                            | 17        | 37                            | 13                | 20                                  | 16          | 11                | 19           | 24         |
| Somewhat approve               | 52                                      | 57          | 47          | 44           | 54              | 22                   | 50                 | 59            | 22                | 48                        | 62                     | 32          | 50                           | 61        | 40                            | 37                | 58                                  | 63          | 44                | 60           | 55         |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>19</b>                               | <b>18</b>   | <b>21</b>   | <b>22</b>    | <b>16</b>       | <b>42</b>            | <b>6</b>           | <b>14</b>     | <b>68</b>         | <b>21</b>                 | <b>10</b>              | <b>45</b>   | <b>29</b>                    | <b>13</b> | <b>17</b>                     | <b>30</b>         | <b>12</b>                           | <b>15</b>   | <b>29</b>         | <b>13</b>    | <b>16</b>  |
| Somewhat disapprove            | 14                                      | 13          | 14          | 16           | 8               | 34                   | 4                  | 11            | 41                | 14                        | 8                      | 32          | 18                           | 11        | 11                            | 24                | 9                                   | 14          | 21                | 10           | 13         |
| Strongly disapprove            | 6                                       | 5           | 7           | 6            | 8               | 8                    | 1                  | 3             | 28                | 7                         | 2                      | 13          | 11                           | 3         | 7                             | 6                 | 4                                   | 1           | 8                 | 3            | 3          |
| <b><u>DK</u></b>               | <b>14</b>                               | <b>9</b>    | <b>19</b>   | <b>20</b>    | <b>16</b>       | <b>30</b>            | <b>19</b>          | <b>14</b>     | <b>9</b>          | <b>14</b>                 | <b>11</b>              | <b>21</b>   | <b>12</b>                    | <b>8</b>  | <b>5</b>                      | <b>20</b>         | <b>10</b>                           | <b>7</b>    | <b>16</b>         | <b>9</b>     | <b>6</b>   |
| DK                             | 14                                      | 9           | 19          | 20           | 16              | 30                   | 19                 | 14            | 9                 | 14                        | 11                     | 21          | 12                           | 8         | 5                             | 20                | 10                                  | 7           | 16                | 9            | 6          |
|                                |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                  | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b><u>TOTAL APPROVE</u></b>    | <b>66</b>                               | <b>78</b>   | <b>76</b>   | <b>77</b>    | <b>26</b>       | <b>66</b>            | <b>75</b>          | <b>72</b>     | <b>61</b>         | <b>54</b>                 | <b>77</b>              | <b>63</b>   | <b>67</b>                    | <b>67</b> | <b>73</b>                     | <b>39</b>         | <b>52</b>                           | <b>59</b>   | <b>71</b>         | <b>75</b>    | <b>67</b>  |
| Strongly approve               | 15                                      | 28          | 16          | 18           | 1               | 21                   | 19                 | 19            | 10                | 11                        | 22                     | 12          | 16                           | 14        | 18                            | 5                 | 10                                  | 17          | 21                | 15           | 13         |
| Somewhat approve               | 52                                      | 50          | 60          | 59           | 25              | 45                   | 56                 | 53            | 52                | 43                        | 55                     | 51          | 51                           | 53        | 55                            | 33                | 42                                  | 43          | 49                | 61           | 54         |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>19</b>                               | <b>9</b>    | <b>11</b>   | <b>10</b>    | <b>66</b>       | <b>22</b>            | <b>14</b>          | <b>16</b>     | <b>22</b>         | <b>25</b>                 | <b>10</b>              | <b>22</b>   | <b>20</b>                    | <b>19</b> | <b>15</b>                     | <b>44</b>         | <b>19</b>                           | <b>30</b>   | <b>18</b>         | <b>13</b>    | <b>21</b>  |
| Somewhat disapprove            | 14                                      | 8           | 9           | 9            | 39              | 16                   | 9                  | 11            | 15                | 22                        | 9                      | 15          | 13                           | 14        | 12                            | 18                | 13                                  | 18          | 13                | 10           | 15         |
| Strongly disapprove            | 6                                       | 1           | 1           | 1            | 27              | 6                    | 5                  | 5             | 7                 | 4                         | 1                      | 7           | 7                            | 4         | 3                             | 25                | 5                                   | 12          | 5                 | 3            | 6          |
| <b><u>DK</u></b>               | <b>14</b>                               | <b>13</b>   | <b>13</b>   | <b>13</b>    | <b>8</b>        | <b>13</b>            | <b>12</b>          | <b>12</b>     | <b>17</b>         | <b>20</b>                 | <b>13</b>              | <b>15</b>   | <b>13</b>                    | <b>14</b> | <b>12</b>                     | <b>18</b>         | <b>29</b>                           | <b>10</b>   | <b>11</b>         | <b>12</b>    | <b>13</b>  |
| DK                             | 14                                      | 13          | 13          | 13           | 8               | 13                   | 12                 | 12            | 17                | 20                        | 13                     | 15          | 13                           | 14        | 12                            | 18                | 29                                  | 10          | 11                | 12           | 13         |

Table 10: Q2d. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The Milpitas City Council

|                                | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                  | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>TOTAL APPROVE</u></b>    | <b>66</b>     | <b>64</b> | <b>73</b> | <b>69</b>          | <b>71</b> | <b>59</b>  | <b>82</b>            | <b>56</b> | <b>84</b>           | <b>87</b>  | <b>79</b>    | <b>54</b> | <b>79</b>            | <b>69</b>    | <b>76</b>     | <b>60</b> |           |           |           |           |
| Strongly approve               | 15            | 13        | 20        | 12                 | 16        | 18         | 24                   | 8         | 22                  | 47         | 37           | 0         | 24                   | 14           | 23            | 10        |           |           |           |           |
| Somewhat approve               | 52            | 51        | 53        | 57                 | 54        | 41         | 58                   | 49        | 62                  | 40         | 42           | 54        | 54                   | 55           | 53            | 50        |           |           |           |           |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>19</b>     | <b>20</b> | <b>14</b> | <b>18</b>          | <b>17</b> | <b>25</b>  | <b>9</b>             | <b>26</b> | <b>9</b>            | <b>0</b>   | <b>5</b>     | <b>0</b>  | <b>10</b>            | <b>20</b>    | <b>17</b>     | <b>20</b> |           |           |           |           |
| Somewhat disapprove            | 14            | 14        | 10        | 13                 | 11        | 19         | 7                    | 15        | 7                   | 0          | 5            | 0         | 10                   | 13           | 14            | 11        |           |           |           |           |
| Strongly disapprove            | 6             | 6         | 4         | 5                  | 6         | 5          | 2                    | 11        | 2                   | 0          | 0            | 0         | 0                    | 6            | 3             | 10        |           |           |           |           |
| <b><u>DK</u></b>               | <b>14</b>     | <b>16</b> | <b>13</b> | <b>13</b>          | <b>13</b> | <b>17</b>  | <b>9</b>             | <b>17</b> | <b>7</b>            | <b>13</b>  | <b>15</b>    | <b>46</b> | <b>11</b>            | <b>11</b>    | <b>7</b>      | <b>20</b> |           |           |           |           |
| DK                             | 14            | 16        | 13        | 13                 | 13        | 17         | 9                    | 17        | 7                   | 13         | 15           | 46        | 11                   | 11           | 7             | 20        |           |           |           |           |
|                                | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                  | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272       | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL APPROVE</u></b>    | <b>66</b>     | <b>66</b> | <b>67</b> | <b>68</b>          | <b>68</b> | <b>62</b>  | <b>66</b>            | <b>67</b> | <b>68</b>           | <b>67</b>  | <b>67</b>    | <b>68</b> | <b>64</b>            | <b>67</b>    | <b>63</b>     | <b>75</b> | <b>74</b> | <b>53</b> | <b>69</b> | <b>64</b> |
| Strongly approve               | 15            | 13        | 16        | 20                 | 17        | 13         | 10                   | 13        | 12                  | 17         | 11           | 18        | 11                   | 13           | 12            | 23        | 14        | 10        | 17        | 12        |
| Somewhat approve               | 52            | 53        | 51        | 48                 | 51        | 49         | 56                   | 54        | 56                  | 50         | 55           | 50        | 53                   | 55           | 51            | 52        | 59        | 43        | 51        | 52        |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>19</b>     | <b>20</b> | <b>18</b> | <b>16</b>          | <b>16</b> | <b>24</b>  | <b>20</b>            | <b>16</b> | <b>24</b>           | <b>18</b>  | <b>20</b>    | <b>16</b> | <b>22</b>            | <b>19</b>    | <b>20</b>     | <b>12</b> | <b>14</b> | <b>31</b> | <b>17</b> | <b>21</b> |
| Somewhat disapprove            | 14            | 14        | 13        | 12                 | 9         | 19         | 14                   | 11        | 16                  | 13         | 14           | 10        | 16                   | 13           | 15            | 8         | 8         | 23        | 12        | 15        |
| Strongly disapprove            | 6             | 6         | 5         | 4                  | 6         | 5          | 5                    | 6         | 8                   | 5          | 6            | 5         | 5                    | 7            | 6             | 4         | 5         | 8         | 5         | 6         |
| <b><u>DK</u></b>               | <b>14</b>     | <b>14</b> | <b>16</b> | <b>16</b>          | <b>16</b> | <b>14</b>  | <b>14</b>            | <b>17</b> | <b>9</b>            | <b>16</b>  | <b>14</b>    | <b>16</b> | <b>14</b>            | <b>13</b>    | <b>17</b>     | <b>12</b> | <b>13</b> | <b>16</b> | <b>15</b> | <b>14</b> |
| DK                             | 14            | 14        | 16        | 16                 | 16        | 14         | 14                   | 17        | 9                   | 16         | 14           | 16        | 14                   | 13           | 17            | 12        | 13        | 16        | 15        | 14        |

Table 10: Q2d. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The Milpitas City Council

|                                | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                  | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL APPROVE</u></b>    | <b>66</b>     | <b>66</b>    | <b>68</b>  | <b>68</b>      | <b>66</b>    | <b>68</b>           | <b>64</b>    | <b>68</b>      | <b>65</b>      | <b>51</b>         | <b>79</b> | <b>61</b> | <b>73</b> | <b>69</b>      | <b>66</b>    | <b>67</b>    | <b>69</b>    |
| Strongly approve               | 15            | 15           | 11         | 20             | 11           | 14                  | 13           | 21             | 12             | 9                 | 28        | 12        | 12        | 14             | 14           | 13           | 15           |
| Somewhat approve               | 52            | 51           | 57         | 48             | 54           | 55                  | 51           | 48             | 54             | 42                | 51        | 48        | 61        | 55             | 52           | 54           | 53           |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>19</b>     | <b>18</b>    | <b>22</b>  | <b>17</b>      | <b>17</b>    | <b>18</b>           | <b>23</b>    | <b>16</b>      | <b>19</b>      | <b>32</b>         | <b>7</b>  | <b>22</b> | <b>13</b> | <b>22</b>      | <b>19</b>    | <b>20</b>    | <b>17</b>    |
| Somewhat disapprove            | 14            | 12           | 17         | 14             | 11           | 12                  | 16           | 12             | 14             | 22                | 3         | 16        | 9         | 16             | 14           | 14           | 12           |
| Strongly disapprove            | 6             | 6            | 5          | 4              | 7            | 5                   | 7            | 4              | 6              | 10                | 4         | 6         | 4         | 6              | 5            | 5            | 5            |
| <b><u>DK</u></b>               | <b>14</b>     | <b>16</b>    | <b>10</b>  | <b>15</b>      | <b>17</b>    | <b>14</b>           | <b>14</b>    | <b>16</b>      | <b>15</b>      | <b>17</b>         | <b>13</b> | <b>17</b> | <b>15</b> | <b>9</b>       | <b>15</b>    | <b>13</b>    | <b>14</b>    |
| DK                             | 14            | 16           | 10         | 15             | 17           | 14                  | 14           | 16             | 15             | 17                | 13        | 17        | 15        | 9              | 15           | 13           | 14           |

|                                | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                  | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL APPROVE</u></b>    | <b>66</b> | <b>66</b> | <b>67</b> | <b>77</b> | <b>71</b> | <b>67</b>            | <b>66</b> |
| Strongly approve               | 15        | 15        | 0         | 3         | 27        | 13                   | 16        |
| Somewhat approve               | 52        | 51        | 67        | 74        | 44        | 54                   | 50        |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>19</b> | <b>20</b> | <b>7</b>  | <b>20</b> | <b>16</b> | <b>19</b>            | <b>19</b> |
| Somewhat disapprove            | 14        | 13        | 7         | 20        | 16        | 13                   | 14        |
| Strongly disapprove            | 6         | 6         | 0         | 0         | 0         | 7                    | 5         |
| <b><u>DK</u></b>               | <b>14</b> | <b>15</b> | <b>26</b> | <b>3</b>  | <b>13</b> | <b>14</b>            | <b>15</b> |
| DK                             | 14        | 15        | 26        | 3         | 13        | 14                   | 15        |



Table 11: Q2e. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The Milpitas Fire Department

|                                | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                  | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b><u>TOTAL APPROVE</u></b>    | <b>92</b>                               | <b>95</b>   | <b>89</b>   | <b>86</b>    | <b>95</b>       | <b>84</b>            | <b>93</b>          | <b>93</b>     | <b>87</b>         | <b>94</b>                 | <b>93</b>              | <b>86</b>   | <b>92</b>                    | <b>95</b> | <b>87</b>                     | <b>94</b>         | <b>97</b>                           | <b>91</b>   | <b>93</b>         | <b>96</b>    | <b>90</b>  |
| Strongly approve               | 57                                      | 59          | 55          | 59           | 51              | 44                   | 81                 | 50            | 51                | 61                        | 61                     | 36          | 55                           | 57        | 67                            | 51                | 61                                  | 61          | 53                | 59           | 63         |
| Somewhat approve               | 35                                      | 36          | 34          | 27           | 44              | 40                   | 12                 | 43            | 36                | 33                        | 33                     | 50          | 37                           | 38        | 20                            | 42                | 36                                  | 30          | 39                | 37           | 27         |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>2</b>                                | <b>2</b>    | <b>1</b>    | <b>1</b>     | <b>0</b>        | <b>4</b>             | <b>0</b>           | <b>1</b>      | <b>5</b>          | <b>1</b>                  | <b>2</b>               | <b>3</b>    | <b>3</b>                     | <b>2</b>  | <b>7</b>                      | <b>1</b>          | <b>0</b>                            | <b>3</b>    | <b>2</b>          | <b>1</b>     | <b>5</b>   |
| Somewhat disapprove            | 1                                       | 2           | 1           | 1            | 0               | 4                    | 0                  | 1             | 4                 | 1                         | 2                      | 1           | 2                            | 2         | 3                             | 1                 | 0                                   | 3           | 1                 | 1            | 3          |
| Strongly disapprove            | 0                                       | 0           | 0           | 0            | 0               | 0                    | 0                  | 0             | 1                 | 0                         | 0                      | 2           | 1                            | 0         | 4                             | 0                 | 0                                   | 0           | 0                 | 0            | 2          |
| <b><u>DK</u></b>               | <b>7</b>                                | <b>3</b>    | <b>10</b>   | <b>13</b>    | <b>5</b>        | <b>12</b>            | <b>7</b>           | <b>6</b>      | <b>8</b>          | <b>5</b>                  | <b>5</b>               | <b>12</b>   | <b>6</b>                     | <b>3</b>  | <b>5</b>                      | <b>5</b>          | <b>3</b>                            | <b>5</b>    | <b>6</b>          | <b>3</b>     | <b>5</b>   |
| DK                             | 7                                       | 3           | 10          | 13           | 5               | 12                   | 7                  | 6             | 8                 | 5                         | 5                      | 12          | 6                            | 3         | 5                             | 5                 | 3                                   | 5           | 6                 | 3            | 5          |
|                                |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                  | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b><u>TOTAL APPROVE</u></b>    | <b>92</b>                               | <b>91</b>   | <b>95</b>   | <b>94</b>    | <b>86</b>       | <b>90</b>            | <b>98</b>          | <b>96</b>     | <b>88</b>         | <b>87</b>                 | <b>90</b>              | <b>93</b>   | <b>93</b>                    | <b>90</b> | <b>94</b>                     | <b>91</b>         | <b>82</b>                           | <b>96</b>   | <b>92</b>         | <b>94</b>    | <b>94</b>  |
| Strongly approve               | 57                                      | 81          | 56          | 60           | 46              | 65                   | 54                 | 57            | 58                | 55                        | 42                     | 62          | 60                           | 55        | 61                            | 52                | 51                                  | 57          | 58                | 55           | 61         |
| Somewhat approve               | 35                                      | 10          | 38          | 34           | 40              | 25                   | 44                 | 39            | 31                | 33                        | 48                     | 31          | 33                           | 35        | 32                            | 38                | 31                                  | 39          | 34                | 39           | 33         |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>2</b>                                | <b>1</b>    | <b>0</b>    | <b>1</b>     | <b>7</b>        | <b>2</b>             | <b>1</b>           | <b>2</b>      | <b>2</b>          | <b>0</b>                  | <b>4</b>               | <b>1</b>    | <b>1</b>                     | <b>2</b>  | <b>1</b>                      | <b>2</b>          | <b>3</b>                            | <b>2</b>    | <b>1</b>          | <b>2</b>     | <b>2</b>   |
| Somewhat disapprove            | 1                                       | 1           | 0           | 1            | 6               | 2                    | 1                  | 2             | 1                 | 0                         | 4                      | 1           | 1                            | 1         | 1                             | 2                 | 3                                   | 2           | 1                 | 0            | 2          |
| Strongly disapprove            | 0                                       | 0           | 0           | 0            | 2               | 0                    | 0                  | 0             | 1                 | 0                         | 0                      | 0           | 0                            | 1         | 0                             | 0                 | 0                                   | 0           | 0                 | 1            | 0          |
| <b><u>DK</u></b>               | <b>7</b>                                | <b>8</b>    | <b>5</b>    | <b>5</b>     | <b>7</b>        | <b>8</b>             | <b>1</b>           | <b>3</b>      | <b>10</b>         | <b>13</b>                 | <b>6</b>               | <b>6</b>    | <b>5</b>                     | <b>8</b>  | <b>5</b>                      | <b>7</b>          | <b>16</b>                           | <b>3</b>    | <b>7</b>          | <b>5</b>     | <b>4</b>   |
| DK                             | 7                                       | 8           | 5           | 5            | 7               | 8                    | 1                  | 3             | 10                | 13                        | 6                      | 6           | 5                            | 8         | 5                             | 7                 | 16                                  | 3           | 7                 | 5            | 4          |

Table 11: Q2e. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The Milpitas Fire Department

|                                | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                  | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>TOTAL APPROVE</u></b>    | <b>92</b>     | <b>91</b> | <b>93</b> | <b>93</b>          | <b>92</b> | <b>92</b>  | <b>94</b>            | <b>89</b> | <b>94</b>           | <b>67</b>  | <b>100</b>   | <b>100</b> | <b>89</b>            | <b>94</b>    | <b>94</b>     | <b>89</b> |           |           |           |           |
| Strongly approve               | 57            | 57        | 60        | 59                 | 54        | 69         | 47                   | 61        | 44                  | 40         | 73           | 54         | 62                   | 50           | 62            | 64        |           |           |           |           |
| Somewhat approve               | 35            | 34        | 33        | 35                 | 38        | 23         | 47                   | 28        | 50                  | 27         | 27           | 46         | 27                   | 43           | 32            | 25        |           |           |           |           |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>2</b>      | <b>2</b>  | <b>0</b>  | <b>1</b>           | <b>2</b>  | <b>1</b>   | <b>2</b>             | <b>2</b>  | <b>1</b>            | <b>33</b>  | <b>0</b>     | <b>0</b>   | <b>4</b>             | <b>1</b>     | <b>2</b>      | <b>1</b>  |           |           |           |           |
| Somewhat disapprove            | 1             | 2         | 0         | 1                  | 1         | 1          | 1                    | 2         | 0                   | 33         | 0            | 0          | 4                    | 1            | 2             | 1         |           |           |           |           |
| Strongly disapprove            | 0             | 0         | 0         | 0                  | 1         | 0          | 0                    | 1         | 1                   | 0          | 0            | 0          | 0                    | 0            | 1             | 0         |           |           |           |           |
| <b><u>DK</u></b>               | <b>7</b>      | <b>7</b>  | <b>7</b>  | <b>5</b>           | <b>6</b>  | <b>8</b>   | <b>4</b>             | <b>9</b>  | <b>5</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>7</b>             | <b>5</b>     | <b>4</b>      | <b>10</b> |           |           |           |           |
| DK                             | 7             | 7         | 7         | 5                  | 6         | 8          | 4                    | 9         | 5                   | 0          | 0            | 0          | 7                    | 5            | 4             | 10        |           |           |           |           |
|                                | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                  | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272        | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL APPROVE</u></b>    | <b>92</b>     | <b>90</b> | <b>94</b> | <b>90</b>          | <b>90</b> | <b>89</b>  | <b>95</b>            | <b>95</b> | <b>93</b>           | <b>90</b>  | <b>95</b>    | <b>90</b>  | <b>92</b>            | <b>94</b>    | <b>91</b>     | <b>95</b> | <b>92</b> | <b>88</b> | <b>93</b> | <b>91</b> |
| Strongly approve               | 57            | 58        | 56        | 50                 | 51        | 59         | 60                   | 66        | 66                  | 53         | 63           | 51         | 60                   | 66           | 55            | 57        | 57        | 58        | 56        | 57        |
| Somewhat approve               | 35            | 33        | 38        | 40                 | 39        | 30         | 35                   | 30        | 27                  | 37         | 32           | 39         | 33                   | 28           | 36            | 38        | 36        | 30        | 37        | 33        |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>2</b>      | <b>2</b>  | <b>1</b>  | <b>2</b>           | <b>1</b>  | <b>3</b>   | <b>2</b>             | <b>1</b>  | <b>0</b>            | <b>2</b>   | <b>1</b>     | <b>2</b>   | <b>3</b>             | <b>1</b>     | <b>2</b>      | <b>2</b>  | <b>1</b>  | <b>1</b>  | <b>2</b>  | <b>1</b>  |
| Somewhat disapprove            | 1             | 1         | 1         | 1                  | 1         | 3          | 2                    | 1         | 0                   | 1          | 1            | 1          | 3                    | 1            | 2             | 1         | 1         | 1         | 2         | 1         |
| Strongly disapprove            | 0             | 1         | 0         | 1                  | 1         | 0          | 0                    | 0         | 0                   | 1          | 0            | 1          | 0                    | 0            | 0             | 1         | 1         | 0         | 0         | 0         |
| <b><u>DK</u></b>               | <b>7</b>      | <b>8</b>  | <b>5</b>  | <b>9</b>           | <b>9</b>  | <b>8</b>   | <b>3</b>             | <b>4</b>  | <b>7</b>            | <b>9</b>   | <b>4</b>     | <b>9</b>   | <b>5</b>             | <b>5</b>     | <b>6</b>      | <b>3</b>  | <b>6</b>  | <b>11</b> | <b>5</b>  | <b>8</b>  |
| DK                             | 7             | 8         | 5         | 9                  | 9         | 8          | 3                    | 4         | 7                   | 9          | 4            | 9          | 5                    | 5            | 6             | 3         | 6         | 11        | 5         | 8         |

Table 11: Q2e. Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing? : The Milpitas Fire Department

|                                | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                  | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL APPROVE</u></b>    | <b>92</b>     | <b>88</b>    | <b>93</b>  | <b>91</b>      | <b>96</b>    | <b>93</b>           | <b>89</b>    | <b>94</b>      | <b>93</b>      | <b>90</b>         | <b>92</b> | <b>85</b> | <b>91</b> | <b>95</b>      | <b>92</b>    | <b>91</b>    | <b>92</b>    |
| Strongly approve               | 57            | 54           | 64         | 51             | 62           | 56                  | 59           | 56             | 56             | 67                | 66        | 38        | 50        | 55             | 55           | 50           | 56           |
| Somewhat approve               | 35            | 34           | 29         | 40             | 34           | 37                  | 30           | 38             | 37             | 23                | 25        | 46        | 41        | 40             | 37           | 41           | 36           |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>2</b>      | <b>2</b>     | <b>2</b>   | <b>2</b>       | <b>1</b>     | <b>2</b>            | <b>2</b>     | <b>3</b>       | <b>0</b>       | <b>3</b>          | <b>1</b>  | <b>3</b>  | <b>1</b>  | <b>0</b>       | <b>2</b>     | <b>2</b>     | <b>1</b>     |
| Somewhat disapprove            | 1             | 1            | 2          | 2              | 1            | 1                   | 1            | 3              | 0              | 3                 | 1         | 3         | 1         | 0              | 0            | 1            | 1            |
| Strongly disapprove            | 0             | 1            | 0          | 0              | 0            | 1                   | 1            | 0              | 0              | 0                 | 0         | 0         | 0         | 0              | 2            | 0            | 0            |
| <b><u>DK</u></b>               | <b>7</b>      | <b>10</b>    | <b>5</b>   | <b>7</b>       | <b>3</b>     | <b>6</b>            | <b>10</b>    | <b>4</b>       | <b>6</b>       | <b>6</b>          | <b>7</b>  | <b>12</b> | <b>8</b>  | <b>5</b>       | <b>6</b>     | <b>7</b>     | <b>7</b>     |
| DK                             | 7             | 10           | 5          | 7              | 3            | 6                   | 10           | 4              | 6              | 6                 | 7         | 12        | 8         | 5              | 6            | 7            | 7            |

|                                | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                  | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL APPROVE</u></b>    | <b>92</b> | <b>92</b> | <b>94</b> | <b>97</b> | <b>85</b> | <b>91</b>            | <b>93</b> |
| Strongly approve               | 57        | 57        | 67        | 69        | 26        | 57                   | 57        |
| Somewhat approve               | 35        | 35        | 27        | 28        | 58        | 34                   | 36        |
| <b><u>TOTAL DISAPPROVE</u></b> | <b>2</b>  | <b>1</b>  | <b>0</b>  | <b>0</b>  | <b>10</b> | <b>2</b>             | <b>1</b>  |
| Somewhat disapprove            | 1         | 1         | 0         | 0         | 10        | 2                    | 1         |
| Strongly disapprove            | 0         | 0         | 0         | 0         | 0         | 1                    | 0         |
| <b><u>DK</u></b>               | <b>7</b>  | <b>7</b>  | <b>6</b>  | <b>3</b>  | <b>5</b>  | <b>7</b>             | <b>6</b>  |
| DK                             | 7         | 7         | 6         | 3         | 5         | 7                    | 6         |

Table 12: Q3a. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Homelessness

|                                       | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |          |          | Q7 COMBINED CRIME |           |           |
|---------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|----------|----------|-------------------|-----------|-----------|
|                                       | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME     | DECR     | INCR              | SAME      | DECR      |
|                                       |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |           |           |                   |          |          |                   |           |           |
| Column n-Size                         | 323                                     | 147       | 176       | 105       | 65        | 5            | 74                 | 202         | 42              | 114                       | 155            | 43          | 97                 | 134       | 25        | 0                 | 0        | 0        | 97                | 134       | 25        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>67</b>                               | <b>72</b> | <b>63</b> | <b>60</b> | <b>69</b> | <b>25</b>    | <b>56</b>          | <b>74</b>   | <b>48</b>       | <b>70</b>                 | <b>69</b>      | <b>53</b>   | <b>74</b>          | <b>70</b> | <b>64</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>74</b>         | <b>70</b> | <b>64</b> |
| Extremely serious problem             | 35                                      | 37        | 34        | 32        | 39        | 7            | 29                 | 39          | 25              | 40                        | 31             | 36          | 50                 | 34        | 22        | 0                 | 0        | 0        | 50                | 34        | 22        |
| Very serious problem                  | 31                                      | 35        | 29        | 28        | 30        | 18           | 26                 | 35          | 23              | 30                        | 38             | 18          | 25                 | 36        | 42        | 0                 | 0        | 0        | 25                | 36        | 42        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>31</b>                               | <b>27</b> | <b>35</b> | <b>38</b> | <b>28</b> | <b>75</b>    | <b>43</b>          | <b>24</b>   | <b>52</b>       | <b>27</b>                 | <b>30</b>      | <b>47</b>   | <b>26</b>          | <b>29</b> | <b>26</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>26</b>         | <b>29</b> | <b>26</b> |
| Somewhat serious problem              | 22                                      | 17        | 26        | 26        | 24        | 63           | 25                 | 19          | 33              | 21                        | 19             | 38          | 16                 | 19        | 26        | 0                 | 0        | 0        | 16                | 19        | 26        |
| Not too serious problem               | 9                                       | 10        | 9         | 12        | 4         | 11           | 18                 | 4           | 19              | 7                         | 11             | 9           | 9                  | 10        | 0         | 0                 | 0        | 0        | 9                 | 10        | 0         |
| <b><u>DK</u></b>                      | <b>2</b>                                | <b>1</b>  | <b>2</b>  | <b>2</b>  | <b>3</b>  | <b>0</b>     | <b>2</b>           | <b>2</b>    | <b>0</b>        | <b>3</b>                  | <b>1</b>       | <b>0</b>    | <b>0</b>           | <b>2</b>  | <b>10</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>0</b>          | <b>2</b>  | <b>10</b> |
| DK                                    | 2                                       | 1         | 2         | 2         | 3         | 0            | 2                  | 2           | 0               | 3                         | 1              | 0           | 0                  | 2         | 10        | 0                 | 0        | 0        | 0                 | 2         | 10        |

|                                       | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|---------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                       | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                       |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                         | 323              | 39          | 219         | 258          | 54              | 39                   | 112       | 151           | 145               | 26        | 59                     | 247       | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70           | 67           | 111        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>67</b>        | <b>61</b>   | <b>72</b>   | <b>70</b>    | <b>51</b>       | <b>69</b>            | <b>76</b> | <b>74</b>     | <b>62</b>         | <b>51</b> | <b>78</b>              | <b>65</b> | <b>63</b>                    | <b>70</b> | <b>66</b>                     | <b>51</b>         | <b>47</b>                           | <b>71</b>   | <b>70</b>    | <b>71</b>    | <b>68</b>  |
| Extremely serious problem             | 35               | 30          | 37          | 36           | 35              | 48                   | 33        | 37            | 37                | 20        | 32                     | 36        | 32                           | 39        | 33                            | 30                | 25                                  | 33          | 35           | 36           | 38         |
| Very serious problem                  | 31               | 31          | 35          | 34           | 16              | 21                   | 43        | 37            | 25                | 32        | 46                     | 29        | 31                           | 31        | 33                            | 21                | 22                                  | 38          | 35           | 35           | 30         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>31</b>        | <b>39</b>   | <b>26</b>   | <b>28</b>    | <b>46</b>       | <b>31</b>            | <b>20</b> | <b>22</b>     | <b>38</b>         | <b>47</b> | <b>17</b>              | <b>34</b> | <b>36</b>                    | <b>27</b> | <b>33</b>                     | <b>49</b>         | <b>51</b>                           | <b>24</b>   | <b>29</b>    | <b>29</b>    | <b>29</b>  |
| Somewhat serious problem              | 22               | 28          | 19          | 20           | 31              | 25                   | 12        | 16            | 27                | 35        | 13                     | 23        | 28                           | 17        | 25                            | 43                | 38                                  | 18          | 18           | 18           | 23         |
| Not too serious problem               | 9                | 12          | 7           | 8            | 15              | 6                    | 7         | 7             | 11                | 12        | 4                      | 11        | 8                            | 10        | 8                             | 6                 | 13                                  | 6           | 12           | 11           | 7          |
| <b><u>DK</u></b>                      | <b>2</b>         | <b>0</b>    | <b>2</b>    | <b>2</b>     | <b>3</b>        | <b>0</b>             | <b>5</b>  | <b>3</b>      | <b>0</b>          | <b>2</b>  | <b>5</b>               | <b>1</b>  | <b>1</b>                     | <b>3</b>  | <b>1</b>                      | <b>0</b>          | <b>2</b>                            | <b>5</b>    | <b>1</b>     | <b>0</b>     | <b>3</b>   |
| DK                                    | 2                | 0           | 2           | 2            | 3               | 0                    | 5         | 3             | 0                 | 2         | 5                      | 1         | 1                            | 3         | 1                             | 0                 | 2                                   | 5           | 1            | 0            | 3          |

Table 12: Q3a. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Homelessness

|                                       | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|---------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                       | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                         | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>67</b>     | <b>64</b> | <b>71</b> | <b>79</b>          | <b>72</b> | <b>49</b>  | <b>86</b>            | <b>55</b> | <b>86</b>           | <b>66</b>  | <b>100</b>   | <b>0</b>  | <b>73</b>            | <b>66</b>    | <b>79</b>     | <b>59</b> |           |           |           |           |
| Extremely serious problem             | 35            | 32        | 36        | 37                 | 40        | 26         | 46                   | 31        | 47                  | 21         | 15           | 0         | 33                   | 29           | 38            | 44        |           |           |           |           |
| Very serious problem                  | 31            | 32        | 35        | 41                 | 32        | 23         | 40                   | 24        | 39                  | 45         | 85           | 0         | 40                   | 36           | 41            | 15        |           |           |           |           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>31</b>     | <b>33</b> | <b>29</b> | <b>21</b>          | <b>27</b> | <b>47</b>  | <b>13</b>            | <b>43</b> | <b>14</b>           | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>27</b>            | <b>34</b>    | <b>19</b>     | <b>40</b> |           |           |           |           |
| Somewhat serious problem              | 22            | 26        | 17        | 14                 | 17        | 32         | 8                    | 29        | 9                   | 0          | 0            | 0         | 23                   | 26           | 10            | 31        |           |           |           |           |
| Not too serious problem               | 9             | 7         | 12        | 7                  | 9         | 14         | 5                    | 15        | 5                   | 0          | 0            | 0         | 4                    | 8            | 9             | 9         |           |           |           |           |
| <b><u>DK</u></b>                      | <b>2</b>      | <b>3</b>  | <b>0</b>  | <b>0</b>           | <b>1</b>  | <b>5</b>   | <b>1</b>             | <b>2</b>  | <b>0</b>            | <b>34</b>  | <b>0</b>     | <b>0</b>  | <b>0</b>             | <b>1</b>     | <b>2</b>      | <b>2</b>  |           |           |           |           |
| DK                                    | 2             | 3         | 0         | 0                  | 1         | 5          | 1                    | 2         | 0                   | 34         | 0            | 0         | 0                    | 1            | 2             | 2         |           |           |           |           |
|                                       | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                                       | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                         | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>67</b>     | <b>64</b> | <b>69</b> | <b>68</b>          | <b>65</b> | <b>82</b>  | <b>73</b>            | <b>64</b> | <b>42</b>           | <b>70</b>  | <b>63</b>    | <b>66</b> | <b>77</b>            | <b>54</b>    | <b>70</b>     | <b>76</b> | <b>67</b> | <b>57</b> | <b>72</b> | <b>62</b> |
| Extremely serious problem             | 35            | 35        | 36        | 33                 | 34        | 42         | 53                   | 26        | 13                  | 36         | 36           | 34        | 49                   | 20           | 41            | 26        | 37        | 35        | 34        | 36        |
| Very serious problem                  | 31            | 30        | 33        | 35                 | 31        | 41         | 20                   | 38        | 29                  | 35         | 27           | 33        | 29                   | 34           | 28            | 50        | 30        | 22        | 38        | 26        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>31</b>     | <b>34</b> | <b>29</b> | <b>32</b>          | <b>29</b> | <b>18</b>  | <b>27</b>            | <b>34</b> | <b>56</b>           | <b>27</b>  | <b>36</b>    | <b>31</b> | <b>23</b>            | <b>44</b>    | <b>27</b>     | <b>23</b> | <b>32</b> | <b>41</b> | <b>25</b> | <b>36</b> |
| Somewhat serious problem              | 22            | 22        | 23        | 15                 | 24        | 13         | 17                   | 25        | 45                  | 19         | 26           | 20        | 15                   | 34           | 19            | 15        | 20        | 34        | 17        | 26        |
| Not too serious problem               | 9             | 12        | 6         | 17                 | 5         | 5          | 10                   | 9         | 12                  | 9          | 10           | 10        | 8                    | 10           | 8             | 8         | 12        | 8         | 8         | 10        |
| <b><u>DK</u></b>                      | <b>2</b>      | <b>2</b>  | <b>2</b>  | <b>0</b>           | <b>5</b>  | <b>0</b>   | <b>0</b>             | <b>2</b>  | <b>1</b>            | <b>2</b>   | <b>1</b>     | <b>3</b>  | <b>0</b>             | <b>2</b>     | <b>3</b>      | <b>2</b>  | <b>1</b>  | <b>2</b>  | <b>2</b>  | <b>1</b>  |
| DK                                    | 2             | 2         | 2         | 0                  | 5         | 0          | 0                    | 2         | 1                   | 2          | 1            | 3         | 0                    | 2            | 3             | 2         | 1         | 2         | 2         | 1         |

Table 12: Q3a. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Homelessness

|                                       | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                       | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                         | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>67</b>     | <b>71</b>    | <b>57</b>  | <b>69</b>      | <b>69</b>    | <b>71</b>           | <b>59</b>    | <b>74</b>      | <b>66</b>      | <b>52</b>         | <b>83</b> | <b>65</b> | <b>85</b> | <b>71</b>      | <b>59</b>    | <b>69</b>    | <b>69</b>    |
| Extremely serious problem             | 35            | 36           | 34         | 35             | 38           | 37                  | 33           | 31             | 39             | 22                | 54        | 33        | 53        | 30             | 29           | 35           | 37           |
| Very serious problem                  | 31            | 35           | 23         | 34             | 31           | 35                  | 26           | 42             | 27             | 30                | 29        | 32        | 33        | 41             | 30           | 34           | 32           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>31</b>     | <b>28</b>    | <b>41</b>  | <b>27</b>      | <b>31</b>    | <b>28</b>           | <b>39</b>    | <b>22</b>      | <b>34</b>      | <b>47</b>         | <b>15</b> | <b>32</b> | <b>15</b> | <b>29</b>      | <b>40</b>    | <b>30</b>    | <b>29</b>    |
| Somewhat serious problem              | 22            | 16           | 29         | 22             | 24           | 17                  | 27           | 18             | 26             | 25                | 13        | 20        | 11        | 21             | 31           | 22           | 22           |
| Not too serious problem               | 9             | 12           | 12         | 5              | 7            | 12                  | 12           | 4              | 8              | 22                | 2         | 12        | 4         | 8              | 9            | 8            | 8            |
| <b><u>DK</u></b>                      | <b>2</b>      | <b>1</b>     | <b>2</b>   | <b>4</b>       | <b>0</b>     | <b>1</b>            | <b>2</b>     | <b>5</b>       | <b>0</b>       | <b>1</b>          | <b>2</b>  | <b>3</b>  | <b>0</b>  | <b>0</b>       | <b>1</b>     | <b>1</b>     | <b>2</b>     |
| DK                                    | 2             | 1            | 2          | 4              | 0            | 1                   | 2            | 5              | 0              | 1                 | 2         | 3         | 0         | 0              | 1            | 1            | 2            |

|                                       | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                       | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                         | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>67</b> | <b>66</b> | <b>82</b> | <b>71</b> | <b>62</b> | <b>67</b>            | <b>0</b> |
| Extremely serious problem             | 35        | 35        | 55        | 35        | 44        | 35                   | 0        |
| Very serious problem                  | 31        | 32        | 27        | 36        | 18        | 31                   | 0        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>31</b> | <b>32</b> | <b>18</b> | <b>29</b> | <b>38</b> | <b>31</b>            | <b>0</b> |
| Somewhat serious problem              | 22        | 22        | 8         | 29        | 16        | 22                   | 0        |
| Not too serious problem               | 9         | 9         | 10        | 0         | 22        | 9                    | 0        |
| <b><u>DK</u></b>                      | <b>2</b>  | <b>2</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>2</b>             | <b>0</b> |
| DK                                    | 2         | 2         | 0         | 0         | 0         | 2                    | 0        |

Table 13: Q3b. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Homeless encampments

|                                       | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|---------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                       | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                       |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                         | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>61</b>                               | <b>64</b>   | <b>59</b>   | <b>54</b>    | <b>65</b>       | <b>61</b>            | <b>46</b>          | <b>67</b>     | <b>58</b>         | <b>63</b>                 | <b>65</b>              | <b>57</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>70</b>         | <b>66</b>                           | <b>54</b>   | <b>70</b>         | <b>66</b>    | <b>54</b>  |
| Extremely serious problem             | 32                                      | 34          | 30          | 31           | 30              | 17                   | 29                 | 33            | 32                | 38                        | 29                     | 27          | 0                            | 0         | 0                             | 43                | 32                                  | 24          | 43                | 32           | 24         |
| Very serious problem                  | 30                                      | 30          | 30          | 23           | 36              | 44                   | 17                 | 34            | 26                | 25                        | 35                     | 30          | 0                            | 0         | 0                             | 27                | 35                                  | 30          | 27                | 35           | 30         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>36</b>                               | <b>35</b>   | <b>36</b>   | <b>41</b>    | <b>30</b>       | <b>39</b>            | <b>46</b>          | <b>32</b>     | <b>39</b>         | <b>35</b>                 | <b>33</b>              | <b>43</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>29</b>         | <b>34</b>                           | <b>45</b>   | <b>29</b>         | <b>34</b>    | <b>45</b>  |
| Somewhat serious problem              | 24                                      | 23          | 24          | 24           | 24              | 30                   | 23                 | 24            | 25                | 25                        | 19                     | 38          | 0                            | 0         | 0                             | 28                | 21                                  | 33          | 28                | 21           | 33         |
| Not too serious problem               | 12                                      | 12          | 12          | 17           | 6               | 9                    | 23                 | 8             | 14                | 10                        | 14                     | 5           | 0                            | 0         | 0                             | 1                 | 13                                  | 12          | 1                 | 13           | 12         |
| <b><u>DK</u></b>                      | <b>3</b>                                | <b>1</b>    | <b>5</b>    | <b>5</b>     | <b>5</b>        | <b>0</b>             | <b>9</b>           | <b>1</b>      | <b>3</b>          | <b>2</b>                  | <b>3</b>               | <b>0</b>    | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>1</b>          | <b>0</b>                            | <b>1</b>    | <b>1</b>          | <b>0</b>     | <b>1</b>   |
| DK                                    | 3                                       | 1           | 5           | 5            | 5               | 0                    | 9                  | 1             | 3                 | 2                         | 3                      | 0           | 0                            | 0         | 0                             | 1                 | 0                                   | 1           | 1                 | 0            | 1          |
|                                       |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                       | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                       | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                       |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                         | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>61</b>                               | <b>55</b>   | <b>67</b>   | <b>65</b>    | <b>55</b>       | <b>55</b>            | <b>73</b>          | <b>68</b>     | <b>56</b>         | <b>43</b>                 | <b>73</b>              | <b>58</b>   | <b>62</b>                    | <b>61</b> | <b>64</b>                     | <b>57</b>         | <b>50</b>                           | <b>62</b>   | <b>59</b>         | <b>66</b>    | <b>64</b>  |
| Extremely serious problem             | 32                                      | 32          | 35          | 34           | 25              | 32                   | 27                 | 28            | 34                | 41                        | 35                     | 31          | 29                           | 33        | 31                            | 20                | 22                                  | 18          | 32                | 39           | 34         |
| Very serious problem                  | 30                                      | 23          | 32          | 31           | 30              | 23                   | 46                 | 40            | 22                | 2                         | 38                     | 27          | 33                           | 28        | 33                            | 37                | 28                                  | 44          | 27                | 27           | 30         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>36</b>                               | <b>39</b>   | <b>31</b>   | <b>32</b>    | <b>45</b>       | <b>45</b>            | <b>27</b>          | <b>32</b>     | <b>39</b>         | <b>41</b>                 | <b>26</b>              | <b>38</b>   | <b>37</b>                    | <b>35</b> | <b>36</b>                     | <b>43</b>         | <b>48</b>                           | <b>37</b>   | <b>34</b>         | <b>34</b>    | <b>31</b>  |
| Somewhat serious problem              | 24                                      | 16          | 20          | 19           | 36              | 27                   | 21                 | 23            | 24                | 32                        | 22                     | 24          | 27                           | 22        | 24                            | 38                | 21                                  | 31          | 26                | 25           | 22         |
| Not too serious problem               | 12                                      | 23          | 11          | 13           | 9               | 18                   | 5                  | 9             | 16                | 9                         | 4                      | 14          | 10                           | 13        | 11                            | 5                 | 28                                  | 6           | 8                 | 9            | 9          |
| <b><u>DK</u></b>                      | <b>3</b>                                | <b>6</b>    | <b>2</b>    | <b>3</b>     | <b>0</b>        | <b>0</b>             | <b>0</b>           | <b>0</b>      | <b>5</b>          | <b>17</b>                 | <b>1</b>               | <b>4</b>    | <b>1</b>                     | <b>4</b>  | <b>0</b>                      | <b>0</b>          | <b>2</b>                            | <b>1</b>    | <b>7</b>          | <b>0</b>     | <b>5</b>   |
| DK                                    | 3                                       | 6           | 2           | 3            | 0               | 0                    | 0                  | 0             | 5                 | 17                        | 1                      | 4           | 1                            | 4         | 0                             | 0                 | 2                                   | 1           | 7                 | 0            | 5          |

Table 13: Q3b. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Homeless encampments

|                                       | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|---------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                       | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                         | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4          | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>61</b>     | <b>62</b> | <b>59</b> | <b>65</b>          | <b>64</b> | <b>50</b>  | <b>72</b>            | <b>54</b> | <b>82</b>           | <b>0</b>   | <b>42</b>    | <b>0</b>   | <b>43</b>            | <b>70</b>    | <b>64</b>     | <b>56</b> |           |           |           |           |
| Extremely serious problem             | 32            | 35        | 25        | 38                 | 31        | 28         | 35                   | 27        | 42                  | 0          | 0            | 0          | 29                   | 34           | 35            | 29        |           |           |           |           |
| Very serious problem                  | 30            | 27        | 33        | 27                 | 33        | 21         | 37                   | 28        | 40                  | 0          | 42           | 0          | 14                   | 36           | 29            | 27        |           |           |           |           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>36</b>     | <b>34</b> | <b>39</b> | <b>34</b>          | <b>34</b> | <b>40</b>  | <b>27</b>            | <b>43</b> | <b>18</b>           | <b>100</b> | <b>58</b>    | <b>100</b> | <b>40</b>            | <b>30</b>    | <b>32</b>     | <b>43</b> |           |           |           |           |
| Somewhat serious problem              | 24            | 23        | 25        | 31                 | 23        | 19         | 23                   | 22        | 16                  | 100        | 58           | 100        | 18                   | 15           | 24            | 32        |           |           |           |           |
| Not too serious problem               | 12            | 11        | 13        | 3                  | 12        | 21         | 4                    | 21        | 2                   | 0          | 0            | 0          | 22                   | 15           | 7             | 10        |           |           |           |           |
| <b><u>DK</u></b>                      | <b>3</b>      | <b>4</b>  | <b>3</b>  | <b>1</b>           | <b>1</b>  | <b>10</b>  | <b>0</b>             | <b>2</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>16</b>            | <b>0</b>     | <b>5</b>      | <b>2</b>  |           |           |           |           |
| DK                                    | 3             | 4         | 3         | 1                  | 1         | 10         | 0                    | 2         | 0                   | 0          | 0            | 0          | 16                   | 0            | 5             | 2         |           |           |           |           |
|                                       | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                       | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                         | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136        | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>61</b>     | <b>62</b> | <b>61</b> | <b>64</b>          | <b>57</b> | <b>75</b>  | <b>65</b>            | <b>48</b> | <b>61</b>           | <b>64</b>  | <b>59</b>    | <b>60</b>  | <b>69</b>            | <b>54</b>    | <b>71</b>     | <b>65</b> | <b>59</b> | <b>52</b> | <b>68</b> | <b>56</b> |
| Extremely serious problem             | 32            | 31        | 32        | 34                 | 29        | 35         | 37                   | 27        | 29                  | 32         | 32           | 31         | 36                   | 28           | 37            | 26        | 36        | 26        | 32        | 32        |
| Very serious problem                  | 30            | 30        | 29        | 30                 | 28        | 40         | 28                   | 21        | 31                  | 32         | 27           | 29         | 33                   | 26           | 35            | 39        | 23        | 26        | 37        | 24        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>36</b>     | <b>37</b> | <b>35</b> | <b>36</b>          | <b>41</b> | <b>24</b>  | <b>33</b>            | <b>48</b> | <b>24</b>           | <b>35</b>  | <b>35</b>    | <b>39</b>  | <b>29</b>            | <b>37</b>    | <b>22</b>     | <b>35</b> | <b>38</b> | <b>46</b> | <b>28</b> | <b>41</b> |
| Somewhat serious problem              | 24            | 20        | 28        | 26                 | 29        | 20         | 21                   | 31        | 2                   | 26         | 19           | 27         | 21                   | 18           | 17            | 22        | 25        | 30        | 20        | 27        |
| Not too serious problem               | 12            | 16        | 7         | 10                 | 12        | 4          | 12                   | 17        | 22                  | 9          | 16           | 11         | 9                    | 19           | 5             | 12        | 14        | 15        | 8         | 14        |
| <b><u>DK</u></b>                      | <b>3</b>      | <b>2</b>  | <b>5</b>  | <b>0</b>           | <b>2</b>  | <b>1</b>   | <b>1</b>             | <b>4</b>  | <b>16</b>           | <b>1</b>   | <b>6</b>     | <b>1</b>   | <b>1</b>             | <b>9</b>     | <b>6</b>      | <b>1</b>  | <b>2</b>  | <b>3</b>  | <b>4</b>  | <b>3</b>  |
| DK                                    | 3             | 2         | 5         | 0                  | 2         | 1          | 1                    | 4         | 16                  | 1          | 6            | 1          | 1                    | 9            | 6             | 1         | 2         | 3         | 4         | 3         |



Table 13: Q3b. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Homeless encampments

|                                       | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                       |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                         | 324       | 95            | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>61</b> | <b>64</b>     | <b>58</b>  | <b>63</b>      | <b>61</b>    | <b>65</b>           | <b>59</b>    | <b>70</b>      | <b>51</b>      | <b>55</b>         | <b>62</b> | <b>56</b> | <b>52</b> | <b>74</b>      | <b>65</b>    | <b>63</b>    | <b>62</b>    |
| Extremely serious problem             | 32        | 29            | 36         | 36             | 29           | 28                  | 33           | 33             | 31             | 32                | 39        | 28        | 16        | 40             | 39           | 32           | 32           |
| Very serious problem                  | 30        | 35            | 22         | 27             | 32           | 37                  | 26           | 37             | 21             | 23                | 22        | 28        | 36        | 34             | 25           | 31           | 30           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>36</b> | <b>36</b>     | <b>39</b>  | <b>34</b>      | <b>31</b>    | <b>32</b>           | <b>40</b>    | <b>25</b>      | <b>44</b>      | <b>42</b>         | <b>32</b> | <b>33</b> | <b>48</b> | <b>26</b>      | <b>34</b>    | <b>34</b>    | <b>35</b>    |
| Somewhat serious problem              | 24        | 22            | 19         | 30             | 20           | 16                  | 23           | 23             | 32             | 19                | 23        | 19        | 34        | 22             | 25           | 25           | 24           |
| Not too serious problem               | 12        | 14            | 20         | 4              | 11           | 16                  | 17           | 2              | 12             | 23                | 9         | 14        | 14        | 4              | 8            | 10           | 11           |
| <b><u>DK</u></b>                      | <b>3</b>  | <b>0</b>      | <b>4</b>   | <b>3</b>       | <b>8</b>     | <b>2</b>            | <b>1</b>     | <b>5</b>       | <b>5</b>       | <b>3</b>          | <b>6</b>  | <b>11</b> | <b>0</b>  | <b>0</b>       | <b>2</b>     | <b>3</b>     | <b>3</b>     |
| DK                                    | 3         | 0             | 4          | 3              | 8            | 2                   | 1            | 5              | 5              | 3                 | 6         | 11        | 0         | 0              | 2            | 3            | 3            |

|                                       | Total     | LANGUAGE  |            |           |           | A/B SPLIT<br>SAMPLES |           |
|---------------------------------------|-----------|-----------|------------|-----------|-----------|----------------------|-----------|
|                                       |           | ENG       | SPAN       | VIET      | CHIN      | A                    | B         |
| Column n-Size                         | 324       | 299       | 5          | 11        | 9         | 0                    | 324       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>61</b> | <b>59</b> | <b>100</b> | <b>84</b> | <b>78</b> | <b>0</b>             | <b>61</b> |
| Extremely serious problem             | 32        | 29        | 85         | 69        | 49        | 0                    | 32        |
| Very serious problem                  | 30        | 31        | 15         | 14        | 29        | 0                    | 30        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>36</b> | <b>37</b> | <b>0</b>   | <b>16</b> | <b>22</b> | <b>0</b>             | <b>36</b> |
| Somewhat serious problem              | 24        | 25        | 0          | 9         | 22        | 0                    | 24        |
| Not too serious problem               | 12        | 12        | 0          | 8         | 0         | 0                    | 12        |
| <b><u>DK</u></b>                      | <b>3</b>  | <b>3</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>3</b>  |
| DK                                    | 3         | 3         | 0          | 0         | 0         | 0                    | 3         |

Table 14: Q3c. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : The cost of housing

|                                       | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|---------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                       | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                       | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| Column n-Size                         | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>77</b>                               | <b>82</b> | <b>73</b> | <b>74</b> | <b>77</b> | <b>33</b>    | <b>71</b>          | <b>81</b>   | <b>67</b>       | <b>82</b>                 | <b>77</b>      | <b>70</b>   | <b>77</b>          | <b>75</b> | <b>75</b> | <b>79</b>         | <b>83</b> | <b>82</b> | <b>78</b>         | <b>80</b> | <b>80</b> |
| Extremely serious problem             | 44                                      | 43        | 45        | 46        | 47        | 11           | 45                 | 43          | 48              | 41                        | 46             | 46          | 46                 | 39        | 22        | 45                | 51        | 41        | 45                | 45        | 34        |
| Very serious problem                  | 33                                      | 38        | 28        | 27        | 30        | 21           | 27                 | 37          | 19              | 41                        | 31             | 24          | 31                 | 37        | 53        | 35                | 33        | 41        | 33                | 35        | 46        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>20</b>                               | <b>16</b> | <b>24</b> | <b>24</b> | <b>18</b> | <b>61</b>    | <b>23</b>          | <b>18</b>   | <b>26</b>       | <b>15</b>                 | <b>21</b>      | <b>27</b>   | <b>19</b>          | <b>22</b> | <b>25</b> | <b>20</b>         | <b>17</b> | <b>16</b> | <b>19</b>         | <b>19</b> | <b>19</b> |
| Somewhat serious problem              | 14                                      | 12        | 16        | 15        | 15        | 32           | 17                 | 13          | 13              | 12                        | 16             | 16          | 11                 | 14        | 14        | 15                | 14        | 16        | 13                | 14        | 15        |
| Not too serious problem               | 6                                       | 4         | 8         | 9         | 4         | 30           | 6                  | 5           | 13              | 4                         | 6              | 11          | 8                  | 9         | 11        | 5                 | 3         | 0         | 7                 | 6         | 4         |
| <b><u>DK</u></b>                      | <b>3</b>                                | <b>2</b>  | <b>4</b>  | <b>2</b>  | <b>5</b>  | <b>6</b>     | <b>5</b>           | <b>1</b>    | <b>7</b>        | <b>3</b>                  | <b>2</b>       | <b>3</b>    | <b>4</b>           | <b>2</b>  | <b>0</b>  | <b>1</b>          | <b>0</b>  | <b>2</b>  | <b>3</b>          | <b>1</b>  | <b>1</b>  |
| DK                                    | 3                                       | 2         | 4         | 2         | 5         | 6            | 5                  | 1           | 7               | 3                         | 2              | 3           | 4                  | 2         | 0         | 1                 | 0         | 2         | 3                 | 1         | 1         |

|                                       | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|---------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                       | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                       | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Column n-Size                         | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>77</b>        | <b>65</b>   | <b>81</b>   | <b>79</b>    | <b>68</b>       | <b>72</b>            | <b>79</b> | <b>77</b>     | <b>79</b>         | <b>60</b> | <b>85</b>              | <b>75</b> | <b>75</b>                    | <b>80</b> | <b>76</b>                     | <b>75</b>         | <b>67</b>                           | <b>62</b>   | <b>79</b>    | <b>85</b>    | <b>79</b>  |
| Extremely serious problem             | 44               | 40          | 44          | 43           | 46              | 46                   | 36        | 39            | 51                | 42        | 36                     | 46        | 43                           | 46        | 41                            | 53                | 41                                  | 44          | 39           | 45           | 46         |
| Very serious problem                  | 33               | 26          | 37          | 35           | 22              | 26                   | 43        | 38            | 29                | 18        | 49                     | 28        | 32                           | 33        | 35                            | 21                | 26                                  | 18          | 40           | 39           | 32         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>20</b>        | <b>31</b>   | <b>17</b>   | <b>19</b>    | <b>28</b>       | <b>25</b>            | <b>19</b> | <b>21</b>     | <b>18</b>         | <b>28</b> | <b>15</b>              | <b>21</b> | <b>21</b>                    | <b>19</b> | <b>22</b>                     | <b>20</b>         | <b>29</b>                           | <b>34</b>   | <b>18</b>    | <b>13</b>    | <b>19</b>  |
| Somewhat serious problem              | 14               | 25          | 12          | 14           | 18              | 17                   | 16        | 16            | 12                | 14        | 12                     | 14        | 14                           | 14        | 17                            | 5                 | 18                                  | 28          | 9            | 11           | 14         |
| Not too serious problem               | 6                | 6           | 5           | 5            | 10              | 9                    | 3         | 5             | 6                 | 14        | 3                      | 7         | 7                            | 5         | 5                             | 15                | 11                                  | 6           | 8            | 3            | 4          |
| <b><u>DK</u></b>                      | <b>3</b>         | <b>4</b>    | <b>2</b>    | <b>2</b>     | <b>4</b>        | <b>3</b>             | <b>2</b>  | <b>2</b>      | <b>2</b>          | <b>12</b> | <b>0</b>               | <b>4</b>  | <b>3</b>                     | <b>2</b>  | <b>2</b>                      | <b>6</b>          | <b>4</b>                            | <b>4</b>    | <b>4</b>     | <b>2</b>     | <b>3</b>   |
| DK                                    | 3                | 4           | 2           | 2            | 4               | 3                    | 2         | 2             | 2                 | 12        | 0                      | 4         | 3                            | 2         | 2                             | 6                 | 4                                   | 4           | 4            | 2            | 3          |

Table 14: Q3c. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : The cost of housing

|                                       | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |
|---------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|
|                                       | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |
| Column n-Size                         | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201          | 154           | 146       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>77</b>     | <b>71</b> | <b>89</b> | <b>76</b>          | <b>82</b> | <b>69</b>  | <b>88</b>            | <b>75</b> | <b>86</b>           | <b>100</b> | <b>100</b>   | <b>100</b> | <b>75</b>            | <b>83</b>    | <b>83</b>     | <b>68</b> |
| Extremely serious problem             | 44            | 40        | 51        | 45                 | 46        | 40         | 47                   | 45        | 47                  | 40         | 24           | 100        | 38                   | 47           | 46            | 40        |
| Very serious problem                  | 33            | 31        | 38        | 31                 | 36        | 30         | 41                   | 31        | 39                  | 60         | 76           | 0          | 37                   | 36           | 37            | 28        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>20</b>     | <b>26</b> | <b>9</b>  | <b>22</b>          | <b>16</b> | <b>25</b>  | <b>12</b>            | <b>22</b> | <b>13</b>           | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>18</b>            | <b>16</b>    | <b>15</b>     | <b>28</b> |
| Somewhat serious problem              | 14            | 17        | 7         | 15                 | 11        | 18         | 7                    | 16        | 8                   | 0          | 0            | 0          | 16                   | 13           | 9             | 18        |
| Not too serious problem               | 6             | 9         | 1         | 7                  | 5         | 7          | 4                    | 6         | 5                   | 0          | 0            | 0          | 2                    | 3            | 5             | 9         |
| <b><u>DK</u></b>                      | <b>3</b>      | <b>3</b>  | <b>2</b>  | <b>2</b>           | <b>2</b>  | <b>6</b>   | <b>1</b>             | <b>3</b>  | <b>1</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>7</b>             | <b>1</b>     | <b>2</b>      | <b>5</b>  |
| DK                                    | 3             | 3         | 2         | 2                  | 2         | 6          | 1                    | 3         | 1                   | 0          | 0            | 0          | 7                    | 1            | 2             | 5         |

|                                       | QD GENDER |           |           | QB AGE    |           |           |           |           |           |           |           |           |           | QE EDUCATION |            |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|-----------|-----------|-----------|-----------|
|                                       | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+       | 18-49     | 50+       | 18-39     | 40-64     | 65+          | HS OR LESS | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                         | 647       | 330       | 311       | 116       | 155       | 91        | 129       | 78        | 65        | 362       | 272       | 272       | 220       | 142          | 148        | 129       | 207       | 162       | 277       | 369       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>77</b> | <b>75</b> | <b>79</b> | <b>87</b> | <b>83</b> | <b>72</b> | <b>70</b> | <b>72</b> | <b>66</b> | <b>82</b> | <b>69</b> | <b>85</b> | <b>71</b> | <b>69</b>    | <b>81</b>  | <b>85</b> | <b>82</b> | <b>61</b> | <b>83</b> | <b>72</b> |
| Extremely serious problem             | 44        | 42        | 46        | 39        | 53        | 45        | 46        | 39        | 26        | 47        | 39        | 47        | 46        | 33           | 46         | 44        | 49        | 36        | 45        | 43        |
| Very serious problem                  | 33        | 32        | 33        | 48        | 30        | 27        | 24        | 33        | 40        | 35        | 30        | 38        | 25        | 36           | 35         | 40        | 32        | 25        | 37        | 29        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>20</b> | <b>22</b> | <b>18</b> | <b>12</b> | <b>14</b> | <b>27</b> | <b>27</b> | <b>24</b> | <b>27</b> | <b>17</b> | <b>26</b> | <b>13</b> | <b>27</b> | <b>25</b>    | <b>17</b>  | <b>13</b> | <b>15</b> | <b>35</b> | <b>15</b> | <b>24</b> |
| Somewhat serious problem              | 14        | 15        | 14        | 11        | 10        | 16        | 17        | 20        | 16        | 12        | 18        | 10        | 17        | 18           | 15         | 11        | 10        | 22        | 13        | 15        |
| Not too serious problem               | 6         | 8         | 4         | 1         | 4         | 11        | 9         | 4         | 11        | 5         | 8         | 3         | 10        | 7            | 3          | 1         | 6         | 13        | 2         | 9         |
| <b><u>DK</u></b>                      | <b>3</b>  | <b>3</b>  | <b>3</b>  | <b>1</b>  | <b>2</b>  | <b>1</b>  | <b>4</b>  | <b>4</b>  | <b>7</b>  | <b>2</b>  | <b>5</b>  | <b>2</b>  | <b>3</b>  | <b>6</b>     | <b>1</b>   | <b>3</b>  | <b>3</b>  | <b>4</b>  | <b>2</b>  | <b>4</b>  |
| DK                                    | 3         | 3         | 3         | 1         | 2         | 1         | 4         | 4         | 7         | 2         | 5         | 2         | 3         | 6            | 1          | 3         | 3         | 4         | 2         | 4         |

Table 14: Q3c. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : The cost of housing

|                                       | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                       | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                         | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>77</b>     | <b>82</b>    | <b>64</b>  | <b>82</b>      | <b>74</b>    | <b>80</b>           | <b>72</b>    | <b>86</b>      | <b>74</b>      | <b>75</b>         | <b>87</b> | <b>60</b> | <b>82</b> | <b>73</b>      | <b>91</b>    | <b>76</b>    | <b>77</b>    |
| Extremely serious problem             | 44            | 47           | 34         | 47             | 44           | 44                  | 41           | 46             | 46             | 39                | 56        | 29        | 51        | 35             | 56           | 42           | 45           |
| Very serious problem                  | 33            | 35           | 30         | 35             | 31           | 36                  | 30           | 39             | 28             | 36                | 31        | 31        | 31        | 38             | 35           | 34           | 33           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>20</b>     | <b>17</b>    | <b>31</b>  | <b>16</b>      | <b>20</b>    | <b>18</b>           | <b>26</b>    | <b>13</b>      | <b>21</b>      | <b>23</b>         | <b>11</b> | <b>35</b> | <b>17</b> | <b>23</b>      | <b>8</b>     | <b>20</b>    | <b>19</b>    |
| Somewhat serious problem              | 14            | 12           | 20         | 12             | 16           | 13                  | 16           | 13             | 14             | 15                | 9         | 21        | 14        | 17             | 6            | 14           | 14           |
| Not too serious problem               | 6             | 5            | 12         | 4              | 4            | 4                   | 10           | 0              | 7              | 8                 | 3         | 14        | 4         | 6              | 2            | 6            | 6            |
| <b><u>DK</u></b>                      | <b>3</b>      | <b>2</b>     | <b>5</b>   | <b>2</b>       | <b>5</b>     | <b>3</b>            | <b>3</b>     | <b>1</b>       | <b>5</b>       | <b>2</b>          | <b>2</b>  | <b>5</b>  | <b>1</b>  | <b>4</b>       | <b>2</b>     | <b>3</b>     | <b>3</b>     |
| DK                                    | 3             | 2            | 5          | 2              | 5            | 3                   | 3            | 1              | 5              | 2                 | 2         | 5         | 1         | 4              | 2            | 3            | 3            |

|                                       | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                       | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                         | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>77</b> | <b>76</b> | <b>86</b> | <b>89</b> | <b>86</b> | <b>76</b>            | <b>77</b> |
| Extremely serious problem             | 44        | 44        | 44        | 51        | 41        | 43                   | 46        |
| Very serious problem                  | 33        | 32        | 42        | 38        | 44        | 34                   | 32        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>20</b> | <b>21</b> | <b>7</b>  | <b>8</b>  | <b>14</b> | <b>20</b>            | <b>20</b> |
| Somewhat serious problem              | 14        | 15        | 0         | 8         | 4         | 12                   | 16        |
| Not too serious problem               | 6         | 6         | 7         | 0         | 11        | 9                    | 3         |
| <b><u>DK</u></b>                      | <b>3</b>  | <b>3</b>  | <b>6</b>  | <b>3</b>  | <b>0</b>  | <b>3</b>             | <b>3</b>  |
| DK                                    | 3         | 3         | 6         | 3         | 0         | 3                    | 3         |

Table 15: Q3d. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Illegal dumping

|                                       | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|---------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                       | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                       |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                         | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>52</b>                               | <b>52</b>   | <b>52</b>   | <b>49</b>    | <b>58</b>       | <b>34</b>            | <b>41</b>          | <b>58</b>     | <b>41</b>         | <b>59</b>                 | <b>51</b>              | <b>47</b>   | <b>52</b>                    | <b>59</b> | <b>51</b>                     | <b>51</b>         | <b>58</b>                           | <b>49</b>   | <b>52</b>         | <b>58</b>    | <b>50</b>  |
| Extremely serious problem             | 23                                      | 19          | 27          | 27           | 28              | 9                    | 19                 | 24            | 21                | 31                        | 18                     | 23          | 28                           | 28        | 18                            | 16                | 19                                  | 25          | 22                | 23           | 23         |
| Very serious problem                  | 29                                      | 33          | 25          | 22           | 30              | 24                   | 22                 | 33            | 20                | 28                        | 33                     | 24          | 25                           | 31        | 33                            | 35                | 39                                  | 24          | 29                | 35           | 27         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>42</b>                               | <b>44</b>   | <b>40</b>   | <b>40</b>    | <b>36</b>       | <b>60</b>            | <b>50</b>          | <b>36</b>     | <b>55</b>         | <b>37</b>                 | <b>43</b>              | <b>45</b>   | <b>44</b>                    | <b>38</b> | <b>34</b>                     | <b>46</b>         | <b>38</b>                           | <b>44</b>   | <b>45</b>         | <b>38</b>    | <b>41</b>  |
| Somewhat serious problem              | 27                                      | 27          | 27          | 25           | 27              | 54                   | 25                 | 25            | 39                | 27                        | 27                     | 29          | 30                           | 22        | 18                            | 37                | 26                                  | 25          | 34                | 24           | 22         |
| Not too serious problem               | 15                                      | 17          | 13          | 15           | 9               | 6                    | 25                 | 11            | 17                | 9                         | 17                     | 16          | 14                           | 16        | 16                            | 9                 | 13                                  | 20          | 12                | 15           | 18         |
| <b><u>DK</u></b>                      | <b>6</b>                                | <b>4</b>    | <b>8</b>    | <b>10</b>    | <b>5</b>        | <b>6</b>             | <b>9</b>           | <b>6</b>      | <b>4</b>          | <b>5</b>                  | <b>6</b>               | <b>8</b>    | <b>4</b>                     | <b>3</b>  | <b>16</b>                     | <b>3</b>          | <b>3</b>                            | <b>7</b>    | <b>3</b>          | <b>3</b>     | <b>10</b>  |
| DK                                    | 6                                       | 4           | 8           | 10           | 5               | 6                    | 9                  | 6             | 4                 | 5                         | 6                      | 8           | 4                            | 3         | 16                            | 3                 | 3                                   | 7           | 3                 | 3            | 10         |
|                                       |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                       | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                       | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                       |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                         | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>52</b>                               | <b>37</b>   | <b>58</b>   | <b>55</b>    | <b>42</b>       | <b>45</b>            | <b>63</b>          | <b>58</b>     | <b>46</b>         | <b>46</b>                 | <b>64</b>              | <b>48</b>   | <b>51</b>                    | <b>53</b> | <b>51</b>                     | <b>48</b>         | <b>37</b>                           | <b>55</b>   | <b>56</b>         | <b>55</b>    | <b>54</b>  |
| Extremely serious problem             | 23                                      | 23          | 23          | 23           | 22              | 23                   | 27                 | 26            | 20                | 20                        | 24                     | 22          | 22                           | 23        | 20                            | 34                | 23                                  | 26          | 26                | 22           | 21         |
| Very serious problem                  | 29                                      | 14          | 35          | 32           | 20              | 22                   | 36                 | 32            | 26                | 26                        | 40                     | 26          | 28                           | 30        | 31                            | 14                | 14                                  | 29          | 30                | 33           | 33         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>42</b>                               | <b>56</b>   | <b>37</b>   | <b>40</b>    | <b>53</b>       | <b>51</b>            | <b>34</b>          | <b>38</b>     | <b>46</b>         | <b>40</b>                 | <b>34</b>              | <b>44</b>   | <b>45</b>                    | <b>39</b> | <b>46</b>                     | <b>43</b>         | <b>56</b>                           | <b>38</b>   | <b>39</b>         | <b>37</b>    | <b>40</b>  |
| Somewhat serious problem              | 27                                      | 26          | 26          | 26           | 36              | 32                   | 22                 | 25            | 30                | 21                        | 21                     | 28          | 32                           | 23        | 31                            | 37                | 30                                  | 27          | 24                | 28           | 26         |
| Not too serious problem               | 15                                      | 30          | 12          | 14           | 17              | 19                   | 12                 | 14            | 15                | 19                        | 12                     | 16          | 14                           | 16        | 15                            | 7                 | 26                                  | 11          | 15                | 9            | 14         |
| <b><u>DK</u></b>                      | <b>6</b>                                | <b>7</b>    | <b>5</b>    | <b>5</b>     | <b>4</b>        | <b>4</b>             | <b>4</b>           | <b>4</b>      | <b>8</b>          | <b>14</b>                 | <b>2</b>               | <b>8</b>    | <b>4</b>                     | <b>8</b>  | <b>3</b>                      | <b>8</b>          | <b>7</b>                            | <b>7</b>    | <b>5</b>          | <b>7</b>     | <b>7</b>   |
| DK                                    | 6                                       | 7           | 5           | 5            | 4               | 4                    | 4                  | 4             | 8                 | 14                        | 2                      | 8           | 4                            | 8         | 3                             | 8                 | 7                                   | 7           | 5                 | 7            | 7          |

Table 15: Q3d. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Illegal dumping

|                                       | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|---------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                       | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                         | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>52</b>     | <b>52</b> | <b>53</b> | <b>60</b>          | <b>53</b> | <b>42</b>  | <b>67</b>            | <b>36</b> | <b>73</b>           | <b>27</b>  | <b>14</b>    | <b>0</b>  | <b>61</b>            | <b>52</b>    | <b>55</b>     | <b>49</b> |           |           |           |           |
| Extremely serious problem             | 23            | 23        | 20        | 25                 | 24        | 17         | 27                   | 20        | 29                  | 0          | 7            | 0         | 31                   | 17           | 23            | 26        |           |           |           |           |
| Very serious problem                  | 29            | 29        | 33        | 35                 | 29        | 26         | 40                   | 17        | 44                  | 27         | 7            | 0         | 30                   | 35           | 32            | 24        |           |           |           |           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>42</b>     | <b>40</b> | <b>42</b> | <b>38</b>          | <b>41</b> | <b>46</b>  | <b>30</b>            | <b>55</b> | <b>25</b>           | <b>73</b>  | <b>86</b>    | <b>54</b> | <b>29</b>            | <b>45</b>    | <b>39</b>     | <b>44</b> |           |           |           |           |
| Somewhat serious problem              | 27            | 26        | 27        | 27                 | 25        | 29         | 22                   | 29        | 16                  | 40         | 76           | 54        | 15                   | 31           | 22            | 30        |           |           |           |           |
| Not too serious problem               | 15            | 14        | 15        | 11                 | 16        | 17         | 9                    | 26        | 8                   | 33         | 10           | 0         | 13                   | 13           | 17            | 13        |           |           |           |           |
| <b><u>DK</u></b>                      | <b>6</b>      | <b>8</b>  | <b>5</b>  | <b>2</b>           | <b>6</b>  | <b>11</b>  | <b>3</b>             | <b>9</b>  | <b>2</b>            | <b>0</b>   | <b>0</b>     | <b>46</b> | <b>10</b>            | <b>3</b>     | <b>6</b>      | <b>7</b>  |           |           |           |           |
| DK                                    | 6             | 8         | 5         | 2                  | 6         | 11         | 3                    | 9         | 2                   | 0          | 0            | 46        | 10                   | 3            | 6             | 7         |           |           |           |           |
|                                       | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                       | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                         | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272       | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>52</b>     | <b>50</b> | <b>54</b> | <b>55</b>          | <b>51</b> | <b>50</b>  | <b>53</b>            | <b>50</b> | <b>50</b>           | <b>52</b>  | <b>51</b>    | <b>52</b> | <b>52</b>            | <b>50</b>    | <b>54</b>     | <b>56</b> | <b>56</b> | <b>41</b> | <b>55</b> | <b>49</b> |
| Extremely serious problem             | 23            | 21        | 26        | 29                 | 17        | 16         | 32                   | 14        | 25                  | 21         | 25           | 22        | 26                   | 19           | 24            | 18        | 26        | 21        | 21        | 24        |
| Very serious problem                  | 29            | 29        | 28        | 26                 | 34        | 34         | 20                   | 36        | 25                  | 31         | 26           | 30        | 26                   | 31           | 30            | 39        | 29        | 20        | 34        | 25        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>42</b>     | <b>43</b> | <b>40</b> | <b>41</b>          | <b>43</b> | <b>45</b>  | <b>40</b>            | <b>43</b> | <b>37</b>           | <b>43</b>  | <b>40</b>    | <b>42</b> | <b>42</b>            | <b>40</b>    | <b>39</b>     | <b>37</b> | <b>40</b> | <b>50</b> | <b>38</b> | <b>44</b> |
| Somewhat serious problem              | 27            | 25        | 29        | 23                 | 31        | 32         | 26                   | 25        | 21                  | 29         | 25           | 28        | 28                   | 23           | 24            | 27        | 24        | 33        | 26        | 28        |
| Not too serious problem               | 15            | 18        | 12        | 17                 | 12        | 13         | 14                   | 18        | 16                  | 14         | 16           | 14        | 14                   | 17           | 15            | 10        | 16        | 16        | 13        | 16        |
| <b><u>DK</u></b>                      | <b>6</b>      | <b>7</b>  | <b>6</b>  | <b>4</b>           | <b>6</b>  | <b>4</b>   | <b>7</b>             | <b>7</b>  | <b>12</b>           | <b>5</b>   | <b>8</b>     | <b>5</b>  | <b>6</b>             | <b>10</b>    | <b>6</b>      | <b>6</b>  | <b>4</b>  | <b>9</b>  | <b>6</b>  | <b>6</b>  |
| DK                                    | 6             | 7         | 6         | 4                  | 6         | 4          | 7                    | 7         | 12                  | 5          | 8            | 5         | 6                    | 10           | 6             | 6         | 4         | 9         | 6         | 6         |

Table 15: Q3d. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Illegal dumping

|                                       | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                       | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                         | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>52</b>     | <b>50</b>    | <b>50</b>  | <b>54</b>      | <b>52</b>    | <b>53</b>           | <b>48</b>    | <b>57</b>      | <b>51</b>      | <b>41</b>         | <b>54</b> | <b>52</b> | <b>67</b> | <b>55</b>      | <b>44</b>    | <b>54</b>    | <b>53</b>    |
| Extremely serious problem             | 23            | 20           | 22         | 22             | 28           | 20                  | 21           | 23             | 28             | 16                | 27        | 19        | 27        | 27             | 15           | 22           | 23           |
| Very serious problem                  | 29            | 30           | 28         | 32             | 24           | 34                  | 26           | 34             | 24             | 25                | 27        | 33        | 40        | 28             | 29           | 32           | 30           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>42</b>     | <b>43</b>    | <b>42</b>  | <b>42</b>      | <b>39</b>    | <b>41</b>           | <b>44</b>    | <b>36</b>      | <b>44</b>      | <b>54</b>         | <b>38</b> | <b>40</b> | <b>30</b> | <b>38</b>      | <b>49</b>    | <b>40</b>    | <b>41</b>    |
| Somewhat serious problem              | 27            | 26           | 23         | 32             | 27           | 24                  | 26           | 27             | 30             | 36                | 19        | 23        | 17        | 27             | 37           | 27           | 26           |
| Not too serious problem               | 15            | 17           | 19         | 10             | 12           | 17                  | 18           | 8              | 14             | 18                | 19        | 16        | 13        | 11             | 12           | 13           | 15           |
| <b><u>DK</u></b>                      | <b>6</b>      | <b>7</b>     | <b>8</b>   | <b>3</b>       | <b>9</b>     | <b>6</b>            | <b>8</b>     | <b>7</b>       | <b>5</b>       | <b>5</b>          | <b>8</b>  | <b>9</b>  | <b>3</b>  | <b>7</b>       | <b>7</b>     | <b>6</b>     | <b>7</b>     |
| DK                                    | 6             | 7            | 8          | 3              | 9            | 6                   | 8            | 7              | 5              | 5                 | 8         | 9         | 3         | 7              | 7            | 6            | 7            |

|                                       | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|
|                                       | Total     | ENG       | SPAN      | VIET      | CHIN                 | A         | B         |
| Column n-Size                         | 647       | 587       | 15        | 27        | 18                   | 323       | 324       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>52</b> | <b>52</b> | <b>55</b> | <b>49</b> | <b>44</b>            | <b>53</b> | <b>51</b> |
| Extremely serious problem             | 23        | 24        | 24        | 20        | 3                    | 26        | 20        |
| Very serious problem                  | 29        | 28        | 31        | 29        | 41                   | 27        | 31        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>42</b> | <b>41</b> | <b>38</b> | <b>48</b> | <b>50</b>            | <b>41</b> | <b>42</b> |
| Somewhat serious problem              | 27        | 26        | 33        | 44        | 23                   | 26        | 28        |
| Not too serious problem               | 15        | 15        | 5         | 3         | 26                   | 15        | 14        |
| <b><u>DK</u></b>                      | <b>6</b>  | <b>7</b>  | <b>6</b>  | <b>3</b>  | <b>6</b>             | <b>6</b>  | <b>7</b>  |
| DK                                    | 6         | 7         | 6         | 3         | 6                    | 6         | 7         |

Table 16: Q3e. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Crime

|                                       | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |          |          | Q7 COMBINED CRIME |           |           |
|---------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|----------|----------|-------------------|-----------|-----------|
|                                       | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME     | DECR     | INCR              | SAME      | DECR      |
|                                       |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |           |           |                   |          |          |                   |           |           |
| Column n-Size                         | 323                                     | 147       | 176       | 105       | 65        | 5            | 74                 | 202         | 42              | 114                       | 155            | 43          | 97                 | 134       | 25        | 0                 | 0        | 0        | 97                | 134       | 25        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>49</b>                               | <b>54</b> | <b>45</b> | <b>41</b> | <b>54</b> | <b>29</b>    | <b>31</b>          | <b>56</b>   | <b>44</b>       | <b>48</b>                 | <b>49</b>      | <b>53</b>   | <b>65</b>          | <b>52</b> | <b>32</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>65</b>         | <b>52</b> | <b>32</b> |
| Extremely serious problem             | 22                                      | 24        | 20        | 23        | 16        | 7            | 16                 | 22          | 22              | 22                        | 19             | 31          | 34                 | 19        | 13        | 0                 | 0        | 0        | 34                | 19        | 13        |
| Very serious problem                  | 28                                      | 30        | 25        | 18        | 38        | 22           | 15                 | 34          | 21              | 25                        | 30             | 21          | 31                 | 33        | 20        | 0                 | 0        | 0        | 31                | 33        | 20        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>49</b>                               | <b>45</b> | <b>53</b> | <b>58</b> | <b>43</b> | <b>71</b>    | <b>67</b>          | <b>42</b>   | <b>56</b>       | <b>48</b>                 | <b>50</b>      | <b>47</b>   | <b>33</b>          | <b>48</b> | <b>68</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>33</b>         | <b>48</b> | <b>68</b> |
| Somewhat serious problem              | 33                                      | 29        | 37        | 39        | 30        | 58           | 37                 | 32          | 34              | 25                        | 35             | 45          | 28                 | 29        | 48        | 0                 | 0        | 0        | 28                | 29        | 48        |
| Not too serious problem               | 16                                      | 16        | 16        | 18        | 13        | 13           | 29                 | 10          | 23              | 23                        | 15             | 2           | 5                  | 18        | 20        | 0                 | 0        | 0        | 5                 | 18        | 20        |
| <b><u>DK</u></b>                      | <b>2</b>                                | <b>1</b>  | <b>2</b>  | <b>2</b>  | <b>3</b>  | <b>0</b>     | <b>2</b>           | <b>2</b>    | <b>0</b>        | <b>4</b>                  | <b>0</b>       | <b>0</b>    | <b>2</b>           | <b>0</b>  | <b>0</b>  | <b>0</b>          | <b>0</b> | <b>0</b> | <b>2</b>          | <b>0</b>  | <b>0</b>  |
| DK                                    | 2                                       | 1         | 2         | 2         | 3         | 0            | 2                  | 2           | 0               | 4                         | 0              | 0           | 2                  | 0         | 0         | 0                 | 0        | 0        | 2                 | 0         | 0         |

|                                       | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|---------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                       | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                       |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                         | 323              | 39          | 219         | 258          | 54              | 39                   | 112       | 151           | 145               | 26        | 59                     | 247       | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70           | 67           | 111        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>49</b>        | <b>41</b>   | <b>50</b>   | <b>48</b>    | <b>56</b>       | <b>44</b>            | <b>62</b> | <b>57</b>     | <b>46</b>         | <b>26</b> | <b>61</b>              | <b>46</b> | <b>36</b>                    | <b>61</b> | <b>37</b>                     | <b>35</b>         | <b>25</b>                           | <b>50</b>   | <b>48</b>    | <b>64</b>    | <b>50</b>  |
| Extremely serious problem             | 22               | 13          | 22          | 21           | 26              | 19                   | 24        | 23            | 24                | 4         | 28                     | 19        | 16                           | 27        | 18                            | 6                 | 6                                   | 15          | 19           | 32           | 24         |
| Very serious problem                  | 28               | 28          | 27          | 28           | 31              | 25                   | 38        | 34            | 22                | 21        | 33                     | 27        | 20                           | 34        | 19                            | 28                | 19                                  | 35          | 29           | 32           | 26         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>49</b>        | <b>59</b>   | <b>49</b>   | <b>50</b>    | <b>42</b>       | <b>56</b>            | <b>36</b> | <b>41</b>     | <b>53</b>         | <b>74</b> | <b>39</b>              | <b>52</b> | <b>60</b>                    | <b>39</b> | <b>60</b>                     | <b>62</b>         | <b>70</b>                           | <b>50</b>   | <b>51</b>    | <b>36</b>    | <b>48</b>  |
| Somewhat serious problem              | 33               | 37          | 34          | 35           | 25              | 37                   | 24        | 27            | 35                | 55        | 25                     | 35        | 40                           | 27        | 40                            | 35                | 44                                  | 43          | 39           | 30           | 24         |
| Not too serious problem               | 16               | 22          | 15          | 16           | 17              | 20                   | 11        | 14            | 18                | 20        | 13                     | 17        | 21                           | 12        | 19                            | 27                | 26                                  | 7           | 12           | 6            | 23         |
| <b><u>DK</u></b>                      | <b>2</b>         | <b>0</b>    | <b>2</b>    | <b>1</b>     | <b>2</b>        | <b>0</b>             | <b>3</b>  | <b>2</b>      | <b>2</b>          | <b>0</b>  | <b>0</b>               | <b>2</b>  | <b>3</b>                     | <b>0</b>  | <b>3</b>                      | <b>4</b>          | <b>5</b>                            | <b>0</b>    | <b>1</b>     | <b>0</b>     | <b>2</b>   |
| DK                                    | 2                | 0           | 2           | 1            | 2               | 0                    | 3         | 2             | 2                 | 0         | 0                      | 2         | 3                            | 0         | 3                             | 4                 | 5                                   | 0           | 1            | 0            | 2          |



Table 16: Q3e. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Crime

|                                       | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|---------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                       | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                         | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>49</b>     | <b>47</b> | <b>53</b> | <b>56</b>          | <b>52</b> | <b>38</b>  | <b>68</b>            | <b>35</b> | <b>74</b>           | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>53</b>            | <b>51</b>    | <b>54</b>     | <b>45</b> |           |           |           |           |
| Extremely serious problem             | 22            | 18        | 28        | 30                 | 20        | 12         | 32                   | 9         | 33                  | 0          | 0            | 0         | 37                   | 31           | 15            | 16        |           |           |           |           |
| Very serious problem                  | 28            | 29        | 25        | 26                 | 31        | 26         | 37                   | 26        | 41                  | 0          | 0            | 0         | 16                   | 20           | 39            | 29        |           |           |           |           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>49</b>     | <b>52</b> | <b>43</b> | <b>44</b>          | <b>48</b> | <b>59</b>  | <b>32</b>            | <b>64</b> | <b>26</b>           | <b>100</b> | <b>100</b>   | <b>0</b>  | <b>47</b>            | <b>47</b>    | <b>44</b>     | <b>54</b> |           |           |           |           |
| Somewhat serious problem              | 33            | 36        | 30        | 32                 | 31        | 37         | 25                   | 40        | 22                  | 45         | 73           | 0         | 34                   | 25           | 25            | 42        |           |           |           |           |
| Not too serious problem               | 16            | 16        | 13        | 12                 | 16        | 22         | 7                    | 24        | 4                   | 55         | 27           | 0         | 13                   | 21           | 19            | 12        |           |           |           |           |
| <b><u>DK</u></b>                      | <b>2</b>      | <b>1</b>  | <b>4</b>  | <b>0</b>           | <b>1</b>  | <b>3</b>   | <b>0</b>             | <b>1</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>0</b>             | <b>3</b>     | <b>2</b>      | <b>1</b>  |           |           |           |           |
| DK                                    | 2             | 1         | 4         | 0                  | 1         | 3          | 0                    | 1         | 0                   | 0          | 0            | 0         | 0                    | 3            | 2             | 1         |           |           |           |           |
|                                       | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                       | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                         | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>49</b>     | <b>45</b> | <b>53</b> | <b>56</b>          | <b>49</b> | <b>60</b>  | <b>56</b>            | <b>40</b> | <b>17</b>           | <b>54</b>  | <b>42</b>    | <b>52</b> | <b>58</b>            | <b>30</b>    | <b>49</b>     | <b>49</b> | <b>53</b> | <b>44</b> | <b>49</b> | <b>49</b> |
| Extremely serious problem             | 22            | 21        | 22        | 29                 | 27        | 24         | 19                   | 12        | 8                   | 27         | 14           | 28        | 21                   | 10           | 17            | 28        | 19        | 23        | 22        | 21        |
| Very serious problem                  | 28            | 25        | 31        | 27                 | 23        | 36         | 38                   | 28        | 9                   | 27         | 28           | 24        | 37                   | 19           | 32            | 21        | 34        | 20        | 27        | 28        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>49</b>     | <b>52</b> | <b>47</b> | <b>44</b>          | <b>51</b> | <b>40</b>  | <b>42</b>            | <b>59</b> | <b>72</b>           | <b>46</b>  | <b>54</b>    | <b>48</b> | <b>41</b>            | <b>65</b>    | <b>50</b>     | <b>49</b> | <b>44</b> | <b>55</b> | <b>49</b> | <b>49</b> |
| Somewhat serious problem              | 33            | 33        | 34        | 33                 | 37        | 28         | 27                   | 33        | 44                  | 34         | 33           | 36        | 27                   | 38           | 26            | 29        | 35        | 41        | 28        | 38        |
| Not too serious problem               | 16            | 18        | 13        | 11                 | 14        | 12         | 15                   | 26        | 28                  | 12         | 21           | 12        | 14                   | 27           | 24            | 19        | 10        | 14        | 22        | 11        |
| <b><u>DK</u></b>                      | <b>2</b>      | <b>3</b>  | <b>0</b>  | <b>0</b>           | <b>0</b>  | <b>0</b>   | <b>2</b>             | <b>1</b>  | <b>11</b>           | <b>0</b>   | <b>3</b>     | <b>0</b>  | <b>1</b>             | <b>5</b>     | <b>1</b>      | <b>2</b>  | <b>2</b>  | <b>2</b>  | <b>1</b>  | <b>2</b>  |
| DK                                    | 2             | 3         | 0         | 0                  | 0         | 0          | 2                    | 1         | 11                  | 0          | 3            | 0         | 1                    | 5            | 1             | 2         | 2         | 2         | 1         | 2         |

Table 16: Q3e. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Crime

|                                       | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                       | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                         | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>49</b>     | <b>53</b>    | <b>32</b>  | <b>55</b>      | <b>51</b>    | <b>42</b>           | <b>48</b>    | <b>58</b>      | <b>50</b>      | <b>30</b>         | <b>50</b> | <b>44</b> | <b>59</b> | <b>52</b>      | <b>58</b>    | <b>53</b>    | <b>52</b>    |
| Extremely serious problem             | 22            | 24           | 16         | 30             | 13           | 16                  | 24           | 29             | 17             | 10                | 32        | 17        | 35        | 16             | 23           | 22           | 23           |
| Very serious problem                  | 28            | 29           | 16         | 25             | 38           | 26                  | 24           | 29             | 32             | 20                | 18        | 26        | 25        | 36             | 35           | 31           | 29           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>49</b>     | <b>47</b>    | <b>61</b>  | <b>45</b>      | <b>49</b>    | <b>55</b>           | <b>48</b>    | <b>42</b>      | <b>50</b>      | <b>67</b>         | <b>50</b> | <b>56</b> | <b>30</b> | <b>48</b>      | <b>42</b>    | <b>45</b>    | <b>47</b>    |
| Somewhat serious problem              | 33            | 31           | 38         | 37             | 29           | 28                  | 37           | 27             | 38             | 34                | 26        | 46        | 22        | 34             | 33           | 34           | 33           |
| Not too serious problem               | 16            | 16           | 23         | 8              | 20           | 27                  | 11           | 15             | 12             | 33                | 24        | 10        | 8         | 14             | 9            | 10           | 14           |
| <b><u>DK</u></b>                      | <b>2</b>      | <b>0</b>     | <b>7</b>   | <b>0</b>       | <b>0</b>     | <b>2</b>            | <b>4</b>     | <b>0</b>       | <b>0</b>       | <b>3</b>          | <b>0</b>  | <b>0</b>  | <b>11</b> | <b>0</b>       | <b>0</b>     | <b>2</b>     | <b>2</b>     |
| DK                                    | 2             | 0            | 7          | 0              | 0            | 2                   | 4            | 0              | 0              | 3                 | 0         | 0         | 11        | 0              | 0            | 2            | 2            |

|                                       | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                       | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                         | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>49</b> | <b>47</b> | <b>61</b> | <b>71</b> | <b>68</b> | <b>49</b>            | <b>0</b> |
| Extremely serious problem             | 22        | 21        | 30        | 35        | 24        | 22                   | 0        |
| Very serious problem                  | 28        | 26        | 31        | 36        | 45        | 28                   | 0        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>49</b> | <b>51</b> | <b>39</b> | <b>29</b> | <b>32</b> | <b>49</b>            | <b>0</b> |
| Somewhat serious problem              | 33        | 34        | 29        | 29        | 32        | 33                   | 0        |
| Not too serious problem               | 16        | 17        | 10        | 0         | 0         | 16                   | 0        |
| <b><u>DK</u></b>                      | <b>2</b>  | <b>2</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>2</b>             | <b>0</b> |
| DK                                    | 2         | 2         | 0         | 0         | 0         | 2                    | 0        |

Table 17: Q3f. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Jobs and the economy

|                                       | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|---------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                       | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                       |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                         | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>48</b>                               | <b>54</b>   | <b>43</b>   | <b>36</b>    | <b>55</b>       | <b>20</b>            | <b>31</b>          | <b>54</b>     | <b>47</b>         | <b>46</b>                 | <b>49</b>              | <b>50</b>   | <b>51</b>                    | <b>56</b> | <b>34</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>51</b>         | <b>56</b>    | <b>34</b>  |
| Extremely serious problem             | 23                                      | 26          | 21          | 14           | 32              | 20                   | 13                 | 27            | 29                | 22                        | 21                     | 32          | 19                           | 31        | 10                            | 0                 | 0                                   | 0           | 19                | 31           | 10         |
| Very serious problem                  | 25                                      | 28          | 22          | 22           | 22              | 0                    | 18                 | 27            | 18                | 24                        | 27                     | 18          | 32                           | 26        | 24                            | 0                 | 0                                   | 0           | 32                | 26           | 24         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>44</b>                               | <b>41</b>   | <b>47</b>   | <b>54</b>    | <b>36</b>       | <b>37</b>            | <b>60</b>          | <b>41</b>     | <b>35</b>         | <b>48</b>                 | <b>44</b>              | <b>42</b>   | <b>40</b>                    | <b>38</b> | <b>59</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>40</b>         | <b>38</b>    | <b>59</b>  |
| Somewhat serious problem              | 27                                      | 25          | 28          | 28           | 28              | 18                   | 27                 | 28            | 21                | 30                        | 25                     | 31          | 24                           | 22        | 43                            | 0                 | 0                                   | 0           | 24                | 22           | 43         |
| Not too serious problem               | 17                                      | 16          | 19          | 26           | 8               | 19                   | 33                 | 13            | 15                | 17                        | 19                     | 11          | 16                           | 16        | 16                            | 0                 | 0                                   | 0           | 16                | 16           | 16         |
| <b><u>DK</u></b>                      | <b>8</b>                                | <b>5</b>    | <b>11</b>   | <b>10</b>    | <b>9</b>        | <b>43</b>            | <b>9</b>           | <b>5</b>      | <b>18</b>         | <b>6</b>                  | <b>8</b>               | <b>7</b>    | <b>9</b>                     | <b>6</b>  | <b>7</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>9</b>          | <b>6</b>     | <b>7</b>   |
| DK                                    | 8                                       | 5           | 11          | 10           | 9               | 43                   | 9                  | 5             | 18                | 6                         | 8                      | 7           | 9                            | 6         | 7                             | 0                 | 0                                   | 0           | 9                 | 6            | 7          |
|                                       | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                       | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                       |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                         | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>48</b>                               | <b>38</b>   | <b>51</b>   | <b>49</b>    | <b>45</b>       | <b>20</b>            | <b>63</b>          | <b>52</b>     | <b>47</b>         | <b>33</b>                 | <b>68</b>              | <b>43</b>   | <b>35</b>                    | <b>61</b> | <b>38</b>                     | <b>26</b>         | <b>27</b>                           | <b>32</b>   | <b>55</b>         | <b>64</b>    | <b>46</b>  |
| Extremely serious problem             | 23                                      | 14          | 23          | 22           | 31              | 8                    | 32                 | 26            | 23                | 12                        | 29                     | 23          | 17                           | 31        | 17                            | 18                | 14                                  | 6           | 32                | 27           | 23         |
| Very serious problem                  | 25                                      | 24          | 28          | 27           | 14              | 13                   | 31                 | 26            | 23                | 22                        | 39                     | 20          | 18                           | 31        | 21                            | 8                 | 13                                  | 25          | 23                | 37           | 23         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>44</b>                               | <b>53</b>   | <b>43</b>   | <b>45</b>    | <b>43</b>       | <b>65</b>            | <b>33</b>          | <b>41</b>     | <b>46</b>         | <b>51</b>                 | <b>28</b>              | <b>48</b>   | <b>57</b>                    | <b>32</b> | <b>56</b>                     | <b>59</b>         | <b>58</b>                           | <b>56</b>   | <b>37</b>         | <b>28</b>    | <b>50</b>  |
| Somewhat serious problem              | 27                                      | 27          | 27          | 27           | 27              | 35                   | 22                 | 25            | 27                | 33                        | 17                     | 29          | 38                           | 16        | 38                            | 35                | 27                                  | 40          | 24                | 19           | 30         |
| Not too serious problem               | 17                                      | 26          | 16          | 18           | 15              | 30                   | 10                 | 15            | 19                | 19                        | 11                     | 19          | 19                           | 16        | 18                            | 24                | 31                                  | 16          | 13                | 9            | 20         |
| <b><u>DK</u></b>                      | <b>8</b>                                | <b>9</b>    | <b>6</b>    | <b>6</b>     | <b>12</b>       | <b>15</b>            | <b>4</b>           | <b>7</b>      | <b>7</b>          | <b>15</b>                 | <b>4</b>               | <b>9</b>    | <b>8</b>                     | <b>7</b>  | <b>6</b>                      | <b>15</b>         | <b>15</b>                           | <b>12</b>   | <b>8</b>          | <b>8</b>     | <b>4</b>   |
| DK                                    | 8                                       | 9           | 6           | 6            | 12              | 15                   | 4                  | 7             | 7                 | 15                        | 4                      | 9           | 8                            | 7         | 6                             | 15                | 15                                  | 12          | 8                 | 8            | 4          |

Table 17: Q3f. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Jobs and the economy

|                                       | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|---------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                       | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                         | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>48</b>     | <b>45</b> | <b>51</b> | <b>46</b>          | <b>56</b> | <b>36</b>  | <b>75</b>            | <b>36</b> | <b>80</b>           | <b>55</b>  | <b>0</b>     | <b>0</b>  | <b>64</b>            | <b>65</b>    | <b>51</b>     | <b>28</b> |           |           |           |           |
| Extremely serious problem             | 23            | 20        | 27        | 16                 | 33        | 12         | 43                   | 23        | 44                  | 55         | 0            | 0         | 13                   | 34           | 29            | 14        |           |           |           |           |
| Very serious problem                  | 25            | 25        | 25        | 29                 | 23        | 25         | 32                   | 14        | 36                  | 0          | 0            | 0         | 51                   | 31           | 22            | 14        |           |           |           |           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>44</b>     | <b>45</b> | <b>46</b> | <b>52</b>          | <b>37</b> | <b>52</b>  | <b>23</b>            | <b>51</b> | <b>17</b>           | <b>45</b>  | <b>100</b>   | <b>0</b>  | <b>32</b>            | <b>32</b>    | <b>44</b>     | <b>59</b> |           |           |           |           |
| Somewhat serious problem              | 27            | 26        | 29        | 28                 | 21        | 34         | 12                   | 33        | 7                   | 45         | 73           | 0         | 26                   | 20           | 27            | 34        |           |           |           |           |
| Not too serious problem               | 17            | 19        | 16        | 24                 | 16        | 18         | 11                   | 19        | 10                  | 0          | 27           | 0         | 6                    | 12           | 16            | 25        |           |           |           |           |
| <b><u>DK</u></b>                      | <b>8</b>      | <b>10</b> | <b>3</b>  | <b>2</b>           | <b>7</b>  | <b>12</b>  | <b>3</b>             | <b>12</b> | <b>3</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>4</b>             | <b>3</b>     | <b>6</b>      | <b>13</b> |           |           |           |           |
| DK                                    | 8             | 10        | 3         | 2                  | 7         | 12         | 3                    | 12        | 3                   | 0          | 0            | 0         | 4                    | 3            | 6             | 13        |           |           |           |           |
|                                       | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                       | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                         | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>48</b>     | <b>44</b> | <b>52</b> | <b>64</b>          | <b>62</b> | <b>48</b>  | <b>34</b>            | <b>45</b> | <b>20</b>           | <b>59</b>  | <b>34</b>    | <b>63</b> | <b>40</b>            | <b>33</b>    | <b>55</b>     | <b>51</b> | <b>53</b> | <b>33</b> | <b>53</b> | <b>44</b> |
| Extremely serious problem             | 23            | 27        | 20        | 38                 | 34        | 17         | 16                   | 20        | 4                   | 31         | 14           | 36        | 17                   | 12           | 29            | 23        | 24        | 18        | 26        | 22        |
| Very serious problem                  | 25            | 17        | 32        | 26                 | 28        | 31         | 18                   | 25        | 16                  | 28         | 20           | 27        | 23                   | 21           | 26            | 28        | 28        | 14        | 27        | 22        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>44</b>     | <b>49</b> | <b>39</b> | <b>30</b>          | <b>33</b> | <b>49</b>  | <b>53</b>            | <b>47</b> | <b>66</b>           | <b>36</b>  | <b>54</b>    | <b>32</b> | <b>52</b>            | <b>55</b>    | <b>44</b>     | <b>43</b> | <b>40</b> | <b>51</b> | <b>43</b> | <b>45</b> |
| Somewhat serious problem              | 27            | 26        | 28        | 26                 | 15        | 24         | 30                   | 23        | 51                  | 21         | 33           | 20        | 28                   | 36           | 27            | 31        | 22        | 30        | 29        | 25        |
| Not too serious problem               | 17            | 23        | 11        | 4                  | 17        | 26         | 23                   | 24        | 15                  | 15         | 21           | 12        | 24                   | 20           | 17            | 12        | 18        | 22        | 15        | 20        |
| <b><u>DK</u></b>                      | <b>8</b>      | <b>7</b>  | <b>9</b>  | <b>6</b>           | <b>6</b>  | <b>3</b>   | <b>13</b>            | <b>9</b>  | <b>14</b>           | <b>5</b>   | <b>12</b>    | <b>6</b>  | <b>9</b>             | <b>11</b>    | <b>1</b>      | <b>6</b>  | <b>7</b>  | <b>16</b> | <b>3</b>  | <b>11</b> |
| DK                                    | 8             | 7         | 9         | 6                  | 6         | 3          | 13                   | 9         | 14                  | 5          | 12           | 6         | 9                    | 11           | 1             | 6         | 7         | 16        | 3         | 11        |

Table 17: Q3f. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Jobs and the economy

|                                       | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                       |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                         | 323       | 101           | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>48</b> | <b>57</b>     | <b>24</b>  | <b>62</b>      | <b>43</b>    | <b>42</b>           | <b>45</b>    | <b>67</b>      | <b>43</b>      | <b>22</b>         | <b>58</b> | <b>49</b> | <b>63</b> | <b>33</b>      | <b>69</b>    | <b>53</b>    | <b>52</b>    |
| Extremely serious problem             | 23        | 36            | 13         | 25             | 16           | 27                  | 27           | 25             | 17             | 10                | 25        | 20        | 39        | 13             | 36           | 26           | 26           |
| Very serious problem                  | 25        | 21            | 11         | 37             | 27           | 15                  | 18           | 42             | 26             | 12                | 33        | 29        | 24        | 20             | 33           | 27           | 26           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>44</b> | <b>39</b>     | <b>64</b>  | <b>31</b>      | <b>46</b>    | <b>54</b>           | <b>45</b>    | <b>30</b>      | <b>45</b>      | <b>70</b>         | <b>38</b> | <b>39</b> | <b>35</b> | <b>52</b>      | <b>29</b>    | <b>39</b>    | <b>40</b>    |
| Somewhat serious problem              | 27        | 19            | 34         | 22             | 33           | 32                  | 20           | 25             | 30             | 35                | 27        | 23        | 21        | 36             | 18           | 25           | 25           |
| Not too serious problem               | 17        | 20            | 29         | 9              | 13           | 22                  | 24           | 5              | 15             | 35                | 11        | 16        | 14        | 16             | 11           | 14           | 15           |
| <b><u>DK</u></b>                      | <b>8</b>  | <b>4</b>      | <b>12</b>  | <b>6</b>       | <b>12</b>    | <b>4</b>            | <b>10</b>    | <b>3</b>       | <b>13</b>      | <b>8</b>          | <b>4</b>  | <b>13</b> | <b>2</b>  | <b>15</b>      | <b>2</b>     | <b>8</b>     | <b>8</b>     |
| DK                                    | 8         | 4             | 12         | 6              | 12           | 4                   | 10           | 3              | 13             | 8                 | 4         | 13        | 2         | 15             | 2            | 8            | 8            |

  

|                                       | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                       |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                         | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>48</b> | <b>45</b> | <b>61</b> | <b>70</b> | <b>72</b> | <b>48</b>            | <b>0</b> |
| Extremely serious problem             | 23        | 23        | 16        | 29        | 44        | 23                   | 0        |
| Very serious problem                  | 25        | 23        | 45        | 40        | 28        | 25                   | 0        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>44</b> | <b>46</b> | <b>29</b> | <b>30</b> | <b>16</b> | <b>44</b>            | <b>0</b> |
| Somewhat serious problem              | 27        | 28        | 29        | 14        | 6         | 27                   | 0        |
| Not too serious problem               | 17        | 18        | 0         | 17        | 10        | 17                   | 0        |
| <b><u>DK</u></b>                      | <b>8</b>  | <b>8</b>  | <b>10</b> | <b>0</b>  | <b>12</b> | <b>8</b>             | <b>0</b> |
| DK                                    | 8         | 8         | 10        | 0         | 12        | 8                    | 0        |

Table 18: Q3g. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Too much growth and development

|                                       | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |          |          | Q7 COMBINED CRIME |           |           |
|---------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|----------|----------|-------------------|-----------|-----------|
|                                       | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME     | DECR     | INCR              | SAME      | DECR      |
| Column n-Size                         | 323                                     | 147       | 176       | 105       | 65        | 5            | 74                 | 202         | 42              | 114                       | 155            | 43          | 97                 | 134       | 25        | 0                 | 0        | 0        | 97                | 134       | 25        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>49</b>                               | <b>58</b> | <b>42</b> | <b>37</b> | <b>53</b> | <b>7</b>     | <b>32</b>          | <b>57</b>   | <b>40</b>       | <b>78</b>                 | <b>37</b>      | <b>26</b>   | <b>60</b>          | <b>52</b> | <b>47</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>60</b>         | <b>52</b> | <b>47</b> |
| Extremely serious problem             | 23                                      | 23        | 23        | 19        | 31        | 7            | 17                 | 25          | 22              | 42                        | 14             | 12          | 34                 | 19        | 17        | 0                 | 0        | 0        | 34                | 19        | 17        |
| Very serious problem                  | 26                                      | 35        | 19        | 18        | 22        | 0            | 15                 | 32          | 18              | 36                        | 23             | 14          | 25                 | 33        | 30        | 0                 | 0        | 0        | 25                | 33        | 30        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>46</b>                               | <b>40</b> | <b>50</b> | <b>57</b> | <b>37</b> | <b>82</b>    | <b>64</b>          | <b>37</b>   | <b>60</b>       | <b>22</b>                 | <b>57</b>      | <b>74</b>   | <b>37</b>          | <b>45</b> | <b>44</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>37</b>         | <b>45</b> | <b>44</b> |
| Somewhat serious problem              | 21                                      | 19        | 23        | 26        | 19        | 0            | 30                 | 15          | 33              | 19                        | 24             | 21          | 14                 | 17        | 20        | 0                 | 0        | 0        | 14                | 17        | 20        |
| Not too serious problem               | 25                                      | 22        | 28        | 31        | 18        | 82           | 34                 | 21          | 27              | 3                         | 34             | 54          | 23                 | 28        | 24        | 0                 | 0        | 0        | 23                | 28        | 24        |
| <b><u>DK</u></b>                      | <b>5</b>                                | <b>2</b>  | <b>7</b>  | <b>6</b>  | <b>10</b> | <b>11</b>    | <b>3</b>           | <b>7</b>    | <b>0</b>        | <b>1</b>                  | <b>5</b>       | <b>0</b>    | <b>3</b>           | <b>2</b>  | <b>9</b>  | <b>0</b>          | <b>0</b> | <b>0</b> | <b>3</b>          | <b>2</b>  | <b>9</b>  |
| DK                                    | 5                                       | 2         | 7         | 6         | 10        | 11           | 3                  | 7           | 0               | 1                         | 5              | 0           | 3                  | 2         | 9         | 0                 | 0        | 0        | 3                 | 2         | 9         |

|                                       | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|---------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                       | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                         | 323              | 39          | 219         | 258          | 54              | 39                   | 112       | 151           | 145               | 26        | 59                     | 247       | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70           | 67           | 111        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>49</b>        | <b>47</b>   | <b>53</b>   | <b>52</b>    | <b>33</b>       | <b>46</b>            | <b>58</b> | <b>55</b>     | <b>45</b>         | <b>37</b> | <b>70</b>              | <b>45</b> | <b>50</b>                    | <b>50</b> | <b>48</b>                     | <b>59</b>         | <b>10</b>                           | <b>37</b>   | <b>62</b>    | <b>55</b>    | <b>58</b>  |
| Extremely serious problem             | 23               | 27          | 22          | 23           | 24              | 34                   | 23        | 26            | 21                | 24        | 23                     | 24        | 24                           | 22        | 20                            | 42                | 6                                   | 20          | 24           | 19           | 33         |
| Very serious problem                  | 26               | 20          | 31          | 29           | 9               | 13                   | 36        | 30            | 25                | 14        | 48                     | 22        | 26                           | 28        | 28                            | 17                | 4                                   | 17          | 38           | 36           | 25         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>46</b>        | <b>52</b>   | <b>42</b>   | <b>43</b>    | <b>61</b>       | <b>51</b>            | <b>39</b> | <b>42</b>     | <b>49</b>         | <b>47</b> | <b>29</b>              | <b>49</b> | <b>46</b>                    | <b>44</b> | <b>49</b>                     | <b>34</b>         | <b>79</b>                           | <b>52</b>   | <b>36</b>    | <b>40</b>    | <b>41</b>  |
| Somewhat serious problem              | 21               | 12          | 22          | 20           | 27              | 22                   | 14        | 16            | 24                | 32        | 13                     | 22        | 24                           | 17        | 23                            | 30                | 27                                  | 16          | 17           | 20           | 23         |
| Not too serious problem               | 25               | 39          | 20          | 23           | 34              | 29                   | 25        | 26            | 25                | 15        | 15                     | 27        | 22                           | 26        | 26                            | 4                 | 52                                  | 36          | 19           | 20           | 18         |
| <b><u>DK</u></b>                      | <b>5</b>         | <b>1</b>    | <b>5</b>    | <b>4</b>     | <b>6</b>        | <b>3</b>             | <b>2</b>  | <b>2</b>      | <b>5</b>          | <b>16</b> | <b>1</b>               | <b>6</b>  | <b>4</b>                     | <b>6</b>  | <b>4</b>                      | <b>7</b>          | <b>11</b>                           | <b>11</b>   | <b>2</b>     | <b>5</b>     | <b>1</b>   |
| DK                                    | 5                | 1           | 5           | 4            | 6               | 3                    | 2         | 2             | 5                 | 16        | 1                      | 6         | 4                            | 6         | 4                             | 7                 | 11                                  | 11          | 2            | 5            | 1          |

Table 18: Q3g. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Too much growth and development

|                                       | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|---------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                       | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                         | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>49</b>     | <b>47</b> | <b>47</b> | <b>54</b>          | <b>55</b> | <b>42</b>  | <b>77</b>            | <b>32</b> | <b>77</b>           | <b>66</b>  | <b>61</b>    | <b>0</b>  | <b>49</b>            | <b>66</b>    | <b>57</b>     | <b>29</b> |           |           |           |           |
| Extremely serious problem             | 23            | 23        | 18        | 28                 | 24        | 18         | 30                   | 18        | 30                  | 45         | 15           | 0         | 21                   | 28           | 26            | 18        |           |           |           |           |
| Very serious problem                  | 26            | 24        | 30        | 27                 | 31        | 23         | 47                   | 14        | 48                  | 21         | 46           | 0         | 29                   | 38           | 31            | 11        |           |           |           |           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>46</b>     | <b>47</b> | <b>50</b> | <b>45</b>          | <b>41</b> | <b>52</b>  | <b>22</b>            | <b>60</b> | <b>21</b>           | <b>34</b>  | <b>39</b>    | <b>0</b>  | <b>45</b>            | <b>32</b>    | <b>38</b>     | <b>63</b> |           |           |           |           |
| Somewhat serious problem              | 21            | 22        | 22        | 19                 | 15        | 31         | 13                   | 17        | 13                  | 0          | 39           | 0         | 38                   | 16           | 13            | 25        |           |           |           |           |
| Not too serious problem               | 25            | 25        | 28        | 26                 | 26        | 21         | 9                    | 43        | 9                   | 34         | 0            | 0         | 7                    | 16           | 24            | 38        |           |           |           |           |
| <b><u>DK</u></b>                      | <b>5</b>      | <b>6</b>  | <b>3</b>  | <b>1</b>           | <b>4</b>  | <b>7</b>   | <b>1</b>             | <b>8</b>  | <b>1</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>6</b>             | <b>2</b>     | <b>6</b>      | <b>8</b>  |           |           |           |           |
| DK                                    | 5             | 6         | 3         | 1                  | 4         | 7          | 1                    | 8         | 1                   | 0          | 0            | 0         | 6                    | 2            | 6             | 8         |           |           |           |           |
|                                       | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                       | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                         | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>49</b>     | <b>45</b> | <b>53</b> | <b>61</b>          | <b>48</b> | <b>47</b>  | <b>46</b>            | <b>51</b> | <b>37</b>           | <b>52</b>  | <b>45</b>    | <b>54</b> | <b>47</b>            | <b>45</b>    | <b>56</b>     | <b>56</b> | <b>49</b> | <b>37</b> | <b>56</b> | <b>44</b> |
| Extremely serious problem             | 23            | 22        | 24        | 23                 | 20        | 26         | 26                   | 26        | 16                  | 22         | 24           | 21        | 26                   | 22           | 31            | 17        | 27        | 15        | 24        | 22        |
| Very serious problem                  | 26            | 23        | 30        | 38                 | 28        | 21         | 20                   | 24        | 22                  | 30         | 21           | 33        | 20                   | 23           | 26            | 39        | 23        | 21        | 32        | 22        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>46</b>     | <b>50</b> | <b>42</b> | <b>36</b>          | <b>47</b> | <b>47</b>  | <b>47</b>            | <b>44</b> | <b>58</b>           | <b>44</b>  | <b>49</b>    | <b>42</b> | <b>47</b>            | <b>51</b>    | <b>40</b>     | <b>41</b> | <b>46</b> | <b>55</b> | <b>40</b> | <b>50</b> |
| Somewhat serious problem              | 21            | 21        | 21        | 22                 | 8         | 7          | 28                   | 24        | 51                  | 12         | 32           | 14        | 19                   | 36           | 17            | 22        | 23        | 22        | 19        | 22        |
| Not too serious problem               | 25            | 29        | 21        | 15                 | 39        | 40         | 19                   | 20        | 7                   | 32         | 17           | 29        | 28                   | 14           | 23            | 19        | 24        | 33        | 21        | 28        |
| <b><u>DK</u></b>                      | <b>5</b>      | <b>5</b>  | <b>5</b>  | <b>2</b>           | <b>5</b>  | <b>6</b>   | <b>7</b>             | <b>5</b>  | <b>5</b>            | <b>4</b>   | <b>6</b>     | <b>4</b>  | <b>6</b>             | <b>5</b>     | <b>3</b>      | <b>3</b>  | <b>4</b>  | <b>9</b>  | <b>3</b>  | <b>6</b>  |
| DK                                    | 5             | 5         | 5         | 2                  | 5         | 6          | 7                    | 5         | 5                   | 4          | 6            | 4         | 6                    | 5            | 3             | 3         | 4         | 9         | 3         | 6         |

Table 18: Q3g. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Too much growth and development

|                                       | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                       |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                         | 323       | 101           | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>49</b> | <b>50</b>     | <b>39</b>  | <b>55</b>      | <b>50</b>    | <b>50</b>           | <b>41</b>    | <b>64</b>      | <b>46</b>      | <b>43</b>         | <b>55</b> | <b>48</b> | <b>48</b> | <b>52</b>      | <b>47</b>    | <b>49</b>    | <b>50</b>    |
| Extremely serious problem             | 23        | 23            | 22         | 21             | 26           | 23                  | 21           | 26             | 22             | 18                | 31        | 22        | 25        | 18             | 16           | 20           | 23           |
| Very serious problem                  | 26        | 27            | 17         | 33             | 25           | 26                  | 20           | 38             | 24             | 25                | 23        | 25        | 22        | 34             | 32           | 29           | 27           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>46</b> | <b>45</b>     | <b>56</b>  | <b>43</b>      | <b>43</b>    | <b>49</b>           | <b>50</b>    | <b>30</b>      | <b>50</b>      | <b>52</b>         | <b>43</b> | <b>46</b> | <b>46</b> | <b>43</b>      | <b>46</b>    | <b>45</b>    | <b>45</b>    |
| Somewhat serious problem              | 21        | 11            | 36         | 14             | 30           | 22                  | 20           | 16             | 25             | 24                | 15        | 28        | 28        | 19             | 20           | 23           | 21           |
| Not too serious problem               | 25        | 34            | 20         | 29             | 13           | 27                  | 30           | 14             | 25             | 28                | 28        | 18        | 18        | 24             | 26           | 22           | 24           |
| <b><u>DK</u></b>                      | <b>5</b>  | <b>5</b>      | <b>5</b>   | <b>3</b>       | <b>7</b>     | <b>1</b>            | <b>8</b>     | <b>6</b>       | <b>4</b>       | <b>5</b>          | <b>2</b>  | <b>6</b>  | <b>6</b>  | <b>6</b>       | <b>6</b>     | <b>6</b>     | <b>5</b>     |
| DK                                    | 5         | 5             | 5          | 3              | 7            | 1                   | 8            | 6              | 4              | 5                 | 2         | 6         | 6         | 6              | 6            | 6            | 5            |

|                                       | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                       |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                         | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>49</b> | <b>47</b> | <b>61</b> | <b>64</b> | <b>72</b> | <b>49</b>            | <b>0</b> |
| Extremely serious problem             | 23        | 24        | 17        | 13        | 30        | 23                   | 0        |
| Very serious problem                  | 26        | 24        | 44        | 51        | 41        | 26                   | 0        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>46</b> | <b>47</b> | <b>29</b> | <b>36</b> | <b>28</b> | <b>46</b>            | <b>0</b> |
| Somewhat serious problem              | 21        | 22        | 19        | 19        | 0         | 21                   | 0        |
| Not too serious problem               | 25        | 26        | 10        | 17        | 28        | 25                   | 0        |
| <b><u>DK</u></b>                      | <b>5</b>  | <b>5</b>  | <b>10</b> | <b>0</b>  | <b>0</b>  | <b>5</b>             | <b>0</b> |
| DK                                    | 5         | 5         | 10        | 0         | 0         | 5                    | 0        |



Table 19: Q3h. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Blight and abandoned buildings

|                                       | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|---------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                       | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                       |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |          |          |                   |           |           |                   |           |           |
| Column n-Size                         | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>39</b>                               | <b>45</b> | <b>34</b> | <b>30</b> | <b>40</b> | <b>26</b>    | <b>20</b>          | <b>45</b>   | <b>42</b>       | <b>47</b>                 | <b>38</b>      | <b>33</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>48</b>         | <b>42</b> | <b>32</b> | <b>48</b>         | <b>42</b> | <b>32</b> |
| Extremely serious problem             | 14                                      | 15        | 14        | 14        | 14        | 17           | 7                  | 16          | 18              | 14                        | 14             | 17          | 0                  | 0        | 0        | 20                | 14        | 10        | 20                | 14        | 10        |
| Very serious problem                  | 25                                      | 31        | 20        | 17        | 26        | 9            | 13                 | 29          | 24              | 33                        | 24             | 16          | 0                  | 0        | 0        | 28                | 28        | 22        | 28                | 28        | 22        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>52</b>                               | <b>50</b> | <b>53</b> | <b>58</b> | <b>46</b> | <b>61</b>    | <b>68</b>          | <b>48</b>   | <b>46</b>       | <b>43</b>                 | <b>58</b>      | <b>51</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>45</b>         | <b>56</b> | <b>60</b> | <b>45</b>         | <b>56</b> | <b>60</b> |
| Somewhat serious problem              | 27                                      | 22        | 31        | 30        | 27        | 52           | 20                 | 28          | 32              | 20                        | 31             | 28          | 0                  | 0        | 0        | 26                | 33        | 22        | 26                | 33        | 22        |
| Not too serious problem               | 25                                      | 28        | 23        | 27        | 19        | 9            | 48                 | 20          | 14              | 23                        | 27             | 23          | 0                  | 0        | 0        | 19                | 23        | 38        | 19                | 23        | 38        |
| <b><u>DK</u></b>                      | <b>9</b>                                | <b>5</b>  | <b>12</b> | <b>12</b> | <b>14</b> | <b>13</b>    | <b>12</b>          | <b>7</b>    | <b>12</b>       | <b>10</b>                 | <b>4</b>       | <b>16</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>7</b>          | <b>2</b>  | <b>8</b>  | <b>7</b>          | <b>2</b>  | <b>8</b>  |
| DK                                    | 9                                       | 5         | 12        | 12        | 14        | 13           | 12                 | 7           | 12              | 10                        | 4              | 16          | 0                  | 0        | 0        | 7                 | 2         | 8         | 7                 | 2         | 8         |

|                                       | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|---------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                       | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                       |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                         | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>39</b>        | <b>22</b>   | <b>46</b>   | <b>42</b>    | <b>33</b>       | <b>26</b>            | <b>53</b> | <b>45</b>     | <b>37</b>         | <b>7</b>  | <b>62</b>              | <b>32</b> | <b>39</b>                    | <b>39</b> | <b>41</b>                     | <b>31</b>         | <b>28</b>                           | <b>39</b>   | <b>41</b>    | <b>42</b>    | <b>42</b>  |
| Extremely serious problem             | 14               | 12          | 17          | 16           | 10              | 11                   | 18        | 16            | 15                | 0         | 20                     | 13        | 12                           | 17        | 12                            | 11                | 21                                  | 17          | 6            | 23           | 7          |
| Very serious problem                  | 25               | 10          | 29          | 26           | 23              | 16                   | 34        | 29            | 22                | 7         | 42                     | 19        | 27                           | 23        | 29                            | 20                | 7                                   | 22          | 34           | 19           | 36         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>52</b>        | <b>66</b>   | <b>49</b>   | <b>52</b>    | <b>53</b>       | <b>62</b>            | <b>45</b> | <b>49</b>     | <b>54</b>         | <b>58</b> | <b>32</b>              | <b>58</b> | <b>56</b>                    | <b>50</b> | <b>54</b>                     | <b>64</b>         | <b>60</b>                           | <b>49</b>   | <b>50</b>    | <b>49</b>    | <b>53</b>  |
| Somewhat serious problem              | 27               | 16          | 30          | 27           | 29              | 27                   | 22        | 24            | 31                | 27        | 19                     | 28        | 32                           | 22        | 32                            | 33                | 33                                  | 16          | 34           | 26           | 24         |
| Not too serious problem               | 25               | 50          | 20          | 25           | 25              | 35                   | 22        | 26            | 23                | 31        | 13                     | 29        | 24                           | 28        | 22                            | 31                | 27                                  | 32          | 16           | 23           | 29         |
| <b><u>DK</u></b>                      | <b>9</b>         | <b>12</b>   | <b>5</b>    | <b>6</b>     | <b>14</b>       | <b>12</b>            | <b>3</b>  | <b>5</b>      | <b>9</b>          | <b>36</b> | <b>6</b>               | <b>10</b> | <b>5</b>                     | <b>11</b> | <b>4</b>                      | <b>5</b>          | <b>12</b>                           | <b>12</b>   | <b>10</b>    | <b>9</b>     | <b>5</b>   |
| DK                                    | 9                | 12          | 5           | 6            | 14              | 12                   | 3         | 5             | 9                 | 36        | 6                      | 10        | 5                            | 11        | 4                             | 5                 | 12                                  | 12          | 10           | 9            | 5          |

Table 19: Q3h. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Blight and abandoned buildings

|                                       | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|---------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                       | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                         | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>39</b>     | <b>39</b> | <b>42</b> | <b>48</b>          | <b>42</b> | <b>22</b>  | <b>55</b>            | <b>27</b> | <b>63</b>           | <b>0</b>   | <b>22</b>    | <b>0</b>  | <b>22</b>            | <b>47</b>    | <b>50</b>     | <b>31</b> |           |           |           |           |
| Extremely serious problem             | 14            | 15        | 15        | 20                 | 16        | 8          | 23                   | 7         | 25                  | 0          | 12           | 0         | 9                    | 17           | 19            | 11        |           |           |           |           |
| Very serious problem                  | 25            | 24        | 26        | 28                 | 27        | 14         | 32                   | 20        | 37                  | 0          | 10           | 0         | 13                   | 30           | 31            | 20        |           |           |           |           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>52</b>     | <b>51</b> | <b>50</b> | <b>48</b>          | <b>51</b> | <b>66</b>  | <b>40</b>            | <b>63</b> | <b>37</b>           | <b>100</b> | <b>78</b>    | <b>46</b> | <b>48</b>            | <b>48</b>    | <b>47</b>     | <b>60</b> |           |           |           |           |
| Somewhat serious problem              | 27            | 25        | 31        | 24                 | 30        | 26         | 26                   | 34        | 26                  | 100        | 37           | 0         | 21                   | 29           | 21            | 36        |           |           |           |           |
| Not too serious problem               | 25            | 26        | 19        | 23                 | 21        | 40         | 14                   | 29        | 11                  | 0          | 41           | 46        | 27                   | 19           | 26            | 24        |           |           |           |           |
| <b><u>DK</u></b>                      | <b>9</b>      | <b>10</b> | <b>8</b>  | <b>4</b>           | <b>7</b>  | <b>12</b>  | <b>4</b>             | <b>10</b> | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>54</b> | <b>31</b>            | <b>5</b>     | <b>2</b>      | <b>9</b>  |           |           |           |           |
| DK                                    | 9             | 10        | 8         | 4                  | 7         | 12         | 4                    | 10        | 0                   | 0          | 0            | 54        | 31                   | 5            | 2             | 9         |           |           |           |           |
|                                       | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                       | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                         | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>39</b>     | <b>41</b> | <b>38</b> | <b>47</b>          | <b>46</b> | <b>45</b>  | <b>35</b>            | <b>22</b> | <b>30</b>           | <b>46</b>  | <b>30</b>    | <b>47</b> | <b>39</b>            | <b>26</b>    | <b>43</b>     | <b>41</b> | <b>44</b> | <b>28</b> | <b>42</b> | <b>37</b> |
| Extremely serious problem             | 14            | 16        | 13        | 12                 | 22        | 24         | 10                   | 6         | 4                   | 19         | 8            | 17        | 16                   | 5            | 10            | 8         | 23        | 13        | 9         | 19        |
| Very serious problem                  | 25            | 24        | 25        | 35                 | 25        | 21         | 25                   | 16        | 26                  | 27         | 23           | 29        | 23                   | 20           | 33            | 33        | 21        | 15        | 33        | 18        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>52</b>     | <b>51</b> | <b>52</b> | <b>53</b>          | <b>41</b> | <b>48</b>  | <b>57</b>            | <b>72</b> | <b>52</b>           | <b>47</b>  | <b>60</b>    | <b>46</b> | <b>53</b>            | <b>63</b>    | <b>52</b>     | <b>53</b> | <b>48</b> | <b>56</b> | <b>52</b> | <b>51</b> |
| Somewhat serious problem              | 27            | 25        | 28        | 30                 | 22        | 35         | 32                   | 36        | 5                   | 28         | 26           | 25        | 33                   | 22           | 23            | 28        | 27        | 29        | 25        | 28        |
| Not too serious problem               | 25            | 27        | 24        | 23                 | 19        | 13         | 25                   | 36        | 47                  | 19         | 33           | 21        | 20                   | 41           | 29            | 25        | 20        | 27        | 27        | 23        |
| <b><u>DK</u></b>                      | <b>9</b>      | <b>8</b>  | <b>10</b> | <b>0</b>           | <b>13</b> | <b>7</b>   | <b>8</b>             | <b>6</b>  | <b>18</b>           | <b>7</b>   | <b>10</b>    | <b>7</b>  | <b>8</b>             | <b>12</b>    | <b>5</b>      | <b>6</b>  | <b>8</b>  | <b>16</b> | <b>5</b>  | <b>12</b> |
| DK                                    | 9             | 8         | 10        | 0                  | 13        | 7          | 8                    | 6         | 18                  | 7          | 10           | 7         | 8                    | 12           | 5             | 6         | 8         | 16        | 5         | 12        |

Table 19: Q3h. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Blight and abandoned buildings

|                                       | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                       | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                         | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>39</b>     | <b>42</b>    | <b>38</b>  | <b>52</b>      | <b>23</b>    | <b>47</b>           | <b>37</b>    | <b>39</b>      | <b>36</b>      | <b>28</b>         | <b>59</b> | <b>35</b> | <b>38</b> | <b>44</b>      | <b>44</b>    | <b>41</b>    | <b>40</b>    |
| Extremely serious problem             | 14            | 18           | 11         | 20             | 4            | 13                  | 18           | 6              | 19             | 16                | 30        | 12        | 12        | 12             | 14           | 13           | 14           |
| Very serious problem                  | 25            | 24           | 26         | 31             | 19           | 34                  | 19           | 33             | 17             | 13                | 29        | 23        | 26        | 32             | 30           | 28           | 26           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>52</b>     | <b>51</b>    | <b>54</b>  | <b>42</b>      | <b>66</b>    | <b>47</b>           | <b>54</b>    | <b>56</b>      | <b>48</b>      | <b>61</b>         | <b>41</b> | <b>54</b> | <b>59</b> | <b>43</b>      | <b>48</b>    | <b>50</b>    | <b>52</b>    |
| Somewhat serious problem              | 27            | 29           | 20         | 26             | 33           | 24                  | 25           | 24             | 32             | 25                | 33        | 21        | 38        | 30             | 23           | 28           | 28           |
| Not too serious problem               | 25            | 22           | 34         | 16             | 33           | 22                  | 29           | 32             | 16             | 36                | 8         | 33        | 20        | 13             | 25           | 23           | 24           |
| <b><u>DK</u></b>                      | <b>9</b>      | <b>7</b>     | <b>9</b>   | <b>6</b>       | <b>11</b>    | <b>7</b>            | <b>9</b>     | <b>4</b>       | <b>16</b>      | <b>11</b>         | <b>0</b>  | <b>11</b> | <b>4</b>  | <b>13</b>      | <b>8</b>     | <b>9</b>     | <b>8</b>     |
| DK                                    | 9             | 7            | 9          | 6              | 11           | 7                   | 9            | 4              | 16             | 11                | 0         | 11        | 4         | 13             | 8            | 9            | 8            |

|                                       | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                       | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                         | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>39</b> | <b>39</b> | <b>45</b> | <b>47</b> | <b>50</b> | <b>0</b>             | <b>39</b> |
| Extremely serious problem             | 14        | 14        | 19        | 17        | 21        | 0                    | 14        |
| Very serious problem                  | 25        | 24        | 26        | 30        | 29        | 0                    | 25        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>52</b> | <b>52</b> | <b>55</b> | <b>32</b> | <b>50</b> | <b>0</b>             | <b>52</b> |
| Somewhat serious problem              | 27        | 26        | 40        | 32        | 23        | 0                    | 27        |
| Not too serious problem               | 25        | 26        | 15        | 0         | 27        | 0                    | 25        |
| <b><u>DK</u></b>                      | <b>9</b>  | <b>9</b>  | <b>0</b>  | <b>21</b> | <b>0</b>  | <b>0</b>             | <b>9</b>  |
| DK                                    | 9         | 9         | 0         | 21        | 0         | 0                    | 9         |

Table 20: Q3i. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Inflation and rising costs

|                                       | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|---------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                       | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                       |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |          |          |                   |           |           |                   |           |           |
| Column n-Size                         | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>74</b>                               | <b>73</b> | <b>75</b> | <b>71</b> | <b>82</b> | <b>71</b>    | <b>67</b>          | <b>76</b>   | <b>77</b>       | <b>78</b>                 | <b>72</b>      | <b>76</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>83</b>         | <b>81</b> | <b>54</b> | <b>83</b>         | <b>81</b> | <b>54</b> |
| Extremely serious problem             | 43                                      | 41        | 45        | 46        | 48        | 27           | 49                 | 39          | 55              | 50                        | 37             | 43          | 0                  | 0        | 0        | 57                | 41        | 27        | 57                | 41        | 27        |
| Very serious problem                  | 31                                      | 32        | 30        | 25        | 34        | 44           | 18                 | 37          | 22              | 28                        | 35             | 33          | 0                  | 0        | 0        | 26                | 41        | 27        | 26                | 41        | 27        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>25</b>                               | <b>27</b> | <b>23</b> | <b>29</b> | <b>17</b> | <b>20</b>    | <b>33</b>          | <b>24</b>   | <b>20</b>       | <b>21</b>                 | <b>28</b>      | <b>22</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>17</b>         | <b>19</b> | <b>43</b> | <b>17</b>         | <b>19</b> | <b>43</b> |
| Somewhat serious problem              | 18                                      | 20        | 16        | 19        | 11        | 20           | 21                 | 18          | 13              | 16                        | 20             | 17          | 0                  | 0        | 0        | 15                | 15        | 28        | 15                | 15        | 28        |
| Not too serious problem               | 7                                       | 7         | 8         | 10        | 6         | 0            | 12                 | 6           | 8               | 5                         | 8              | 6           | 0                  | 0        | 0        | 2                 | 4         | 15        | 2                 | 4         | 15        |
| <b><u>DK</u></b>                      | <b>1</b>                                | <b>0</b>  | <b>1</b>  | <b>0</b>  | <b>1</b>  | <b>9</b>     | <b>0</b>           | <b>0</b>    | <b>2</b>        | <b>1</b>                  | <b>0</b>       | <b>2</b>    | <b>0</b>           | <b>0</b> | <b>0</b> | <b>0</b>          | <b>0</b>  | <b>2</b>  | <b>0</b>          | <b>0</b>  | <b>2</b>  |
| DK                                    | 1                                       | 0         | 1         | 0         | 1         | 9            | 0                  | 0           | 2               | 1                         | 0              | 2           | 0                  | 0        | 0        | 0                 | 0         | 2         | 0                 | 0         | 2         |

|                                       | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|---------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                       | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                       |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                         | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>74</b>        | <b>47</b>   | <b>81</b>   | <b>75</b>    | <b>68</b>       | <b>56</b>            | <b>78</b> | <b>72</b>     | <b>77</b>         | <b>71</b> | <b>81</b>              | <b>72</b> | <b>75</b>                    | <b>74</b> | <b>75</b>                     | <b>79</b>         | <b>64</b>                           | <b>71</b>   | <b>87</b>    | <b>81</b>    | <b>68</b>  |
| Extremely serious problem             | 43               | 33          | 45          | 43           | 42              | 37                   | 34        | 35            | 52                | 52        | 35                     | 46        | 44                           | 43        | 41                            | 59                | 41                                  | 40          | 54           | 48           | 35         |
| Very serious problem                  | 31               | 14          | 35          | 32           | 25              | 20                   | 44        | 37            | 25                | 19        | 47                     | 26        | 31                           | 31        | 34                            | 20                | 23                                  | 32          | 33           | 34           | 33         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>25</b>        | <b>53</b>   | <b>19</b>   | <b>25</b>    | <b>31</b>       | <b>44</b>            | <b>21</b> | <b>27</b>     | <b>23</b>         | <b>24</b> | <b>19</b>              | <b>27</b> | <b>24</b>                    | <b>26</b> | <b>24</b>                     | <b>21</b>         | <b>36</b>                           | <b>29</b>   | <b>11</b>    | <b>19</b>    | <b>31</b>  |
| Somewhat serious problem              | 18               | 40          | 14          | 18           | 20              | 26                   | 18        | 21            | 17                | 4         | 12                     | 20        | 16                           | 19        | 18                            | 7                 | 28                                  | 25          | 9            | 16           | 17         |
| Not too serious problem               | 7                | 14          | 5           | 7            | 11              | 17                   | 3         | 7             | 6                 | 20        | 7                      | 8         | 8                            | 7         | 5                             | 14                | 8                                   | 3           | 2            | 3            | 14         |
| <b><u>DK</u></b>                      | <b>1</b>         | <b>0</b>    | <b>1</b>    | <b>0</b>     | <b>2</b>        | <b>0</b>             | <b>1</b>  | <b>1</b>      | <b>0</b>          | <b>5</b>  | <b>0</b>               | <b>1</b>  | <b>1</b>                     | <b>0</b>  | <b>2</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>2</b>     | <b>0</b>     | <b>1</b>   |
| DK                                    | 1                | 0           | 1           | 0            | 2               | 0                    | 1         | 1             | 0                 | 5         | 0                      | 1         | 1                            | 0         | 2                             | 0                 | 0                                   | 0           | 2            | 0            | 1          |

Table 20: Q3i. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Inflation and rising costs

|                                       | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |
|---------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|
|                                       | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |
| Column n-Size                         | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4          | 31                   | 94           | 75            | 70        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>74</b>     | <b>69</b> | <b>89</b> | <b>83</b>          | <b>74</b> | <b>65</b>  | <b>83</b>            | <b>63</b> | <b>85</b>           | <b>100</b> | <b>42</b>    | <b>100</b> | <b>70</b>            | <b>85</b>    | <b>69</b>     | <b>70</b> |
| Extremely serious problem             | 43            | 39        | 54        | 50                 | 39        | 41         | 44                   | 33        | 41                  | 100        | 30           | 100        | 57                   | 50           | 41            | 29        |
| Very serious problem                  | 31            | 30        | 35        | 33                 | 34        | 24         | 38                   | 30        | 44                  | 0          | 12           | 0          | 13                   | 35           | 28            | 41        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>25</b>     | <b>30</b> | <b>11</b> | <b>17</b>          | <b>25</b> | <b>35</b>  | <b>17</b>            | <b>36</b> | <b>15</b>           | <b>0</b>   | <b>58</b>    | <b>0</b>   | <b>30</b>            | <b>15</b>    | <b>31</b>     | <b>29</b> |
| Somewhat serious problem              | 18            | 20        | 11        | 9                  | 21        | 25         | 16                   | 28        | 13                  | 0          | 45           | 0          | 29                   | 12           | 17            | 20        |
| Not too serious problem               | 7             | 10        | 0         | 8                  | 4         | 10         | 2                    | 7         | 1                   | 0          | 12           | 0          | 2                    | 3            | 14            | 9         |
| <b><u>DK</u></b>                      | <b>1</b>      | <b>1</b>  | <b>0</b>  | <b>0</b>           | <b>1</b>  | <b>0</b>   | <b>0</b>             | <b>1</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>0</b>             | <b>0</b>     | <b>0</b>      | <b>1</b>  |
| DK                                    | 1             | 1         | 0         | 0                  | 1         | 0          | 0                    | 1         | 0                   | 0          | 0            | 0          | 0                    | 0            | 0             | 1         |

|                                       | QD GENDER |           |           | QB AGE    |           |           |           |           |           |           |           |           |           |           | QE EDUCATION |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|
|                                       | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+       | 18-49     | 50+       | 18-39     | 40-64     | 65+       | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                         | 324       | 165       | 156       | 58        | 78        | 45        | 65        | 39        | 32        | 181       | 136       | 136       | 110       | 71        | 75           | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>74</b> | <b>73</b> | <b>75</b> | <b>77</b> | <b>79</b> | <b>82</b> | <b>70</b> | <b>67</b> | <b>65</b> | <b>79</b> | <b>68</b> | <b>78</b> | <b>75</b> | <b>66</b> | <b>79</b>    | <b>76</b> | <b>77</b> | <b>65</b> | <b>78</b> | <b>72</b> |
| Extremely serious problem             | 43        | 37        | 50        | 44        | 47        | 44        | 42        | 33        | 44        | 45        | 39        | 45        | 42        | 38        | 48           | 41        | 48        | 34        | 45        | 42        |
| Very serious problem                  | 31        | 36        | 26        | 34        | 32        | 39        | 28        | 34        | 21        | 34        | 28        | 33        | 32        | 28        | 31           | 35        | 29        | 31        | 33        | 30        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>25</b> | <b>27</b> | <b>23</b> | <b>23</b> | <b>21</b> | <b>15</b> | <b>30</b> | <b>31</b> | <b>35</b> | <b>20</b> | <b>31</b> | <b>22</b> | <b>24</b> | <b>33</b> | <b>21</b>    | <b>24</b> | <b>22</b> | <b>34</b> | <b>22</b> | <b>27</b> |
| Somewhat serious problem              | 18        | 20        | 16        | 21        | 11        | 12        | 24        | 25        | 20        | 14        | 23        | 15        | 19        | 23        | 15           | 18        | 15        | 23        | 17        | 19        |
| Not too serious problem               | 7         | 7         | 8         | 2         | 10        | 4         | 6         | 6         | 15        | 6         | 8         | 7         | 5         | 10        | 6            | 5         | 7         | 11        | 6         | 8         |
| <b><u>DK</u></b>                      | <b>1</b>  | <b>0</b>  | <b>1</b>  | <b>0</b>  | <b>0</b>  | <b>2</b>  | <b>0</b>  | <b>3</b>  | <b>0</b>  | <b>1</b>  | <b>1</b>  | <b>0</b>  | <b>1</b>  | <b>1</b>  | <b>0</b>     | <b>0</b>  | <b>1</b>  | <b>1</b>  | <b>0</b>  | <b>1</b>  |
| DK                                    | 1         | 0         | 1         | 0         | 0         | 2         | 0         | 3         | 0         | 1         | 1         | 0         | 1         | 1         | 0            | 0         | 1         | 1         | 0         | 1         |

Table 20: Q3i. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Inflation and rising costs

|                                       | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                       | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                         | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>74</b>     | <b>79</b>    | <b>64</b>  | <b>79</b>      | <b>72</b>    | <b>78</b>           | <b>70</b>    | <b>77</b>      | <b>73</b>      | <b>67</b>         | <b>83</b> | <b>61</b> | <b>77</b> | <b>75</b>      | <b>84</b>    | <b>75</b>    | <b>75</b>    |
| Extremely serious problem             | 43            | 37           | 35         | 53             | 44           | 41                  | 35           | 48             | 51             | 41                | 63        | 26        | 46        | 40             | 42           | 38           | 43           |
| Very serious problem                  | 31            | 42           | 29         | 25             | 28           | 37                  | 35           | 29             | 22             | 26                | 20        | 35        | 31        | 35             | 42           | 36           | 32           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>25</b>     | <b>21</b>    | <b>36</b>  | <b>20</b>      | <b>27</b>    | <b>22</b>           | <b>30</b>    | <b>23</b>      | <b>24</b>      | <b>33</b>         | <b>17</b> | <b>39</b> | <b>23</b> | <b>25</b>      | <b>14</b>    | <b>25</b>    | <b>24</b>    |
| Somewhat serious problem              | 18            | 15           | 28         | 14             | 19           | 15                  | 23           | 18             | 14             | 22                | 11        | 24        | 14        | 18             | 14           | 18           | 17           |
| Not too serious problem               | 7             | 6            | 8          | 6              | 8            | 7                   | 7            | 5              | 11             | 11                | 6         | 15        | 9         | 7              | 0            | 7            | 7            |
| <b><u>DK</u></b>                      | <b>1</b>      | <b>0</b>     | <b>0</b>   | <b>1</b>       | <b>2</b>     | <b>0</b>            | <b>0</b>     | <b>0</b>       | <b>3</b>       | <b>0</b>          | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>       | <b>2</b>     | <b>0</b>     | <b>1</b>     |
| DK                                    | 1             | 0            | 0          | 1              | 2            | 0                   | 0            | 0              | 3              | 0                 | 0         | 0         | 0         | 0              | 2            | 0            | 1            |

|                                       | LANGUAGE  |           |            |           |           | A/B SPLIT<br>SAMPLES |           |
|---------------------------------------|-----------|-----------|------------|-----------|-----------|----------------------|-----------|
|                                       | Total     | ENG       | SPAN       | VIET      | CHIN      | A                    | B         |
| Column n-Size                         | 324       | 299       | 5          | 11        | 9         | 0                    | 324       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>74</b> | <b>73</b> | <b>100</b> | <b>84</b> | <b>84</b> | <b>0</b>             | <b>74</b> |
| Extremely serious problem             | 43        | 42        | 51         | 62        | 44        | 0                    | 43        |
| Very serious problem                  | 31        | 31        | 49         | 21        | 41        | 0                    | 31        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>25</b> | <b>26</b> | <b>0</b>   | <b>16</b> | <b>16</b> | <b>0</b>             | <b>25</b> |
| Somewhat serious problem              | 18        | 18        | 0          | 16        | 16        | 0                    | 18        |
| Not too serious problem               | 7         | 8         | 0          | 0         | 0         | 0                    | 7         |
| <b><u>DK</u></b>                      | <b>1</b>  | <b>1</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>1</b>  |
| DK                                    | 1         | 1         | 0          | 0         | 0         | 0                    | 1         |

Table 21: Q3j. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Traffic congestion

|                                       | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|---------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                       | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                       |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |          |          |                   |           |           |                   |           |           |
| Column n-Size                         | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>60</b>                               | <b>64</b> | <b>57</b> | <b>60</b> | <b>57</b> | <b>34</b>    | <b>46</b>          | <b>64</b>   | <b>61</b>       | <b>75</b>                 | <b>59</b>      | <b>42</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>63</b>         | <b>67</b> | <b>49</b> | <b>63</b>         | <b>67</b> | <b>49</b> |
| Extremely serious problem             | 23                                      | 23        | 24        | 30        | 18        | 12           | 24                 | 21          | 33              | 38                        | 17             | 11          | 0                  | 0        | 0        | 28                | 22        | 17        | 28                | 22        | 17        |
| Very serious problem                  | 37                                      | 41        | 33        | 30        | 40        | 22           | 22                 | 44          | 27              | 37                        | 42             | 30          | 0                  | 0        | 0        | 36                | 46        | 32        | 36                | 46        | 32        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>39</b>                               | <b>36</b> | <b>41</b> | <b>37</b> | <b>43</b> | <b>66</b>    | <b>54</b>          | <b>35</b>   | <b>39</b>       | <b>24</b>                 | <b>41</b>      | <b>57</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>37</b>         | <b>32</b> | <b>48</b> | <b>37</b>         | <b>32</b> | <b>48</b> |
| Somewhat serious problem              | 25                                      | 23        | 26        | 25        | 27        | 35           | 34                 | 23          | 20              | 17                        | 27             | 34          | 0                  | 0        | 0        | 23                | 22        | 32        | 23                | 22        | 32        |
| Not too serious problem               | 14                                      | 14        | 15        | 12        | 16        | 31           | 20                 | 12          | 20              | 7                         | 14             | 23          | 0                  | 0        | 0        | 13                | 10        | 16        | 13                | 10        | 16        |
| <b><u>DK</u></b>                      | <b>1</b>                                | <b>0</b>  | <b>2</b>  | <b>3</b>  | <b>0</b>  | <b>0</b>     | <b>0</b>           | <b>1</b>    | <b>0</b>        | <b>1</b>                  | <b>1</b>       | <b>1</b>    | <b>0</b>           | <b>0</b> | <b>0</b> | <b>0</b>          | <b>1</b>  | <b>3</b>  | <b>0</b>          | <b>1</b>  | <b>3</b>  |
| DK                                    | 1                                       | 0         | 2         | 3         | 0         | 0            | 0                  | 1           | 0               | 1                         | 1              | 1           | 0                  | 0        | 0        | 0                 | 1         | 3         | 0                 | 1         | 3         |

|                                       | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|---------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                       | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                       |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                         | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>60</b>        | <b>37</b>   | <b>68</b>   | <b>62</b>    | <b>49</b>       | <b>57</b>            | <b>66</b> | <b>63</b>     | <b>59</b>         | <b>39</b> | <b>66</b>              | <b>58</b> | <b>64</b>                    | <b>56</b> | <b>61</b>                     | <b>77</b>         | <b>47</b>                           | <b>42</b>   | <b>69</b>    | <b>66</b>    | <b>65</b>  |
| Extremely serious problem             | 23               | 20          | 24          | 24           | 22              | 33                   | 19        | 22            | 24                | 25        | 29                     | 21        | 28                           | 18        | 27                            | 35                | 24                                  | 24          | 31           | 28           | 16         |
| Very serious problem                  | 37               | 16          | 44          | 39           | 26              | 24                   | 47        | 41            | 35                | 13        | 37                     | 37        | 36                           | 37        | 34                            | 43                | 23                                  | 19          | 37           | 37           | 50         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>39</b>        | <b>63</b>   | <b>32</b>   | <b>37</b>    | <b>48</b>       | <b>43</b>            | <b>32</b> | <b>35</b>     | <b>41</b>         | <b>61</b> | <b>32</b>              | <b>41</b> | <b>36</b>                    | <b>43</b> | <b>39</b>                     | <b>23</b>         | <b>53</b>                           | <b>54</b>   | <b>31</b>    | <b>33</b>    | <b>34</b>  |
| Somewhat serious problem              | 25               | 39          | 22          | 25           | 27              | 22                   | 24        | 23            | 25                | 30        | 17                     | 27        | 25                           | 24        | 28                            | 11                | 27                                  | 44          | 14           | 28           | 21         |
| Not too serious problem               | 14               | 25          | 9           | 12           | 21              | 21                   | 8         | 12            | 15                | 31        | 15                     | 14        | 11                           | 18        | 11                            | 12                | 26                                  | 9           | 18           | 4            | 13         |
| <b><u>DK</u></b>                      | <b>1</b>         | <b>0</b>    | <b>1</b>    | <b>0</b>     | <b>3</b>        | <b>0</b>             | <b>2</b>  | <b>2</b>      | <b>0</b>          | <b>0</b>  | <b>2</b>               | <b>1</b>  | <b>0</b>                     | <b>2</b>  | <b>0</b>                      | <b>0</b>          | <b>0</b>                            | <b>4</b>    | <b>0</b>     | <b>1</b>     | <b>1</b>   |
| DK                                    | 1                | 0           | 1           | 0            | 3               | 0                    | 2         | 2             | 0                 | 0         | 2                      | 1         | 0                            | 2         | 0                             | 0                 | 0                                   | 4           | 0            | 1            | 1          |

Table 21: Q3j. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Traffic congestion

|                                       | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|---------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                       | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                         | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>60</b>     | <b>60</b> | <b>67</b> | <b>65</b>          | <b>64</b> | <b>48</b>  | <b>73</b>            | <b>53</b> | <b>80</b>           | <b>0</b>   | <b>22</b>    | <b>54</b> | <b>56</b>            | <b>72</b>    | <b>61</b>     | <b>59</b> |           |           |           |           |
| Extremely serious problem             | 23            | 23        | 28        | 24                 | 26        | 20         | 24                   | 28        | 27                  | 0          | 10           | 0         | 31                   | 32           | 18            | 21        |           |           |           |           |
| Very serious problem                  | 37            | 37        | 39        | 40                 | 38        | 27         | 49                   | 25        | 53                  | 0          | 12           | 54        | 25                   | 40           | 43            | 38        |           |           |           |           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>39</b>     | <b>38</b> | <b>33</b> | <b>35</b>          | <b>35</b> | <b>52</b>  | <b>27</b>            | <b>46</b> | <b>20</b>           | <b>100</b> | <b>78</b>    | <b>46</b> | <b>40</b>            | <b>28</b>    | <b>38</b>     | <b>39</b> |           |           |           |           |
| Somewhat serious problem              | 25            | 26        | 18        | 19                 | 25        | 33         | 19                   | 31        | 16                  | 100        | 70           | 0         | 18                   | 19           | 25            | 28        |           |           |           |           |
| Not too serious problem               | 14            | 12        | 15        | 16                 | 11        | 19         | 8                    | 15        | 4                   | 0          | 8            | 46        | 22                   | 10           | 14            | 12        |           |           |           |           |
| <b><u>DK</u></b>                      | <b>1</b>      | <b>1</b>  | <b>0</b>  | <b>0</b>           | <b>1</b>  | <b>0</b>   | <b>0</b>             | <b>1</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>4</b>             | <b>0</b>     | <b>1</b>      | <b>2</b>  |           |           |           |           |
| DK                                    | 1             | 1         | 0         | 0                  | 1         | 0          | 0                    | 1         | 0                   | 0          | 0            | 0         | 4                    | 0            | 1             | 2         |           |           |           |           |
|                                       | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                       | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                         | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>60</b>     | <b>56</b> | <b>63</b> | <b>58</b>          | <b>71</b> | <b>62</b>  | <b>60</b>            | <b>50</b> | <b>57</b>           | <b>65</b>  | <b>57</b>    | <b>66</b> | <b>61</b>            | <b>53</b>    | <b>63</b>     | <b>65</b> | <b>66</b> | <b>46</b> | <b>64</b> | <b>57</b> |
| Extremely serious problem             | 23            | 19        | 28        | 25                 | 25        | 27         | 22                   | 16        | 27                  | 26         | 21           | 25        | 24                   | 21           | 24            | 23        | 27        | 18        | 24        | 23        |
| Very serious problem                  | 37            | 38        | 35        | 33                 | 46        | 35         | 39                   | 34        | 30                  | 39         | 35           | 40        | 37                   | 32           | 38            | 42        | 39        | 28        | 40        | 34        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>39</b>     | <b>43</b> | <b>35</b> | <b>42</b>          | <b>27</b> | <b>38</b>  | <b>37</b>            | <b>50</b> | <b>43</b>           | <b>35</b>  | <b>42</b>    | <b>34</b> | <b>37</b>            | <b>47</b>    | <b>37</b>     | <b>32</b> | <b>34</b> | <b>53</b> | <b>35</b> | <b>42</b> |
| Somewhat serious problem              | 25            | 25        | 25        | 31                 | 9         | 28         | 27                   | 33        | 15                  | 21         | 26           | 18        | 28                   | 25           | 25            | 23        | 19        | 33        | 24        | 25        |
| Not too serious problem               | 14            | 18        | 10        | 11                 | 18        | 10         | 10                   | 17        | 28                  | 14         | 16           | 15        | 10                   | 22           | 12            | 9         | 16        | 19        | 11        | 17        |
| <b><u>DK</u></b>                      | <b>1</b>      | <b>0</b>  | <b>1</b>  | <b>0</b>           | <b>2</b>  | <b>0</b>   | <b>3</b>             | <b>0</b>  | <b>0</b>            | <b>1</b>   | <b>1</b>     | <b>1</b>  | <b>2</b>             | <b>0</b>     | <b>0</b>      | <b>3</b>  | <b>0</b>  | <b>1</b>  | <b>1</b>  | <b>1</b>  |
| DK                                    | 1             | 0         | 1         | 0                  | 2         | 0          | 3                    | 0         | 0                   | 1          | 1            | 1         | 2                    | 0            | 0             | 3         | 0         | 1         | 1         | 1         |



Table 21: Q3j. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : Traffic congestion

|                                       | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                       |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                         | 324       | 95            | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>60</b> | <b>59</b>     | <b>55</b>  | <b>71</b>      | <b>58</b>    | <b>58</b>           | <b>56</b>    | <b>68</b>      | <b>59</b>      | <b>42</b>         | <b>70</b> | <b>58</b> | <b>60</b> | <b>69</b>      | <b>63</b>    | <b>63</b>    | <b>63</b>    |
| Extremely serious problem             | 23        | 19            | 18         | 33             | 24           | 18                  | 19           | 29             | 28             | 22                | 39        | 19        | 24        | 18             | 15           | 19           | 24           |
| Very serious problem                  | 37        | 39            | 37         | 38             | 34           | 39                  | 37           | 40             | 31             | 19                | 31        | 39        | 35        | 50             | 48           | 44           | 40           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>39</b> | <b>41</b>     | <b>45</b>  | <b>28</b>      | <b>39</b>    | <b>41</b>           | <b>44</b>    | <b>30</b>      | <b>40</b>      | <b>57</b>         | <b>30</b> | <b>42</b> | <b>40</b> | <b>30</b>      | <b>37</b>    | <b>37</b>    | <b>36</b>    |
| Somewhat serious problem              | 25        | 20            | 29         | 22             | 23           | 26                  | 24           | 22             | 27             | 43                | 14        | 22        | 26        | 20             | 23           | 23           | 22           |
| Not too serious problem               | 14        | 20            | 16         | 6              | 16           | 15                  | 20           | 8              | 13             | 14                | 16        | 20        | 14        | 9              | 14           | 14           | 14           |
| <b><u>DK</u></b>                      | <b>1</b>  | <b>1</b>      | <b>0</b>   | <b>0</b>       | <b>3</b>     | <b>1</b>            | <b>0</b>     | <b>1</b>       | <b>1</b>       | <b>1</b>          | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>2</b>       | <b>0</b>     | <b>1</b>     | <b>1</b>     |
| DK                                    | 1         | 1             | 0          | 0              | 3            | 1                   | 0            | 1              | 1              | 1                 | 0         | 0         | 0         | 2              | 0            | 1            | 1            |

|                                       | Total     | LANGUAGE  |            |           |           | A/B SPLIT<br>SAMPLES |           |
|---------------------------------------|-----------|-----------|------------|-----------|-----------|----------------------|-----------|
|                                       |           | ENG       | SPAN       | VIET      | CHIN      | A                    | B         |
| Column n-Size                         | 324       | 299       | 5          | 11        | 9         | 0                    | 324       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>60</b> | <b>59</b> | <b>100</b> | <b>79</b> | <b>58</b> | <b>0</b>             | <b>60</b> |
| Extremely serious problem             | 23        | 24        | 51         | 0         | 21        | 0                    | 23        |
| Very serious problem                  | 37        | 35        | 49         | 79        | 37        | 0                    | 37        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>39</b> | <b>40</b> | <b>0</b>   | <b>21</b> | <b>42</b> | <b>0</b>             | <b>39</b> |
| Somewhat serious problem              | 25        | 26        | 0          | 8         | 22        | 0                    | 25        |
| Not too serious problem               | 14        | 15        | 0          | 13        | 20        | 0                    | 14        |
| <b><u>DK</u></b>                      | <b>1</b>  | <b>1</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>1</b>  |
| DK                                    | 1         | 1         | 0          | 0         | 0         | 0                    | 1         |

Table 22: Q3k. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : The condition of streets and roads

|                                       | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|---------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                       | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                       |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |           |           |                   |           |           |                   |           |           |
| Column n-Size                         | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>57</b>                               | <b>60</b> | <b>55</b> | <b>52</b> | <b>58</b> | <b>68</b>    | <b>36</b>          | <b>64</b>   | <b>61</b>       | <b>61</b>                 | <b>54</b>      | <b>65</b>   | <b>66</b>          | <b>59</b> | <b>51</b> | <b>71</b>         | <b>64</b> | <b>55</b> | <b>68</b>         | <b>61</b> | <b>53</b> |
| Extremely serious problem             | 23                                      | 23        | 23        | 22        | 24        | 18           | 15                 | 24          | 25              | 27                        | 18             | 28          | 35                 | 17        | 10        | 29                | 22        | 15        | 33                | 19        | 13        |
| Very serious problem                  | 35                                      | 37        | 32        | 30        | 34        | 50           | 21                 | 39          | 36              | 34                        | 36             | 36          | 30                 | 42        | 41        | 42                | 41        | 40        | 36                | 42        | 40        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>42</b>                               | <b>40</b> | <b>44</b> | <b>46</b> | <b>42</b> | <b>32</b>    | <b>63</b>          | <b>36</b>   | <b>39</b>       | <b>39</b>                 | <b>45</b>      | <b>35</b>   | <b>32</b>          | <b>41</b> | <b>44</b> | <b>29</b>         | <b>36</b> | <b>45</b> | <b>31</b>         | <b>39</b> | <b>45</b> |
| Somewhat serious problem              | 23                                      | 22        | 24        | 22        | 27        | 15           | 26                 | 23          | 19              | 23                        | 24             | 18          | 21                 | 21        | 29        | 19                | 23        | 15        | 20                | 22        | 20        |
| Not too serious problem               | 19                                      | 18        | 20        | 24        | 15        | 17           | 37                 | 13          | 20              | 16                        | 21             | 18          | 11                 | 20        | 15        | 10                | 13        | 30        | 11                | 17        | 25        |
| <b><u>DK</u></b>                      | <b>0</b>                                | <b>0</b>  | <b>1</b>  | <b>2</b>  | <b>0</b>  | <b>0</b>     | <b>1</b>           | <b>0</b>    | <b>0</b>        | <b>0</b>                  | <b>1</b>       | <b>0</b>    | <b>2</b>           | <b>0</b>  | <b>5</b>  | <b>0</b>          | <b>0</b>  | <b>0</b>  | <b>1</b>          | <b>0</b>  | <b>2</b>  |
| DK                                    | 0                                       | 0         | 1         | 2         | 0         | 0            | 1                  | 0           | 0               | 0                         | 1              | 0           | 2                  | 0         | 5         | 0                 | 0         | 0         | 1                 | 0         | 2         |

|                                       | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|---------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                       | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                       |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                         | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>57</b>        | <b>37</b>   | <b>60</b>   | <b>57</b>    | <b>67</b>       | <b>51</b>            | <b>68</b> | <b>64</b>     | <b>54</b>         | <b>37</b> | <b>73</b>              | <b>53</b> | <b>56</b>                    | <b>59</b> | <b>55</b>                     | <b>59</b>         | <b>42</b>                           | <b>56</b>   | <b>57</b>    | <b>67</b>    | <b>59</b>  |
| Extremely serious problem             | 23               | 14          | 23          | 21           | 32              | 21                   | 23        | 22            | 24                | 18        | 24                     | 23        | 21                           | 24        | 18                            | 35                | 23                                  | 10          | 25           | 25           | 24         |
| Very serious problem                  | 35               | 23          | 38          | 35           | 35              | 29                   | 46        | 41            | 30                | 19        | 49                     | 30        | 35                           | 35        | 38                            | 24                | 18                                  | 46          | 32           | 43           | 35         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>42</b>        | <b>60</b>   | <b>40</b>   | <b>43</b>    | <b>33</b>       | <b>49</b>            | <b>31</b> | <b>36</b>     | <b>46</b>         | <b>60</b> | <b>27</b>              | <b>46</b> | <b>44</b>                    | <b>41</b> | <b>45</b>                     | <b>41</b>         | <b>58</b>                           | <b>44</b>   | <b>43</b>    | <b>32</b>    | <b>40</b>  |
| Somewhat serious problem              | 23               | 15          | 25          | 23           | 17              | 19                   | 20        | 20            | 25                | 31        | 16                     | 25        | 25                           | 21        | 25                            | 24                | 27                                  | 22          | 26           | 15           | 25         |
| Not too serious problem               | 19               | 46          | 15          | 20           | 16              | 30                   | 11        | 16            | 21                | 30        | 12                     | 21        | 19                           | 19        | 20                            | 17                | 31                                  | 22          | 17           | 17           | 16         |
| <b><u>DK</u></b>                      | <b>0</b>         | <b>2</b>    | <b>0</b>    | <b>0</b>     | <b>0</b>        | <b>0</b>             | <b>1</b>  | <b>1</b>      | <b>0</b>          | <b>3</b>  | <b>0</b>               | <b>0</b>  | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>0</b>     | <b>1</b>     | <b>1</b>   |
| DK                                    | 0                | 2           | 0           | 0            | 0               | 0                    | 1         | 1             | 0                 | 3         | 0                      | 0         | 0                            | 0         | 0                             | 0                 | 0                                   | 0           | 0            | 1            | 1          |

Table 22: Q3k. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : The condition of streets and roads

|                                       | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|---------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                       | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                         | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>57</b>     | <b>56</b> | <b>60</b> | <b>64</b>          | <b>62</b> | <b>43</b>  | <b>76</b>            | <b>46</b> | <b>80</b>           | <b>40</b>  | <b>47</b>    | <b>54</b> | <b>62</b>            | <b>62</b>    | <b>63</b>     | <b>58</b> |           |           |           |           |
| Extremely serious problem             | 23            | 21        | 22        | 23                 | 25        | 18         | 27                   | 23        | 29                  | 0          | 0            | 54        | 21                   | 24           | 20            | 28        |           |           |           |           |
| Very serious problem                  | 35            | 35        | 37        | 41                 | 37        | 25         | 50                   | 23        | 52                  | 40         | 47           | 0         | 41                   | 39           | 42            | 30        |           |           |           |           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>42</b>     | <b>43</b> | <b>40</b> | <b>36</b>          | <b>38</b> | <b>56</b>  | <b>23</b>            | <b>54</b> | <b>19</b>           | <b>60</b>  | <b>53</b>    | <b>46</b> | <b>38</b>            | <b>38</b>    | <b>36</b>     | <b>42</b> |           |           |           |           |
| Somewhat serious problem              | 23            | 24        | 22        | 20                 | 21        | 28         | 14                   | 29        | 12                  | 40         | 53           | 0         | 20                   | 21           | 19            | 23        |           |           |           |           |
| Not too serious problem               | 19            | 19        | 19        | 16                 | 17        | 28         | 8                    | 26        | 7                   | 21         | 0            | 46        | 19                   | 17           | 18            | 19        |           |           |           |           |
| <b><u>DK</u></b>                      | <b>0</b>      | <b>0</b>  | <b>0</b>  | <b>0</b>           | <b>0</b>  | <b>1</b>   | <b>1</b>             | <b>0</b>  | <b>1</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>0</b>             | <b>0</b>     | <b>1</b>      | <b>0</b>  |           |           |           |           |
| DK                                    | 0             | 0         | 0         | 0                  | 0         | 1          | 1                    | 0         | 1                   | 0          | 0            | 0         | 0                    | 0            | 1             | 0         |           |           |           |           |
|                                       | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                       | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                         | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272       | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>57</b>     | <b>58</b> | <b>56</b> | <b>65</b>          | <b>64</b> | <b>62</b>  | <b>54</b>            | <b>47</b> | <b>40</b>           | <b>64</b>  | <b>49</b>    | <b>65</b> | <b>57</b>            | <b>44</b>    | <b>56</b>     | <b>65</b> | <b>60</b> | <b>49</b> | <b>60</b> | <b>55</b> |
| Extremely serious problem             | 23            | 23        | 22        | 30                 | 27        | 18         | 24                   | 12        | 20                  | 25         | 20           | 28        | 22                   | 15           | 25            | 19        | 22        | 24        | 22        | 23        |
| Very serious problem                  | 35            | 35        | 34        | 36                 | 38        | 44         | 30                   | 36        | 20                  | 38         | 29           | 37        | 36                   | 29           | 31            | 46        | 37        | 25        | 38        | 32        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>42</b>     | <b>41</b> | <b>43</b> | <b>33</b>          | <b>35</b> | <b>38</b>  | <b>46</b>            | <b>53</b> | <b>60</b>           | <b>35</b>  | <b>51</b>    | <b>34</b> | <b>43</b>            | <b>56</b>    | <b>44</b>     | <b>34</b> | <b>40</b> | <b>51</b> | <b>39</b> | <b>45</b> |
| Somewhat serious problem              | 23            | 21        | 24        | 19                 | 20        | 26         | 24                   | 29        | 24                  | 21         | 25           | 20        | 25                   | 27           | 27            | 21        | 22        | 23        | 24        | 22        |
| Not too serious problem               | 19            | 20        | 19        | 14                 | 15        | 13         | 22                   | 24        | 36                  | 14         | 26           | 15        | 18                   | 29           | 17            | 13        | 18        | 28        | 15        | 22        |
| <b><u>DK</u></b>                      | <b>0</b>      | <b>1</b>  | <b>0</b>  | <b>1</b>           | <b>1</b>  | <b>0</b>   | <b>0</b>             | <b>0</b>  | <b>0</b>            | <b>1</b>   | <b>0</b>     | <b>1</b>  | <b>0</b>             | <b>0</b>     | <b>0</b>      | <b>1</b>  | <b>1</b>  | <b>0</b>  | <b>1</b>  | <b>0</b>  |
| DK                                    | 0             | 1         | 0         | 1                  | 1         | 0          | 0                    | 0         | 0                   | 1          | 0            | 1         | 0                    | 0            | 0             | 1         | 1         | 0         | 1         | 0         |

Table 22: Q3k. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : The condition of streets and roads

|                                       | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                       |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                         | 647       | 196           | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>57</b> | <b>64</b>     | <b>52</b>  | <b>65</b>      | <b>46</b>    | <b>62</b>           | <b>56</b>    | <b>59</b>      | <b>55</b>      | <b>39</b>         | <b>60</b> | <b>58</b> | <b>60</b> | <b>59</b>      | <b>62</b>    | <b>60</b>    | <b>60</b>    |
| Extremely serious problem             | 23        | 24            | 23         | 28             | 16           | 22                  | 25           | 23             | 22             | 18                | 31        | 21        | 23        | 22             | 19           | 21           | 24           |
| Very serious problem                  | 35        | 40            | 29         | 37             | 30           | 40                  | 31           | 36             | 33             | 21                | 29        | 36        | 38        | 37             | 43           | 39           | 36           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>42</b> | <b>35</b>     | <b>48</b>  | <b>35</b>      | <b>54</b>    | <b>36</b>           | <b>44</b>    | <b>41</b>      | <b>45</b>      | <b>61</b>         | <b>40</b> | <b>42</b> | <b>40</b> | <b>40</b>      | <b>37</b>    | <b>40</b>    | <b>40</b>    |
| Somewhat serious problem              | 23        | 20            | 23         | 22             | 27           | 20                  | 22           | 27             | 22             | 34                | 20        | 22        | 22        | 24             | 22           | 22           | 22           |
| Not too serious problem               | 19        | 15            | 24         | 13             | 27           | 16                  | 22           | 14             | 22             | 27                | 20        | 20        | 18        | 16             | 15           | 17           | 18           |
| <b><u>DK</u></b>                      | <b>0</b>  | <b>1</b>      | <b>0</b>   | <b>1</b>       | <b>0</b>     | <b>1</b>            | <b>0</b>     | <b>0</b>       | <b>1</b>       | <b>0</b>          | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>1</b>       | <b>1</b>     | <b>1</b>     | <b>1</b>     |
| DK                                    | 0         | 1             | 0          | 1              | 0            | 1                   | 0            | 0              | 1              | 0                 | 0         | 0         | 0         | 1              | 1            | 1            | 1            |

|                                       | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                       |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                         | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>57</b> | <b>57</b> | <b>72</b> | <b>65</b> | <b>56</b> | <b>55</b>            | <b>59</b> |
| Extremely serious problem             | 23        | 23        | 38        | 8         | 21        | 24                   | 22        |
| Very serious problem                  | 35        | 34        | 34        | 57        | 35        | 32                   | 37        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>42</b> | <b>43</b> | <b>28</b> | <b>35</b> | <b>44</b> | <b>44</b>            | <b>41</b> |
| Somewhat serious problem              | 23        | 23        | 17        | 32        | 19        | 24                   | 22        |
| Not too serious problem               | 19        | 20        | 12        | 3         | 24        | 20                   | 19        |
| <b><u>DK</u></b>                      | <b>0</b>  | <b>1</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>1</b>             | <b>0</b>  |
| DK                                    | 0         | 1         | 0         | 0         | 0         | 1                    | 0         |

Table 23: Q3I. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : The condition of landscaping in public areas

|                                       | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|---------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                       | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                       | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| Column n-Size                         | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>42</b>                               | <b>51</b> | <b>35</b> | <b>30</b> | <b>45</b> | <b>25</b>    | <b>28</b>          | <b>48</b>   | <b>36</b>       | <b>49</b>                 | <b>40</b>      | <b>39</b>   | <b>43</b>          | <b>52</b> | <b>43</b> | <b>46</b>         | <b>46</b> | <b>35</b> | <b>45</b>         | <b>49</b> | <b>38</b> |
| Extremely serious problem             | 16                                      | 13        | 18        | 16        | 23        | 16           | 7                  | 19          | 12              | 18                        | 15             | 15          | 19                 | 17        | 19        | 16                | 14        | 9         | 18                | 16        | 13        |
| Very serious problem                  | 26                                      | 38        | 17        | 14        | 22        | 9            | 21                 | 29          | 24              | 32                        | 25             | 24          | 25                 | 34        | 24        | 30                | 32        | 26        | 27                | 33        | 25        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>55</b>                               | <b>48</b> | <b>61</b> | <b>66</b> | <b>52</b> | <b>75</b>    | <b>69</b>          | <b>49</b>   | <b>61</b>       | <b>49</b>                 | <b>58</b>      | <b>55</b>   | <b>52</b>          | <b>47</b> | <b>51</b> | <b>51</b>         | <b>52</b> | <b>64</b> | <b>52</b>         | <b>50</b> | <b>59</b> |
| Somewhat serious problem              | 28                                      | 21        | 33        | 32        | 33        | 47           | 30                 | 25          | 37              | 27                        | 29             | 26          | 27                 | 20        | 26        | 32                | 27        | 19        | 30                | 24        | 22        |
| Not too serious problem               | 27                                      | 27        | 28        | 34        | 19        | 28           | 38                 | 24          | 24              | 22                        | 30             | 30          | 25                 | 27        | 25        | 19                | 25        | 45        | 22                | 26        | 38        |
| <b><u>DK</u></b>                      | <b>3</b>                                | <b>2</b>  | <b>4</b>  | <b>5</b>  | <b>3</b>  | <b>0</b>     | <b>3</b>           | <b>2</b>    | <b>3</b>        | <b>1</b>                  | <b>2</b>       | <b>5</b>    | <b>4</b>           | <b>1</b>  | <b>5</b>  | <b>3</b>          | <b>2</b>  | <b>1</b>  | <b>3</b>          | <b>2</b>  | <b>3</b>  |
| DK                                    | 3                                       | 2         | 4         | 5         | 3         | 0            | 3                  | 2           | 3               | 1                         | 2              | 5           | 4                  | 1         | 5         | 3                 | 2         | 1         | 3                 | 2         | 3         |

|                                       | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CONTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|---------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|-------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                       | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                           | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                       | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                           | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Column n-Size                         | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                           | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>42</b>        | <b>25</b>   | <b>47</b>   | <b>44</b>    | <b>41</b>       | <b>31</b>            | <b>58</b> | <b>51</b>     | <b>36</b>         | <b>20</b> | <b>62</b>              | <b>36</b> | <b>41</b>                     | <b>45</b> | <b>41</b>                     | <b>41</b>         | <b>22</b>                           | <b>31</b>   | <b>46</b>    | <b>48</b>    | <b>48</b>  |
| Extremely serious problem             | 16               | 5           | 17          | 15           | 19              | 13                   | 22        | 19            | 13                | 11        | 20                     | 14        | 14                            | 18        | 11                            | 25                | 13                                  | 11          | 20           | 15           | 16         |
| Very serious problem                  | 26               | 20          | 30          | 29           | 22              | 18                   | 37        | 32            | 23                | 9         | 43                     | 22        | 27                            | 27        | 29                            | 16                | 8                                   | 20          | 26           | 32           | 33         |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>55</b>        | <b>73</b>   | <b>51</b>   | <b>54</b>    | <b>58</b>       | <b>68</b>            | <b>39</b> | <b>47</b>     | <b>61</b>         | <b>73</b> | <b>37</b>              | <b>60</b> | <b>56</b>                     | <b>53</b> | <b>57</b>                     | <b>55</b>         | <b>76</b>                           | <b>66</b>   | <b>54</b>    | <b>46</b>    | <b>50</b>  |
| Somewhat serious problem              | 28               | 31          | 27          | 28           | 29              | 32                   | 20        | 23            | 29                | 49        | 22                     | 29        | 31                            | 25        | 30                            | 32                | 35                                  | 36          | 26           | 26           | 25         |
| Not too serious problem               | 27               | 42          | 24          | 27           | 29              | 36                   | 19        | 24            | 32                | 25        | 15                     | 31        | 26                            | 28        | 26                            | 23                | 41                                  | 31          | 28           | 20           | 25         |
| <b><u>DK</u></b>                      | <b>3</b>         | <b>2</b>    | <b>2</b>    | <b>2</b>     | <b>2</b>        | <b>1</b>             | <b>3</b>  | <b>2</b>      | <b>3</b>          | <b>7</b>  | <b>1</b>               | <b>4</b>  | <b>3</b>                      | <b>2</b>  | <b>3</b>                      | <b>4</b>          | <b>2</b>                            | <b>2</b>    | <b>1</b>     | <b>6</b>     | <b>2</b>   |
| DK                                    | 3                | 2           | 2           | 2            | 2               | 1                    | 3         | 2             | 3                 | 7         | 1                      | 4         | 3                             | 2         | 3                             | 4                 | 2                                   | 2           | 1            | 6            | 2          |

Table 23: Q3I. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : The condition of landscaping in public areas

|                                       | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|---------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                       | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                         | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>42</b>     | <b>42</b> | <b>41</b> | <b>49</b>          | <b>48</b> | <b>24</b>  | <b>68</b>            | <b>23</b> | <b>72</b>           | <b>60</b>  | <b>43</b>    | <b>0</b>  | <b>28</b>            | <b>48</b>    | <b>55</b>     | <b>33</b> |           |           |           |           |
| Extremely serious problem             | 16            | 16        | 12        | 17                 | 18        | 7          | 26                   | 9         | 27                  | 35         | 7            | 0         | 12                   | 15           | 17            | 20        |           |           |           |           |
| Very serious problem                  | 26            | 26        | 29        | 32                 | 30        | 17         | 43                   | 13        | 46                  | 25         | 37           | 0         | 15                   | 33           | 38            | 13        |           |           |           |           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>55</b>     | <b>55</b> | <b>57</b> | <b>50</b>          | <b>50</b> | <b>70</b>  | <b>29</b>            | <b>75</b> | <b>27</b>           | <b>40</b>  | <b>57</b>    | <b>46</b> | <b>64</b>            | <b>50</b>    | <b>41</b>     | <b>65</b> |           |           |           |           |
| Somewhat serious problem              | 28            | 27        | 31        | 31                 | 24        | 32         | 15                   | 35        | 13                  | 0          | 52           | 0         | 41                   | 20           | 17            | 40        |           |           |           |           |
| Not too serious problem               | 27            | 28        | 26        | 19                 | 26        | 38         | 14                   | 40        | 13                  | 40         | 4            | 46        | 23                   | 30           | 24            | 25        |           |           |           |           |
| <b><u>DK</u></b>                      | <b>3</b>      | <b>3</b>  | <b>2</b>  | <b>1</b>           | <b>2</b>  | <b>6</b>   | <b>2</b>             | <b>3</b>  | <b>1</b>            | <b>0</b>   | <b>0</b>     | <b>54</b> | <b>8</b>             | <b>2</b>     | <b>3</b>      | <b>2</b>  |           |           |           |           |
| DK                                    | 3             | 3         | 2         | 1                  | 2         | 6          | 2                    | 3         | 1                   | 0          | 0            | 54        | 8                    | 2            | 3             | 2         |           |           |           |           |
|                                       | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                       | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                         | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272       | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>42</b>     | <b>44</b> | <b>41</b> | <b>52</b>          | <b>51</b> | <b>43</b>  | <b>37</b>            | <b>30</b> | <b>26</b>           | <b>49</b>  | <b>32</b>    | <b>51</b> | <b>40</b>            | <b>28</b>    | <b>46</b>     | <b>46</b> | <b>44</b> | <b>33</b> | <b>46</b> | <b>39</b> |
| Extremely serious problem             | 16            | 18        | 14        | 21                 | 18        | 16         | 16                   | 12        | 5                   | 19         | 12           | 20        | 16                   | 9            | 14            | 14        | 21        | 13        | 14        | 17        |
| Very serious problem                  | 26            | 26        | 27        | 30                 | 33        | 27         | 21                   | 18        | 21                  | 31         | 20           | 32        | 24                   | 19           | 33            | 32        | 23        | 20        | 32        | 22        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>55</b>     | <b>54</b> | <b>56</b> | <b>45</b>          | <b>46</b> | <b>55</b>  | <b>60</b>            | <b>66</b> | <b>72</b>           | <b>48</b>  | <b>64</b>    | <b>46</b> | <b>58</b>            | <b>69</b>    | <b>50</b>     | <b>50</b> | <b>54</b> | <b>65</b> | <b>50</b> | <b>59</b> |
| Somewhat serious problem              | 28            | 23        | 32        | 16                 | 20        | 30         | 34                   | 31        | 44                  | 21         | 35           | 18        | 32                   | 37           | 21            | 29        | 29        | 30        | 25        | 30        |
| Not too serious problem               | 27            | 30        | 24        | 29                 | 27        | 25         | 26                   | 35        | 29                  | 27         | 29           | 28        | 25                   | 32           | 29            | 21        | 24        | 34        | 26        | 29        |
| <b><u>DK</u></b>                      | <b>3</b>      | <b>3</b>  | <b>3</b>  | <b>3</b>           | <b>2</b>  | <b>2</b>   | <b>3</b>             | <b>5</b>  | <b>2</b>            | <b>2</b>   | <b>3</b>     | <b>3</b>  | <b>3</b>             | <b>3</b>     | <b>3</b>      | <b>4</b>  | <b>2</b>  | <b>2</b>  | <b>4</b>  | <b>2</b>  |
| DK                                    | 3             | 3         | 3         | 3                  | 2         | 2          | 3                    | 5         | 2                   | 2          | 3            | 3         | 3                    | 3            | 3             | 4         | 2         | 2         | 4         | 2         |

Table 23: Q3I. Here are some problems facing Milpitas that other people have mentioned. For each one, 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. : The condition of landscaping in public areas

|                                       | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                       | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                         | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>42</b>     | <b>47</b>    | <b>37</b>  | <b>53</b>      | <b>28</b>    | <b>46</b>           | <b>42</b>    | <b>46</b>      | <b>36</b>      | <b>27</b>         | <b>53</b> | <b>35</b> | <b>54</b> | <b>46</b>      | <b>47</b>    | <b>46</b>    | <b>44</b>    |
| Extremely serious problem             | 16            | 20           | 14         | 17             | 10           | 16                  | 19           | 12             | 15             | 9                 | 19        | 14        | 15        | 22             | 15           | 17           | 17           |
| Very serious problem                  | 26            | 27           | 23         | 36             | 17           | 30                  | 23           | 35             | 21             | 18                | 34        | 21        | 40        | 24             | 32           | 29           | 28           |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>55</b>     | <b>51</b>    | <b>59</b>  | <b>44</b>      | <b>69</b>    | <b>51</b>           | <b>56</b>    | <b>49</b>      | <b>62</b>      | <b>71</b>         | <b>46</b> | <b>61</b> | <b>45</b> | <b>52</b>      | <b>48</b>    | <b>51</b>    | <b>53</b>    |
| Somewhat serious problem              | 28            | 22           | 25         | 20             | 44           | 22                  | 25           | 27             | 36             | 33                | 24        | 35        | 26        | 28             | 20           | 27           | 26           |
| Not too serious problem               | 27            | 29           | 34         | 24             | 25           | 29                  | 31           | 22             | 26             | 38                | 22        | 27        | 19        | 24             | 27           | 25           | 26           |
| <b><u>DK</u></b>                      | <b>3</b>      | <b>2</b>     | <b>3</b>   | <b>3</b>       | <b>3</b>     | <b>3</b>            | <b>3</b>     | <b>5</b>       | <b>2</b>       | <b>2</b>          | <b>1</b>  | <b>3</b>  | <b>1</b>  | <b>2</b>       | <b>5</b>     | <b>3</b>     | <b>3</b>     |
| DK                                    | 3             | 2            | 3          | 3              | 3            | 3                   | 3            | 5              | 2              | 2                 | 1         | 3         | 1         | 2              | 5            | 3            | 3            |

|                                       | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|
|                                       | Total     | ENG       | SPAN      | VIET      | CHIN                 | A         | B         |
| Column n-Size                         | 647       | 587       | 15        | 27        | 18                   | 323       | 324       |
| <b><u>EXT/VERY SERIOUS PRB</u></b>    | <b>42</b> | <b>41</b> | <b>50</b> | <b>51</b> | <b>54</b>            | <b>44</b> | <b>41</b> |
| Extremely serious problem             | 16        | 16        | 12        | 22        | 14                   | 18        | 14        |
| Very serious problem                  | 26        | 26        | 38        | 29        | 40                   | 26        | 27        |
| <b><u>SWT/NOT TOO SERIOUS PRB</u></b> | <b>55</b> | <b>56</b> | <b>44</b> | <b>49</b> | <b>46</b>            | <b>52</b> | <b>57</b> |
| Somewhat serious problem              | 28        | 28        | 44        | 28        | 16                   | 26        | 29        |
| Not too serious problem               | 27        | 28        | 0         | 21        | 30                   | 26        | 29        |
| <b><u>DK</u></b>                      | <b>3</b>  | <b>3</b>  | <b>6</b>  | <b>0</b>  | <b>0</b>             | <b>4</b>  | <b>2</b>  |
| DK                                    | 3         | 3         | 6         | 0         | 0                    | 4         | 2         |

Table 24: Q4a. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I am proud to live in Milpitas.

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                              | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| Column n-Size                | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b><u>TOTAL AGREE</u></b>    | <b>86</b>                               | <b>86</b>   | <b>86</b>   | <b>85</b>    | <b>89</b>       | <b>83</b>            | <b>96</b>          | <b>88</b>     | <b>66</b>         | <b>84</b>                 | <b>92</b>              | <b>75</b>   | <b>75</b>                    | <b>93</b> | <b>93</b>                     | <b>85</b>         | <b>91</b>                           | <b>71</b>   | <b>80</b>         | <b>92</b>    | <b>79</b>  |
| Strongly agree               | 40                                      | 41          | 39          | 43           | 35              | 34                   | 78                 | 31            | 21                | 39                        | 44                     | 33          | 29                           | 47        | 40                            | 32                | 40                                  | 48          | 30                | 43           | 45         |
| Somewhat agree               | 46                                      | 45          | 47          | 42           | 54              | 50                   | 18                 | 57            | 45                | 45                        | 48                     | 41          | 46                           | 46        | 53                            | 53                | 51                                  | 23          | 50                | 49           | 34         |
| <b><u>TOTAL DISAGREE</u></b> | <b>11</b>                               | <b>12</b>   | <b>11</b>   | <b>10</b>    | <b>11</b>       | <b>17</b>            | <b>3</b>           | <b>10</b>     | <b>30</b>         | <b>13</b>                 | <b>6</b>               | <b>24</b>   | <b>18</b>                    | <b>6</b>  | <b>6</b>                      | <b>11</b>         | <b>8</b>                            | <b>25</b>   | <b>15</b>         | <b>7</b>     | <b>18</b>  |
| Somewhat disagree            | 9                                       | 10          | 8           | 6            | 9               | 11                   | 0                  | 10            | 17                | 10                        | 6                      | 18          | 13                           | 6         | 2                             | 7                 | 8                                   | 25          | 10                | 7            | 17         |
| Strongly disagree            | 2                                       | 2           | 3           | 3            | 1               | 6                    | 2                  | 0             | 13                | 3                         | 1                      | 5           | 5                            | 0         | 4                             | 4                 | 0                                   | 0           | 4                 | 0            | 2          |
| <b><u>DK</u></b>             | <b>3</b>                                | <b>2</b>    | <b>3</b>    | <b>5</b>     | <b>0</b>        | <b>0</b>             | <b>2</b>           | <b>2</b>      | <b>4</b>          | <b>3</b>                  | <b>2</b>               | <b>2</b>    | <b>7</b>                     | <b>1</b>  | <b>1</b>                      | <b>3</b>          | <b>1</b>                            | <b>4</b>    | <b>5</b>          | <b>1</b>     | <b>3</b>   |
| DK                           | 3                                       | 2           | 3           | 5            | 0               | 0                    | 2                  | 2             | 4                 | 3                         | 2                      | 2           | 7                            | 1         | 1                             | 3                 | 1                                   | 4           | 5                 | 1            | 3          |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                              | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| Column n-Size                | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b><u>TOTAL AGREE</u></b>    | <b>86</b>                               | <b>96</b>   | <b>90</b>   | <b>91</b>    | <b>64</b>       | <b>83</b>            | <b>86</b>          | <b>85</b>     | <b>87</b>         | <b>87</b>                 | <b>80</b>              | <b>88</b>   | <b>86</b>                    | <b>86</b> | <b>89</b>                     | <b>75</b>         | <b>84</b>                           | <b>77</b>   | <b>88</b>         | <b>87</b>    | <b>88</b>  |
| Strongly agree               | 40                                      | 70          | 40          | 45           | 17              | 53                   | 38                 | 42            | 38                | 34                        | 34                     | 41          | 42                           | 38        | 44                            | 34                | 34                                  | 27          | 43                | 41           | 44         |
| Somewhat agree               | 46                                      | 27          | 50          | 46           | 48              | 30                   | 48                 | 43            | 49                | 53                        | 46                     | 47          | 44                           | 49        | 45                            | 40                | 50                                  | 50          | 45                | 47           | 44         |
| <b><u>TOTAL DISAGREE</u></b> | <b>11</b>                               | <b>4</b>    | <b>8</b>    | <b>7</b>     | <b>30</b>       | <b>14</b>            | <b>12</b>          | <b>13</b>     | <b>10</b>         | <b>10</b>                 | <b>16</b>              | <b>9</b>    | <b>12</b>                    | <b>10</b> | <b>10</b>                     | <b>22</b>         | <b>15</b>                           | <b>20</b>   | <b>10</b>         | <b>9</b>     | <b>10</b>  |
| Somewhat disagree            | 9                                       | 3           | 7           | 6            | 20              | 11                   | 9                  | 10            | 8                 | 7                         | 14                     | 7           | 9                            | 9         | 7                             | 16                | 11                                  | 18          | 8                 | 7            | 8          |
| Strongly disagree            | 2                                       | 1           | 1           | 1            | 10              | 4                    | 3                  | 3             | 2                 | 2                         | 2                      | 2           | 3                            | 1         | 2                             | 7                 | 4                                   | 3           | 1                 | 2            | 2          |
| <b><u>DK</u></b>             | <b>3</b>                                | <b>0</b>    | <b>2</b>    | <b>2</b>     | <b>6</b>        | <b>3</b>             | <b>2</b>           | <b>2</b>      | <b>3</b>          | <b>4</b>                  | <b>4</b>               | <b>2</b>    | <b>2</b>                     | <b>3</b>  | <b>2</b>                      | <b>3</b>          | <b>1</b>                            | <b>3</b>    | <b>3</b>          | <b>3</b>     | <b>3</b>   |
| DK                           | 3                                       | 0           | 2           | 2            | 6               | 3                    | 2                  | 2             | 3                 | 4                         | 4                      | 2           | 2                            | 3         | 2                             | 3                 | 1                                   | 3           | 3                 | 3            | 3          |



Table 24: Q4a. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I am proud to live in Milpitas.

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>TOTAL AGREE</u></b>    | <b>86</b>     | <b>87</b> | <b>82</b> | <b>91</b>          | <b>84</b> | <b>90</b>  | <b>89</b>            | <b>79</b> | <b>89</b>           | <b>100</b> | <b>95</b>    | <b>54</b> | <b>84</b>            | <b>88</b>    | <b>91</b>     | <b>80</b> |           |           |           |           |
| Strongly agree               | 40            | 40        | 41        | 37                 | 36        | 53         | 41                   | 29        | 41                  | 13         | 35           | 54        | 52                   | 36           | 47            | 35        |           |           |           |           |
| Somewhat agree               | 46            | 48        | 41        | 54                 | 48        | 37         | 48                   | 50        | 47                  | 87         | 60           | 0         | 32                   | 52           | 45            | 45        |           |           |           |           |
| <b><u>TOTAL DISAGREE</u></b> | <b>11</b>     | <b>10</b> | <b>15</b> | <b>8</b>           | <b>14</b> | <b>7</b>   | <b>10</b>            | <b>19</b> | <b>10</b>           | <b>0</b>   | <b>5</b>     | <b>46</b> | <b>15</b>            | <b>10</b>    | <b>8</b>      | <b>17</b> |           |           |           |           |
| Somewhat disagree            | 9             | 8         | 12        | 7                  | 11        | 6          | 9                    | 13        | 9                   | 0          | 5            | 46        | 12                   | 9            | 6             | 12        |           |           |           |           |
| Strongly disagree            | 2             | 2         | 3         | 1                  | 3         | 1          | 1                    | 5         | 1                   | 0          | 0            | 0         | 3                    | 1            | 2             | 5         |           |           |           |           |
| <b><u>DK</u></b>             | <b>3</b>      | <b>2</b>  | <b>3</b>  | <b>1</b>           | <b>2</b>  | <b>3</b>   | <b>1</b>             | <b>2</b>  | <b>2</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>1</b>             | <b>2</b>     | <b>1</b>      | <b>3</b>  |           |           |           |           |
| DK                           | 3             | 2         | 3         | 1                  | 2         | 3          | 1                    | 2         | 2                   | 0          | 0            | 0         | 1                    | 2            | 1             | 3         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272       | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL AGREE</u></b>    | <b>86</b>     | <b>87</b> | <b>86</b> | <b>89</b>          | <b>87</b> | <b>85</b>  | <b>87</b>            | <b>91</b> | <b>75</b>           | <b>87</b>  | <b>86</b>    | <b>88</b> | <b>86</b>            | <b>84</b>    | <b>86</b>     | <b>85</b> | <b>93</b> | <b>78</b> | <b>86</b> | <b>86</b> |
| Strongly agree               | 40            | 40        | 40        | 37                 | 32        | 35         | 45                   | 48        | 52                  | 34         | 48           | 34        | 41                   | 50           | 40            | 38        | 45        | 35        | 39        | 40        |
| Somewhat agree               | 46            | 46        | 46        | 52                 | 55        | 50         | 42                   | 43        | 23                  | 53         | 38           | 54        | 46                   | 34           | 46            | 48        | 49        | 43        | 47        | 46        |
| <b><u>TOTAL DISAGREE</u></b> | <b>11</b>     | <b>11</b> | <b>11</b> | <b>8</b>           | <b>11</b> | <b>13</b>  | <b>9</b>             | <b>5</b>  | <b>22</b>           | <b>11</b>  | <b>11</b>    | <b>10</b> | <b>11</b>            | <b>13</b>    | <b>10</b>     | <b>13</b> | <b>4</b>  | <b>20</b> | <b>11</b> | <b>11</b> |
| Somewhat disagree            | 9             | 9         | 9         | 4                  | 9         | 10         | 8                    | 5         | 19                  | 8          | 10           | 7         | 9                    | 11           | 6             | 12        | 4         | 16        | 9         | 9         |
| Strongly disagree            | 2             | 2         | 3         | 4                  | 2         | 4          | 1                    | 0         | 3                   | 3          | 1            | 3         | 2                    | 1            | 4             | 1         | 0         | 4         | 3         | 2         |
| <b><u>DK</u></b>             | <b>3</b>      | <b>2</b>  | <b>3</b>  | <b>3</b>           | <b>2</b>  | <b>2</b>   | <b>3</b>             | <b>4</b>  | <b>3</b>            | <b>2</b>   | <b>3</b>     | <b>2</b>  | <b>3</b>             | <b>3</b>     | <b>4</b>      | <b>2</b>  | <b>3</b>  | <b>2</b>  | <b>3</b>  | <b>2</b>  |
| DK                           | 3             | 2         | 3         | 3                  | 2         | 2          | 3                    | 4         | 3                   | 2          | 3            | 2         | 3                    | 3            | 4             | 2         | 3         | 2         | 3         | 2         |

Table 24: Q4a. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I am proud to live in Milpitas.

|                              | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                              | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL AGREE</u></b>    | <b>86</b>     | <b>87</b>    | <b>87</b>  | <b>87</b>      | <b>85</b>    | <b>85</b>           | <b>88</b>    | <b>87</b>      | <b>85</b>      | <b>84</b>         | <b>95</b> | <b>83</b> | <b>85</b> | <b>82</b>      | <b>93</b>    | <b>86</b>    | <b>86</b>    |
| Strongly agree               | 40            | 38           | 45         | 30             | 50           | 37                  | 43           | 41             | 38             | 37                | 43        | 25        | 47        | 39             | 39           | 38           | 40           |
| Somewhat agree               | 46            | 49           | 42         | 57             | 34           | 48                  | 46           | 46             | 47             | 47                | 52        | 58        | 38        | 42             | 54           | 48           | 46           |
| <b><u>TOTAL DISAGREE</u></b> | <b>11</b>     | <b>10</b>    | <b>11</b>  | <b>11</b>      | <b>10</b>    | <b>12</b>           | <b>10</b>    | <b>11</b>      | <b>12</b>      | <b>13</b>         | <b>5</b>  | <b>17</b> | <b>9</b>  | <b>17</b>      | <b>6</b>     | <b>12</b>    | <b>11</b>    |
| Somewhat disagree            | 9             | 7            | 11         | 8              | 9            | 9                   | 9            | 9              | 8              | 10                | 2         | 14        | 7         | 15             | 5            | 10           | 9            |
| Strongly disagree            | 2             | 3            | 1          | 4              | 2            | 3                   | 1            | 2              | 3              | 3                 | 3         | 3         | 2         | 2              | 2            | 2            | 2            |
| <b><u>DK</u></b>             | <b>3</b>      | <b>2</b>     | <b>2</b>   | <b>2</b>       | <b>5</b>     | <b>3</b>            | <b>2</b>     | <b>3</b>       | <b>3</b>       | <b>3</b>          | <b>0</b>  | <b>0</b>  | <b>6</b>  | <b>2</b>       | <b>0</b>     | <b>2</b>     | <b>2</b>     |
| DK                           | 3             | 2            | 2          | 2              | 5            | 3                   | 2            | 3              | 3              | 3                 | 0         | 0         | 6         | 2              | 0            | 2            | 2            |

|                              | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                              | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL AGREE</u></b>    | <b>86</b> | <b>85</b> | <b>95</b> | <b>98</b> | <b>90</b> | <b>87</b>            | <b>86</b> |
| Strongly agree               | 40        | 40        | 31        | 46        | 18        | 40                   | 39        |
| Somewhat agree               | 46        | 45        | 63        | 52        | 72        | 46                   | 46        |
| <b><u>TOTAL DISAGREE</u></b> | <b>11</b> | <b>12</b> | <b>5</b>  | <b>2</b>  | <b>10</b> | <b>10</b>            | <b>12</b> |
| Somewhat disagree            | 9         | 10        | 5         | 2         | 3         | 8                    | 10        |
| Strongly disagree            | 2         | 2         | 0         | 0         | 6         | 3                    | 2         |
| <b><u>DK</u></b>             | <b>3</b>  | <b>3</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>3</b>             | <b>2</b>  |
| DK                           | 3         | 3         | 0         | 0         | 0         | 3                    | 2         |

Table 25: Q4b. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I feel different cultures are celebrated in Milpitas.

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |      |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |      |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134  | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>TOTAL AGREE</u></b>    | 87                                      | 88          | 86          | 80           | 94              | 100                  | 97                 | 88            | 70                | 87                        | 94                     | 69          | 78                           | 95   | 87                            | 0                 | 0                                   | 0           | 78                | 95           | 87         |
| Strongly agree               | 38                                      | 34          | 42          | 43           | 37              | 78                   | 64                 | 33            | 19                | 39                        | 40                     | 33          | 42                           | 37   | 44                            | 0                 | 0                                   | 0           | 42                | 37           | 44         |
| Somewhat agree               | 49                                      | 54          | 44          | 37           | 57              | 22                   | 33                 | 55            | 51                | 48                        | 53                     | 36          | 37                           | 58   | 44                            | 0                 | 0                                   | 0           | 37                | 58           | 44         |
| <b><u>TOTAL DISAGREE</u></b> | 8                                       | 7           | 8           | 11           | 6               | 0                    | 1                  | 8             | 21                | 8                         | 4                      | 23          | 14                           | 4    | 7                             | 0                 | 0                                   | 0           | 14                | 4            | 7          |
| Somewhat disagree            | 5                                       | 4           | 5           | 6            | 6               | 0                    | 1                  | 5             | 13                | 4                         | 3                      | 13          | 7                            | 3    | 4                             | 0                 | 0                                   | 0           | 7                 | 3            | 4          |
| Strongly disagree            | 3                                       | 3           | 3           | 5            | 0               | 0                    | 0                  | 3             | 8                 | 4                         | 1                      | 9           | 6                            | 1    | 3                             | 0                 | 0                                   | 0           | 6                 | 1            | 3          |
| <b><u>DK</u></b>             | 5                                       | 5           | 6           | 9            | 0               | 0                    | 3                  | 4             | 9                 | 5                         | 2                      | 8           | 8                            | 1    | 5                             | 0                 | 0                                   | 0           | 8                 | 1            | 5          |
| DK                           | 5                                       | 5           | 6           | 9            | 0               | 0                    | 3                  | 4             | 9                 | 5                         | 2                      | 8           | 8                            | 1    | 5                             | 0                 | 0                                   | 0           | 8                 | 1            | 5          |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |      |                               |                   |                                     |             |                   |              |            |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |      | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO   | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |      |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160  | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>TOTAL AGREE</u></b>    | 87                                      | 100         | 92          | 93           | 62              | 93                   | 90                 | 91            | 87                | 65                        | 92                     | 86          | 90                           | 85   | 93                            | 72                | 77                                  | 88          | 94                | 83           | 90         |
| Strongly agree               | 38                                      | 77          | 35          | 41           | 25              | 47                   | 37                 | 40            | 37                | 41                        | 33                     | 39          | 43                           | 32   | 45                            | 35                | 41                                  | 36          | 43                | 26           | 44         |
| Somewhat agree               | 49                                      | 23          | 57          | 52           | 38              | 46                   | 53                 | 51            | 50                | 25                        | 59                     | 47          | 46                           | 53   | 48                            | 37                | 36                                  | 52          | 51                | 57           | 46         |
| <b><u>TOTAL DISAGREE</u></b> | 8                                       | 0           | 4           | 4            | 29              | 7                    | 10                 | 9             | 7                 | 7                         | 4                      | 8           | 7                            | 9    | 4                             | 19                | 16                                  | 11          | 6                 | 10           | 4          |
| Somewhat disagree            | 5                                       | 0           | 3           | 3            | 16              | 2                    | 6                  | 5             | 5                 | 2                         | 3                      | 5           | 5                            | 4    | 3                             | 16                | 12                                  | 5           | 3                 | 6            | 2          |
| Strongly disagree            | 3                                       | 0           | 1           | 1            | 13              | 6                    | 4                  | 4             | 2                 | 5                         | 1                      | 3           | 2                            | 5    | 1                             | 3                 | 3                                   | 6           | 3                 | 5            | 2          |
| <b><u>DK</u></b>             | 5                                       | 0           | 4           | 3            | 8               | 0                    | 0                  | 0             | 6                 | 27                        | 4                      | 6           | 3                            | 7    | 2                             | 9                 | 8                                   | 1           | 0                 | 6            | 6          |
| DK                           | 5                                       | 0           | 4           | 3            | 8               | 0                    | 0                  | 0             | 6                 | 27                        | 4                      | 6           | 3                            | 7    | 2                             | 9                 | 8                                   | 1           | 0                 | 6            | 6          |

Table 25: Q4b. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I feel different cultures are celebrated in Milpitas.

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |              |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|--------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE   | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2            | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>TOTAL AGREE</u></b>    | <b>87</b>     | <b>88</b> | <b>84</b> | <b>93</b>          | <b>85</b> | <b>90</b>  | <b>92</b>            | <b>77</b> | <b>92</b>           | <b>66</b>    | <b>100</b>   | <b>0</b>  | <b>91</b>            | <b>88</b>    | <b>92</b>     | <b>84</b> |           |           |           |           |
| Strongly agree               | 38            | 42        | 32        | 39                 | 35        | 47         | 36                   | 31        | 36                  | 24           | 24           | 0         | 33                   | 25           | 44            | 45        |           |           |           |           |
| Somewhat agree               | 49            | 46        | 52        | 54                 | 50        | 43         | 56                   | 45        | 55                  | 42           | 76           | 0         | 59                   | 63           | 48            | 39        |           |           |           |           |
| <b><u>TOTAL DISAGREE</u></b> | <b>8</b>      | <b>9</b>  | <b>9</b>  | <b>4</b>           | <b>8</b>  | <b>9</b>   | <b>3</b>             | <b>14</b> | <b>2</b>            | <b>34</b>    | <b>0</b>     | <b>0</b>  | <b>7</b>             | <b>7</b>     | <b>4</b>      | <b>10</b> |           |           |           |           |
| Somewhat disagree            | 5             | 5         | 5         | 0                  | 5         | 7          | 1                    | 11        | 1                   | 0            | 0            | 0         | 7                    | 3            | 2             | 7         |           |           |           |           |
| Strongly disagree            | 3             | 3         | 4         | 3                  | 3         | 2          | 2                    | 3         | 1                   | 34           | 0            | 0         | 0                    | 4            | 2             | 3         |           |           |           |           |
| <b><u>DK</u></b>             | <b>5</b>      | <b>3</b>  | <b>7</b>  | <b>3</b>           | <b>7</b>  | <b>0</b>   | <b>5</b>             | <b>9</b>  | <b>6</b>            | <b>0</b>     | <b>0</b>     | <b>0</b>  | <b>1</b>             | <b>5</b>     | <b>4</b>      | <b>6</b>  |           |           |           |           |
| DK                           | 5             | 3         | 7         | 3                  | 7         | 0          | 5                    | 9         | 6                   | 0            | 0            | 0         | 1                    | 5            | 4             | 6         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     | QE EDUCATION |              |           |                      |              |               |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49        | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181          | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>TOTAL AGREE</u></b>    | <b>87</b>     | <b>85</b> | <b>89</b> | <b>91</b>          | <b>86</b> | <b>91</b>  | <b>82</b>            | <b>85</b> | <b>88</b>           | <b>89</b>    | <b>84</b>    | <b>88</b> | <b>85</b>            | <b>86</b>    | <b>88</b>     | <b>90</b> | <b>91</b> | <b>79</b> | <b>89</b> | <b>86</b> |
| Strongly agree               | 38            | 38        | 39        | 33                 | 34        | 49         | 42                   | 31        | 46                  | 37           | 40           | 34        | 45                   | 38           | 28            | 36        | 46        | 39        | 32        | 43        |
| Somewhat agree               | 49            | 47        | 50        | 58                 | 52        | 42         | 40                   | 54        | 42                  | 51           | 44           | 54        | 41                   | 49           | 59            | 54        | 45        | 40        | 57        | 43        |
| <b><u>TOTAL DISAGREE</u></b> | <b>8</b>      | <b>11</b> | <b>5</b>  | <b>5</b>           | <b>10</b> | <b>5</b>   | <b>10</b>            | <b>8</b>  | <b>12</b>           | <b>7</b>     | <b>10</b>    | <b>8</b>  | <b>8</b>             | <b>10</b>    | <b>2</b>      | <b>8</b>  | <b>6</b>  | <b>15</b> | <b>5</b>  | <b>10</b> |
| Somewhat disagree            | 5             | 6         | 4         | 3                  | 4         | 5          | 6                    | 2         | 10                  | 4            | 6            | 4         | 5                    | 6            | 0             | 6         | 2         | 12        | 3         | 6         |
| Strongly disagree            | 3             | 5         | 2         | 1                  | 5         | 0          | 4                    | 6         | 2                   | 3            | 4            | 4         | 2                    | 4            | 2             | 2         | 5         | 3         | 2         | 4         |
| <b><u>DK</u></b>             | <b>5</b>      | <b>4</b>  | <b>6</b>  | <b>4</b>           | <b>5</b>  | <b>5</b>   | <b>8</b>             | <b>7</b>  | <b>0</b>            | <b>5</b>     | <b>6</b>     | <b>5</b>  | <b>7</b>             | <b>4</b>     | <b>11</b>     | <b>2</b>  | <b>3</b>  | <b>6</b>  | <b>7</b>  | <b>4</b>  |
| DK                           | 5             | 4         | 6         | 4                  | 5         | 5          | 8                    | 7         | 0                   | 5            | 6            | 5         | 7                    | 4            | 11            | 2         | 3         | 6         | 7         | 4         |

Table 25: Q4b. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I feel different cultures are celebrated in Milpitas.

|                              | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                              | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL AGREE</u></b>    | <b>87</b>     | <b>88</b>    | <b>81</b>  | <b>90</b>      | <b>87</b>    | <b>87</b>           | <b>84</b>    | <b>91</b>      | <b>87</b>      | <b>86</b>         | <b>92</b> | <b>88</b> | <b>71</b> | <b>95</b>      | <b>87</b>    | <b>86</b>    | <b>87</b>    |
| Strongly agree               | 38            | 33           | 47         | 43             | 34           | 36                  | 40           | 27             | 46             | 49                | 34        | 44        | 31        | 37             | 34           | 37           | 37           |
| Somewhat agree               | 49            | 55           | 33         | 47             | 53           | 51                  | 44           | 63             | 41             | 37                | 58        | 44        | 40        | 58             | 53           | 50           | 50           |
| <b><u>TOTAL DISAGREE</u></b> | <b>8</b>      | <b>9</b>     | <b>14</b>  | <b>5</b>       | <b>6</b>     | <b>7</b>            | <b>13</b>    | <b>2</b>       | <b>8</b>       | <b>7</b>          | <b>3</b>  | <b>12</b> | <b>8</b>  | <b>5</b>       | <b>12</b>    | <b>9</b>     | <b>8</b>     |
| Somewhat disagree            | 5             | 5            | 8          | 4              | 4            | 5                   | 7            | 0              | 6              | 6                 | 2         | 12        | 6         | 2              | 5            | 6            | 5            |
| Strongly disagree            | 3             | 4            | 6          | 1              | 2            | 3                   | 6            | 1              | 2              | 1                 | 2         | 0         | 2         | 4              | 7            | 3            | 3            |
| <b><u>DK</u></b>             | <b>5</b>      | <b>4</b>     | <b>5</b>   | <b>6</b>       | <b>7</b>     | <b>6</b>            | <b>3</b>     | <b>8</b>       | <b>5</b>       | <b>7</b>          | <b>5</b>  | <b>0</b>  | <b>21</b> | <b>0</b>       | <b>1</b>     | <b>4</b>     | <b>5</b>     |
| DK                           | 5             | 4            | 5          | 6              | 7            | 6                   | 3            | 8              | 5              | 7                 | 5         | 0         | 21        | 0              | 1            | 4            | 5            |

|                              | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                              | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL AGREE</u></b>    | <b>87</b> | <b>87</b> | <b>79</b> | <b>96</b> | <b>82</b> | <b>87</b>            | <b>0</b> |
| Strongly agree               | 38        | 40        | 22        | 29        | 16        | 38                   | 0        |
| Somewhat agree               | 49        | 47        | 56        | 67        | 65        | 49                   | 0        |
| <b><u>TOTAL DISAGREE</u></b> | <b>8</b>  | <b>8</b>  | <b>0</b>  | <b>4</b>  | <b>18</b> | <b>8</b>             | <b>0</b> |
| Somewhat disagree            | 5         | 5         | 0         | 4         | 18        | 5                    | 0        |
| Strongly disagree            | 3         | 3         | 0         | 0         | 0         | 3                    | 0        |
| <b><u>DK</u></b>             | <b>5</b>  | <b>5</b>  | <b>21</b> | <b>0</b>  | <b>0</b>  | <b>5</b>             | <b>0</b> |
| DK                           | 5         | 5         | 21        | 0         | 0         | 5                    | 0        |

Table 26: Q4c. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I trust the City to plan for Milpitas' future.

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                              | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| Column n-Size                | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>TOTAL AGREE</u></b>    | <b>70</b>                               | <b>78</b>   | <b>64</b>   | <b>61</b>    | <b>71</b>       | <b>39</b>            | <b>79</b>          | <b>76</b>     | <b>33</b>         | <b>65</b>                 | <b>82</b>              | <b>48</b>   | <b>59</b>                    | <b>81</b> | <b>78</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>59</b>         | <b>81</b>    | <b>78</b>  |
| Strongly agree               | 20                                      | 22          | 17          | 18           | 17              | 0                    | 31                 | 17            | 6                 | 21                        | 24                     | 6           | 15                           | 26        | 38                            | 0                 | 0                                   | 0           | 15                | 26           | 38         |
| Somewhat agree               | 51                                      | 56          | 47          | 43           | 53              | 39                   | 47                 | 58            | 26                | 45                        | 58                     | 43          | 44                           | 55        | 40                            | 0                 | 0                                   | 0           | 44                | 55           | 40         |
| <b><u>TOTAL DISAGREE</u></b> | <b>22</b>                               | <b>20</b>   | <b>23</b>   | <b>24</b>    | <b>18</b>       | <b>49</b>            | <b>9</b>           | <b>18</b>     | <b>63</b>         | <b>25</b>                 | <b>12</b>              | <b>48</b>   | <b>30</b>                    | <b>16</b> | <b>21</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>30</b>         | <b>16</b>    | <b>21</b>  |
| Somewhat disagree            | 15                                      | 15          | 15          | 16           | 11              | 42                   | 9                  | 14            | 29                | 17                        | 11                     | 26          | 20                           | 15        | 10                            | 0                 | 0                                   | 0           | 20                | 15           | 10         |
| Strongly disagree            | 7                                       | 5           | 8           | 9            | 7               | 7                    | 0                  | 4             | 33                | 7                         | 1                      | 22          | 10                           | 1         | 11                            | 0                 | 0                                   | 0           | 10                | 1            | 11         |
| <b><u>DK</u></b>             | <b>8</b>                                | <b>1</b>    | <b>13</b>   | <b>15</b>    | <b>11</b>       | <b>13</b>            | <b>12</b>          | <b>6</b>      | <b>5</b>          | <b>10</b>                 | <b>6</b>               | <b>4</b>    | <b>11</b>                    | <b>2</b>  | <b>2</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>11</b>         | <b>2</b>     | <b>2</b>   |
| DK                           | 8                                       | 1           | 13          | 15           | 11              | 13                   | 12                 | 6             | 5                 | 10                        | 6                      | 4           | 11                           | 2         | 2                             | 0                 | 0                                   | 0           | 11                | 2            | 2          |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                              | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| Column n-Size                | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>TOTAL AGREE</u></b>    | <b>70</b>                               | <b>82</b>   | <b>79</b>   | <b>80</b>    | <b>26</b>       | <b>71</b>            | <b>83</b>          | <b>80</b>     | <b>63</b>         | <b>54</b>                 | <b>78</b>              | <b>69</b>   | <b>71</b>                    | <b>72</b> | <b>77</b>                     | <b>41</b>         | <b>69</b>                           | <b>62</b>   | <b>71</b>         | <b>72</b>    | <b>72</b>  |
| Strongly agree               | 20                                      | 46          | 17          | 22           | 9               | 19                   | 26                 | 24            | 16                | 15                        | 21                     | 19          | 18                           | 22        | 20                            | 11                | 11                                  | 7           | 23                | 25           | 21         |
| Somewhat agree               | 51                                      | 36          | 62          | 58           | 17              | 51                   | 58                 | 56            | 47                | 39                        | 56                     | 50          | 53                           | 50        | 58                            | 30                | 58                                  | 54          | 49                | 46           | 51         |
| <b><u>TOTAL DISAGREE</u></b> | <b>22</b>                               | <b>9</b>    | <b>13</b>   | <b>12</b>    | <b>72</b>       | <b>22</b>            | <b>15</b>          | <b>17</b>     | <b>28</b>         | <b>15</b>                 | <b>13</b>              | <b>25</b>   | <b>23</b>                    | <b>20</b> | <b>16</b>                     | <b>56</b>         | <b>22</b>                           | <b>32</b>   | <b>23</b>         | <b>17</b>    | <b>20</b>  |
| Somewhat disagree            | 15                                      | 9           | 12          | 12           | 33              | 17                   | 8                  | 10            | 20                | 15                        | 11                     | 17          | 16                           | 13        | 14                            | 23                | 16                                  | 29          | 16                | 13           | 12         |
| Strongly disagree            | 7                                       | 0           | 0           | 0            | 39              | 5                    | 7                  | 6             | 8                 | 0                         | 2                      | 8           | 7                            | 7         | 2                             | 33                | 6                                   | 4           | 7                 | 4            | 8          |
| <b><u>DK</u></b>             | <b>8</b>                                | <b>8</b>    | <b>8</b>    | <b>8</b>     | <b>2</b>        | <b>7</b>             | <b>2</b>           | <b>3</b>      | <b>9</b>          | <b>31</b>                 | <b>9</b>               | <b>7</b>    | <b>6</b>                     | <b>8</b>  | <b>7</b>                      | <b>3</b>          | <b>9</b>                            | <b>6</b>    | <b>6</b>          | <b>11</b>    | <b>8</b>   |
| DK                           | 8                                       | 8           | 8           | 8            | 2               | 7                    | 2                  | 3             | 9                 | 31                        | 9                      | 7           | 6                            | 8         | 7                             | 3                 | 9                                   | 6           | 6                 | 11           | 8          |

Table 26: Q4c. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I trust the City to plan for Milpitas' future.

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>TOTAL AGREE</u></b>    | <b>70</b>     | <b>72</b> | <b>70</b> | <b>71</b>          | <b>76</b> | <b>63</b>  | <b>90</b>            | <b>60</b> | <b>91</b>           | <b>45</b>  | <b>100</b>   | <b>0</b>  | <b>73</b>            | <b>70</b>    | <b>82</b>     | <b>66</b> |           |           |           |           |
| Strongly agree               | 20            | 20        | 17        | 15                 | 26        | 14         | 34                   | 14        | 35                  | 21         | 15           | 0         | 24                   | 11           | 36            | 16        |           |           |           |           |
| Somewhat agree               | 51            | 51        | 53        | 56                 | 50        | 49         | 56                   | 45        | 56                  | 24         | 85           | 0         | 49                   | 59           | 46            | 50        |           |           |           |           |
| <b><u>TOTAL DISAGREE</u></b> | <b>22</b>     | <b>20</b> | <b>26</b> | <b>18</b>          | <b>20</b> | <b>24</b>  | <b>8</b>             | <b>34</b> | <b>6</b>            | <b>55</b>  | <b>0</b>     | <b>0</b>  | <b>27</b>            | <b>23</b>    | <b>13</b>     | <b>22</b> |           |           |           |           |
| Somewhat disagree            | 15            | 16        | 15        | 18                 | 10        | 19         | 3                    | 17        | 3                   | 21         | 0            | 0         | 19                   | 14           | 11            | 15        |           |           |           |           |
| Strongly disagree            | 7             | 4         | 11        | 0                  | 10        | 4          | 4                    | 17        | 3                   | 34         | 0            | 0         | 8                    | 9            | 1             | 8         |           |           |           |           |
| <b><u>DK</u></b>             | <b>8</b>      | <b>8</b>  | <b>4</b>  | <b>11</b>          | <b>4</b>  | <b>13</b>  | <b>3</b>             | <b>7</b>  | <b>3</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>0</b>             | <b>6</b>     | <b>5</b>      | <b>12</b> |           |           |           |           |
| DK                           | 8             | 8         | 4         | 11                 | 4         | 13         | 3                    | 7         | 3                   | 0          | 0            | 0         | 0                    | 6            | 5             | 12        |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>TOTAL AGREE</u></b>    | <b>70</b>     | <b>72</b> | <b>68</b> | <b>70</b>          | <b>75</b> | <b>63</b>  | <b>69</b>            | <b>79</b> | <b>67</b>           | <b>71</b>  | <b>71</b>    | <b>73</b> | <b>67</b>            | <b>74</b>    | <b>61</b>     | <b>71</b> | <b>83</b> | <b>62</b> | <b>66</b> | <b>74</b> |
| Strongly agree               | 20            | 24        | 14        | 21                 | 15        | 16         | 24                   | 20        | 22                  | 17         | 23           | 18        | 21                   | 21           | 17            | 21        | 22        | 16        | 19        | 20        |
| Somewhat agree               | 51            | 48        | 54        | 50                 | 60        | 48         | 45                   | 59        | 45                  | 54         | 49           | 55        | 46                   | 53           | 44            | 50        | 61        | 46        | 47        | 54        |
| <b><u>TOTAL DISAGREE</u></b> | <b>22</b>     | <b>22</b> | <b>21</b> | <b>19</b>          | <b>22</b> | <b>26</b>  | <b>20</b>            | <b>14</b> | <b>26</b>           | <b>22</b>  | <b>20</b>    | <b>21</b> | <b>22</b>            | <b>20</b>    | <b>21</b>     | <b>22</b> | <b>13</b> | <b>33</b> | <b>22</b> | <b>22</b> |
| Somewhat disagree            | 15            | 14        | 15        | 14                 | 11        | 23         | 16                   | 7         | 20                  | 15         | 14           | 12        | 19                   | 13           | 14            | 15        | 8         | 24        | 15        | 15        |
| Strongly disagree            | 7             | 8         | 6         | 5                  | 11        | 2          | 3                    | 8         | 6                   | 7          | 5            | 8         | 3                    | 7            | 6             | 8         | 5         | 8         | 7         | 7         |
| <b><u>DK</u></b>             | <b>8</b>      | <b>6</b>  | <b>10</b> | <b>11</b>          | <b>3</b>  | <b>11</b>  | <b>11</b>            | <b>7</b>  | <b>6</b>            | <b>8</b>   | <b>9</b>     | <b>6</b>  | <b>11</b>            | <b>7</b>     | <b>18</b>     | <b>7</b>  | <b>3</b>  | <b>5</b>  | <b>13</b> | <b>4</b>  |
| DK                           | 8             | 6         | 10        | 11                 | 3         | 11         | 11                   | 7         | 6                   | 8          | 9            | 6         | 11                   | 7            | 18            | 7         | 3         | 5         | 13        | 4         |

Table 26: Q4c. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I trust the City to plan for Milpitas' future.

|                              | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                              | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL AGREE</u></b>    | <b>70</b>     | <b>69</b>    | <b>80</b>  | <b>73</b>      | <b>65</b>    | <b>70</b>           | <b>74</b>    | <b>60</b>      | <b>74</b>      | <b>63</b>         | <b>91</b> | <b>73</b> | <b>78</b> | <b>69</b>      | <b>64</b>    | <b>70</b>    | <b>72</b>    |
| Strongly agree               | 20            | 18           | 35         | 15             | 12           | 23                  | 25           | 15             | 14             | 14                | 13        | 11        | 22        | 29             | 28           | 23           | 20           |
| Somewhat agree               | 51            | 51           | 45         | 58             | 53           | 47                  | 49           | 46             | 60             | 49                | 78        | 62        | 56        | 40             | 36           | 47           | 51           |
| <b><u>TOTAL DISAGREE</u></b> | <b>22</b>     | <b>24</b>    | <b>16</b>  | <b>18</b>      | <b>22</b>    | <b>21</b>           | <b>23</b>    | <b>22</b>      | <b>20</b>      | <b>25</b>         | <b>6</b>  | <b>26</b> | <b>17</b> | <b>22</b>      | <b>28</b>    | <b>23</b>    | <b>21</b>    |
| Somewhat disagree            | 15            | 15           | 13         | 14             | 15           | 14                  | 15           | 16             | 15             | 15                | 4         | 25        | 2         | 18             | 15           | 16           | 14           |
| Strongly disagree            | 7             | 9            | 3          | 4              | 8            | 8                   | 8            | 6              | 5              | 10                | 2         | 1         | 15        | 3              | 13           | 8            | 6            |
| <b><u>DK</u></b>             | <b>8</b>      | <b>7</b>     | <b>4</b>   | <b>8</b>       | <b>13</b>    | <b>9</b>            | <b>3</b>     | <b>17</b>      | <b>6</b>       | <b>12</b>         | <b>3</b>  | <b>1</b>  | <b>5</b>  | <b>10</b>      | <b>8</b>     | <b>6</b>     | <b>8</b>     |
| DK                           | 8             | 7            | 4          | 8              | 13           | 9                   | 3            | 17             | 6              | 12                | 3         | 1         | 5         | 10             | 8            | 6            | 8            |

|                              | LANGUAGE  |           |            |           |           | A/B SPLIT<br>SAMPLES |          |
|------------------------------|-----------|-----------|------------|-----------|-----------|----------------------|----------|
|                              | Total     | ENG       | SPAN       | VIET      | CHIN      | A                    | B        |
| Column n-Size                | 323       | 288       | 10         | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL AGREE</u></b>    | <b>70</b> | <b>70</b> | <b>100</b> | <b>69</b> | <b>69</b> | <b>70</b>            | <b>0</b> |
| Strongly agree               | 20        | 19        | 13         | 37        | 18        | 20                   | 0        |
| Somewhat agree               | 51        | 51        | 87         | 32        | 51        | 51                   | 0        |
| <b><u>TOTAL DISAGREE</u></b> | <b>22</b> | <b>22</b> | <b>0</b>   | <b>27</b> | <b>31</b> | <b>22</b>            | <b>0</b> |
| Somewhat disagree            | 15        | 15        | 0          | 27        | 19        | 15                   | 0        |
| Strongly disagree            | 7         | 7         | 0          | 0         | 12        | 7                    | 0        |
| <b><u>DK</u></b>             | <b>8</b>  | <b>9</b>  | <b>0</b>   | <b>4</b>  | <b>0</b>  | <b>8</b>             | <b>0</b> |
| DK                           | 8         | 9         | 0          | 4         | 0         | 8                    | 0        |



Table 27: Q4d. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I trust the City of Milpitas to properly manage our tax dollars.

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                              | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                              |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |          |          |                   |           |           |                   |           |           |
| Column n-Size                | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>TOTAL AGREE</u></b>    | <b>66</b>                               | <b>68</b> | <b>64</b> | <b>69</b> | <b>62</b> | <b>35</b>    | <b>80</b>          | <b>67</b>   | <b>35</b>       | <b>60</b>                 | <b>79</b>      | <b>42</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>55</b>         | <b>79</b> | <b>62</b> | <b>55</b>         | <b>79</b> | <b>62</b> |
| Strongly agree               | 23                                      | 26        | 20        | 21        | 22        | 0            | 31                 | 21          | 18              | 25                        | 26             | 13          | 0                  | 0        | 0        | 18                | 29        | 23        | 18                | 29        | 23        |
| Somewhat agree               | 43                                      | 42        | 44        | 48        | 40        | 35           | 49                 | 46          | 17              | 35                        | 54             | 29          | 0                  | 0        | 0        | 37                | 51        | 39        | 37                | 51        | 39        |
| <b><u>TOTAL DISAGREE</u></b> | <b>26</b>                               | <b>26</b> | <b>26</b> | <b>22</b> | <b>30</b> | <b>46</b>    | <b>11</b>          | <b>25</b>   | <b>58</b>       | <b>34</b>                 | <b>17</b>      | <b>39</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>36</b>         | <b>19</b> | <b>30</b> | <b>36</b>         | <b>19</b> | <b>30</b> |
| Somewhat disagree            | 19                                      | 21        | 18        | 12        | 22        | 46           | 6                  | 21          | 34              | 27                        | 14             | 26          | 0                  | 0        | 0        | 29                | 12        | 28        | 29                | 12        | 28        |
| Strongly disagree            | 7                                       | 5         | 8         | 10        | 8         | 0            | 5                  | 4           | 25              | 8                         | 3              | 13          | 0                  | 0        | 0        | 7                 | 7         | 2         | 7                 | 7         | 2         |
| <b><u>DK</u></b>             | <b>8</b>                                | <b>6</b>  | <b>10</b> | <b>10</b> | <b>8</b>  | <b>19</b>    | <b>9</b>           | <b>8</b>    | <b>6</b>        | <b>6</b>                  | <b>4</b>       | <b>19</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>9</b>          | <b>2</b>  | <b>7</b>  | <b>9</b>          | <b>2</b>  | <b>7</b>  |
| DK                           | 8                                       | 6         | 10        | 10        | 8         | 19           | 9                  | 8           | 6               | 6                         | 4              | 19          | 0                  | 0        | 0        | 9                 | 2         | 7         | 9                 | 2         | 7         |

|                              | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                              | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                              |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>TOTAL AGREE</u></b>    | <b>66</b>        | <b>87</b>   | <b>74</b>   | <b>76</b>    | <b>28</b>       | <b>66</b>            | <b>61</b> | <b>63</b>     | <b>72</b>         | <b>50</b> | <b>65</b>              | <b>66</b> | <b>66</b>                    | <b>64</b> | <b>72</b>                     | <b>41</b>         | <b>53</b>                           | <b>67</b>   | <b>63</b>    | <b>77</b>    | <b>66</b>  |
| Strongly agree               | 23               | 57          | 22          | 28           | 6               | 35                   | 25        | 28            | 17                | 17        | 29                     | 21        | 26                           | 20        | 28                            | 19                | 12                                  | 26          | 24           | 25           | 27         |
| Somewhat agree               | 43               | 29          | 52          | 48           | 22              | 32                   | 36        | 35            | 54                | 32        | 36                     | 45        | 40                           | 44        | 44                            | 22                | 42                                  | 42          | 40           | 52           | 39         |
| <b><u>TOTAL DISAGREE</u></b> | <b>26</b>        | <b>8</b>    | <b>20</b>   | <b>18</b>    | <b>65</b>       | <b>21</b>            | <b>33</b> | <b>30</b>     | <b>21</b>         | <b>34</b> | <b>27</b>              | <b>26</b> | <b>29</b>                    | <b>25</b> | <b>24</b>                     | <b>55</b>         | <b>31</b>                           | <b>28</b>   | <b>24</b>    | <b>18</b>    | <b>30</b>  |
| Somewhat disagree            | 19               | 6           | 17          | 15           | 36              | 19                   | 25        | 24            | 13                | 27        | 23                     | 18        | 19                           | 21        | 16                            | 30                | 21                                  | 9           | 23           | 14           | 25         |
| Strongly disagree            | 7                | 2           | 3           | 3            | 29              | 2                    | 8         | 6             | 8                 | 7         | 5                      | 8         | 10                           | 4         | 7                             | 25                | 10                                  | 18          | 2            | 4            | 5          |
| <b><u>DK</u></b>             | <b>8</b>         | <b>5</b>    | <b>6</b>    | <b>6</b>     | <b>7</b>        | <b>12</b>            | <b>5</b>  | <b>7</b>      | <b>7</b>          | <b>17</b> | <b>8</b>               | <b>8</b>  | <b>5</b>                     | <b>10</b> | <b>4</b>                      | <b>4</b>          | <b>15</b>                           | <b>5</b>    | <b>12</b>    | <b>6</b>     | <b>4</b>   |
| DK                           | 8                | 5           | 6           | 6            | 7               | 12                   | 5         | 7             | 7                 | 17        | 8                      | 8         | 5                            | 10        | 4                             | 4                 | 15                                  | 5           | 12           | 6            | 4          |

Table 27: Q4d. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I trust the City of Milpitas to properly manage our tax dollars.

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>TOTAL AGREE</u></b>    | <b>66</b>     | <b>67</b> | <b>64</b> | <b>62</b>          | <b>67</b> | <b>69</b>  | <b>78</b>            | <b>54</b> | <b>79</b>           | <b>100</b> | <b>70</b>    | <b>54</b> | <b>54</b>            | <b>70</b>    | <b>75</b>     | <b>65</b> |           |           |           |           |
| Strongly agree               | 23            | 23        | 25        | 17                 | 27        | 20         | 38                   | 13        | 39                  | 0          | 34           | 0         | 20                   | 26           | 28            | 20        |           |           |           |           |
| Somewhat agree               | 43            | 44        | 40        | 45                 | 41        | 49         | 40                   | 41        | 40                  | 100        | 35           | 54        | 34                   | 43           | 47            | 45        |           |           |           |           |
| <b><u>TOTAL DISAGREE</u></b> | <b>26</b>     | <b>24</b> | <b>29</b> | <b>28</b>          | <b>25</b> | <b>24</b>  | <b>16</b>            | <b>36</b> | <b>18</b>           | <b>0</b>   | <b>10</b>    | <b>0</b>  | <b>28</b>            | <b>26</b>    | <b>20</b>     | <b>23</b> |           |           |           |           |
| Somewhat disagree            | 19            | 17        | 23        | 19                 | 19        | 19         | 15                   | 23        | 16                  | 0          | 10           | 0         | 21                   | 19           | 13            | 16        |           |           |           |           |
| Strongly disagree            | 7             | 7         | 6         | 9                  | 6         | 5          | 1                    | 13        | 2                   | 0          | 0            | 0         | 7                    | 7            | 7             | 7         |           |           |           |           |
| <b><u>DK</u></b>             | <b>8</b>      | <b>9</b>  | <b>7</b>  | <b>9</b>           | <b>8</b>  | <b>7</b>   | <b>6</b>             | <b>9</b>  | <b>3</b>            | <b>0</b>   | <b>20</b>    | <b>46</b> | <b>18</b>            | <b>4</b>     | <b>5</b>      | <b>11</b> |           |           |           |           |
| DK                           | 8             | 9         | 7         | 9                  | 8         | 7          | 6                    | 9         | 3                   | 0          | 20           | 46        | 18                   | 4            | 5             | 11        |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>TOTAL AGREE</u></b>    | <b>66</b>     | <b>66</b> | <b>65</b> | <b>76</b>          | <b>69</b> | <b>56</b>  | <b>64</b>            | <b>76</b> | <b>48</b>           | <b>68</b>  | <b>64</b>    | <b>72</b> | <b>61</b>            | <b>63</b>    | <b>58</b>     | <b>72</b> | <b>76</b> | <b>54</b> | <b>65</b> | <b>66</b> |
| Strongly agree               | 23            | 22        | 24        | 28                 | 24        | 12         | 26                   | 18        | 21                  | 22         | 22           | 26        | 20                   | 19           | 17            | 21        | 33        | 16        | 19        | 26        |
| Somewhat agree               | 43            | 44        | 42        | 48                 | 45        | 43         | 39                   | 58        | 27                  | 45         | 41           | 46        | 41                   | 44           | 42            | 50        | 43        | 38        | 46        | 41        |
| <b><u>TOTAL DISAGREE</u></b> | <b>26</b>     | <b>27</b> | <b>26</b> | <b>17</b>          | <b>23</b> | <b>38</b>  | <b>28</b>            | <b>20</b> | <b>39</b>           | <b>25</b>  | <b>28</b>    | <b>21</b> | <b>32</b>            | <b>28</b>    | <b>35</b>     | <b>25</b> | <b>17</b> | <b>33</b> | <b>30</b> | <b>24</b> |
| Somewhat disagree            | 19            | 19        | 19        | 12                 | 14        | 31         | 18                   | 18        | 34                  | 17         | 22           | 13        | 23                   | 25           | 28            | 15        | 12        | 24        | 22        | 17        |
| Strongly disagree            | 7             | 7         | 7         | 6                  | 9         | 7          | 11                   | 2         | 4                   | 8          | 7            | 8         | 9                    | 3            | 6             | 10        | 5         | 8         | 8         | 6         |
| <b><u>DK</u></b>             | <b>8</b>      | <b>8</b>  | <b>9</b>  | <b>7</b>           | <b>8</b>  | <b>6</b>   | <b>7</b>             | <b>4</b>  | <b>13</b>           | <b>7</b>   | <b>8</b>     | <b>7</b>  | <b>7</b>             | <b>8</b>     | <b>7</b>      | <b>3</b>  | <b>7</b>  | <b>14</b> | <b>5</b>  | <b>10</b> |
| DK                           | 8             | 8         | 9         | 7                  | 8         | 6          | 7                    | 4         | 13                  | 7          | 8            | 7         | 7                    | 8            | 7             | 3         | 7         | 14        | 5         | 10        |

Table 27: Q4d. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I trust the City of Milpitas to properly manage our tax dollars.

|                              | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                              | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL AGREE</u></b>    | <b>66</b>     | <b>68</b>    | <b>65</b>  | <b>68</b>      | <b>63</b>    | <b>63</b>           | <b>68</b>    | <b>66</b>      | <b>65</b>      | <b>47</b>         | <b>74</b> | <b>62</b> | <b>73</b> | <b>59</b>      | <b>71</b>    | <b>66</b>    | <b>69</b>    |
| Strongly agree               | 23            | 24           | 20         | 22             | 24           | 17                  | 25           | 21             | 27             | 11                | 29        | 16        | 28        | 26             | 23           | 23           | 24           |
| Somewhat agree               | 43            | 44           | 44         | 46             | 39           | 46                  | 43           | 45             | 38             | 36                | 44        | 46        | 45        | 34             | 48           | 43           | 45           |
| <b><u>TOTAL DISAGREE</u></b> | <b>26</b>     | <b>25</b>    | <b>30</b>  | <b>24</b>      | <b>27</b>    | <b>30</b>           | <b>24</b>    | <b>31</b>      | <b>22</b>      | <b>36</b>         | <b>26</b> | <b>28</b> | <b>24</b> | <b>34</b>      | <b>14</b>    | <b>25</b>    | <b>25</b>    |
| Somewhat disagree            | 19            | 16           | 25         | 19             | 18           | 21                  | 19           | 23             | 16             | 24                | 14        | 22        | 24        | 28             | 8            | 20           | 18           |
| Strongly disagree            | 7             | 9            | 4          | 5              | 9            | 9                   | 6            | 7              | 6              | 12                | 13        | 6         | 0         | 6              | 6            | 5            | 6            |
| <b><u>DK</u></b>             | <b>8</b>      | <b>7</b>     | <b>6</b>   | <b>8</b>       | <b>10</b>    | <b>7</b>            | <b>8</b>     | <b>4</b>       | <b>13</b>      | <b>17</b>         | <b>0</b>  | <b>10</b> | <b>4</b>  | <b>6</b>       | <b>14</b>    | <b>9</b>     | <b>7</b>     |
| DK                           | 8             | 7            | 6          | 8              | 10           | 7                   | 8            | 4              | 13             | 17                | 0         | 10        | 4         | 6              | 14           | 9            | 7            |

|                              | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                              | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b><u>TOTAL AGREE</u></b>    | <b>66</b> | <b>65</b> | <b>49</b> | <b>87</b> | <b>67</b> | <b>0</b>             | <b>66</b> |
| Strongly agree               | 23        | 22        | 19        | 47        | 24        | 0                    | 23        |
| Somewhat agree               | 43        | 43        | 30        | 39        | 43        | 0                    | 43        |
| <b><u>TOTAL DISAGREE</u></b> | <b>26</b> | <b>26</b> | <b>51</b> | <b>13</b> | <b>33</b> | <b>0</b>             | <b>26</b> |
| Somewhat disagree            | 19        | 19        | 51        | 0         | 33        | 0                    | 19        |
| Strongly disagree            | 7         | 7         | 0         | 13        | 0         | 0                    | 7         |
| <b><u>DK</u></b>             | <b>8</b>  | <b>9</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>8</b>  |
| DK                           | 8         | 9         | 0         | 0         | 0         | 0                    | 8         |

Table 28: Q4e. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : Milpitas City government operates in a way that is open and accountable to the public.

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                              | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                              |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |          |          |                   |           |           |                   |           |           |
| Column n-Size                | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>TOTAL AGREE</u></b>    | <b>69</b>                               | <b>71</b> | <b>67</b> | <b>67</b> | <b>70</b> | <b>43</b>    | <b>83</b>          | <b>70</b>   | <b>41</b>       | <b>64</b>                 | <b>84</b>      | <b>33</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>61</b>         | <b>79</b> | <b>63</b> | <b>61</b>         | <b>79</b> | <b>63</b> |
| Strongly agree               | 17                                      | 19        | 16        | 17        | 17        | 0            | 26                 | 17          | 8               | 10                        | 25             | 4           | 0                  | 0        | 0        | 8                 | 20        | 23        | 8                 | 20        | 23        |
| Somewhat agree               | 51                                      | 52        | 50        | 50        | 52        | 43           | 58                 | 53          | 33              | 54                        | 59             | 29          | 0                  | 0        | 0        | 53                | 60        | 40        | 53                | 60        | 40        |
| <b><u>TOTAL DISAGREE</u></b> | <b>21</b>                               | <b>23</b> | <b>19</b> | <b>17</b> | <b>21</b> | <b>22</b>    | <b>6</b>           | <b>19</b>   | <b>51</b>       | <b>25</b>                 | <b>12</b>      | <b>40</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>26</b>         | <b>17</b> | <b>33</b> | <b>26</b>         | <b>17</b> | <b>33</b> |
| Somewhat disagree            | 16                                      | 19        | 13        | 12        | 14        | 22           | 5                  | 17          | 26              | 21                        | 10             | 30          | 0                  | 0        | 0        | 17                | 13        | 31        | 17                | 13        | 31        |
| Strongly disagree            | 5                                       | 4         | 6         | 5         | 8         | 0            | 1                  | 2           | 25              | 4                         | 2              | 10          | 0                  | 0        | 0        | 9                 | 4         | 1         | 9                 | 4         | 1         |
| <b><u>DK</u></b>             | <b>11</b>                               | <b>6</b>  | <b>14</b> | <b>16</b> | <b>9</b>  | <b>35</b>    | <b>11</b>          | <b>11</b>   | <b>9</b>        | <b>10</b>                 | <b>5</b>       | <b>27</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>13</b>         | <b>4</b>  | <b>4</b>  | <b>13</b>         | <b>4</b>  | <b>4</b>  |
| DK                           | 11                                      | 6         | 14        | 16        | 9         | 35           | 11                 | 11          | 9               | 10                        | 5              | 27          | 0                  | 0        | 0        | 13                | 4         | 4         | 13                | 4         | 4         |

|                              | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                              | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                              |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>TOTAL AGREE</u></b>    | <b>69</b>        | <b>89</b>   | <b>78</b>   | <b>80</b>    | <b>24</b>       | <b>61</b>            | <b>67</b> | <b>65</b>     | <b>74</b>         | <b>59</b> | <b>65</b>              | <b>70</b> | <b>72</b>                    | <b>68</b> | <b>75</b>                     | <b>57</b>         | <b>52</b>                           | <b>57</b>   | <b>72</b>    | <b>80</b>    | <b>72</b>  |
| Strongly agree               | 17               | 51          | 17          | 23           | 1               | 20                   | 21        | 20            | 14                | 16        | 20                     | 16        | 15                           | 20        | 17                            | 7                 | 13                                  | 17          | 26           | 11           | 20         |
| Somewhat agree               | 51               | 38          | 61          | 57           | 23              | 41                   | 46        | 45            | 61                | 42        | 45                     | 54        | 57                           | 48        | 58                            | 50                | 39                                  | 39          | 47           | 69           | 52         |
| <b><u>TOTAL DISAGREE</u></b> | <b>21</b>        | <b>3</b>    | <b>14</b>   | <b>12</b>    | <b>66</b>       | <b>27</b>            | <b>25</b> | <b>26</b>     | <b>13</b>         | <b>28</b> | <b>26</b>              | <b>18</b> | <b>22</b>                    | <b>19</b> | <b>19</b>                     | <b>38</b>         | <b>26</b>                           | <b>34</b>   | <b>18</b>    | <b>11</b>    | <b>21</b>  |
| Somewhat disagree            | 16               | 3           | 12          | 10           | 45              | 26                   | 21        | 22            | 9                 | 9         | 26                     | 12        | 17                           | 14        | 17                            | 17                | 21                                  | 16          | 18           | 9            | 17         |
| Strongly disagree            | 5                | 0           | 2           | 2            | 21              | 1                    | 4         | 3             | 4                 | 19        | 0                      | 6         | 5                            | 5         | 2                             | 21                | 5                                   | 18          | 0            | 2            | 4          |
| <b><u>DK</u></b>             | <b>11</b>        | <b>8</b>    | <b>8</b>    | <b>8</b>     | <b>10</b>       | <b>12</b>            | <b>8</b>  | <b>9</b>      | <b>12</b>         | <b>13</b> | <b>9</b>               | <b>12</b> | <b>6</b>                     | <b>13</b> | <b>6</b>                      | <b>5</b>          | <b>22</b>                           | <b>9</b>    | <b>10</b>    | <b>9</b>     | <b>7</b>   |
| DK                           | 11               | 8           | 8           | 8            | 10              | 12                   | 8         | 9             | 12                | 13        | 9                      | 12        | 6                            | 13        | 6                             | 5                 | 22                                  | 9           | 10           | 9            | 7          |

Table 28: Q4e. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : Milpitas City government operates in a way that is open and accountable to the public.

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |           | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|-----------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DONT WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 324           | 207       | 96        | 73                 | 163       | 67        | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94            | 75             | 70        |           |           |           |           |
| <b><u>TOTAL AGREE</u></b>    | <b>69</b>     | <b>67</b> | <b>70</b> | <b>64</b>          | <b>74</b> | <b>71</b> | <b>80</b>            | <b>66</b> | <b>81</b>           | <b>100</b> | <b>70</b>    | <b>54</b> | <b>69</b>            | <b>73</b>     | <b>79</b>      | <b>65</b> |           |           |           |           |
| Strongly agree               | 17            | 18        | 17        | 17                 | 18        | 19        | 23                   | 10        | 26                  | 0          | 0            | 0         | 24                   | 16            | 29             | 11        |           |           |           |           |
| Somewhat agree               | 51            | 49        | 53        | 47                 | 56        | 52        | 57                   | 56        | 55                  | 100        | 70           | 54        | 45                   | 58            | 49             | 53        |           |           |           |           |
| <b><u>TOTAL DISAGREE</u></b> | <b>21</b>     | <b>20</b> | <b>23</b> | <b>23</b>          | <b>17</b> | <b>18</b> | <b>13</b>            | <b>22</b> | <b>14</b>           | <b>0</b>   | <b>10</b>    | <b>0</b>  | <b>11</b>            | <b>23</b>     | <b>16</b>      | <b>19</b> |           |           |           |           |
| Somewhat disagree            | 16            | 15        | 20        | 18                 | 15        | 14        | 13                   | 17        | 14                  | 0          | 10           | 0         | 9                    | 19            | 11             | 17        |           |           |           |           |
| Strongly disagree            | 5             | 5         | 2         | 5                  | 2         | 4         | 0                    | 4         | 0                   | 0          | 0            | 0         | 3                    | 4             | 6              | 3         |           |           |           |           |
| <b><u>DK</u></b>             | <b>11</b>     | <b>13</b> | <b>7</b>  | <b>13</b>          | <b>10</b> | <b>11</b> | <b>7</b>             | <b>12</b> | <b>5</b>            | <b>0</b>   | <b>20</b>    | <b>46</b> | <b>20</b>            | <b>4</b>      | <b>5</b>       | <b>16</b> |           |           |           |           |
| DK                           | 11            | 13        | 7         | 13                 | 10        | 11        | 7                    | 12        | 5                   | 0          | 20           | 46        | 20                   | 4             | 5              | 16        |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |           |                      |           |                     |            |              |           |                      | QE EDUCATION  |                |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49     | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 324           | 165       | 156       | 58                 | 78        | 45        | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71            | 75             | 65        | 104       | 81        | 139       | 185       |
| <b><u>TOTAL AGREE</u></b>    | <b>69</b>     | <b>65</b> | <b>72</b> | <b>76</b>          | <b>72</b> | <b>70</b> | <b>67</b>            | <b>77</b> | <b>52</b>           | <b>73</b>  | <b>66</b>    | <b>73</b> | <b>68</b>            | <b>66</b>     | <b>66</b>      | <b>75</b> | <b>81</b> | <b>50</b> | <b>70</b> | <b>67</b> |
| Strongly agree               | 17            | 22        | 13        | 16                 | 14        | 11        | 28                   | 18        | 18                  | 14         | 23           | 15        | 21                   | 18            | 20             | 16        | 22        | 10        | 18        | 17        |
| Somewhat agree               | 51            | 43        | 60        | 60                 | 58        | 59        | 40                   | 58        | 35                  | 59         | 44           | 59        | 48                   | 47            | 46             | 59        | 58        | 41        | 52        | 51        |
| <b><u>TOTAL DISAGREE</u></b> | <b>21</b>     | <b>21</b> | <b>20</b> | <b>15</b>          | <b>23</b> | <b>17</b> | <b>18</b>            | <b>15</b> | <b>34</b>           | <b>19</b>  | <b>21</b>    | <b>19</b> | <b>18</b>            | <b>23</b>     | <b>23</b>      | <b>20</b> | <b>10</b> | <b>33</b> | <b>22</b> | <b>20</b> |
| Somewhat disagree            | 16            | 17        | 14        | 12                 | 18        | 13        | 12                   | 12        | 30                  | 15         | 16           | 16        | 13                   | 20            | 21             | 16        | 7         | 23        | 18        | 14        |
| Strongly disagree            | 5             | 4         | 6         | 2                  | 4         | 4         | 6                    | 3         | 4                   | 3          | 5            | 3         | 5                    | 4             | 2              | 4         | 3         | 10        | 3         | 6         |
| <b><u>DK</u></b>             | <b>11</b>     | <b>14</b> | <b>8</b>  | <b>9</b>           | <b>6</b>  | <b>13</b> | <b>14</b>            | <b>9</b>  | <b>14</b>           | <b>9</b>   | <b>13</b>    | <b>7</b>  | <b>14</b>            | <b>11</b>     | <b>11</b>      | <b>5</b>  | <b>10</b> | <b>17</b> | <b>8</b>  | <b>13</b> |
| DK                           | 11            | 14        | 8         | 9                  | 6         | 13        | 14                   | 9         | 14                  | 9          | 13           | 7         | 14                   | 11            | 11             | 5         | 10        | 17        | 8         | 13        |

Table 28: Q4e. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : Milpitas City government operates in a way that is open and accountable to the public.

|                              | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                              | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL AGREE</u></b>    | <b>69</b>     | <b>72</b>    | <b>57</b>  | <b>73</b>      | <b>76</b>    | <b>62</b>           | <b>67</b>    | <b>76</b>      | <b>68</b>      | <b>44</b>         | <b>86</b> | <b>62</b> | <b>73</b> | <b>64</b>      | <b>75</b>    | <b>68</b>    | <b>73</b>    |
| Strongly agree               | 17            | 19           | 27         | 9              | 18           | 24                  | 21           | 13             | 12             | 13                | 22        | 14        | 23        | 15             | 25           | 19           | 18           |
| Somewhat agree               | 51            | 54           | 30         | 64             | 58           | 37                  | 47           | 63             | 56             | 32                | 63        | 48        | 50        | 49             | 50           | 49           | 55           |
| <b><u>TOTAL DISAGREE</u></b> | <b>21</b>     | <b>18</b>    | <b>26</b>  | <b>19</b>      | <b>16</b>    | <b>26</b>           | <b>18</b>    | <b>19</b>      | <b>21</b>      | <b>32</b>         | <b>8</b>  | <b>29</b> | <b>20</b> | <b>27</b>      | <b>9</b>     | <b>21</b>    | <b>18</b>    |
| Somewhat disagree            | 16            | 14           | 21         | 16             | 11           | 21                  | 15           | 17             | 12             | 23                | 0         | 22        | 20        | 26             | 6            | 19           | 15           |
| Strongly disagree            | 5             | 3            | 5          | 4              | 5            | 5                   | 3            | 2              | 10             | 9                 | 8         | 6         | 0         | 2              | 3            | 3            | 3            |
| <b><u>DK</u></b>             | <b>11</b>     | <b>10</b>    | <b>17</b>  | <b>8</b>       | <b>8</b>     | <b>13</b>           | <b>15</b>    | <b>5</b>       | <b>10</b>      | <b>24</b>         | <b>6</b>  | <b>9</b>  | <b>6</b>  | <b>9</b>       | <b>16</b>    | <b>10</b>    | <b>9</b>     |
| DK                           | 11            | 10           | 17         | 8              | 8            | 13                  | 15           | 5              | 10             | 24                | 6         | 9         | 6         | 9              | 16           | 10           | 9            |

|                              | LANGUAGE  |           |            |           | A/B SPLIT<br>SAMPLES |          |           |
|------------------------------|-----------|-----------|------------|-----------|----------------------|----------|-----------|
|                              | Total     | ENG       | SPAN       | VIET      | CHIN                 | A        | B         |
| Column n-Size                | 324       | 299       | 5          | 11        | 9                    | 0        | 324       |
| <b><u>TOTAL AGREE</u></b>    | <b>69</b> | <b>67</b> | <b>100</b> | <b>87</b> | <b>87</b>            | <b>0</b> | <b>69</b> |
| Strongly agree               | 17        | 16        | 0          | 47        | 29                   | 0        | 17        |
| Somewhat agree               | 51        | 51        | 100        | 40        | 58                   | 0        | 51        |
| <b><u>TOTAL DISAGREE</u></b> | <b>21</b> | <b>22</b> | <b>0</b>   | <b>13</b> | <b>13</b>            | <b>0</b> | <b>21</b> |
| Somewhat disagree            | 16        | 17        | 0          | 0         | 13                   | 0        | 16        |
| Strongly disagree            | 5         | 5         | 0          | 13        | 0                    | 0        | 5         |
| <b><u>DK</u></b>             | <b>11</b> | <b>12</b> | <b>0</b>   | <b>0</b>  | <b>0</b>             | <b>0</b> | <b>11</b> |
| DK                           | 11        | 12        | 0          | 0         | 0                    | 0        | 11        |

Table 29: Q4f. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I can usually meet my shopping and personal services without leaving Milpitas

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                              | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                              |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |           |           |                   |           |           |                   |           |           |
| Column n-Size                | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>TOTAL AGREE</u></b>    | <b>81</b>                               | <b>86</b> | <b>77</b> | <b>73</b> | <b>83</b> | <b>79</b>    | <b>87</b>          | <b>84</b>   | <b>61</b>       | <b>82</b>                 | <b>85</b>      | <b>75</b>   | <b>72</b>          | <b>87</b> | <b>75</b> | <b>77</b>         | <b>94</b> | <b>69</b> | <b>75</b>         | <b>90</b> | <b>72</b> |
| Strongly agree               | 35                                      | 34        | 35        | 41        | 26        | 45           | 57                 | 29          | 22              | 32                        | 37             | 38          | 34                 | 32        | 35        | 26                | 36        | 37        | 30                | 34        | 37        |
| Somewhat agree               | 47                                      | 53        | 42        | 33        | 57        | 34           | 31                 | 55          | 39              | 50                        | 48             | 37          | 38                 | 55        | 40        | 51                | 58        | 32        | 44                | 57        | 35        |
| <b><u>TOTAL DISAGREE</u></b> | <b>17</b>                               | <b>13</b> | <b>19</b> | <b>22</b> | <b>15</b> | <b>21</b>    | <b>10</b>          | <b>15</b>   | <b>37</b>       | <b>16</b>                 | <b>13</b>      | <b>24</b>   | <b>23</b>          | <b>13</b> | <b>25</b> | <b>20</b>         | <b>6</b>  | <b>31</b> | <b>21</b>         | <b>9</b>  | <b>28</b> |
| Somewhat disagree            | 10                                      | 10        | 10        | 11        | 8         | 13           | 8                  | 10          | 17              | 11                        | 9              | 13          | 15                 | 11        | 8         | 8                 | 2         | 25        | 12                | 6         | 19        |
| Strongly disagree            | 6                                       | 3         | 9         | 11        | 7         | 7            | 2                  | 5           | 20              | 5                         | 5              | 11          | 8                  | 2         | 17        | 11                | 4         | 5         | 10                | 3         | 10        |
| <b><u>DK</u></b>             | <b>2</b>                                | <b>1</b>  | <b>3</b>  | <b>4</b>  | <b>2</b>  | <b>0</b>     | <b>3</b>           | <b>1</b>    | <b>2</b>        | <b>1</b>                  | <b>2</b>       | <b>1</b>    | <b>5</b>           | <b>1</b>  | <b>0</b>  | <b>3</b>          | <b>1</b>  | <b>0</b>  | <b>4</b>          | <b>1</b>  | <b>0</b>  |
| DK                           | 2                                       | 1         | 3         | 4         | 2         | 0            | 3                  | 1           | 2               | 1                         | 2              | 1           | 5                  | 1         | 0         | 3                 | 1         | 0         | 4                 | 1         | 0         |

|                              | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                              | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                              |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b><u>TOTAL AGREE</u></b>    | <b>81</b>        | <b>89</b>   | <b>85</b>   | <b>86</b>    | <b>58</b>       | <b>90</b>            | <b>83</b> | <b>85</b>     | <b>79</b>         | <b>73</b> | <b>85</b>              | <b>80</b> | <b>82</b>                    | <b>81</b> | <b>85</b>                     | <b>65</b>         | <b>82</b>                           | <b>78</b>   | <b>83</b>    | <b>83</b>    | <b>80</b>  |
| Strongly agree               | 35               | 54          | 33          | 36           | 22              | 51                   | 29        | 35            | 35                | 30        | 32                     | 35        | 35                           | 34        | 37                            | 25                | 41                                  | 29          | 38           | 28           | 35         |
| Somewhat agree               | 47               | 36          | 52          | 49           | 36              | 38                   | 53        | 49            | 45                | 43        | 53                     | 46        | 47                           | 47        | 49                            | 40                | 41                                  | 49          | 45           | 55           | 45         |
| <b><u>TOTAL DISAGREE</u></b> | <b>17</b>        | <b>11</b>   | <b>13</b>   | <b>13</b>    | <b>38</b>       | <b>10</b>            | <b>16</b> | <b>14</b>     | <b>19</b>         | <b>20</b> | <b>11</b>              | <b>18</b> | <b>17</b>                    | <b>16</b> | <b>14</b>                     | <b>32</b>         | <b>18</b>                           | <b>22</b>   | <b>13</b>    | <b>13</b>    | <b>19</b>  |
| Somewhat disagree            | 10               | 8           | 9           | 9            | 20              | 4                    | 11        | 9             | 11                | 11        | 8                      | 11        | 8                            | 12        | 7                             | 15                | 10                                  | 6           | 9            | 10           | 13         |
| Strongly disagree            | 6                | 3           | 4           | 4            | 18              | 6                    | 5         | 5             | 8                 | 9         | 3                      | 7         | 8                            | 4         | 7                             | 17                | 9                                   | 16          | 3            | 4            | 6          |
| <b><u>DK</u></b>             | <b>2</b>         | <b>0</b>    | <b>2</b>    | <b>2</b>     | <b>4</b>        | <b>0</b>             | <b>2</b>  | <b>1</b>      | <b>2</b>          | <b>7</b>  | <b>4</b>               | <b>2</b>  | <b>1</b>                     | <b>3</b>  | <b>1</b>                      | <b>3</b>          | <b>0</b>                            | <b>0</b>    | <b>4</b>     | <b>4</b>     | <b>1</b>   |
| DK                           | 2                | 0           | 2           | 2            | 4               | 0                    | 2         | 1             | 2                 | 7         | 4                      | 2         | 1                            | 3         | 1                             | 3                 | 0                                   | 0           | 4            | 4            | 1          |

Table 29: Q4f. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I can usually meet my shopping and personal services without leaving Milpitas

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>TOTAL AGREE</u></b>    | <b>81</b>     | <b>82</b> | <b>82</b> | <b>84</b>          | <b>83</b> | <b>78</b>  | <b>91</b>            | <b>73</b> | <b>90</b>           | <b>100</b> | <b>100</b>   | <b>100</b> | <b>76</b>            | <b>81</b>    | <b>90</b>     | <b>76</b> |           |           |           |           |
| Strongly agree               | 35            | 35        | 36        | 36                 | 31        | 44         | 30                   | 31        | 30                  | 0          | 18           | 100        | 43                   | 31           | 38            | 29        |           |           |           |           |
| Somewhat agree               | 47            | 47        | 45        | 48                 | 52        | 33         | 61                   | 42        | 60                  | 100        | 82           | 0          | 33                   | 50           | 52            | 47        |           |           |           |           |
| <b><u>TOTAL DISAGREE</u></b> | <b>17</b>     | <b>17</b> | <b>15</b> | <b>16</b>          | <b>15</b> | <b>20</b>  | <b>7</b>             | <b>24</b> | <b>8</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>19</b>            | <b>17</b>    | <b>9</b>      | <b>22</b> |           |           |           |           |
| Somewhat disagree            | 10            | 10        | 10        | 6                  | 11        | 13         | 6                    | 17        | 7                   | 0          | 0            | 0          | 13                   | 13           | 5             | 14        |           |           |           |           |
| Strongly disagree            | 6             | 7         | 5         | 10                 | 4         | 7          | 1                    | 7         | 1                   | 0          | 0            | 0          | 6                    | 4            | 4             | 9         |           |           |           |           |
| <b><u>DK</u></b>             | <b>2</b>      | <b>1</b>  | <b>4</b>  | <b>0</b>           | <b>2</b>  | <b>2</b>   | <b>2</b>             | <b>2</b>  | <b>2</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>5</b>             | <b>2</b>     | <b>0</b>      | <b>2</b>  |           |           |           |           |
| DK                           | 2             | 1         | 4         | 0                  | 2         | 2          | 2                    | 2         | 2                   | 0          | 0            | 0          | 5                    | 2            | 0             | 2         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      | QE EDUCATION |               |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272        | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL AGREE</u></b>    | <b>81</b>     | <b>83</b> | <b>80</b> | <b>92</b>          | <b>82</b> | <b>75</b>  | <b>82</b>            | <b>78</b> | <b>72</b>           | <b>83</b>  | <b>78</b>    | <b>86</b>  | <b>79</b>            | <b>75</b>    | <b>79</b>     | <b>88</b> | <b>84</b> | <b>75</b> | <b>83</b> | <b>80</b> |
| Strongly agree               | 35            | 32        | 37        | 31                 | 33        | 31         | 31                   | 42        | 44                  | 32         | 37           | 32         | 31                   | 42           | 31            | 36        | 38        | 32        | 33        | 35        |
| Somewhat agree               | 47            | 50        | 43        | 60                 | 48        | 44         | 50                   | 36        | 28                  | 51         | 41           | 53         | 48                   | 32           | 48            | 52        | 46        | 44        | 50        | 45        |
| <b><u>TOTAL DISAGREE</u></b> | <b>17</b>     | <b>16</b> | <b>17</b> | <b>5</b>           | <b>16</b> | <b>25</b>  | <b>17</b>            | <b>21</b> | <b>23</b>           | <b>15</b>  | <b>20</b>    | <b>12</b>  | <b>20</b>            | <b>22</b>    | <b>18</b>     | <b>11</b> | <b>13</b> | <b>24</b> | <b>15</b> | <b>18</b> |
| Somewhat disagree            | 10            | 11        | 9         | 1                  | 10        | 16         | 9                    | 15        | 17                  | 9          | 13           | 6          | 12                   | 16           | 14            | 6         | 8         | 13        | 10        | 10        |
| Strongly disagree            | 6             | 4         | 8         | 4                  | 6         | 9          | 8                    | 6         | 6                   | 6          | 7            | 5          | 8                    | 6            | 4             | 5         | 5         | 11        | 5         | 8         |
| <b><u>DK</u></b>             | <b>2</b>      | <b>2</b>  | <b>2</b>  | <b>3</b>           | <b>2</b>  | <b>0</b>   | <b>1</b>             | <b>1</b>  | <b>5</b>            | <b>2</b>   | <b>2</b>     | <b>3</b>   | <b>1</b>             | <b>3</b>     | <b>4</b>      | <b>1</b>  | <b>3</b>  | <b>1</b>  | <b>2</b>  | <b>2</b>  |
| DK                           | 2             | 2         | 2         | 3                  | 2         | 0          | 1                    | 1         | 5                   | 2          | 2            | 3          | 1                    | 3            | 4             | 1         | 3         | 1         | 2         | 2         |



Table 29: Q4f. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. : I can usually meet my shopping and personal services without leaving Milpitas

|                              | GENDER BY AGE |              |            |                | GENDER BY EDUCATION |              |              |                | QC ETHNICITY/RACE |           |           |           |           |                |              |              |              |
|------------------------------|---------------|--------------|------------|----------------|---------------------|--------------|--------------|----------------|-------------------|-----------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                              | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+        | NCOLL<br>MEN | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN    | WHITE     | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                | 647           | 196          | 129        | 162            | 141                 | 137          | 193          | 138            | 172               | 71        | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL AGREE</u></b>    | <b>81</b>     | <b>84</b>    | <b>80</b>  | <b>83</b>      | <b>77</b>           | <b>83</b>    | <b>82</b>    | <b>82</b>      | <b>79</b>         | <b>71</b> | <b>90</b> | <b>74</b> | <b>86</b> | <b>87</b>      | <b>86</b>    | <b>83</b>    | <b>83</b>    |
| Strongly agree               | 35            | 28           | 37         | 38             | 38                  | 31           | 33           | 36             | 39                | 34        | 34        | 21        | 45        | 33             | 36           | 34           | 35           |
| Somewhat agree               | 47            | 56           | 42         | 46             | 39                  | 52           | 49           | 47             | 40                | 37        | 56        | 52        | 41        | 53             | 50           | 50           | 48           |
| <b><u>TOTAL DISAGREE</u></b> | <b>17</b>     | <b>13</b>    | <b>19</b>  | <b>16</b>      | <b>20</b>           | <b>14</b>    | <b>17</b>    | <b>16</b>      | <b>18</b>         | <b>27</b> | <b>10</b> | <b>22</b> | <b>9</b>  | <b>13</b>      | <b>13</b>    | <b>14</b>    | <b>15</b>    |
| Somewhat disagree            | 10            | 9            | 15         | 8              | 10                  | 13           | 10           | 8              | 10                | 11        | 3         | 17        | 3         | 8              | 11           | 10           | 10           |
| Strongly disagree            | 6             | 5            | 4          | 7              | 9                   | 2            | 6            | 8              | 8                 | 16        | 7         | 6         | 6         | 4              | 2            | 4            | 5            |
| <b><u>DK</u></b>             | <b>2</b>      | <b>2</b>     | <b>1</b>   | <b>1</b>       | <b>4</b>            | <b>2</b>     | <b>1</b>     | <b>2</b>       | <b>3</b>          | <b>1</b>  | <b>0</b>  | <b>4</b>  | <b>5</b>  | <b>1</b>       | <b>1</b>     | <b>3</b>     | <b>2</b>     |
| DK                           | 2             | 2            | 1          | 1              | 4                   | 2            | 1            | 2              | 3                 | 1         | 0         | 4         | 5         | 1              | 1            | 3            | 2            |

|                              | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |           |           |
|------------------------------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|
|                              | Total     | ENG       | SPAN      | VIET      | CHIN                 | A         | B         |
| Column n-Size                | 647       | 587       | 15        | 27        | 18                   | 323       | 324       |
| <b><u>TOTAL AGREE</u></b>    | <b>81</b> | <b>81</b> | <b>81</b> | <b>94</b> | <b>84</b>            | <b>80</b> | <b>83</b> |
| Strongly agree               | 35        | 34        | 51        | 50        | 16                   | 36        | 33        |
| Somewhat agree               | 47        | 47        | 30        | 43        | 67                   | 44        | 50        |
| <b><u>TOTAL DISAGREE</u></b> | <b>17</b> | <b>17</b> | <b>19</b> | <b>2</b>  | <b>16</b>            | <b>18</b> | <b>15</b> |
| Somewhat disagree            | 10        | 10        | 10        | 2         | 16                   | 12        | 9         |
| Strongly disagree            | 6         | 7         | 9         | 0         | 0                    | 6         | 6         |
| <b><u>DK</u></b>             | <b>2</b>  | <b>2</b>  | <b>0</b>  | <b>4</b>  | <b>0</b>             | <b>2</b>  | <b>2</b>  |
| DK                           | 2         | 2         | 0         | 4         | 0                    | 2         | 2         |

Table 30: Q5. 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)?

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME            |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|-------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                          | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                              | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                            | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| Column n-Size                | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                            | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b><u>TOO FAST</u></b>       | <b>34</b>                               | <b>38</b>   | <b>30</b>   | <b>31</b>    | <b>32</b>       | <b>2</b>             | <b>40</b>          | <b>31</b>     | <b>36</b>         | <b>100</b>                | <b>0</b>               | <b>0</b>    | <b>49</b>                     | <b>20</b> | <b>59</b>                     | <b>37</b>         | <b>25</b>                           | <b>40</b>   | <b>44</b>         | <b>23</b>    | <b>47</b>  |
| Much too fast                | 10                                      | 9           | 11          | 12           | 10              | 2                    | 15                 | 6             | 21                | 30                        | 0                      | 0           | 18                            | 4         | 10                            | 11                | 6                                   | 10          | 15                | 5            | 10         |
| Somewhat too fast            | 23                                      | 29          | 19          | 19           | 22              | 0                    | 25                 | 24            | 15                | 70                        | 0                      | 0           | 31                            | 17        | 49                            | 26                | 19                                  | 31          | 29                | 18           | 37         |
| <b><u>TOO SLOW</u></b>       | <b>14</b>                               | <b>11</b>   | <b>17</b>   | <b>17</b>    | <b>12</b>       | <b>61</b>            | <b>3</b>           | <b>14</b>     | <b>32</b>         | <b>0</b>                  | <b>0</b>               | <b>100</b>  | <b>19</b>                     | <b>13</b> | <b>13</b>                     | <b>26</b>         | <b>7</b>                            | <b>19</b>   | <b>22</b>         | <b>10</b>    | <b>17</b>  |
| Somewhat too slow            | 11                                      | 9           | 13          | 13           | 7               | 52                   | 2                  | 12            | 22                | 0                         | 0                      | 77          | 14                            | 10        | 7                             | 20                | 6                                   | 19          | 17                | 8            | 15         |
| Much too slow                | 3                                       | 2           | 4           | 3            | 5               | 9                    | 1                  | 3             | 11                | 0                         | 0                      | 23          | 5                             | 3         | 7                             | 7                 | 1                                   | 0           | 6                 | 2            | 2          |
| <b><u>ABOUT RIGHT/DK</u></b> | <b>52</b>                               | <b>51</b>   | <b>53</b>   | <b>52</b>    | <b>57</b>       | <b>36</b>            | <b>57</b>          | <b>55</b>     | <b>32</b>         | <b>0</b>                  | <b>100</b>             | <b>0</b>    | <b>32</b>                     | <b>67</b> | <b>27</b>                     | <b>37</b>         | <b>68</b>                           | <b>40</b>   | <b>34</b>         | <b>67</b>    | <b>36</b>  |
| About right                  | 48                                      | 49          | 48          | 45           | 52              | 36                   | 53                 | 52            | 27                | 0                         | 100                    | 0           | 29                            | 66        | 22                            | 35                | 66                                  | 39          | 32                | 66           | 33         |
| DK                           | 4                                       | 1           | 6           | 7            | 4               | 0                    | 4                  | 3             | 5                 | 0                         | 0                      | 0           | 3                             | 1         | 5                             | 2                 | 1                                   | 1           | 2                 | 1            | 3          |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                               |           |                               |                   |                                     |             |                   |              |            |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CONTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                           | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                              | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                           | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| Column n-Size                | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                           | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b><u>TOO FAST</u></b>       | <b>34</b>                               | <b>34</b>   | <b>34</b>   | <b>34</b>    | <b>33</b>       | <b>44</b>            | <b>29</b>          | <b>33</b>     | <b>35</b>         | <b>27</b>                 | <b>43</b>              | <b>31</b>   | <b>41</b>                     | <b>26</b> | <b>40</b>                     | <b>50</b>         | <b>18</b>                           | <b>29</b>   | <b>33</b>         | <b>34</b>    | <b>42</b>  |
| Much too fast                | 10                                      | 18          | 6           | 8            | 16              | 18                   | 5                  | 8             | 11                | 15                        | 2                      | 13          | 13                            | 7         | 10                            | 29                | 10                                  | 4           | 5                 | 8            | 16         |
| Somewhat too fast            | 23                                      | 16          | 28          | 26           | 17              | 26                   | 24                 | 25            | 24                | 12                        | 41                     | 19          | 28                            | 19        | 30                            | 21                | 8                                   | 25          | 28                | 26           | 27         |
| <b><u>TOO SLOW</u></b>       | <b>14</b>                               | <b>9</b>    | <b>8</b>    | <b>9</b>     | <b>36</b>       | <b>22</b>            | <b>10</b>          | <b>13</b>     | <b>16</b>         | <b>12</b>                 | <b>13</b>              | <b>15</b>   | <b>14</b>                     | <b>14</b> | <b>13</b>                     | <b>20</b>         | <b>25</b>                           | <b>21</b>   | <b>14</b>         | <b>10</b>    | <b>10</b>  |
| Somewhat too slow            | 11                                      | 6           | 7           | 7            | 26              | 17                   | 9                  | 11            | 12                | 7                         | 12                     | 11          | 11                            | 11        | 9                             | 20                | 16                                  | 8           | 14                | 9            | 9          |
| Much too slow                | 3                                       | 3           | 1           | 2            | 10              | 5                    | 1                  | 2             | 4                 | 6                         | 1                      | 4           | 3                             | 3         | 4                             | 0                 | 9                                   | 13          | 0                 | 1            | 1          |
| <b><u>ABOUT RIGHT/DK</u></b> | <b>52</b>                               | <b>57</b>   | <b>58</b>   | <b>58</b>    | <b>31</b>       | <b>33</b>            | <b>61</b>          | <b>54</b>     | <b>49</b>         | <b>61</b>                 | <b>44</b>              | <b>54</b>   | <b>44</b>                     | <b>60</b> | <b>47</b>                     | <b>29</b>         | <b>57</b>                           | <b>50</b>   | <b>53</b>         | <b>56</b>    | <b>47</b>  |
| About right                  | 48                                      | 53          | 55          | 55           | 24              | 33                   | 59                 | 52            | 44                | 47                        | 44                     | 49          | 40                            | 57        | 44                            | 20                | 49                                  | 43          | 50                | 55           | 45         |
| DK                           | 4                                       | 4           | 3           | 3            | 7               | 0                    | 2                  | 1             | 5                 | 14                        | 0                      | 5           | 4                             | 3         | 3                             | 9                 | 7                                   | 7           | 2                 | 1            | 2          |

Table 30: Q5. 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)?

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>TOO FAST</u></b>       | <b>34</b>     | <b>35</b> | <b>28</b> | <b>36</b>          | <b>31</b> | <b>33</b>  | <b>31</b>            | <b>32</b> | <b>28</b>           | <b>60</b>  | <b>79</b>    | <b>0</b>   | <b>32</b>            | <b>40</b>    | <b>34</b>     | <b>28</b> |           |           |           |           |
| Much too fast                | 10            | 10        | 6         | 10                 | 8         | 14         | 2                    | 14        | 3                   | 0          | 0            | 0          | 14                   | 9            | 4             | 15        |           |           |           |           |
| Somewhat too fast            | 23            | 25        | 22        | 26                 | 23        | 19         | 29                   | 17        | 26                  | 60         | 79           | 0          | 18                   | 31           | 30            | 13        |           |           |           |           |
| <b><u>TOO SLOW</u></b>       | <b>14</b>     | <b>16</b> | <b>13</b> | <b>19</b>          | <b>16</b> | <b>3</b>   | <b>14</b>            | <b>18</b> | <b>13</b>           | <b>0</b>   | <b>4</b>     | <b>100</b> | <b>7</b>             | <b>11</b>    | <b>12</b>     | <b>20</b> |           |           |           |           |
| Somewhat too slow            | 11            | 13        | 9         | 17                 | 13        | 3          | 12                   | 13        | 11                  | 0          | 0            | 100        | 7                    | 10           | 8             | 15        |           |           |           |           |
| Much too slow                | 3             | 3         | 4         | 3                  | 3         | 0          | 2                    | 4         | 2                   | 0          | 4            | 0          | 0                    | 1            | 3             | 5         |           |           |           |           |
| <b><u>ABOUT RIGHT/DK</u></b> | <b>52</b>     | <b>49</b> | <b>59</b> | <b>45</b>          | <b>54</b> | <b>63</b>  | <b>55</b>            | <b>51</b> | <b>58</b>           | <b>40</b>  | <b>16</b>    | <b>0</b>   | <b>60</b>            | <b>50</b>    | <b>54</b>     | <b>52</b> |           |           |           |           |
| About right                  | 48            | 46        | 54        | 43                 | 50        | 56         | 55                   | 44        | 58                  | 40         | 16           | 0          | 52                   | 47           | 51            | 47        |           |           |           |           |
| DK                           | 4             | 3         | 5         | 2                  | 3         | 7          | 0                    | 7         | 0                   | 0          | 0            | 0          | 8                    | 3            | 3             | 5         |           |           |           |           |
|                              |               |           |           |                    |           |            |                      |           |                     |            |              |            |                      |              |               |           |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      |              | QE EDUCATION  |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272        | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOO FAST</u></b>       | <b>34</b>     | <b>32</b> | <b>36</b> | <b>32</b>          | <b>29</b> | <b>28</b>  | <b>37</b>            | <b>35</b> | <b>48</b>           | <b>30</b>  | <b>39</b>    | <b>30</b>  | <b>34</b>            | <b>41</b>    | <b>45</b>     | <b>46</b> | <b>27</b> | <b>22</b> | <b>45</b> | <b>24</b> |
| Much too fast                | 10            | 8         | 12        | 2                  | 7         | 12         | 12                   | 11        | 23                  | 7          | 14           | 5          | 12                   | 16           | 16            | 7         | 6         | 11        | 12        | 8         |
| Somewhat too fast            | 23            | 23        | 24        | 30                 | 22        | 16         | 25                   | 25        | 25                  | 23         | 25           | 25         | 21                   | 25           | 29            | 38        | 20        | 11        | 33        | 16        |
| <b><u>TOO SLOW</u></b>       | <b>14</b>     | <b>17</b> | <b>12</b> | <b>12</b>          | <b>18</b> | <b>21</b>  | <b>12</b>            | <b>5</b>  | <b>7</b>            | <b>17</b>  | <b>9</b>     | <b>15</b>  | <b>16</b>            | <b>6</b>     | <b>6</b>      | <b>7</b>  | <b>13</b> | <b>30</b> | <b>6</b>  | <b>20</b> |
| Somewhat too slow            | 11            | 13        | 9         | 9                  | 12        | 18         | 11                   | 5         | 7                   | 13         | 8            | 11         | 14                   | 6            | 5             | 5         | 10        | 23        | 5         | 16        |
| Much too slow                | 3             | 4         | 2         | 3                  | 6         | 4          | 1                    | 0         | 0                   | 4          | 0            | 5          | 2                    | 0            | 1             | 2         | 2         | 8         | 1         | 5         |
| <b><u>ABOUT RIGHT/DK</u></b> | <b>52</b>     | <b>51</b> | <b>53</b> | <b>56</b>          | <b>53</b> | <b>50</b>  | <b>51</b>            | <b>60</b> | <b>45</b>           | <b>53</b>  | <b>52</b>    | <b>54</b>  | <b>51</b>            | <b>53</b>    | <b>49</b>     | <b>47</b> | <b>61</b> | <b>48</b> | <b>48</b> | <b>55</b> |
| About right                  | 48            | 48        | 49        | 55                 | 50        | 45         | 47                   | 53        | 40                  | 51         | 47           | 52         | 46                   | 47           | 46            | 47        | 55        | 44        | 47        | 50        |
| DK                           | 4             | 3         | 4         | 1                  | 3         | 5          | 4                    | 7         | 5                   | 3          | 5            | 2          | 5                    | 6            | 3             | 0         | 6         | 4         | 2         | 5         |

Table 30: Q5. 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)?

|                              | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                              | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOO FAST</u></b>       | <b>34</b>     | <b>29</b>    | <b>37</b>  | <b>32</b>      | <b>41</b>    | <b>45</b>           | <b>22</b>    | <b>46</b>      | <b>27</b>      | <b>42</b>         | <b>33</b> | <b>25</b> | <b>35</b> | <b>43</b>      | <b>24</b>    | <b>32</b>    | <b>33</b>    |
| Much too fast                | 10            | 8            | 9          | 5              | 19           | 12                  | 6            | 13             | 11             | 20                | 9         | 7         | 7         | 9              | 5            | 7            | 9            |
| Somewhat too fast            | 23            | 20           | 28         | 27             | 21           | 34                  | 16           | 33             | 17             | 21                | 24        | 18        | 28        | 34             | 19           | 25           | 24           |
| <b><u>TOO SLOW</u></b>       | <b>14</b>     | <b>19</b>    | <b>11</b>  | <b>13</b>      | <b>7</b>     | <b>8</b>            | <b>23</b>    | <b>5</b>       | <b>17</b>      | <b>6</b>          | <b>4</b>  | <b>20</b> | <b>11</b> | <b>19</b>      | <b>16</b>    | <b>17</b>    | <b>14</b>    |
| Somewhat too slow            | 11            | 14           | 11         | 11             | 7            | 6                   | 18           | 4              | 13             | 1                 | 3         | 17        | 8         | 18             | 13           | 14           | 12           |
| Much too slow                | 3             | 6            | 0          | 2              | 0            | 3                   | 5            | 0              | 4              | 6                 | 2         | 4         | 2         | 1              | 3            | 2            | 2            |
| <b><u>ABOUT RIGHT/DK</u></b> | <b>52</b>     | <b>52</b>    | <b>52</b>  | <b>55</b>      | <b>52</b>    | <b>47</b>           | <b>55</b>    | <b>50</b>      | <b>55</b>      | <b>52</b>         | <b>63</b> | <b>55</b> | <b>55</b> | <b>38</b>      | <b>60</b>    | <b>51</b>    | <b>53</b>    |
| About right                  | 48            | 49           | 48         | 52             | 46           | 45                  | 50           | 47             | 50             | 47                | 58        | 47        | 51        | 37             | 57           | 48           | 49           |
| DK                           | 4             | 3            | 4          | 3              | 6            | 1                   | 4            | 2              | 6              | 5                 | 5         | 8         | 4         | 1              | 3            | 4            | 4            |

|                              | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                              | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>TOO FAST</u></b>       | <b>34</b> | <b>34</b> | <b>43</b> | <b>32</b> | <b>27</b> | <b>35</b>            | <b>32</b> |
| Much too fast                | 10        | 10        | 14        | 5         | 0         | 10                   | 10        |
| Somewhat too fast            | 23        | 23        | 29        | 27        | 27        | 25                   | 22        |
| <b><u>TOO SLOW</u></b>       | <b>14</b> | <b>15</b> | <b>7</b>  | <b>5</b>  | <b>10</b> | <b>13</b>            | <b>16</b> |
| Somewhat too slow            | 11        | 12        | 7         | 3         | 10        | 10                   | 12        |
| Much too slow                | 3         | 3         | 0         | 2         | 0         | 3                    | 3         |
| <b><u>ABOUT RIGHT/DK</u></b> | <b>52</b> | <b>51</b> | <b>50</b> | <b>63</b> | <b>63</b> | <b>51</b>            | <b>53</b> |
| About right                  | 48        | 47        | 50        | 63        | 63        | 48                   | 49        |
| DK                           | 4         | 4         | 0         | 0         | 0         | 3                    | 4         |

Table 31: Q6a. Can you tell me how safe you feel \_\_\_\_\_? : Bicycling in Milpitas

|                            | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|----------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                            | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                            | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| Column n-Size              | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>TOTAL SAFE</u></b>   | <b>54</b>                               | <b>58</b> | <b>51</b> | <b>44</b> | <b>63</b> | <b>38</b>    | <b>65</b>          | <b>55</b>   | <b>33</b>       | <b>54</b>                 | <b>62</b>      | <b>38</b>   | <b>52</b>          | <b>69</b> | <b>54</b> | <b>55</b>         | <b>61</b> | <b>53</b> | <b>53</b>         | <b>65</b> | <b>53</b> |
| Very safe                  | 15                                      | 15        | 15        | 14        | 17        | 0            | 29                 | 12          | 7               | 15                        | 18             | 7           | 16                 | 22        | 9         | 13                | 16        | 12        | 15                | 19        | 11        |
| Somewhat safe              | 40                                      | 43        | 37        | 31        | 45        | 38           | 36                 | 43          | 26              | 39                        | 44             | 31          | 36                 | 47        | 44        | 42                | 44        | 41        | 39                | 46        | 42        |
| <b><u>TOTAL UNSAFE</u></b> | <b>18</b>                               | <b>14</b> | <b>21</b> | <b>22</b> | <b>16</b> | <b>52</b>    | <b>10</b>          | <b>16</b>   | <b>38</b>       | <b>21</b>                 | <b>13</b>      | <b>30</b>   | <b>21</b>          | <b>11</b> | <b>19</b> | <b>23</b>         | <b>15</b> | <b>20</b> | <b>22</b>         | <b>13</b> | <b>19</b> |
| Somewhat unsafe            | 11                                      | 8         | 14        | 16        | 8         | 38           | 8                  | 10          | 21              | 12                        | 8              | 21          | 11                 | 6         | 9         | 18                | 10        | 18        | 14                | 8         | 14        |
| Very unsafe                | 7                                       | 6         | 7         | 6         | 8         | 15           | 2                  | 6           | 17              | 8                         | 4              | 9           | 10                 | 5         | 10        | 5                 | 4         | 2         | 8                 | 5         | 5         |
| <b><u>NEITHER/DK</u></b>   | <b>28</b>                               | <b>27</b> | <b>28</b> | <b>34</b> | <b>22</b> | <b>10</b>    | <b>25</b>          | <b>29</b>   | <b>29</b>       | <b>26</b>                 | <b>25</b>      | <b>32</b>   | <b>26</b>          | <b>20</b> | <b>27</b> | <b>22</b>         | <b>25</b> | <b>27</b> | <b>24</b>         | <b>22</b> | <b>27</b> |
| Neither safe nor unsafe    | 13                                      | 17        | 10        | 11        | 9         | 10           | 7                  | 16          | 13              | 13                        | 13             | 18          | 10                 | 16        | 22        | 12                | 15        | 7         | 11                | 16        | 13        |
| DK                         | 14                                      | 10        | 18        | 23        | 13        | 0            | 18                 | 13          | 16              | 13                        | 12             | 14          | 16                 | 4         | 5         | 10                | 10        | 20        | 13                | 7         | 15        |

|                            | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|----------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                            | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                            | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Column n-Size              | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b><u>TOTAL SAFE</u></b>   | <b>54</b>        | <b>57</b>   | <b>63</b>   | <b>62</b>    | <b>27</b>       | <b>54</b>            | <b>68</b> | <b>64</b>     | <b>47</b>         | <b>31</b> | <b>70</b>              | <b>51</b> | <b>53</b>                    | <b>56</b> | <b>58</b>                     | <b>29</b>         | <b>44</b>                           | <b>53</b>   | <b>59</b>    | <b>59</b>    | <b>55</b>  |
| Very safe                  | 15               | 25          | 16          | 17           | 6               | 22                   | 18        | 19            | 11                | 10        | 15                     | 15        | 15                           | 14        | 17                            | 5                 | 11                                  | 14          | 16           | 17           | 14         |
| Somewhat safe              | 40               | 31          | 47          | 45           | 20              | 32                   | 50        | 45            | 36                | 21        | 55                     | 36        | 38                           | 41        | 41                            | 24                | 33                                  | 39          | 43           | 42           | 40         |
| <b><u>TOTAL UNSAFE</u></b> | <b>18</b>        | <b>20</b>   | <b>11</b>   | <b>13</b>    | <b>40</b>       | <b>25</b>            | <b>13</b> | <b>16</b>     | <b>19</b>         | <b>23</b> | <b>9</b>               | <b>20</b> | <b>21</b>                    | <b>15</b> | <b>16</b>                     | <b>42</b>         | <b>34</b>                           | <b>27</b>   | <b>17</b>    | <b>12</b>    | <b>13</b>  |
| Somewhat unsafe            | 11               | 12          | 7           | 8            | 23              | 16                   | 6         | 9             | 13                | 18        | 7                      | 12        | 12                           | 9         | 10                            | 22                | 18                                  | 18          | 9            | 10           | 8          |
| Very unsafe                | 7                | 8           | 4           | 5            | 17              | 9                    | 7         | 8             | 6                 | 5         | 1                      | 8         | 8                            | 5         | 6                             | 20                | 16                                  | 9           | 7            | 2            | 5          |
| <b><u>NEITHER/DK</u></b>   | <b>28</b>        | <b>23</b>   | <b>26</b>   | <b>25</b>    | <b>33</b>       | <b>21</b>            | <b>19</b> | <b>20</b>     | <b>34</b>         | <b>46</b> | <b>21</b>              | <b>29</b> | <b>27</b>                    | <b>29</b> | <b>26</b>                     | <b>29</b>         | <b>22</b>                           | <b>20</b>   | <b>24</b>    | <b>29</b>    | <b>33</b>  |
| Neither safe nor unsafe    | 13               | 7           | 14          | 13           | 16              | 11                   | 12        | 12            | 16                | 12        | 18                     | 12        | 14                           | 14        | 16                            | 6                 | 6                                   | 13          | 14           | 14           | 15         |
| DK                         | 14               | 16          | 12          | 12           | 17              | 10                   | 7         | 8             | 18                | 34        | 3                      | 17        | 13                           | 16        | 11                            | 23                | 16                                  | 7           | 10           | 15           | 18         |

Table 31: Q6a. Can you tell me how safe you feel \_\_\_\_\_? : Bicycling in Milpitas

|                            | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                            | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size              | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>TOTAL SAFE</u></b>   | <b>54</b>     | <b>53</b> | <b>58</b> | <b>48</b>          | <b>64</b> | <b>47</b>  | <b>72</b>            | <b>53</b> | <b>75</b>           | <b>79</b>  | <b>51</b>    | <b>0</b>   | <b>45</b>            | <b>62</b>    | <b>62</b>     | <b>52</b> |           |           |           |           |
| Very safe                  | 15            | 15        | 12        | 12                 | 18        | 14         | 18                   | 16        | 20                  | 13         | 0            | 0          | 13                   | 13           | 21            | 16        |           |           |           |           |
| Somewhat safe              | 40            | 38        | 46        | 36                 | 46        | 33         | 55                   | 36        | 54                  | 67         | 51           | 0          | 32                   | 49           | 42            | 36        |           |           |           |           |
| <b><u>TOTAL UNSAFE</u></b> | <b>18</b>     | <b>16</b> | <b>20</b> | <b>26</b>          | <b>18</b> | <b>10</b>  | <b>8</b>             | <b>29</b> | <b>9</b>            | <b>21</b>  | <b>0</b>     | <b>0</b>   | <b>20</b>            | <b>12</b>    | <b>13</b>     | <b>26</b> |           |           |           |           |
| Somewhat unsafe            | 11            | 10        | 12        | 18                 | 9         | 6          | 6                    | 13        | 7                   | 0          | 0            | 0          | 15                   | 7            | 9             | 13        |           |           |           |           |
| Very unsafe                | 7             | 5         | 8         | 8                  | 9         | 3          | 3                    | 16        | 3                   | 21         | 0            | 0          | 5                    | 5            | 4             | 13        |           |           |           |           |
| <b><u>NEITHER/DK</u></b>   | <b>28</b>     | <b>31</b> | <b>22</b> | <b>26</b>          | <b>19</b> | <b>43</b>  | <b>19</b>            | <b>18</b> | <b>16</b>           | <b>0</b>   | <b>49</b>    | <b>100</b> | <b>35</b>            | <b>26</b>    | <b>24</b>     | <b>22</b> |           |           |           |           |
| Neither safe nor unsafe    | 13            | 14        | 13        | 15                 | 11        | 14         | 15                   | 7         | 13                  | 0          | 49           | 54         | 13                   | 15           | 16            | 7         |           |           |           |           |
| DK                         | 14            | 17        | 9         | 11                 | 7         | 30         | 4                    | 11        | 4                   | 0          | 0            | 46         | 22                   | 11           | 9             | 15        |           |           |           |           |
|                            |               |           |           |                    |           |            |                      |           |                     |            |              |            |                      |              |               |           |           |           |           |           |
|                            | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      |              | QE EDUCATION  |           |           |           |           |           |
|                            | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size              | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272        | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL SAFE</u></b>   | <b>54</b>     | <b>56</b> | <b>53</b> | <b>75</b>          | <b>59</b> | <b>53</b>  | <b>50</b>            | <b>45</b> | <b>36</b>           | <b>62</b>  | <b>45</b>    | <b>66</b>  | <b>51</b>            | <b>41</b>    | <b>57</b>     | <b>56</b> | <b>59</b> | <b>45</b> | <b>57</b> | <b>53</b> |
| Very safe                  | 15            | 19        | 10        | 22                 | 14        | 18         | 12                   | 16        | 6                   | 18         | 12           | 17         | 14                   | 12           | 17            | 15        | 16        | 12        | 16        | 14        |
| Somewhat safe              | 40            | 36        | 42        | 53                 | 44        | 35         | 38                   | 29        | 30                  | 45         | 34           | 48         | 37                   | 29           | 40            | 41        | 43        | 33        | 40        | 39        |
| <b><u>TOTAL UNSAFE</u></b> | <b>18</b>     | <b>18</b> | <b>18</b> | <b>11</b>          | <b>21</b> | <b>24</b>  | <b>17</b>            | <b>7</b>  | <b>18</b>           | <b>19</b>  | <b>15</b>    | <b>17</b>  | <b>20</b>            | <b>12</b>    | <b>15</b>     | <b>15</b> | <b>13</b> | <b>30</b> | <b>15</b> | <b>20</b> |
| Somewhat unsafe            | 11            | 11        | 11        | 6                  | 12        | 16         | 9                    | 4         | 13                  | 11         | 9            | 10         | 12                   | 8            | 8             | 11        | 8         | 18        | 9         | 12        |
| Very unsafe                | 7             | 7         | 7         | 4                  | 9         | 8          | 8                    | 3         | 5                   | 7          | 6            | 7          | 8                    | 4            | 6             | 5         | 5         | 11        | 5         | 8         |
| <b><u>NEITHER/DK</u></b>   | <b>28</b>     | <b>27</b> | <b>29</b> | <b>15</b>          | <b>20</b> | <b>22</b>  | <b>33</b>            | <b>48</b> | <b>45</b>           | <b>19</b>  | <b>40</b>    | <b>18</b>  | <b>28</b>            | <b>47</b>    | <b>28</b>     | <b>29</b> | <b>29</b> | <b>26</b> | <b>29</b> | <b>27</b> |
| Neither safe nor unsafe    | 13            | 14        | 13        | 9                  | 15        | 16         | 11                   | 15        | 16                  | 13         | 14           | 12         | 13                   | 16           | 9             | 24        | 13        | 9         | 16        | 12        |
| DK                         | 14            | 12        | 17        | 5                  | 6         | 6          | 21                   | 33        | 29                  | 6          | 27           | 6          | 15                   | 31           | 19            | 5         | 15        | 17        | 13        | 16        |

Table 31: Q6a. Can you tell me how safe you feel \_\_\_\_\_? : Bicycling in Milpitas

|                            | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                            | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size              | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL SAFE</u></b>   | <b>54</b>     | <b>59</b>    | <b>52</b>  | <b>67</b>      | <b>39</b>    | <b>55</b>           | <b>56</b>    | <b>58</b>      | <b>49</b>      | <b>37</b>         | <b>78</b> | <b>46</b> | <b>56</b> | <b>56</b>      | <b>50</b>    | <b>52</b>    | <b>56</b>    |
| Very safe                  | 15            | 20           | 19         | 15             | 5            | 22                  | 17           | 11             | 10             | 16                | 18        | 6         | 15        | 17             | 16           | 14           | 15           |
| Somewhat safe              | 40            | 39           | 34         | 52             | 33           | 34                  | 39           | 47             | 39             | 21                | 60        | 40        | 41        | 40             | 34           | 39           | 41           |
| <b><u>TOTAL UNSAFE</u></b> | <b>18</b>     | <b>20</b>    | <b>11</b>  | <b>16</b>      | <b>18</b>    | <b>17</b>           | <b>18</b>    | <b>13</b>      | <b>22</b>      | <b>27</b>         | <b>11</b> | <b>18</b> | <b>14</b> | <b>19</b>      | <b>18</b>    | <b>17</b>    | <b>16</b>    |
| Somewhat unsafe            | 11            | 12           | 7          | 9              | 10           | 10                  | 11           | 9              | 13             | 22                | 4         | 10        | 9         | 11             | 10           | 10           | 9            |
| Very unsafe                | 7             | 8            | 4          | 7              | 8            | 7                   | 7            | 4              | 9              | 5                 | 7         | 8         | 5         | 8              | 8            | 8            | 7            |
| <b><u>NEITHER/DK</u></b>   | <b>28</b>     | <b>21</b>    | <b>36</b>  | <b>17</b>      | <b>44</b>    | <b>28</b>           | <b>26</b>    | <b>29</b>      | <b>29</b>      | <b>37</b>         | <b>10</b> | <b>36</b> | <b>30</b> | <b>25</b>      | <b>32</b>    | <b>30</b>    | <b>27</b>    |
| Neither safe nor unsafe    | 13            | 14           | 15         | 13             | 12           | 16                  | 13           | 16             | 10             | 12                | 2         | 15        | 18        | 15             | 17           | 16           | 14           |
| DK                         | 14            | 7            | 21         | 4              | 32           | 12                  | 13           | 14             | 19             | 25                | 8         | 21        | 12        | 10             | 14           | 14           | 13           |

|                            | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                            | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size              | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL SAFE</u></b>   | <b>54</b> | <b>53</b> | <b>75</b> | <b>73</b> | <b>44</b> | <b>55</b>            | <b>53</b> |
| Very safe                  | 15        | 15        | 17        | 17        | 0         | 16                   | 13        |
| Somewhat safe              | 40        | 38        | 58        | 56        | 44        | 39                   | 40        |
| <b><u>TOTAL UNSAFE</u></b> | <b>18</b> | <b>19</b> | <b>14</b> | <b>0</b>  | <b>6</b>  | <b>18</b>            | <b>18</b> |
| Somewhat unsafe            | 11        | 12        | 0         | 0         | 6         | 9                    | 13        |
| Very unsafe                | 7         | 7         | 14        | 0         | 0         | 9                    | 5         |
| <b><u>NEITHER/DK</u></b>   | <b>28</b> | <b>28</b> | <b>10</b> | <b>27</b> | <b>50</b> | <b>27</b>            | <b>29</b> |
| Neither safe nor unsafe    | 13        | 13        | 5         | 7         | 35        | 14                   | 13        |
| DK                         | 14        | 14        | 5         | 19        | 15        | 13                   | 16        |

Table 32: Q6b. Can you tell me how safe you feel \_\_\_\_\_? : In the City park closest to your residence

|                            | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|----------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                            | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                            | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| Column n-Size              | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>TOTAL SAFE</u></b>   | <b>82</b>                               | <b>83</b> | <b>82</b> | <b>79</b> | <b>85</b> | <b>86</b>    | <b>86</b>          | <b>83</b>   | <b>72</b>       | <b>82</b>                 | <b>87</b>      | <b>69</b>   | <b>74</b>          | <b>92</b> | <b>81</b> | <b>80</b>         | <b>83</b> | <b>83</b> | <b>77</b>         | <b>87</b> | <b>82</b> |
| Very safe                  | 35                                      | 35        | 35        | 34        | 34        | 44           | 58                 | 28          | 34              | 35                        | 40             | 22          | 27                 | 34        | 35        | 37                | 36        | 36        | 32                | 35        | 36        |
| Somewhat safe              | 47                                      | 48        | 47        | 45        | 50        | 42           | 28                 | 56          | 38              | 47                        | 47             | 46          | 47                 | 58        | 45        | 42                | 47        | 47        | 44                | 53        | 46        |
| <b><u>TOTAL UNSAFE</u></b> | <b>4</b>                                | <b>5</b>  | <b>3</b>  | <b>4</b>  | <b>1</b>  | <b>6</b>     | <b>1</b>           | <b>3</b>    | <b>12</b>       | <b>4</b>                  | <b>2</b>       | <b>12</b>   | <b>8</b>           | <b>2</b>  | <b>0</b>  | <b>9</b>          | <b>3</b>  | <b>5</b>  | <b>9</b>          | <b>2</b>  | <b>3</b>  |
| Somewhat unsafe            | 3                                       | 4         | 2         | 3         | 1         | 6            | 1                  | 3           | 5               | 2                         | 2              | 8           | 1                  | 2         | 0         | 8                 | 2         | 5         | 4                 | 2         | 3         |
| Very unsafe                | 1                                       | 2         | 1         | 2         | 0         | 0            | 0                  | 1           | 7               | 2                         | 0              | 4           | 8                  | 0         | 0         | 1                 | 1         | 0         | 4                 | 0         | 0         |
| <b><u>NEITHER/DK</u></b>   | <b>14</b>                               | <b>12</b> | <b>15</b> | <b>16</b> | <b>14</b> | <b>8</b>     | <b>12</b>          | <b>13</b>   | <b>17</b>       | <b>14</b>                 | <b>11</b>      | <b>19</b>   | <b>18</b>          | <b>6</b>  | <b>19</b> | <b>11</b>         | <b>14</b> | <b>12</b> | <b>15</b>         | <b>10</b> | <b>15</b> |
| Neither safe nor unsafe    | 11                                      | 11        | 11        | 11        | 11        | 8            | 6                  | 12          | 15              | 12                        | 9              | 17          | 17                 | 6         | 18        | 10                | 13        | 12        | 14                | 10        | 14        |
| DK                         | 3                                       | 1         | 4         | 5         | 3         | 0            | 6                  | 1           | 2               | 2                         | 2              | 2           | 1                  | 0         | 2         | 1                 | 1         | 0         | 1                 | 1         | 1         |

|                            | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CONTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|----------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|-------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                            | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                           | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                            | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                           | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Column n-Size              | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                           | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b><u>TOTAL SAFE</u></b>   | <b>82</b>        | <b>89</b>   | <b>86</b>   | <b>87</b>    | <b>67</b>       | <b>81</b>            | <b>89</b> | <b>87</b>     | <b>78</b>         | <b>77</b> | <b>84</b>              | <b>82</b> | <b>84</b>                     | <b>81</b> | <b>89</b>                     | <b>60</b>         | <b>73</b>                           | <b>81</b>   | <b>87</b>    | <b>84</b>    | <b>83</b>  |
| Very safe                  | 35               | 66          | 33          | 39           | 22              | 45                   | 35        | 38            | 30                | 44        | 28                     | 36        | 36                            | 34        | 40                            | 18                | 43                                  | 23          | 34           | 33           | 37         |
| Somewhat safe              | 47               | 23          | 53          | 48           | 44              | 36                   | 54        | 49            | 48                | 33        | 56                     | 46        | 48                            | 47        | 49                            | 42                | 30                                  | 59          | 53           | 52           | 47         |
| <b><u>TOTAL UNSAFE</u></b> | <b>4</b>         | <b>0</b>    | <b>3</b>    | <b>2</b>     | <b>14</b>       | <b>6</b>             | <b>4</b>  | <b>4</b>      | <b>5</b>          | <b>0</b>  | <b>4</b>               | <b>4</b>  | <b>5</b>                      | <b>3</b>  | <b>3</b>                      | <b>15</b>         | <b>8</b>                            | <b>5</b>    | <b>2</b>     | <b>4</b>     | <b>3</b>   |
| Somewhat unsafe            | 3                | 0           | 3           | 2            | 6               | 3                    | 2         | 3             | 3                 | 0         | 4                      | 3         | 4                             | 2         | 2                             | 12                | 3                                   | 5           | 2            | 2            | 2          |
| Very unsafe                | 1                | 0           | 0           | 0            | 8               | 3                    | 1         | 2             | 2                 | 0         | 0                      | 2         | 2                             | 1         | 2                             | 3                 | 4                                   | 0           | 0            | 2            | 1          |
| <b><u>NEITHER/DK</u></b>   | <b>14</b>        | <b>11</b>   | <b>11</b>   | <b>11</b>    | <b>19</b>       | <b>13</b>            | <b>7</b>  | <b>9</b>      | <b>17</b>         | <b>23</b> | <b>12</b>              | <b>14</b> | <b>11</b>                     | <b>16</b> | <b>8</b>                      | <b>25</b>         | <b>19</b>                           | <b>13</b>   | <b>11</b>    | <b>12</b>    | <b>14</b>  |
| Neither safe nor unsafe    | 11               | 7           | 10          | 9            | 17              | 13                   | 7         | 9             | 13                | 12        | 12                     | 10        | 8                             | 13        | 5                             | 20                | 13                                  | 13          | 8            | 11           | 11         |
| DK                         | 3                | 5           | 2           | 2            | 2               | 0                    | 0         | 0             | 4                 | 11        | 0                      | 3         | 3                             | 3         | 2                             | 5                 | 6                                   | 0           | 2            | 1            | 3          |



Table 32: Q6b. Can you tell me how safe you feel \_\_\_\_\_? : In the City park closest to your residence

|                            | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                            | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size              | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>TOTAL SAFE</u></b>   | <b>82</b>     | <b>83</b> | <b>80</b> | <b>82</b>          | <b>85</b> | <b>79</b>  | <b>84</b>            | <b>85</b> | <b>86</b>           | <b>87</b>  | <b>100</b>   | <b>0</b>   | <b>63</b>            | <b>89</b>    | <b>88</b>     | <b>79</b> |           |           |           |           |
| Very safe                  | 35            | 36        | 32        | 34                 | 34        | 42         | 31                   | 36        | 31                  | 27         | 37           | 0          | 31                   | 35           | 36            | 37        |           |           |           |           |
| Somewhat safe              | 47            | 48        | 48        | 48                 | 51        | 37         | 53                   | 48        | 55                  | 60         | 63           | 0          | 31                   | 54           | 52            | 42        |           |           |           |           |
| <b><u>TOTAL UNSAFE</u></b> | <b>4</b>      | <b>4</b>  | <b>4</b>  | <b>4</b>           | <b>4</b>  | <b>3</b>   | <b>4</b>             | <b>4</b>  | <b>4</b>            | <b>13</b>  | <b>0</b>     | <b>0</b>   | <b>4</b>             | <b>4</b>     | <b>4</b>      | <b>5</b>  |           |           |           |           |
| Somewhat unsafe            | 3             | 3         | 2         | 3                  | 3         | 2          | 3                    | 2         | 3                   | 13         | 0            | 0          | 3                    | 3            | 2             | 3         |           |           |           |           |
| Very unsafe                | 1             | 1         | 2         | 1                  | 1         | 1          | 1                    | 2         | 1                   | 0          | 0            | 0          | 1                    | 1            | 2             | 2         |           |           |           |           |
| <b><u>NEITHER/DK</u></b>   | <b>14</b>     | <b>13</b> | <b>16</b> | <b>14</b>          | <b>11</b> | <b>18</b>  | <b>12</b>            | <b>11</b> | <b>10</b>           | <b>0</b>   | <b>0</b>     | <b>100</b> | <b>34</b>            | <b>7</b>     | <b>8</b>      | <b>16</b> |           |           |           |           |
| Neither safe nor unsafe    | 11            | 10        | 13        | 13                 | 11        | 10         | 12                   | 9         | 10                  | 0          | 0            | 100        | 25                   | 7            | 5             | 14        |           |           |           |           |
| DK                         | 3             | 3         | 3         | 1                  | 1         | 8          | 0                    | 2         | 0                   | 0          | 0            | 0          | 9                    | 0            | 3             | 2         |           |           |           |           |
|                            | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      | QE EDUCATION |               |           |           |           |           |           |
|                            | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size              | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272        | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL SAFE</u></b>   | <b>82</b>     | <b>85</b> | <b>80</b> | <b>80</b>          | <b>87</b> | <b>83</b>  | <b>81</b>            | <b>86</b> | <b>70</b>           | <b>84</b>  | <b>80</b>    | <b>84</b>  | <b>82</b>            | <b>79</b>    | <b>82</b>     | <b>76</b> | <b>87</b> | <b>82</b> | <b>79</b> | <b>85</b> |
| Very safe                  | 35            | 41        | 28        | 30                 | 34        | 45         | 35                   | 38        | 30                  | 35         | 35           | 32         | 39                   | 34           | 35            | 29        | 37        | 37        | 32        | 37        |
| Somewhat safe              | 47            | 44        | 51        | 51                 | 53        | 38         | 46                   | 49        | 40                  | 49         | 45           | 52         | 43                   | 45           | 47            | 47        | 50        | 46        | 47        | 48        |
| <b><u>TOTAL UNSAFE</u></b> | <b>4</b>      | <b>5</b>  | <b>4</b>  | <b>8</b>           | <b>4</b>  | <b>3</b>   | <b>2</b>             | <b>2</b>  | <b>3</b>            | <b>5</b>   | <b>2</b>     | <b>6</b>   | <b>3</b>             | <b>3</b>     | <b>3</b>      | <b>6</b>  | <b>3</b>  | <b>5</b>  | <b>5</b>  | <b>4</b>  |
| Somewhat unsafe            | 3             | 3         | 3         | 5                  | 3         | 3          | 2                    | 1         | 0                   | 4          | 1            | 4          | 2                    | 1            | 3             | 5         | 2         | 2         | 4         | 2         |
| Very unsafe                | 1             | 2         | 1         | 3                  | 1         | 1          | 1                    | 1         | 3                   | 2          | 1            | 2          | 1                    | 2            | 1             | 2         | 1         | 3         | 1         | 2         |
| <b><u>NEITHER/DK</u></b>   | <b>14</b>     | <b>11</b> | <b>17</b> | <b>12</b>          | <b>9</b>  | <b>13</b>  | <b>17</b>            | <b>11</b> | <b>27</b>           | <b>11</b>  | <b>18</b>    | <b>10</b>  | <b>15</b>            | <b>18</b>    | <b>14</b>     | <b>18</b> | <b>11</b> | <b>13</b> | <b>16</b> | <b>12</b> |
| Neither safe nor unsafe    | 11            | 9         | 13        | 12                 | 9         | 13         | 16                   | 8         | 7                   | 11         | 12           | 10         | 15                   | 8            | 12            | 16        | 8         | 9         | 14        | 9         |
| DK                         | 3             | 2         | 3         | 0                  | 0         | 0          | 1                    | 3         | 19                  | 0          | 6            | 0          | 0                    | 11           | 2             | 2         | 2         | 4         | 2         | 3         |

Table 32: Q6b. Can you tell me how safe you feel \_\_\_\_\_? : In the City park closest to your residence

|                            | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                            | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size              | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL SAFE</u></b>   | <b>82</b>     | <b>86</b>    | <b>82</b>  | <b>81</b>      | <b>78</b>    | <b>81</b>           | <b>87</b>    | <b>77</b>      | <b>82</b>      | <b>78</b>         | <b>83</b> | <b>76</b> | <b>80</b> | <b>90</b>      | <b>82</b>    | <b>83</b>    | <b>83</b>    |
| Very safe                  | 35            | 40           | 42         | 29             | 29           | 37                  | 43           | 27             | 30             | 42                | 29        | 25        | 39        | 27             | 36           | 32           | 34           |
| Somewhat safe              | 47            | 46           | 40         | 52             | 50           | 43                  | 44           | 51             | 52             | 35                | 54        | 51        | 41        | 63             | 46           | 51           | 49           |
| <b><u>TOTAL UNSAFE</u></b> | <b>4</b>      | <b>5</b>     | <b>4</b>   | <b>5</b>       | <b>1</b>     | <b>5</b>            | <b>4</b>     | <b>4</b>       | <b>3</b>       | <b>7</b>          | <b>2</b>  | <b>2</b>  | <b>9</b>  | <b>2</b>       | <b>6</b>     | <b>4</b>     | <b>4</b>     |
| Somewhat unsafe            | 3             | 3            | 1          | 4              | 1            | 3                   | 2            | 4              | 2              | 4                 | 2         | 2         | 5         | 1              | 4            | 3            | 3            |
| Very unsafe                | 1             | 2            | 2          | 1              | 0            | 2                   | 2            | 0              | 1              | 3                 | 0         | 0         | 4         | 1              | 2            | 1            | 1            |
| <b><u>NEITHER/DK</u></b>   | <b>14</b>     | <b>9</b>     | <b>14</b>  | <b>14</b>      | <b>21</b>    | <b>14</b>           | <b>9</b>     | <b>19</b>      | <b>15</b>      | <b>15</b>         | <b>15</b> | <b>22</b> | <b>11</b> | <b>8</b>       | <b>12</b>    | <b>13</b>    | <b>13</b>    |
| Neither safe nor unsafe    | 11            | 8            | 10         | 14             | 13           | 13                  | 6            | 15             | 12             | 8                 | 12        | 16        | 9         | 7              | 12           | 11           | 11           |
| DK                         | 3             | 0            | 4          | 0              | 7            | 1                   | 3            | 3              | 3              | 7                 | 3         | 5         | 2         | 1              | 0            | 2            | 2            |

|                            | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                            | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size              | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL SAFE</u></b>   | <b>82</b> | <b>82</b> | <b>95</b> | <b>93</b> | <b>61</b> | <b>84</b>            | <b>80</b> |
| Very safe                  | 35        | 35        | 30        | 41        | 27        | 35                   | 35        |
| Somewhat safe              | 47        | 47        | 65        | 51        | 34        | 49                   | 45        |
| <b><u>TOTAL UNSAFE</u></b> | <b>4</b>  | <b>4</b>  | <b>0</b>  | <b>5</b>  | <b>13</b> | <b>4</b>             | <b>4</b>  |
| Somewhat unsafe            | 3         | 3         | 0         | 5         | 7         | 2                    | 4         |
| Very unsafe                | 1         | 1         | 0         | 0         | 6         | 2                    | 1         |
| <b><u>NEITHER/DK</u></b>   | <b>14</b> | <b>14</b> | <b>5</b>  | <b>2</b>  | <b>26</b> | <b>12</b>            | <b>15</b> |
| Neither safe nor unsafe    | 11        | 11        | 5         | 2         | 19        | 10                   | 12        |
| DK                         | 3         | 3         | 0         | 0         | 6         | 2                    | 3         |

Table 33: Q6c. Can you tell me how safe you feel \_\_\_\_\_? : Shopping in Milpitas

|                            | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|----------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                            | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
| Column n-Size              | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>TOTAL SAFE</u></b>   | <b>83</b>                               | <b>85</b> | <b>80</b> | <b>81</b> | <b>81</b> | <b>65</b>    | <b>91</b>          | <b>83</b>   | <b>71</b>       | <b>86</b>                 | <b>85</b>      | <b>66</b>   | <b>74</b>          | <b>83</b> | <b>88</b> | <b>72</b>         | <b>89</b> | <b>87</b> | <b>73</b>         | <b>86</b> | <b>88</b> |
| Very safe                  | 39                                      | 46        | 33        | 33        | 32        | 39           | 64                 | 32          | 33              | 37                        | 43             | 33          | 30                 | 44        | 59        | 31                | 45        | 32        | 30                | 44        | 42        |
| Somewhat safe              | 44                                      | 39        | 48        | 48        | 50        | 26           | 27                 | 50          | 38              | 49                        | 43             | 33          | 44                 | 39        | 29        | 41                | 45        | 56        | 42                | 42        | 46        |
| <b><u>TOTAL UNSAFE</u></b> | <b>5</b>                                | <b>4</b>  | <b>6</b>  | <b>7</b>  | <b>6</b>  | <b>10</b>    | <b>2</b>           | <b>4</b>    | <b>17</b>       | <b>6</b>                  | <b>2</b>       | <b>14</b>   | <b>10</b>          | <b>3</b>  | <b>7</b>  | <b>13</b>         | <b>1</b>  | <b>7</b>  | <b>12</b>         | <b>2</b>  | <b>7</b>  |
| Somewhat unsafe            | 5                                       | 3         | 6         | 5         | 6         | 10           | 2                  | 3           | 15              | 5                         | 2              | 12          | 7                  | 3         | 7         | 13                | 1         | 3         | 10                | 2         | 5         |
| Very unsafe                | 1                                       | 1         | 1         | 1         | 0         | 0            | 0                  | 1           | 2               | 1                         | 0              | 3           | 3                  | 0         | 0         | 0                 | 0         | 4         | 2                 | 0         | 3         |
| <b><u>NEITHER/DK</u></b>   | <b>12</b>                               | <b>11</b> | <b>13</b> | <b>12</b> | <b>13</b> | <b>25</b>    | <b>8</b>           | <b>13</b>   | <b>12</b>       | <b>9</b>                  | <b>13</b>      | <b>19</b>   | <b>16</b>          | <b>13</b> | <b>5</b>  | <b>15</b>         | <b>10</b> | <b>5</b>  | <b>15</b>         | <b>12</b> | <b>5</b>  |
| Neither safe nor unsafe    | 11                                      | 10        | 12        | 11        | 13        | 25           | 7                  | 13          | 11              | 8                         | 12             | 18          | 16                 | 13        | 5         | 14                | 9         | 5         | 15                | 11        | 5         |
| DK                         | 1                                       | 0         | 1         | 1         | 0         | 0            | 1                  | 0           | 1               | 0                         | 0              | 1           | 0                  | 0         | 0         | 1                 | 1         | 0         | 0                 | 1         | 0         |

|                            | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|----------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                            | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size              | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b><u>TOTAL SAFE</u></b>   | <b>83</b>        | <b>98</b>   | <b>87</b>   | <b>88</b>    | <b>57</b>       | <b>88</b>            | <b>84</b> | <b>85</b>     | <b>80</b>         | <b>80</b> | <b>80</b>              | <b>84</b> | <b>86</b>                    | <b>80</b> | <b>91</b>                     | <b>64</b>         | <b>80</b>                           | <b>64</b>   | <b>83</b>    | <b>88</b>    | <b>86</b>  |
| Very safe                  | 39               | 66          | 38          | 42           | 22              | 57                   | 43        | 46            | 31                | 38        | 36                     | 40        | 40                           | 38        | 44                            | 26                | 46                                  | 20          | 39           | 37           | 43         |
| Somewhat safe              | 44               | 32          | 49          | 46           | 35              | 32                   | 41        | 39            | 49                | 42        | 44                     | 44        | 46                           | 42        | 47                            | 38                | 34                                  | 44          | 44           | 51           | 43         |
| <b><u>TOTAL UNSAFE</u></b> | <b>5</b>         | <b>2</b>    | <b>2</b>    | <b>2</b>     | <b>22</b>       | <b>7</b>             | <b>3</b>  | <b>4</b>      | <b>6</b>          | <b>11</b> | <b>3</b>               | <b>6</b>  | <b>6</b>                     | <b>5</b>  | <b>2</b>                      | <b>22</b>         | <b>10</b>                           | <b>14</b>   | <b>4</b>     | <b>2</b>     | <b>3</b>   |
| Somewhat unsafe            | 5                | 2           | 1           | 1            | 19              | 4                    | 3         | 3             | 5                 | 10        | 3                      | 5         | 5                            | 4         | 2                             | 21                | 7                                   | 14          | 4            | 1            | 3          |
| Very unsafe                | 1                | 0           | 0           | 0            | 3               | 3                    | 0         | 1             | 1                 | 1         | 0                      | 1         | 0                            | 1         | 0                             | 1                 | 3                                   | 0           | 0            | 1            | 0          |
| <b><u>NEITHER/DK</u></b>   | <b>12</b>        | <b>1</b>    | <b>12</b>   | <b>10</b>    | <b>20</b>       | <b>5</b>             | <b>13</b> | <b>11</b>     | <b>14</b>         | <b>9</b>  | <b>17</b>              | <b>10</b> | <b>9</b>                     | <b>15</b> | <b>7</b>                      | <b>14</b>         | <b>10</b>                           | <b>22</b>   | <b>13</b>    | <b>10</b>    | <b>11</b>  |
| Neither safe nor unsafe    | 11               | 1           | 11          | 10           | 19              | 5                    | 13        | 11            | 13                | 7         | 17                     | 9         | 9                            | 14        | 7                             | 14                | 10                                  | 22          | 13           | 10           | 9          |
| DK                         | 1                | 0           | 1           | 0            | 1               | 0                    | 1         | 0             | 1                 | 1         | 0                      | 1         | 0                            | 1         | 0                             | 0                 | 0                                   | 0           | 0            | 0            | 2          |

Table 33: Q6c. Can you tell me how safe you feel \_\_\_\_\_? : Shopping in Milpitas

|                            | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                            | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size              | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>TOTAL SAFE</u></b>   | <b>83</b>     | <b>84</b> | <b>80</b> | <b>80</b>          | <b>85</b> | <b>88</b>  | <b>86</b>            | <b>82</b> | <b>86</b>           | <b>27</b>  | <b>100</b>   | <b>100</b> | <b>79</b>            | <b>84</b>    | <b>88</b>     | <b>81</b> |           |           |           |           |
| Very safe                  | 39            | 41        | 36        | 38                 | 38        | 45         | 39                   | 36        | 34                  | 13         | 100          | 46         | 27                   | 39           | 50            | 36        |           |           |           |           |
| Somewhat safe              | 44            | 43        | 45        | 41                 | 46        | 44         | 47                   | 46        | 52                  | 14         | 0            | 54         | 51                   | 46           | 38            | 46        |           |           |           |           |
| <b><u>TOTAL UNSAFE</u></b> | <b>5</b>      | <b>6</b>  | <b>5</b>  | <b>10</b>          | <b>4</b>  | <b>2</b>   | <b>3</b>             | <b>5</b>  | <b>2</b>            | <b>33</b>  | <b>0</b>     | <b>0</b>   | <b>2</b>             | <b>4</b>     | <b>5</b>      | <b>6</b>  |           |           |           |           |
| Somewhat unsafe            | 5             | 5         | 4         | 8                  | 3         | 2          | 2                    | 5         | 2                   | 33         | 0            | 0          | 2                    | 4            | 4             | 5         |           |           |           |           |
| Very unsafe                | 1             | 1         | 1         | 2                  | 0         | 0          | 0                    | 0         | 1                   | 0          | 0            | 0          | 0                    | 0            | 1             | 1         |           |           |           |           |
| <b><u>NEITHER/DK</u></b>   | <b>12</b>     | <b>10</b> | <b>15</b> | <b>10</b>          | <b>12</b> | <b>9</b>   | <b>11</b>            | <b>13</b> | <b>12</b>           | <b>40</b>  | <b>0</b>     | <b>0</b>   | <b>20</b>            | <b>12</b>    | <b>7</b>      | <b>13</b> |           |           |           |           |
| Neither safe nor unsafe    | 11            | 9         | 15        | 10                 | 11        | 9          | 11                   | 12        | 11                  | 40         | 0            | 0          | 20                   | 11           | 6             | 11        |           |           |           |           |
| DK                         | 1             | 1         | 0         | 0                  | 1         | 1          | 0                    | 1         | 0                   | 0          | 0            | 0          | 0                    | 0            | 0             | 2         |           |           |           |           |
|                            |               |           |           |                    |           |            |                      |           |                     |            |              |            |                      |              |               |           |           |           |           |           |
|                            | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      |              | QE EDUCATION  |           |           |           |           |           |
|                            | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size              | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272        | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL SAFE</u></b>   | <b>83</b>     | <b>83</b> | <b>82</b> | <b>84</b>          | <b>81</b> | <b>76</b>  | <b>82</b>            | <b>92</b> | <b>85</b>           | <b>81</b>  | <b>86</b>    | <b>83</b>  | <b>79</b>            | <b>89</b>    | <b>83</b>     | <b>78</b> | <b>91</b> | <b>75</b> | <b>81</b> | <b>84</b> |
| Very safe                  | 39            | 43        | 34        | 43                 | 41        | 36         | 35                   | 34        | 38                  | 41         | 36           | 42         | 36                   | 36           | 44            | 39        | 38        | 35        | 42        | 37        |
| Somewhat safe              | 44            | 40        | 48        | 41                 | 40        | 39         | 47                   | 57        | 48                  | 40         | 50           | 41         | 44                   | 53           | 39            | 39        | 53        | 40        | 39        | 47        |
| <b><u>TOTAL UNSAFE</u></b> | <b>5</b>      | <b>6</b>  | <b>5</b>  | <b>4</b>           | <b>7</b>  | <b>8</b>   | <b>5</b>             | <b>1</b>  | <b>5</b>            | <b>6</b>   | <b>4</b>     | <b>6</b>   | <b>6</b>             | <b>3</b>     | <b>4</b>      | <b>4</b>  | <b>2</b>  | <b>12</b> | <b>4</b>  | <b>7</b>  |
| Somewhat unsafe            | 5             | 4         | 5         | 4                  | 7         | 8          | 2                    | 0         | 4                   | 6          | 2            | 5          | 5                    | 2            | 4             | 3         | 1         | 11        | 4         | 5         |
| Very unsafe                | 1             | 1         | 0         | 1                  | 0         | 0          | 2                    | 1         | 1                   | 0          | 2            | 0          | 1                    | 1            | 0             | 1         | 1         | 2         | 0         | 1         |
| <b><u>NEITHER/DK</u></b>   | <b>12</b>     | <b>12</b> | <b>12</b> | <b>11</b>          | <b>12</b> | <b>17</b>  | <b>13</b>            | <b>7</b>  | <b>10</b>           | <b>13</b>  | <b>11</b>    | <b>12</b>  | <b>15</b>            | <b>8</b>     | <b>13</b>     | <b>18</b> | <b>7</b>  | <b>13</b> | <b>15</b> | <b>9</b>  |
| Neither safe nor unsafe    | 11            | 11        | 12        | 11                 | 12        | 17         | 12                   | 6         | 9                   | 13         | 9            | 12         | 14                   | 7            | 12            | 17        | 6         | 12        | 15        | 9         |
| DK                         | 1             | 0         | 1         | 0                  | 0         | 0          | 1                    | 1         | 1                   | 0          | 1            | 0          | 1                    | 1            | 0             | 1         | 0         | 1         | 1         | 0         |

Table 33: Q6c. Can you tell me how safe you feel \_\_\_\_\_? : Shopping in Milpitas

|                            | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                            | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size              | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL SAFE</u></b>   | <b>83</b>     | <b>80</b>    | <b>86</b>  | <b>82</b>      | <b>85</b>    | <b>83</b>           | <b>83</b>    | <b>79</b>      | <b>86</b>      | <b>80</b>         | <b>91</b> | <b>79</b> | <b>80</b> | <b>74</b>      | <b>89</b>    | <b>81</b>    | <b>83</b>    |
| Very safe                  | 39            | 43           | 42         | 38             | 30           | 48                  | 40           | 35             | 33             | 50                | 49        | 23        | 37        | 31             | 43           | 34           | 38           |
| Somewhat safe              | 44            | 37           | 45         | 44             | 55           | 35                  | 43           | 43             | 52             | 31                | 42        | 56        | 43        | 44             | 46           | 47           | 46           |
| <b><u>TOTAL UNSAFE</u></b> | <b>5</b>      | <b>6</b>     | <b>5</b>   | <b>6</b>       | <b>2</b>     | <b>4</b>            | <b>7</b>     | <b>4</b>       | <b>6</b>       | <b>9</b>          | <b>3</b>  | <b>6</b>  | <b>1</b>  | <b>9</b>       | <b>5</b>     | <b>5</b>     | <b>5</b>     |
| Somewhat unsafe            | 5             | 6            | 2          | 6              | 2            | 3                   | 5            | 4              | 6              | 7                 | 3         | 6         | 0         | 6              | 4            | 4            | 4            |
| Very unsafe                | 1             | 0            | 3          | 0              | 0            | 1                   | 2            | 0              | 0              | 1                 | 0         | 0         | 1         | 2              | 1            | 1            | 1            |
| <b><u>NEITHER/DK</u></b>   | <b>12</b>     | <b>14</b>    | <b>8</b>   | <b>12</b>      | <b>12</b>    | <b>14</b>           | <b>10</b>    | <b>17</b>      | <b>8</b>       | <b>11</b>         | <b>6</b>  | <b>15</b> | <b>19</b> | <b>17</b>      | <b>6</b>     | <b>14</b>    | <b>12</b>    |
| Neither safe nor unsafe    | 11            | 14           | 8          | 12             | 11           | 13                  | 10           | 17             | 7              | 9                 | 6         | 15        | 19        | 16             | 6            | 14           | 12           |
| DK                         | 1             | 0            | 0          | 0              | 2            | 1                   | 0            | 1              | 1              | 2                 | 0         | 0         | 0         | 1              | 0            | 0            | 0            |

|                            | LANGUAGE  |           |            |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------|-----------|-----------|------------|-----------|-----------|----------------------|-----------|
|                            | Total     | ENG       | SPAN       | VIET      | CHIN      | A                    | B         |
| Column n-Size              | 647       | 587       | 15         | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL SAFE</u></b>   | <b>83</b> | <b>82</b> | <b>100</b> | <b>89</b> | <b>77</b> | <b>82</b>            | <b>83</b> |
| Very safe                  | 39        | 39        | 21         | 42        | 31        | 40                   | 38        |
| Somewhat safe              | 44        | 43        | 79         | 47        | 46        | 42                   | 45        |
| <b><u>TOTAL UNSAFE</u></b> | <b>5</b>  | <b>5</b>  | <b>0</b>   | <b>5</b>  | <b>10</b> | <b>5</b>             | <b>5</b>  |
| Somewhat unsafe            | 5         | 5         | 0          | 5         | 10        | 4                    | 5         |
| Very unsafe                | 1         | 1         | 0          | 0         | 0         | 1                    | 1         |
| <b><u>NEITHER/DK</u></b>   | <b>12</b> | <b>13</b> | <b>0</b>   | <b>6</b>  | <b>13</b> | <b>13</b>            | <b>11</b> |
| Neither safe nor unsafe    | 11        | 12        | 0          | 6         | 13        | 12                   | 11        |
| DK                         | 1         | 1         | 0          | 0         | 0         | 1                    | 1         |

Table 34: Q6d. Can you tell me how safe you feel \_\_\_\_\_? : Walking in Milpitas

|                            | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|----------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                            | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                            | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| Column n-Size              | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>TOTAL SAFE</u></b>   | <b>78</b>                               | <b>80</b> | <b>77</b> | <b>75</b> | <b>83</b> | <b>51</b>    | <b>90</b>          | <b>78</b>   | <b>59</b>       | <b>82</b>                 | <b>83</b>      | <b>59</b>   | <b>75</b>          | <b>86</b> | <b>86</b> | <b>61</b>         | <b>88</b> | <b>76</b> | <b>69</b>         | <b>87</b> | <b>80</b> |
| Very safe                  | 32                                      | 34        | 31        | 34        | 29        | 12           | 56                 | 26          | 24              | 31                        | 38             | 16          | 21                 | 36        | 34        | 26                | 37        | 44        | 24                | 36        | 40        |
| Somewhat safe              | 46                                      | 46        | 46        | 42        | 54        | 39           | 35                 | 52          | 35              | 50                        | 45             | 42          | 54                 | 50        | 52        | 35                | 51        | 32        | 45                | 51        | 39        |
| <b><u>TOTAL UNSAFE</u></b> | <b>10</b>                               | <b>8</b>  | <b>12</b> | <b>14</b> | <b>7</b>  | <b>20</b>    | <b>2</b>           | <b>10</b>   | <b>23</b>       | <b>10</b>                 | <b>5</b>       | <b>24</b>   | <b>10</b>          | <b>2</b>  | <b>11</b> | <b>26</b>         | <b>4</b>  | <b>14</b> | <b>18</b>         | <b>3</b>  | <b>13</b> |
| Somewhat unsafe            | 8                                       | 7         | 9         | 11        | 5         | 14           | 2                  | 9           | 12              | 7                         | 5              | 15          | 4                  | 2         | 3         | 20                | 4         | 14        | 12                | 3         | 10        |
| Very unsafe                | 2                                       | 1         | 3         | 2         | 3         | 6            | 0                  | 1           | 11              | 2                         | 0              | 9           | 6                  | 0         | 7         | 5                 | 0         | 0         | 6                 | 0         | 3         |
| <b><u>NEITHER/DK</u></b>   | <b>12</b>                               | <b>12</b> | <b>11</b> | <b>11</b> | <b>10</b> | <b>28</b>    | <b>7</b>           | <b>12</b>   | <b>18</b>       | <b>8</b>                  | <b>11</b>      | <b>18</b>   | <b>15</b>          | <b>12</b> | <b>3</b>  | <b>13</b>         | <b>8</b>  | <b>9</b>  | <b>14</b>         | <b>10</b> | <b>7</b>  |
| Neither safe nor unsafe    | 10                                      | 12        | 9         | 9         | 6         | 28           | 5                  | 11          | 17              | 6                         | 11             | 17          | 14                 | 11        | 2         | 13                | 7         | 9         | 13                | 9         | 6         |
| DK                         | 1                                       | 1         | 2         | 2         | 3         | 0            | 3                  | 1           | 1               | 2                         | 1              | 1           | 1                  | 0         | 2         | 0                 | 1         | 0         | 0                 | 1         | 1         |

|                            | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|----------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                            | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                            | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Column n-Size              | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b><u>TOTAL SAFE</u></b>   | <b>78</b>        | <b>95</b>   | <b>85</b>   | <b>87</b>    | <b>47</b>       | <b>85</b>            | <b>83</b> | <b>83</b>     | <b>76</b>         | <b>60</b> | <b>75</b>              | <b>79</b> | <b>81</b>                    | <b>76</b> | <b>86</b>                     | <b>54</b>         | <b>69</b>                           | <b>67</b>   | <b>81</b>    | <b>85</b>    | <b>81</b>  |
| Very safe                  | 32               | 62          | 34          | 38           | 11              | 49                   | 33        | 37            | 28                | 26        | 27                     | 34        | 33                           | 32        | 38                            | 12                | 29                                  | 24          | 29           | 33           | 38         |
| Somewhat safe              | 46               | 32          | 51          | 48           | 36              | 35                   | 49        | 46            | 48                | 34        | 48                     | 45        | 47                           | 44        | 48                            | 42                | 40                                  | 43          | 52           | 52           | 43         |
| <b><u>TOTAL UNSAFE</u></b> | <b>10</b>        | <b>3</b>    | <b>5</b>    | <b>4</b>     | <b>32</b>       | <b>7</b>             | <b>9</b>  | <b>8</b>      | <b>11</b>         | <b>13</b> | <b>10</b>              | <b>10</b> | <b>9</b>                     | <b>10</b> | <b>6</b>                      | <b>23</b>         | <b>19</b>                           | <b>14</b>   | <b>9</b>     | <b>4</b>     | <b>8</b>   |
| Somewhat unsafe            | 8                | 3           | 4           | 4            | 22              | 4                    | 8         | 7             | 9                 | 7         | 10                     | 7         | 7                            | 8         | 5                             | 15                | 15                                  | 9           | 9            | 3            | 6          |
| Very unsafe                | 2                | 0           | 0           | 0            | 10              | 3                    | 0         | 1             | 3                 | 6         | 1                      | 2         | 2                            | 2         | 1                             | 8                 | 4                                   | 5           | 0            | 1            | 2          |
| <b><u>NEITHER/DK</u></b>   | <b>12</b>        | <b>3</b>    | <b>10</b>   | <b>9</b>     | <b>21</b>       | <b>9</b>             | <b>9</b>  | <b>9</b>      | <b>13</b>         | <b>28</b> | <b>14</b>              | <b>11</b> | <b>10</b>                    | <b>13</b> | <b>8</b>                      | <b>23</b>         | <b>12</b>                           | <b>19</b>   | <b>10</b>    | <b>11</b>    | <b>11</b>  |
| Neither safe nor unsafe    | 10               | 1           | 10          | 8            | 20              | 9                    | 7         | 7             | 12                | 22        | 14                     | 10        | 8                            | 12        | 7                             | 16                | 9                                   | 19          | 10           | 11           | 8          |
| DK                         | 1                | 1           | 1           | 1            | 1               | 0                    | 2         | 1             | 1                 | 6         | 0                      | 2         | 2                            | 1         | 1                             | 7                 | 2                                   | 1           | 0            | 1            | 2          |

Table 34: Q6d. Can you tell me how safe you feel \_\_\_\_\_? : Walking in Milpitas

|                            | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |
|----------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|
|                            | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |
| Column n-Size              | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146       |
| <b><u>TOTAL SAFE</u></b>   | <b>78</b>     | <b>80</b> | <b>75</b> | <b>80</b>          | <b>80</b> | <b>81</b>  | <b>85</b>            | <b>74</b> | <b>86</b>           | <b>27</b>  | <b>100</b>   | <b>54</b> | <b>70</b>            | <b>82</b>    | <b>86</b>     | <b>80</b> |
| Very safe                  | 32            | 32        | 33        | 31                 | 32        | 42         | 33                   | 28        | 33                  | 13         | 32           | 0         | 35                   | 32           | 44            | 28        |
| Somewhat safe              | 46            | 48        | 42        | 48                 | 48        | 39         | 52                   | 46        | 53                  | 14         | 68           | 54        | 34                   | 49           | 42            | 52        |
| <b><u>TOTAL UNSAFE</u></b> | <b>10</b>     | <b>9</b>  | <b>11</b> | <b>8</b>           | <b>9</b>  | <b>7</b>   | <b>7</b>             | <b>12</b> | <b>6</b>            | <b>33</b>  | <b>0</b>     | <b>46</b> | <b>8</b>             | <b>10</b>    | <b>5</b>      | <b>9</b>  |
| Somewhat unsafe            | 8             | 6         | 10        | 7                  | 8         | 5          | 6                    | 11        | 5                   | 13         | 0            | 46        | 7                    | 8            | 4             | 7         |
| Very unsafe                | 2             | 3         | 1         | 1                  | 1         | 2          | 1                    | 1         | 1                   | 21         | 0            | 0         | 2                    | 2            | 1             | 3         |
| <b><u>NEITHER/DK</u></b>   | <b>12</b>     | <b>10</b> | <b>14</b> | <b>12</b>          | <b>11</b> | <b>13</b>  | <b>8</b>             | <b>14</b> | <b>8</b>            | <b>40</b>  | <b>0</b>     | <b>0</b>  | <b>22</b>            | <b>8</b>     | <b>9</b>      | <b>11</b> |
| Neither safe nor unsafe    | 10            | 9         | 13        | 12                 | 10        | 10         | 8                    | 12        | 8                   | 40         | 0            | 0         | 19                   | 8            | 8             | 9         |
| DK                         | 1             | 1         | 1         | 0                  | 1         | 2          | 0                    | 1         | 0                   | 0          | 0            | 0         | 3                    | 0            | 1             | 1         |

|                            | QD GENDER |           |           | QB AGE    |           |           |           |           |           |           |           |           |           | QE EDUCATION |            |           |           |           |           |           |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|-----------|-----------|-----------|-----------|
|                            | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+       | 18-49     | 50+       | 18-39     | 40-64     | 65+          | HS OR LESS | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size              | 647       | 330       | 311       | 116       | 155       | 91        | 129       | 78        | 65        | 362       | 272       | 272       | 220       | 142          | 148        | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL SAFE</u></b>   | <b>78</b> | <b>78</b> | <b>78</b> | <b>82</b> | <b>80</b> | <b>76</b> | <b>75</b> | <b>80</b> | <b>81</b> | <b>80</b> | <b>78</b> | <b>81</b> | <b>75</b> | <b>81</b>    | <b>75</b>  | <b>79</b> | <b>86</b> | <b>71</b> | <b>77</b> | <b>79</b> |
| Very safe                  | 32        | 34        | 30        | 32        | 26        | 36        | 35        | 34        | 36        | 30        | 35        | 29        | 35        | 35           | 35         | 30        | 36        | 27        | 33        | 32        |
| Somewhat safe              | 46        | 44        | 48        | 51        | 53        | 40        | 40        | 46        | 45        | 49        | 43        | 52        | 40        | 46           | 40         | 49        | 49        | 44        | 44        | 47        |
| <b><u>TOTAL UNSAFE</u></b> | <b>10</b> | <b>11</b> | <b>9</b>  | <b>10</b> | <b>14</b> | <b>7</b>  | <b>8</b>  | <b>8</b>  | <b>8</b>  | <b>11</b> | <b>8</b>  | <b>12</b> | <b>8</b>  | <b>8</b>     | <b>12</b>  | <b>7</b>  | <b>4</b>  | <b>17</b> | <b>10</b> | <b>10</b> |
| Somewhat unsafe            | 8         | 9         | 7         | 8         | 11        | 7         | 7         | 7         | 4         | 9         | 6         | 10        | 7         | 6            | 10         | 5         | 3         | 13        | 8         | 8         |
| Very unsafe                | 2         | 2         | 2         | 2         | 2         | 0         | 1         | 1         | 4         | 2         | 2         | 2         | 1         | 2            | 2          | 2         | 1         | 4         | 2         | 2         |
| <b><u>NEITHER/DK</u></b>   | <b>12</b> | <b>11</b> | <b>13</b> | <b>8</b>  | <b>7</b>  | <b>17</b> | <b>17</b> | <b>12</b> | <b>11</b> | <b>10</b> | <b>14</b> | <b>7</b>  | <b>17</b> | <b>11</b>    | <b>12</b>  | <b>14</b> | <b>11</b> | <b>11</b> | <b>13</b> | <b>11</b> |
| Neither safe nor unsafe    | 10        | 10        | 11        | 8         | 7         | 17        | 14        | 9         | 8         | 10        | 11        | 7         | 15        | 8            | 10         | 13        | 9         | 10        | 12        | 10        |
| DK                         | 1         | 1         | 2         | 0         | 0         | 0         | 3         | 4         | 3         | 0         | 3         | 0         | 2         | 3            | 2          | 1         | 1         | 2         | 1         | 1         |

Table 34: Q6d. Can you tell me how safe you feel \_\_\_\_\_? : Walking in Milpitas

|                            | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                            | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size              | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL SAFE</u></b>   | <b>78</b>     | <b>76</b>    | <b>81</b>  | <b>84</b>      | <b>75</b>    | <b>77</b>           | <b>80</b>    | <b>77</b>      | <b>79</b>      | <b>78</b>         | <b>91</b> | <b>73</b> | <b>73</b> | <b>80</b>      | <b>78</b>    | <b>76</b>    | <b>79</b>    |
| Very safe                  | 32            | 31           | 39         | 30             | 31           | 36                  | 34           | 29             | 31             | 39                | 51        | 16        | 36        | 27             | 28           | 26           | 32           |
| Somewhat safe              | 46            | 45           | 42         | 54             | 44           | 41                  | 46           | 48             | 48             | 39                | 40        | 57        | 36        | 53             | 50           | 50           | 47           |
| <b><u>TOTAL UNSAFE</u></b> | <b>10</b>     | <b>13</b>    | <b>7</b>   | <b>7</b>       | <b>9</b>     | <b>13</b>           | <b>9</b>     | <b>7</b>       | <b>10</b>      | <b>8</b>          | <b>7</b>  | <b>7</b>  | <b>14</b> | <b>8</b>       | <b>14</b>    | <b>10</b>    | <b>10</b>    |
| Somewhat unsafe            | 8             | 12           | 5          | 6              | 8            | 12                  | 6            | 4              | 9              | 4                 | 6         | 7         | 10        | 7              | 11           | 9            | 8            |
| Very unsafe                | 2             | 2            | 2          | 2              | 1            | 1                   | 3            | 3              | 2              | 4                 | 1         | 0         | 3         | 1              | 3            | 2            | 1            |
| <b><u>NEITHER/DK</u></b>   | <b>12</b>     | <b>11</b>    | <b>11</b>  | <b>8</b>       | <b>17</b>    | <b>10</b>           | <b>11</b>    | <b>16</b>      | <b>10</b>      | <b>14</b>         | <b>2</b>  | <b>20</b> | <b>14</b> | <b>11</b>      | <b>9</b>     | <b>13</b>    | <b>12</b>    |
| Neither safe nor unsafe    | 10            | 11           | 8          | 8              | 13           | 10                  | 10           | 14             | 9              | 10                | 2         | 20        | 14        | 8              | 8            | 12           | 11           |
| DK                         | 1             | 0            | 3          | 0              | 4            | 0                   | 2            | 3              | 1              | 4                 | 0         | 0         | 0         | 3              | 1            | 1            | 1            |

|                            | LANGUAGE  |           |            |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------|-----------|-----------|------------|-----------|-----------|----------------------|-----------|
|                            | Total     | ENG       | SPAN       | VIET      | CHIN      | A                    | B         |
| Column n-Size              | 647       | 587       | 15         | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL SAFE</u></b>   | <b>78</b> | <b>78</b> | <b>100</b> | <b>80</b> | <b>65</b> | <b>81</b>            | <b>76</b> |
| Very safe                  | 32        | 33        | 50         | 21        | 26        | 32                   | 33        |
| Somewhat safe              | 46        | 45        | 50         | 59        | 39        | 49                   | 43        |
| <b><u>TOTAL UNSAFE</u></b> | <b>10</b> | <b>10</b> | <b>0</b>   | <b>9</b>  | <b>9</b>  | <b>8</b>             | <b>12</b> |
| Somewhat unsafe            | 8         | 8         | 0          | 9         | 9         | 5                    | 10        |
| Very unsafe                | 2         | 2         | 0          | 0         | 0         | 3                    | 1         |
| <b><u>NEITHER/DK</u></b>   | <b>12</b> | <b>12</b> | <b>0</b>   | <b>11</b> | <b>26</b> | <b>11</b>            | <b>13</b> |
| Neither safe nor unsafe    | 10        | 10        | 0          | 7         | 26        | 10                   | 11        |
| DK                         | 1         | 1         | 0          | 3         | 0         | 1                    | 2         |



Table 35: Q6e. Can you tell me how safe you feel \_\_\_\_\_? : Driving in Milpitas

|                            | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|----------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                            | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                            | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| Column n-Size              | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>TOTAL SAFE</u></b>   | <b>78</b>                               | <b>79</b> | <b>77</b> | <b>72</b> | <b>84</b> | <b>72</b>    | <b>92</b>          | <b>78</b>   | <b>53</b>       | <b>73</b>                 | <b>87</b>      | <b>61</b>   | <b>66</b>          | <b>88</b> | <b>66</b> | <b>73</b>         | <b>85</b> | <b>81</b> | <b>70</b>         | <b>87</b> | <b>75</b> |
| Very safe                  | 29                                      | 33        | 26        | 27        | 23        | 30           | 54                 | 24          | 14              | 27                        | 31             | 27          | 21                 | 37        | 24        | 27                | 29        | 30        | 24                | 33        | 28        |
| Somewhat safe              | 49                                      | 46        | 51        | 45        | 61        | 42           | 37                 | 55          | 39              | 46                        | 55             | 34          | 45                 | 52        | 41        | 46                | 56        | 50        | 46                | 54        | 47        |
| <b><u>TOTAL UNSAFE</u></b> | <b>9</b>                                | <b>6</b>  | <b>11</b> | <b>11</b> | <b>10</b> | <b>13</b>    | <b>1</b>           | <b>7</b>    | <b>30</b>       | <b>9</b>                  | <b>5</b>       | <b>21</b>   | <b>13</b>          | <b>4</b>  | <b>5</b>  | <b>16</b>         | <b>4</b>  | <b>10</b> | <b>15</b>         | <b>4</b>  | <b>8</b>  |
| Somewhat unsafe            | 6                                       | 4         | 7         | 8         | 5         | 13           | 1                  | 5           | 15              | 5                         | 3              | 14          | 8                  | 2         | 5         | 11                | 4         | 6         | 9                 | 3         | 6         |
| Very unsafe                | 3                                       | 2         | 4         | 4         | 5         | 0            | 1                  | 2           | 14              | 3                         | 2              | 7           | 5                  | 1         | 0         | 6                 | 0         | 4         | 6                 | 1         | 2         |
| <b><u>NEITHER/DK</u></b>   | <b>13</b>                               | <b>14</b> | <b>12</b> | <b>17</b> | <b>6</b>  | <b>15</b>    | <b>7</b>           | <b>15</b>   | <b>17</b>       | <b>18</b>                 | <b>8</b>       | <b>18</b>   | <b>21</b>          | <b>8</b>  | <b>29</b> | <b>10</b>         | <b>11</b> | <b>10</b> | <b>16</b>         | <b>9</b>  | <b>17</b> |
| Neither safe nor unsafe    | 13                                      | 14        | 12        | 16        | 6         | 15           | 6                  | 14          | 17              | 18                        | 8              | 17          | 21                 | 8         | 29        | 10                | 11        | 10        | 16                | 9         | 17        |
| DK                         | 0                                       | 0         | 1         | 1         | 0         | 0            | 1                  | 0           | 0               | 0                         | 0              | 1           | 0                  | 0         | 0         | 0                 | 1         | 0         | 0                 | 0         | 0         |

|                            | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|----------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                            | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                            | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Column n-Size              | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b><u>TOTAL SAFE</u></b>   | <b>78</b>        | <b>90</b>   | <b>84</b>   | <b>84</b>    | <b>46</b>       | <b>82</b>            | <b>80</b> | <b>81</b>     | <b>77</b>         | <b>66</b> | <b>83</b>              | <b>77</b> | <b>78</b>                    | <b>78</b> | <b>84</b>                     | <b>52</b>         | <b>75</b>                           | <b>69</b>   | <b>80</b>    | <b>88</b>    | <b>75</b>  |
| Very safe                  | 29               | 52          | 29          | 33           | 13              | 44                   | 29        | 33            | 27                | 18        | 28                     | 29        | 29                           | 28        | 33                            | 11                | 37                                  | 30          | 24           | 32           | 27         |
| Somewhat safe              | 49               | 38          | 54          | 52           | 34              | 39                   | 51        | 48            | 50                | 48        | 54                     | 47        | 49                           | 50        | 51                            | 41                | 38                                  | 39          | 57           | 56           | 48         |
| <b><u>TOTAL UNSAFE</u></b> | <b>9</b>         | <b>2</b>    | <b>5</b>    | <b>5</b>     | <b>32</b>       | <b>4</b>             | <b>9</b>  | <b>7</b>      | <b>9</b>          | <b>18</b> | <b>7</b>               | <b>9</b>  | <b>8</b>                     | <b>9</b>  | <b>5</b>                      | <b>25</b>         | <b>13</b>                           | <b>16</b>   | <b>6</b>     | <b>4</b>     | <b>9</b>   |
| Somewhat unsafe            | 6                | 2           | 4           | 4            | 16              | 4                    | 4         | 4             | 6                 | 15        | 3                      | 6         | 4                            | 6         | 3                             | 11                | 8                                   | 11          | 3            | 2            | 6          |
| Very unsafe                | 3                | 0           | 1           | 1            | 15              | 0                    | 5         | 4             | 3                 | 3         | 3                      | 3         | 4                            | 3         | 2                             | 14                | 5                                   | 6           | 4            | 1            | 3          |
| <b><u>NEITHER/DK</u></b>   | <b>13</b>        | <b>9</b>    | <b>11</b>   | <b>11</b>    | <b>22</b>       | <b>14</b>            | <b>11</b> | <b>12</b>     | <b>14</b>         | <b>16</b> | <b>11</b>              | <b>14</b> | <b>13</b>                    | <b>13</b> | <b>11</b>                     | <b>24</b>         | <b>12</b>                           | <b>14</b>   | <b>14</b>    | <b>8</b>     | <b>16</b>  |
| Neither safe nor unsafe    | 13               | 9           | 11          | 11           | 21              | 14                   | 11        | 12            | 14                | 16        | 11                     | 14        | 13                           | 12        | 11                            | 24                | 12                                  | 14          | 14           | 7            | 15         |
| DK                         | 0                | 0           | 0           | 0            | 1               | 0                    | 0         | 0             | 1                 | 0         | 0                      | 1         | 0                            | 1         | 0                             | 0                 | 0                                   | 0           | 0            | 1            | 1          |

Table 35: Q6e. Can you tell me how safe you feel \_\_\_\_\_? : Driving in Milpitas

|                            | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |
|----------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|
|                            | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |
| Column n-Size              | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146       |
| <b><u>TOTAL SAFE</u></b>   | <b>78</b>     | <b>80</b> | <b>79</b> | <b>79</b>          | <b>79</b> | <b>81</b>  | <b>85</b>            | <b>71</b> | <b>88</b>           | <b>87</b>  | <b>58</b>    | <b>54</b> | <b>80</b>            | <b>78</b>    | <b>79</b>     | <b>81</b> |
| Very safe                  | 29            | 30        | 29        | 31                 | 30        | 29         | 31                   | 28        | 31                  | 0          | 52           | 0         | 30                   | 25           | 34            | 31        |
| Somewhat safe              | 49            | 50        | 50        | 47                 | 49        | 52         | 55                   | 43        | 57                  | 87         | 6            | 54        | 50                   | 53           | 45            | 50        |
| <b><u>TOTAL UNSAFE</u></b> | <b>9</b>      | <b>8</b>  | <b>11</b> | <b>6</b>           | <b>8</b>  | <b>10</b>  | <b>2</b>             | <b>15</b> | <b>2</b>            | <b>0</b>   | <b>5</b>     | <b>0</b>  | <b>10</b>            | <b>9</b>     | <b>7</b>      | <b>6</b>  |
| Somewhat unsafe            | 6             | 6         | 5         | 4                  | 4         | 8          | 2                    | 8         | 1                   | 0          | 5            | 0         | 7                    | 5            | 4             | 2         |
| Very unsafe                | 3             | 2         | 6         | 2                  | 4         | 2          | 0                    | 8         | 1                   | 0          | 0            | 0         | 3                    | 4            | 2             | 4         |
| <b><u>NEITHER/DK</u></b>   | <b>13</b>     | <b>12</b> | <b>11</b> | <b>15</b>          | <b>13</b> | <b>9</b>   | <b>13</b>            | <b>13</b> | <b>10</b>           | <b>13</b>  | <b>37</b>    | <b>46</b> | <b>10</b>            | <b>13</b>    | <b>14</b>     | <b>13</b> |
| Neither safe nor unsafe    | 13            | 12        | 11        | 15                 | 12        | 9          | 13                   | 13        | 10                  | 13         | 37           | 46        | 9                    | 13           | 13            | 12        |
| DK                         | 0             | 1         | 0         | 0                  | 0         | 1          | 0                    | 1         | 0                   | 0          | 0            | 0         | 1                    | 0            | 0             | 1         |

|                            | QD GENDER |           |           | QB AGE    |           |           |           |           |           |           |           |           |           |           | QE EDUCATION |           |           |           |           |           |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|
|                            | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+       | 18-49     | 50+       | 18-39     | 40-64     | 65+       | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size              | 647       | 330       | 311       | 116       | 155       | 91        | 129       | 78        | 65        | 362       | 272       | 272       | 220       | 142       | 148          | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL SAFE</u></b>   | <b>78</b> | <b>76</b> | <b>80</b> | <b>86</b> | <b>74</b> | <b>75</b> | <b>75</b> | <b>80</b> | <b>81</b> | <b>78</b> | <b>78</b> | <b>79</b> | <b>75</b> | <b>81</b> | <b>74</b>    | <b>78</b> | <b>84</b> | <b>73</b> | <b>76</b> | <b>79</b> |
| Very safe                  | 29        | 31        | 27        | 32        | 30        | 28        | 27        | 28        | 29        | 30        | 28        | 31        | 28        | 28        | 23           | 28        | 35        | 29        | 26        | 32        |
| Somewhat safe              | 49        | 45        | 53        | 54        | 45        | 46        | 48        | 53        | 52        | 48        | 50        | 49        | 47        | 52        | 51           | 50        | 50        | 44        | 50        | 47        |
| <b><u>TOTAL UNSAFE</u></b> | <b>9</b>  | <b>10</b> | <b>8</b>  | <b>4</b>  | <b>12</b> | <b>10</b> | <b>5</b>  | <b>10</b> | <b>12</b> | <b>9</b>  | <b>8</b>  | <b>8</b>  | <b>7</b>  | <b>11</b> | <b>10</b>    | <b>5</b>  | <b>6</b>  | <b>15</b> | <b>7</b>  | <b>10</b> |
| Somewhat unsafe            | 6         | 5         | 6         | 2         | 4         | 7         | 5         | 9         | 9         | 4         | 7         | 3         | 6         | 9         | 5            | 3         | 5         | 10        | 4         | 7         |
| Very unsafe                | 3         | 5         | 2         | 2         | 8         | 3         | 1         | 1         | 3         | 5         | 1         | 6         | 2         | 2         | 5            | 2         | 1         | 6         | 4         | 3         |
| <b><u>NEITHER/DK</u></b>   | <b>13</b> | <b>14</b> | <b>12</b> | <b>10</b> | <b>14</b> | <b>15</b> | <b>19</b> | <b>10</b> | <b>7</b>  | <b>13</b> | <b>14</b> | <b>12</b> | <b>18</b> | <b>8</b>  | <b>17</b>    | <b>17</b> | <b>10</b> | <b>12</b> | <b>17</b> | <b>11</b> |
| Neither safe nor unsafe    | 13        | 14        | 12        | 10        | 14        | 15        | 19        | 9         | 5         | 13        | 13        | 12        | 17        | 7         | 17           | 16        | 10        | 10        | 16        | 10        |
| DK                         | 0         | 0         | 1         | 0         | 0         | 0         | 1         | 1         | 1         | 0         | 1         | 0         | 0         | 1         | 0            | 1         | 0         | 1         | 0         | 1         |

Table 35: Q6e. Can you tell me how safe you feel \_\_\_\_\_? : Driving in Milpitas

|                            | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                            | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size              | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL SAFE</u></b>   | <b>78</b>     | <b>75</b>    | <b>78</b>  | <b>83</b>      | <b>78</b>    | <b>71</b>           | <b>79</b>    | <b>80</b>      | <b>80</b>      | <b>74</b>         | <b>90</b> | <b>75</b> | <b>79</b> | <b>70</b>      | <b>83</b>    | <b>76</b>    | <b>79</b>    |
| Very safe                  | 29            | 34           | 27         | 27             | 29           | 27                  | 35           | 25             | 29             | 31                | 39        | 21        | 27        | 28             | 29           | 26           | 29           |
| Somewhat safe              | 49            | 41           | 51         | 56             | 49           | 44                  | 45           | 55             | 51             | 43                | 51        | 54        | 51        | 41             | 54           | 50           | 50           |
| <b><u>TOTAL UNSAFE</u></b> | <b>9</b>      | <b>11</b>    | <b>8</b>   | <b>5</b>       | <b>9</b>     | <b>9</b>            | <b>10</b>    | <b>6</b>       | <b>9</b>       | <b>13</b>         | <b>3</b>  | <b>6</b>  | <b>12</b> | <b>9</b>       | <b>8</b>     | <b>8</b>     | <b>8</b>     |
| Somewhat unsafe            | 6             | 5            | 5          | 2              | 9            | 3                   | 6            | 5              | 7              | 11                | 2         | 6         | 5         | 6              | 0            | 4            | 4            |
| Very unsafe                | 3             | 6            | 2          | 3              | 0            | 7                   | 4            | 1              | 3              | 2                 | 2         | 0         | 7         | 2              | 8            | 4            | 4            |
| <b><u>NEITHER/DK</u></b>   | <b>13</b>     | <b>14</b>    | <b>14</b>  | <b>11</b>      | <b>13</b>    | <b>20</b>           | <b>10</b>    | <b>14</b>      | <b>11</b>      | <b>12</b>         | <b>7</b>  | <b>19</b> | <b>10</b> | <b>22</b>      | <b>10</b>    | <b>15</b>    | <b>13</b>    |
| Neither safe nor unsafe    | 13            | 14           | 13         | 11             | 12           | 20                  | 10           | 13             | 10             | 11                | 7         | 19        | 10        | 21             | 10           | 15           | 13           |
| DK                         | 0             | 0            | 1          | 0              | 1            | 0                   | 0            | 1              | 1              | 1                 | 0         | 0         | 0         | 1              | 0            | 0            | 0            |

|                            | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                            | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size              | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL SAFE</u></b>   | <b>78</b> | <b>77</b> | <b>93</b> | <b>89</b> | <b>75</b> | <b>75</b>            | <b>81</b> |
| Very safe                  | 29        | 29        | 27        | 40        | 25        | 29                   | 29        |
| Somewhat safe              | 49        | 48        | 66        | 49        | 50        | 45                   | 52        |
| <b><u>TOTAL UNSAFE</u></b> | <b>9</b>  | <b>9</b>  | <b>0</b>  | <b>0</b>  | <b>19</b> | <b>10</b>            | <b>8</b>  |
| Somewhat unsafe            | 6         | 6         | 0         | 0         | 13        | 5                    | 6         |
| Very unsafe                | 3         | 3         | 0         | 0         | 6         | 5                    | 2         |
| <b><u>NEITHER/DK</u></b>   | <b>13</b> | <b>14</b> | <b>7</b>  | <b>11</b> | <b>6</b>  | <b>16</b>            | <b>11</b> |
| Neither safe nor unsafe    | 13        | 13        | 7         | 11        | 6         | 15                   | 10        |
| DK                         | 0         | 0         | 0         | 0         | 0         | 0                    | 0         |

Table 36: Q6f. Can you tell me how safe you feel \_\_\_\_\_? : In your neighborhood

|                            | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|----------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                            | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                            | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| Column n-Size              | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>TOTAL SAFE</u></b>   | <b>87</b>                               | <b>88</b> | <b>87</b> | <b>85</b> | <b>91</b> | <b>76</b>    | <b>96</b>          | <b>88</b>   | <b>71</b>       | <b>88</b>                 | <b>92</b>      | <b>70</b>   | <b>79</b>          | <b>91</b> | <b>87</b> | <b>81</b>         | <b>89</b> | <b>90</b> | <b>80</b>         | <b>90</b> | <b>89</b> |
| Very safe                  | 43                                      | 44        | 41        | 44        | 38        | 34           | 67                 | 36          | 36              | 43                        | 48             | 24          | 34                 | 48        | 55        | 40                | 39        | 46        | 37                | 43        | 49        |
| Somewhat safe              | 45                                      | 43        | 46        | 41        | 52        | 42           | 28                 | 52          | 35              | 45                        | 44             | 46          | 45                 | 43        | 32        | 41                | 50        | 45        | 43                | 47        | 40        |
| <b><u>TOTAL UNSAFE</u></b> | <b>5</b>                                | <b>3</b>  | <b>6</b>  | <b>7</b>  | <b>4</b>  | <b>6</b>     | <b>3</b>           | <b>3</b>    | <b>15</b>       | <b>5</b>                  | <b>2</b>       | <b>12</b>   | <b>12</b>          | <b>0</b>  | <b>12</b> | <b>7</b>          | <b>3</b>  | <b>2</b>  | <b>10</b>         | <b>2</b>  | <b>5</b>  |
| Somewhat unsafe            | 3                                       | 2         | 4         | 5         | 2         | 6            | 3                  | 2           | 6               | 3                         | 2              | 6           | 6                  | 0         | 12        | 4                 | 3         | 2         | 5                 | 1         | 5         |
| Very unsafe                | 1                                       | 1         | 2         | 2         | 2         | 0            | 0                  | 0           | 9               | 2                         | 0              | 6           | 6                  | 0         | 0         | 4                 | 0         | 0         | 5                 | 0         | 0         |
| <b><u>NEITHER/DK</u></b>   | <b>8</b>                                | <b>9</b>  | <b>8</b>  | <b>8</b>  | <b>5</b>  | <b>19</b>    | <b>1</b>           | <b>9</b>    | <b>14</b>       | <b>7</b>                  | <b>6</b>       | <b>18</b>   | <b>9</b>           | <b>8</b>  | <b>1</b>  | <b>12</b>         | <b>8</b>  | <b>8</b>  | <b>10</b>         | <b>8</b>  | <b>5</b>  |
| Neither safe nor unsafe    | 7                                       | 9         | 7         | 7         | 4         | 19           | 0                  | 9           | 14              | 6                         | 6              | 18          | 9                  | 8         | 1         | 12                | 8         | 6         | 10                | 8         | 4         |
| DK                         | 1                                       | 0         | 1         | 1         | 1         | 0            | 1                  | 1           | 0               | 1                         | 0              | 0           | 0                  | 0         | 0         | 0                 | 0         | 2         | 0                 | 0         | 1         |

|                            | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|----------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                            | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                            | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Column n-Size              | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b><u>TOTAL SAFE</u></b>   | <b>87</b>        | <b>97</b>   | <b>90</b>   | <b>91</b>    | <b>67</b>       | <b>89</b>            | <b>91</b> | <b>91</b>     | <b>85</b>         | <b>78</b> | <b>84</b>              | <b>88</b> | <b>90</b>                    | <b>85</b> | <b>94</b>                     | <b>72</b>         | <b>81</b>                           | <b>82</b>   | <b>89</b>    | <b>89</b>    | <b>90</b>  |
| Very safe                  | 43               | 72          | 42          | 47           | 24              | 47                   | 45        | 46            | 39                | 42        | 30                     | 46        | 42                           | 43        | 46                            | 28                | 46                                  | 23          | 46           | 44           | 44         |
| Somewhat safe              | 45               | 25          | 49          | 45           | 43              | 42                   | 46        | 45            | 45                | 36        | 54                     | 42        | 47                           | 43        | 48                            | 44                | 35                                  | 58          | 43           | 45           | 46         |
| <b><u>TOTAL UNSAFE</u></b> | <b>5</b>         | <b>0</b>    | <b>2</b>    | <b>2</b>     | <b>17</b>       | <b>5</b>             | <b>2</b>  | <b>3</b>      | <b>5</b>          | <b>11</b> | <b>3</b>               | <b>5</b>  | <b>4</b>                     | <b>5</b>  | <b>1</b>                      | <b>18</b>         | <b>7</b>                            | <b>7</b>    | <b>3</b>     | <b>3</b>     | <b>5</b>   |
| Somewhat unsafe            | 3                | 0           | 2           | 2            | 8               | 3                    | 2         | 2             | 4                 | 5         | 3                      | 3         | 3                            | 3         | 1                             | 15                | 4                                   | 2           | 3            | 2            | 4          |
| Very unsafe                | 1                | 0           | 0           | 0            | 9               | 3                    | 0         | 1             | 1                 | 6         | 0                      | 2         | 1                            | 2         | 0                             | 3                 | 3                                   | 5           | 0            | 1            | 1          |
| <b><u>NEITHER/DK</u></b>   | <b>8</b>         | <b>3</b>    | <b>7</b>    | <b>7</b>     | <b>16</b>       | <b>6</b>             | <b>6</b>  | <b>6</b>      | <b>10</b>         | <b>11</b> | <b>13</b>              | <b>7</b>  | <b>6</b>                     | <b>10</b> | <b>5</b>                      | <b>10</b>         | <b>12</b>                           | <b>12</b>   | <b>8</b>     | <b>8</b>     | <b>5</b>   |
| Neither safe nor unsafe    | 7                | 3           | 7           | 6            | 16              | 6                    | 6         | 6             | 9                 | 11        | 13                     | 6         | 6                            | 9         | 4                             | 10                | 11                                  | 10          | 7            | 8            | 5          |
| DK                         | 1                | 0           | 1           | 1            | 0               | 0                    | 0         | 0             | 1                 | 0         | 1                      | 1         | 0                            | 1         | 0                             | 0                 | 1                                   | 2           | 1            | 0            | 1          |

Table 36: Q6f. Can you tell me how safe you feel \_\_\_\_\_? : In your neighborhood

|                            | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |
|----------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|
|                            | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |
| Column n-Size              | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201          | 154           | 146       |
| <b><u>TOTAL SAFE</u></b>   | <b>87</b>     | <b>87</b> | <b>86</b> | <b>87</b>          | <b>89</b> | <b>90</b>  | <b>94</b>            | <b>84</b> | <b>93</b>           | <b>100</b> | <b>100</b>   | <b>100</b> | <b>80</b>            | <b>91</b>    | <b>93</b>     | <b>85</b> |
| Very safe                  | 43            | 43        | 39        | 37                 | 41        | 60         | 40                   | 41        | 39                  | 0          | 56           | 0          | 49                   | 45           | 47            | 37        |
| Somewhat safe              | 45            | 44        | 46        | 49                 | 48        | 30         | 54                   | 43        | 54                  | 100        | 44           | 100        | 31                   | 46           | 46            | 48        |
| <b><u>TOTAL UNSAFE</u></b> | <b>5</b>      | <b>6</b>  | <b>3</b>  | <b>4</b>           | <b>4</b>  | <b>4</b>   | <b>2</b>             | <b>6</b>  | <b>2</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>10</b>            | <b>2</b>     | <b>3</b>      | <b>8</b>  |
| Somewhat unsafe            | 3             | 4         | 2         | 3                  | 3         | 3          | 1                    | 5         | 1                   | 0          | 0            | 0          | 10                   | 1            | 2             | 5         |
| Very unsafe                | 1             | 2         | 1         | 1                  | 1         | 1          | 1                    | 0         | 1                   | 0          | 0            | 0          | 0                    | 1            | 1             | 3         |
| <b><u>NEITHER/DK</u></b>   | <b>8</b>      | <b>7</b>  | <b>11</b> | <b>10</b>          | <b>7</b>  | <b>6</b>   | <b>4</b>             | <b>11</b> | <b>5</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>10</b>            | <b>8</b>     | <b>3</b>      | <b>7</b>  |
| Neither safe nor unsafe    | 7             | 6         | 11        | 9                  | 6         | 6          | 4                    | 9         | 5                   | 0          | 0            | 0          | 8                    | 8            | 3             | 6         |
| DK                         | 1             | 1         | 1         | 1                  | 1         | 1          | 0                    | 1         | 0                   | 0          | 0            | 0          | 2                    | 0            | 1             | 1         |

|                            | QD GENDER |           |           | QB AGE    |           |           |           |           |           |           | QE EDUCATION |           |           |           |            |           |           |           |           |           |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|
|                            | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+       | 18-49     | 50+          | 18-39     | 40-64     | 65+       | HS OR LESS | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size              | 647       | 330       | 311       | 116       | 155       | 91        | 129       | 78        | 65        | 362       | 272          | 272       | 220       | 142       | 148        | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL SAFE</u></b>   | <b>87</b> | <b>85</b> | <b>90</b> | <b>87</b> | <b>86</b> | <b>91</b> | <b>86</b> | <b>87</b> | <b>94</b> | <b>88</b> | <b>88</b>    | <b>87</b> | <b>88</b> | <b>90</b> | <b>88</b>  | <b>85</b> | <b>93</b> | <b>81</b> | <b>87</b> | <b>88</b> |
| Very safe                  | 43        | 42        | 43        | 47        | 35        | 44        | 39        | 50        | 48        | 41        | 44           | 40        | 41        | 49        | 45         | 36        | 44        | 44        | 41        | 44        |
| Somewhat safe              | 45        | 42        | 47        | 40        | 51        | 47        | 47        | 37        | 46        | 47        | 44           | 46        | 47        | 41        | 43         | 49        | 49        | 37        | 46        | 44        |
| <b><u>TOTAL UNSAFE</u></b> | <b>5</b>  | <b>6</b>  | <b>3</b>  | <b>6</b>  | <b>5</b>  | <b>1</b>  | <b>5</b>  | <b>4</b>  | <b>5</b>  | <b>4</b>  | <b>4</b>     | <b>5</b>  | <b>3</b>  | <b>4</b>  | <b>6</b>   | <b>4</b>  | <b>3</b>  | <b>7</b>  | <b>5</b>  | <b>5</b>  |
| Somewhat unsafe            | 3         | 5         | 2         | 5         | 4         | 1         | 4         | 2         | 2         | 3         | 3            | 4         | 3         | 2         | 5          | 3         | 2         | 4         | 4         | 3         |
| Very unsafe                | 1         | 2         | 1         | 1         | 1         | 0         | 1         | 2         | 2         | 1         | 1            | 1         | 0         | 2         | 1          | 1         | 1         | 3         | 1         | 2         |
| <b><u>NEITHER/DK</u></b>   | <b>8</b>  | <b>9</b>  | <b>7</b>  | <b>7</b>  | <b>9</b>  | <b>8</b>  | <b>9</b>  | <b>9</b>  | <b>2</b>  | <b>8</b>  | <b>7</b>     | <b>8</b>  | <b>9</b>  | <b>6</b>  | <b>6</b>   | <b>11</b> | <b>4</b>  | <b>12</b> | <b>9</b>  | <b>8</b>  |
| Neither safe nor unsafe    | 7         | 8         | 6         | 7         | 8         | 8         | 8         | 8         | 0         | 8         | 6            | 8         | 8         | 4         | 6          | 11        | 4         | 10        | 8         | 7         |
| DK                         | 1         | 0         | 1         | 0         | 1         | 0         | 1         | 1         | 2         | 0         | 1            | 0         | 0         | 2         | 0          | 1         | 0         | 2         | 0         | 1         |

Table 36: Q6f. Can you tell me how safe you feel \_\_\_\_\_? : In your neighborhood

|                            | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                            | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size              | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL SAFE</u></b>   | <b>87</b>     | <b>85</b>    | <b>85</b>  | <b>92</b>      | <b>91</b>    | <b>84</b>           | <b>85</b>    | <b>89</b>      | <b>91</b>      | <b>85</b>         | <b>92</b> | <b>87</b> | <b>82</b> | <b>86</b>      | <b>91</b>    | <b>87</b>    | <b>88</b>    |
| Very safe                  | 43            | 40           | 46         | 43             | 43           | 40                  | 45           | 43             | 43             | 51                | 48        | 29        | 47        | 35             | 39           | 37           | 42           |
| Somewhat safe              | 45            | 45           | 39         | 49             | 48           | 45                  | 41           | 46             | 48             | 34                | 44        | 58        | 35        | 51             | 52           | 50           | 46           |
| <b><u>TOTAL UNSAFE</u></b> | <b>5</b>      | <b>6</b>     | <b>7</b>   | <b>2</b>       | <b>2</b>     | <b>6</b>            | <b>7</b>     | <b>4</b>       | <b>2</b>       | <b>9</b>          | <b>0</b>  | <b>4</b>  | <b>7</b>  | <b>4</b>       | <b>3</b>     | <b>5</b>     | <b>4</b>     |
| Somewhat unsafe            | 3             | 4            | 5          | 2              | 2            | 4                   | 5            | 4              | 0              | 6                 | 0         | 4         | 4         | 3              | 3            | 4            | 3            |
| Very unsafe                | 1             | 2            | 2          | 0              | 0            | 2                   | 2            | 0              | 2              | 3                 | 0         | 0         | 3         | 1              | 1            | 1            | 1            |
| <b><u>NEITHER/DK</u></b>   | <b>8</b>      | <b>9</b>     | <b>7</b>   | <b>7</b>       | <b>7</b>     | <b>10</b>           | <b>8</b>     | <b>7</b>       | <b>7</b>       | <b>6</b>          | <b>8</b>  | <b>9</b>  | <b>10</b> | <b>10</b>      | <b>6</b>     | <b>9</b>     | <b>8</b>     |
| Neither safe nor unsafe    | 7             | 9            | 6          | 6              | 6            | 10                  | 7            | 7              | 6              | 5                 | 8         | 9         | 10        | 9              | 5            | 8            | 8            |
| DK                         | 1             | 0            | 1          | 1              | 2            | 0                   | 0            | 1              | 1              | 2                 | 0         | 0         | 0         | 2              | 1            | 1            | 1            |

|                            | LANGUAGE  |           |            |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------|-----------|-----------|------------|-----------|-----------|----------------------|-----------|
|                            | Total     | ENG       | SPAN       | VIET      | CHIN      | A                    | B         |
| Column n-Size              | 647       | 587       | 15         | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL SAFE</u></b>   | <b>87</b> | <b>87</b> | <b>100</b> | <b>93</b> | <b>81</b> | <b>87</b>            | <b>87</b> |
| Very safe                  | 43        | 43        | 61         | 40        | 23        | 44                   | 41        |
| Somewhat safe              | 45        | 44        | 39         | 52        | 58        | 43                   | 46        |
| <b><u>TOTAL UNSAFE</u></b> | <b>5</b>  | <b>5</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>  | <b>5</b>             | <b>4</b>  |
| Somewhat unsafe            | 3         | 4         | 0          | 0         | 0         | 3                    | 3         |
| Very unsafe                | 1         | 2         | 0          | 0         | 0         | 2                    | 1         |
| <b><u>NEITHER/DK</u></b>   | <b>8</b>  | <b>8</b>  | <b>0</b>   | <b>7</b>  | <b>19</b> | <b>7</b>             | <b>9</b>  |
| Neither safe nor unsafe    | 7         | 7         | 0          | 7         | 19        | 7                    | 8         |
| DK                         | 1         | 1         | 0          | 0         | 0         | 1                    | 1         |

Table 37: Q7A. In the past year, do you think property crime in Milpitas has (ROTATE: increased, decreased) or stayed the same? : Split A: Property crime

|                        | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |            |            | Q7B VIOLENT CRIME |          |          | Q7 COMBINED CRIME |            |            |
|------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------------|------------|-------------------|----------|----------|-------------------|------------|------------|
|                        | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME       | DECR       | INCR              | SAME     | DECR     | INCR              | SAME       | DECR       |
| Column n-Size          | 323                                     | 147       | 176       | 105       | 65        | 5            | 74                 | 202         | 42              | 114                       | 155            | 43          | 97                 | 134        | 25         | 0                 | 0        | 0        | 97                | 134        | 25         |
| <b>INCREASED</b>       | <b>30</b>                               | <b>33</b> | <b>28</b> | <b>32</b> | <b>22</b> | <b>31</b>    | <b>23</b>          | <b>30</b>   | <b>39</b>       | <b>42</b>                 | <b>18</b>      | <b>43</b>   | <b>100</b>         | <b>0</b>   | <b>0</b>   | <b>0</b>          | <b>0</b> | <b>0</b> | <b>100</b>        | <b>0</b>   | <b>0</b>   |
| Increased a great deal | 13                                      | 17        | 9         | 11        | 5         | 11           | 8                  | 11          | 28              | 17                        | 6              | 29          | 42                 | 0          | 0          | 0                 | 0        | 0        | 42                | 0          | 0          |
| Increased a little     | 17                                      | 15        | 19        | 21        | 17        | 20           | 15                 | 19          | 12              | 25                        | 12             | 14          | 58                 | 0          | 0          | 0                 | 0        | 0        | 58                | 0          | 0          |
| <b>DECREASED</b>       | <b>8</b>                                | <b>8</b>  | <b>8</b>  | <b>9</b>  | <b>5</b>  | <b>11</b>    | <b>7</b>           | <b>9</b>    | <b>6</b>        | <b>13</b>                 | <b>4</b>       | <b>8</b>    | <b>0</b>           | <b>0</b>   | <b>100</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>0</b>          | <b>0</b>   | <b>100</b> |
| Decreased a little     | 7                                       | 8         | 7         | 9         | 4         | 11           | 5                  | 9           | 6               | 13                        | 3              | 8           | 0                  | 0          | 95         | 0                 | 0        | 0        | 0                 | 0          | 95         |
| Decreased a great deal | 0                                       | 0         | 1         | 1         | 1         | 0            | 2                  | 0           | 0               | 1                         | 0              | 0           | 0                  | 0          | 5          | 0                 | 0        | 0        | 0                 | 0          | 5          |
| <b>SAME/DK</b>         | <b>62</b>                               | <b>59</b> | <b>64</b> | <b>59</b> | <b>73</b> | <b>58</b>    | <b>70</b>          | <b>61</b>   | <b>54</b>       | <b>45</b>                 | <b>78</b>      | <b>49</b>   | <b>0</b>           | <b>100</b> | <b>0</b>   | <b>0</b>          | <b>0</b> | <b>0</b> | <b>0</b>          | <b>100</b> | <b>0</b>   |
| Stayed the same        | 41                                      | 53        | 32        | 26        | 41        | 38           | 41                 | 45          | 28              | 24                        | 57             | 39          | 0                  | 100        | 0          | 0                 | 0        | 0        | 0                 | 100        | 0          |
| DK                     | 21                                      | 7         | 32        | 33        | 32        | 20           | 29                 | 17          | 26              | 21                        | 21             | 10          | 0                  | 0          | 0          | 0                 | 0        | 0        | 0                 | 0          | 0          |

|                        | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                        | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size          | 323              | 39          | 219         | 258          | 54              | 39                   | 112       | 151           | 145               | 26        | 59                     | 247       | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70           | 67           | 111        |
| <b>INCREASED</b>       | <b>30</b>        | <b>33</b>   | <b>25</b>   | <b>27</b>    | <b>46</b>       | <b>32</b>            | <b>21</b> | <b>24</b>     | <b>38</b>         | <b>21</b> | <b>22</b>              | <b>32</b> | <b>29</b>                    | <b>29</b> | <b>26</b>                     | <b>47</b>         | <b>28</b>                           | <b>28</b>   | <b>38</b>    | <b>30</b>    | <b>27</b>  |
| Increased a great deal | 13               | 12          | 9           | 10           | 28              | 21                   | 4         | 8             | 18                | 12        | 0                      | 16        | 10                           | 15        | 6                             | 27                | 18                                  | 9           | 11           | 17           | 10         |
| Increased a little     | 17               | 21          | 16          | 17           | 18              | 11                   | 18        | 16            | 21                | 9         | 22                     | 17        | 19                           | 14        | 19                            | 19                | 10                                  | 19          | 27           | 12           | 18         |
| <b>DECREASED</b>       | <b>8</b>         | <b>6</b>    | <b>8</b>    | <b>8</b>     | <b>9</b>        | <b>12</b>            | <b>10</b> | <b>11</b>     | <b>4</b>          | <b>11</b> | <b>12</b>              | <b>6</b>  | <b>11</b>                    | <b>5</b>  | <b>12</b>                     | <b>11</b>         | <b>5</b>                            | <b>15</b>   | <b>2</b>     | <b>8</b>     | <b>11</b>  |
| Decreased a little     | 7                | 6           | 7           | 7            | 9               | 12                   | 10        | 10            | 4                 | 9         | 12                     | 6         | 11                           | 4         | 11                            | 11                | 5                                   | 15          | 2            | 7            | 11         |
| Decreased a great deal | 0                | 0           | 1           | 0            | 0               | 0                    | 1         | 0             | 0                 | 3         | 0                      | 1         | 0                            | 0         | 0                             | 0                 | 0                                   | 0           | 0            | 1            | 1          |
| <b>SAME/DK</b>         | <b>62</b>        | <b>62</b>   | <b>67</b>   | <b>66</b>    | <b>45</b>       | <b>56</b>            | <b>68</b> | <b>65</b>     | <b>58</b>         | <b>68</b> | <b>66</b>              | <b>61</b> | <b>59</b>                    | <b>66</b> | <b>63</b>                     | <b>43</b>         | <b>66</b>                           | <b>58</b>   | <b>60</b>    | <b>63</b>    | <b>61</b>  |
| Stayed the same        | 41               | 49          | 46          | 46           | 22              | 38                   | 57        | 52            | 35                | 14        | 58                     | 39        | 33                           | 50        | 40                            | 5                 | 24                                  | 48          | 51           | 53           | 35         |
| DK                     | 21               | 13          | 21          | 20           | 24              | 19                   | 11        | 13            | 23                | 54        | 8                      | 22        | 26                           | 16        | 23                            | 37                | 42                                  | 9           | 9            | 10           | 27         |

Table 37: Q7A. In the past year, do you think property crime in Milpitas has (ROTATE: increased, decreased) or stayed the same? : Split A: Property crime

|                        | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                        | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size          | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b>INCREASED</b>       | <b>30</b>     | <b>28</b> | <b>34</b> | <b>30</b>          | <b>29</b> | <b>29</b>  | <b>33</b>            | <b>25</b> | <b>32</b>           | <b>24</b>  | <b>66</b>    | <b>0</b>  | <b>19</b>            | <b>33</b>    | <b>23</b>     | <b>36</b> |           |           |           |           |
| Increased a great deal | 13            | 10        | 18        | 20                 | 8         | 9          | 7                    | 10        | 8                   | 0          | 0            | 0         | 6                    | 10           | 3             | 27        |           |           |           |           |
| Increased a little     | 17            | 18        | 16        | 9                  | 20        | 20         | 26                   | 15        | 24                  | 24         | 66           | 0         | 13                   | 23           | 19            | 9         |           |           |           |           |
| <b>DECREASED</b>       | <b>8</b>      | <b>11</b> | <b>3</b>  | <b>7</b>           | <b>11</b> | <b>4</b>   | <b>15</b>            | <b>7</b>  | <b>13</b>           | <b>34</b>  | <b>34</b>    | <b>0</b>  | <b>15</b>            | <b>4</b>     | <b>12</b>     | <b>4</b>  |           |           |           |           |
| Decreased a little     | 7             | 10        | 3         | 7                  | 11        | 3          | 14                   | 7         | 12                  | 34         | 34           | 0         | 15                   | 4            | 11            | 4         |           |           |           |           |
| Decreased a great deal | 0             | 1         | 0         | 0                  | 0         | 1          | 1                    | 0         | 1                   | 0          | 0            | 0         | 0                    | 0            | 1             | 0         |           |           |           |           |
| <b>SAME/DK</b>         | <b>62</b>     | <b>61</b> | <b>63</b> | <b>63</b>          | <b>60</b> | <b>67</b>  | <b>52</b>            | <b>67</b> | <b>55</b>           | <b>42</b>  | <b>0</b>     | <b>0</b>  | <b>66</b>            | <b>63</b>    | <b>65</b>     | <b>60</b> |           |           |           |           |
| Stayed the same        | 41            | 42        | 44        | 46                 | 44        | 37         | 50                   | 35        | 52                  | 42         | 0            | 0         | 45                   | 44           | 53            | 34        |           |           |           |           |
| DK                     | 21            | 20        | 19        | 17                 | 16        | 31         | 3                    | 32        | 3                   | 0          | 0            | 0         | 21                   | 20           | 12            | 26        |           |           |           |           |
|                        |               |           |           |                    |           |            |                      |           |                     |            |              |           |                      |              |               |           |           |           |           |           |
|                        | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                        | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size          | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b>INCREASED</b>       | <b>30</b>     | <b>25</b> | <b>34</b> | <b>32</b>          | <b>31</b> | <b>28</b>  | <b>31</b>            | <b>38</b> | <b>11</b>           | <b>31</b>  | <b>28</b>    | <b>32</b> | <b>30</b>            | <b>26</b>    | <b>20</b>     | <b>25</b> | <b>37</b> | <b>34</b> | <b>22</b> | <b>35</b> |
| Increased a great deal | 13            | 13        | 12        | 14                 | 14        | 7          | 18                   | 7         | 8                   | 12         | 13           | 14        | 13                   | 8            | 8             | 7         | 16        | 18        | 8         | 16        |
| Increased a little     | 17            | 12        | 22        | 18                 | 17        | 21         | 13                   | 30        | 3                   | 19         | 15           | 18        | 16                   | 18           | 12            | 18        | 21        | 16        | 15        | 19        |
| <b>DECREASED</b>       | <b>8</b>      | <b>10</b> | <b>6</b>  | <b>4</b>           | <b>10</b> | <b>10</b>  | <b>7</b>             | <b>5</b>  | <b>11</b>           | <b>8</b>   | <b>7</b>     | <b>8</b>  | <b>8</b>             | <b>8</b>     | <b>5</b>      | <b>16</b> | <b>8</b>  | <b>4</b>  | <b>10</b> | <b>6</b>  |
| Decreased a little     | 7             | 10        | 5         | 4                  | 10        | 10         | 7                    | 3         | 9                   | 8          | 6            | 8         | 8                    | 6            | 5             | 15        | 7         | 4         | 10        | 6         |
| Decreased a great deal | 0             | 0         | 1         | 0                  | 0         | 0          | 0                    | 2         | 2                   | 0          | 1            | 0         | 0                    | 2            | 0             | 1         | 1         | 0         | 0         | 0         |
| <b>SAME/DK</b>         | <b>62</b>     | <b>65</b> | <b>60</b> | <b>64</b>          | <b>59</b> | <b>62</b>  | <b>62</b>            | <b>57</b> | <b>78</b>           | <b>61</b>  | <b>65</b>    | <b>61</b> | <b>62</b>            | <b>67</b>    | <b>75</b>     | <b>59</b> | <b>56</b> | <b>62</b> | <b>67</b> | <b>58</b> |
| Stayed the same        | 41            | 42        | 41        | 57                 | 41        | 46         | 44                   | 22        | 29                  | 47         | 34           | 48        | 45                   | 25           | 40            | 50        | 39        | 40        | 45        | 39        |
| DK                     | 21            | 22        | 19        | 7                  | 18        | 16         | 18                   | 35        | 49                  | 14         | 30           | 13        | 17                   | 41           | 35            | 9         | 17        | 22        | 23        | 19        |



Table 37: Q7A. In the past year, do you think property crime in Milpitas has (ROTATE: increased, decreased) or stayed the same? : Split A: Property crime

|                        | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                        | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size          | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b>INCREASED</b>       | <b>30</b>     | <b>26</b>    | <b>20</b>  | <b>36</b>      | <b>33</b>    | <b>18</b>           | <b>32</b>    | <b>27</b>      | <b>39</b>      | <b>28</b>         | <b>24</b> | <b>34</b> | <b>28</b> | <b>36</b>      | <b>31</b>    | <b>32</b>    | <b>30</b>    |
| Increased a great deal | 13            | 13           | 11         | 10             | 13           | 4                   | 21           | 11             | 12             | 11                | 6         | 13        | 11        | 16             | 17           | 15           | 13           |
| Increased a little     | 17            | 13           | 9          | 26             | 20           | 13                  | 11           | 16             | 27             | 17                | 18        | 21        | 17        | 20             | 13           | 18           | 17           |
| <b>DECREASED</b>       | <b>8</b>      | <b>10</b>    | <b>10</b>  | <b>6</b>       | <b>5</b>     | <b>12</b>           | <b>8</b>     | <b>7</b>       | <b>5</b>       | <b>11</b>         | <b>10</b> | <b>5</b>  | <b>7</b>  | <b>10</b>      | <b>7</b>     | <b>8</b>     | <b>7</b>     |
| Decreased a little     | 7             | 10           | 10         | 6              | 3            | 12                  | 8            | 6              | 4              | 9                 | 10        | 5         | 6         | 10             | 7            | 7            | 7            |
| Decreased a great deal | 0             | 0            | 0          | 0              | 2            | 0                   | 0            | 1              | 1              | 2                 | 0         | 0         | 2         | 0              | 0            | 0            | 0            |
| <b>SAME/DK</b>         | <b>62</b>     | <b>64</b>    | <b>69</b>  | <b>58</b>      | <b>62</b>    | <b>70</b>           | <b>60</b>    | <b>65</b>      | <b>57</b>      | <b>61</b>         | <b>66</b> | <b>61</b> | <b>65</b> | <b>54</b>      | <b>62</b>    | <b>60</b>    | <b>63</b>    |
| Stayed the same        | 41            | 44           | 42         | 52             | 29           | 42                  | 42           | 48             | 36             | 29                | 48        | 52        | 34        | 42             | 37           | 41           | 43           |
| DK                     | 21            | 19           | 28         | 7              | 33           | 27                  | 18           | 17             | 21             | 32                | 17        | 9         | 31        | 12             | 25           | 19           | 20           |

|                        | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                        | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size          | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b>INCREASED</b>       | <b>30</b> | <b>28</b> | <b>33</b> | <b>52</b> | <b>53</b> | <b>30</b>            | <b>0</b> |
| Increased a great deal | 13        | 10        | 11        | 40        | 36        | 13                   | 0        |
| Increased a little     | 17        | 18        | 22        | 13        | 17        | 17                   | 0        |
| <b>DECREASED</b>       | <b>8</b>  | <b>9</b>  | <b>8</b>  | <b>0</b>  | <b>0</b>  | <b>8</b>             | <b>0</b> |
| Decreased a little     | 7         | 8         | 8         | 0         | 0         | 7                    | 0        |
| Decreased a great deal | 0         | 0         | 0         | 0         | 0         | 0                    | 0        |
| <b>SAME/DK</b>         | <b>62</b> | <b>63</b> | <b>59</b> | <b>48</b> | <b>47</b> | <b>62</b>            | <b>0</b> |
| Stayed the same        | 41        | 42        | 41        | 38        | 41        | 41                   | 0        |
| DK                     | 21        | 22        | 18        | 10        | 6         | 21                   | 0        |

Table 38: Q7B. In the past year, do you think violent crime in Milpitas has (ROTATE: increased, decreased) or stayed the same? : Split B: Violent crime

|                        | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |            |            | Q7 COMBINED CRIME |            |            |
|------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|------------|------------|-------------------|------------|------------|
|                        | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME       | DECR       | INCR              | SAME       | DECR       |
| Column n-Size          | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139        | 44         | 87                | 139        | 44         |
| <b>INCREASED</b>       | <b>27</b>                               | <b>25</b> | <b>28</b> | <b>24</b> | <b>32</b> | <b>38</b>    | <b>22</b>          | <b>23</b>   | <b>52</b>       | <b>31</b>                 | <b>19</b>      | <b>45</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>100</b>        | <b>0</b>   | <b>0</b>   | <b>100</b>        | <b>0</b>   | <b>0</b>   |
| Increased a great deal | 6                                       | 6         | 6         | 5         | 7         | 5            | 3                  | 3           | 22              | 6                         | 4              | 12          | 0                  | 0        | 0        | 22                | 0          | 0          | 22                | 0          | 0          |
| Increased a little     | 21                                      | 19        | 23        | 20        | 25        | 33           | 20                 | 19          | 30              | 25                        | 16             | 33          | 0                  | 0        | 0        | 78                | 0          | 0          | 78                | 0          | 0          |
| <b>DECREASED</b>       | <b>14</b>                               | <b>12</b> | <b>15</b> | <b>18</b> | <b>13</b> | <b>0</b>     | <b>17</b>          | <b>15</b>   | <b>4</b>        | <b>17</b>                 | <b>11</b>      | <b>17</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>0</b>          | <b>0</b>   | <b>100</b> | <b>0</b>          | <b>0</b>   | <b>100</b> |
| Decreased a little     | 12                                      | 11        | 13        | 17        | 10        | 0            | 16                 | 13          | 1               | 17                        | 9              | 15          | 0                  | 0        | 0        | 0                 | 0          | 90         | 0                 | 0          | 90         |
| Decreased a great deal | 1                                       | 1         | 2         | 1         | 3         | 0            | 1                  | 1           | 3               | 0                         | 2              | 2           | 0                  | 0        | 0        | 0                 | 0          | 10         | 0                 | 0          | 10         |
| <b>SAME/DK</b>         | <b>60</b>                               | <b>63</b> | <b>57</b> | <b>57</b> | <b>55</b> | <b>62</b>    | <b>61</b>          | <b>62</b>   | <b>44</b>       | <b>51</b>                 | <b>70</b>      | <b>38</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>0</b>          | <b>100</b> | <b>0</b>   | <b>0</b>          | <b>100</b> | <b>0</b>   |
| Stayed the same        | 43                                      | 52        | 35        | 36        | 34        | 35           | 39                 | 48          | 25              | 34                        | 58             | 19          | 0                  | 0        | 0        | 0                 | 100        | 0          | 0                 | 100        | 0          |
| DK                     | 17                                      | 11        | 21        | 21        | 21        | 26           | 22                 | 14          | 19              | 17                        | 12             | 19          | 0                  | 0        | 0        | 0                 | 0          | 0          | 0                 | 0          | 0          |

|                        | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                        | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size          | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b>INCREASED</b>       | <b>27</b>        | <b>12</b>   | <b>25</b>   | <b>23</b>    | <b>43</b>       | <b>19</b>            | <b>30</b> | <b>27</b>     | <b>26</b>         | <b>33</b> | <b>29</b>              | <b>26</b> | <b>28</b>                    | <b>26</b> | <b>29</b>                     | <b>26</b>         | <b>30</b>                           | <b>37</b>   | <b>31</b>    | <b>22</b>    | <b>21</b>  |
| Increased a great deal | 6                | 2           | 3           | 3            | 24              | 7                    | 6         | 6             | 4                 | 14        | 5                      | 6         | 6                            | 6         | 6                             | 8                 | 2                                   | 18          | 13           | 3            | 3          |
| Increased a little     | 21               | 10          | 22          | 20           | 19              | 12                   | 24        | 20            | 22                | 19        | 24                     | 20        | 22                           | 20        | 23                            | 18                | 28                                  | 19          | 19           | 19           | 18         |
| <b>DECREASED</b>       | <b>14</b>        | <b>26</b>   | <b>13</b>   | <b>15</b>    | <b>9</b>        | <b>36</b>            | <b>13</b> | <b>19</b>     | <b>7</b>          | <b>8</b>  | <b>24</b>              | <b>11</b> | <b>13</b>                    | <b>13</b> | <b>15</b>                     | <b>6</b>          | <b>9</b>                            | <b>18</b>   | <b>10</b>    | <b>15</b>    | <b>16</b>  |
| Decreased a little     | 12               | 23          | 11          | 13           | 9               | 32                   | 13        | 18            | 6                 | 8         | 22                     | 9         | 12                           | 12        | 13                            | 6                 | 9                                   | 18          | 8            | 12           | 15         |
| Decreased a great deal | 1                | 3           | 2           | 2            | 0               | 4                    | 0         | 1             | 2                 | 0         | 1                      | 1         | 1                            | 2         | 1                             | 0                 | 0                                   | 0           | 2            | 2            | 2          |
| <b>SAME/DK</b>         | <b>60</b>        | <b>63</b>   | <b>62</b>   | <b>63</b>    | <b>48</b>       | <b>45</b>            | <b>57</b> | <b>54</b>     | <b>67</b>         | <b>58</b> | <b>47</b>              | <b>63</b> | <b>59</b>                    | <b>61</b> | <b>57</b>                     | <b>68</b>         | <b>61</b>                           | <b>45</b>   | <b>59</b>    | <b>63</b>    | <b>63</b>  |
| Stayed the same        | 43               | 24          | 54          | 49           | 29              | 32                   | 50        | 45            | 46                | 11        | 42                     | 43        | 44                           | 44        | 46                            | 38                | 39                                  | 26          | 45           | 48           | 47         |
| DK                     | 17               | 38          | 9           | 14           | 19              | 13                   | 7         | 9             | 21                | 48        | 5                      | 20        | 15                           | 17        | 11                            | 30                | 22                                  | 19          | 14           | 15           | 15         |

Table 38: Q7B. In the past year, do you think violent crime in Milpitas has (ROTATE: increased, decreased) or stayed the same? : Split B: Violent crime

|                        | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                        | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size          | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b>INCREASED</b>       | <b>27</b>     | <b>28</b> | <b>25</b> | <b>40</b>          | <b>21</b> | <b>23</b>  | <b>26</b>            | <b>15</b> | <b>27</b>           | <b>0</b>   | <b>44</b>    | <b>0</b>  | <b>16</b>            | <b>34</b>    | <b>18</b>     | <b>19</b> |           |           |           |           |
| Increased a great deal | 6             | 5         | 9         | 7                  | 2         | 7          | 3                    | 1         | 3                   | 0          | 0            | 0         | 3                    | 5            | 7             | 0         |           |           |           |           |
| Increased a little     | 21            | 23        | 16        | 32                 | 19        | 16         | 23                   | 14        | 24                  | 0          | 44           | 0         | 13                   | 29           | 11            | 19        |           |           |           |           |
| <b>DECREASED</b>       | <b>14</b>     | <b>11</b> | <b>19</b> | <b>10</b>          | <b>15</b> | <b>14</b>  | <b>14</b>            | <b>16</b> | <b>10</b>           | <b>100</b> | <b>13</b>    | <b>46</b> | <b>22</b>            | <b>12</b>    | <b>12</b>     | <b>10</b> |           |           |           |           |
| Decreased a little     | 12            | 10        | 17        | 9                  | 14        | 14         | 14                   | 13        | 10                  | 100        | 13           | 46        | 22                   | 12           | 11            | 5         |           |           |           |           |
| Decreased a great deal | 1             | 1         | 2         | 1                  | 1         | 1          | 0                    | 3         | 0                   | 0          | 0            | 0         | 0                    | 0            | 1             | 5         |           |           |           |           |
| <b>SAME/DK</b>         | <b>60</b>     | <b>61</b> | <b>56</b> | <b>50</b>          | <b>64</b> | <b>63</b>  | <b>60</b>            | <b>69</b> | <b>63</b>           | <b>0</b>   | <b>43</b>    | <b>54</b> | <b>62</b>            | <b>54</b>    | <b>70</b>     | <b>71</b> |           |           |           |           |
| Stayed the same        | 43            | 43        | 43        | 38                 | 52        | 31         | 56                   | 47        | 60                  | 0          | 43           | 54        | 32                   | 47           | 57            | 48        |           |           |           |           |
| DK                     | 17            | 18        | 12        | 12                 | 12        | 32         | 5                    | 21        | 3                   | 0          | 0            | 0         | 29                   | 7            | 13            | 23        |           |           |           |           |
|                        |               |           |           |                    |           |            |                      |           |                     |            |              |           |                      |              |               |           |           |           |           |           |
|                        | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                        | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size          | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b>INCREASED</b>       | <b>27</b>     | <b>26</b> | <b>28</b> | <b>32</b>          | <b>29</b> | <b>36</b>  | <b>18</b>            | <b>22</b> | <b>22</b>           | <b>31</b>  | <b>20</b>    | <b>30</b> | <b>25</b>            | <b>22</b>    | <b>31</b>     | <b>30</b> | <b>20</b> | <b>29</b> | <b>31</b> | <b>24</b> |
| Increased a great deal | 6             | 5         | 7         | 5                  | 5         | 9          | 2                    | 2         | 11                  | 6          | 4            | 5         | 5                    | 6            | 6             | 4         | 3         | 12        | 5         | 7         |
| Increased a little     | 21            | 21        | 21        | 27                 | 24        | 27         | 16                   | 20        | 11                  | 25         | 16           | 25        | 20                   | 16           | 25            | 26        | 18        | 17        | 25        | 17        |
| <b>DECREASED</b>       | <b>14</b>     | <b>15</b> | <b>12</b> | <b>8</b>           | <b>10</b> | <b>10</b>  | <b>16</b>            | <b>14</b> | <b>29</b>           | <b>9</b>   | <b>19</b>    | <b>9</b>  | <b>14</b>            | <b>21</b>    | <b>11</b>     | <b>7</b>  | <b>14</b> | <b>21</b> | <b>9</b>  | <b>17</b> |
| Decreased a little     | 12            | 14        | 10        | 5                  | 10        | 8          | 14                   | 13        | 29                  | 8          | 17           | 8         | 12                   | 20           | 9             | 7         | 14        | 17        | 8         | 15        |
| Decreased a great deal | 1             | 1         | 2         | 3                  | 0         | 2          | 2                    | 1         | 0                   | 2          | 1            | 1         | 2                    | 1            | 1             | 0         | 0         | 3         | 1         | 2         |
| <b>SAME/DK</b>         | <b>60</b>     | <b>59</b> | <b>60</b> | <b>60</b>          | <b>62</b> | <b>54</b>  | <b>66</b>            | <b>63</b> | <b>49</b>           | <b>59</b>  | <b>62</b>    | <b>61</b> | <b>61</b>            | <b>57</b>    | <b>58</b>     | <b>63</b> | <b>65</b> | <b>51</b> | <b>60</b> | <b>59</b> |
| Stayed the same        | 43            | 43        | 43        | 56                 | 54        | 44         | 41                   | 41        | 9                   | 52         | 33           | 54        | 42                   | 26           | 40            | 55        | 52        | 25        | 47        | 40        |
| DK                     | 17            | 16        | 17        | 5                  | 8         | 10         | 26                   | 22        | 41                  | 7          | 28           | 7         | 19                   | 31           | 18            | 8         | 14        | 26        | 13        | 19        |

Table 38: Q7B. In the past year, do you think violent crime in Milpitas has (ROTATE: increased, decreased) or stayed the same? : Split B: Violent crime

|                        | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                        | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size          | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b>INCREASED</b>       | <b>27</b>     | <b>29</b>    | <b>22</b>  | <b>35</b>      | <b>18</b>    | <b>31</b>           | <b>23</b>    | <b>31</b>      | <b>25</b>      | <b>24</b>         | <b>23</b> | <b>31</b> | <b>22</b> | <b>22</b>      | <b>33</b>    | <b>27</b>    | <b>26</b>    |
| Increased a great deal | 6             | 4            | 7          | 8              | 2            | 6                   | 4            | 4              | 9              | 6                 | 6         | 5         | 6         | 3              | 5            | 5            | 5            |
| Increased a little     | 21            | 26           | 15         | 26             | 16           | 25                  | 19           | 27             | 16             | 18                | 18        | 26        | 17        | 19             | 28           | 22           | 21           |
| <b>DECREASED</b>       | <b>14</b>     | <b>9</b>     | <b>24</b>  | <b>9</b>       | <b>13</b>    | <b>15</b>           | <b>16</b>    | <b>4</b>       | <b>19</b>      | <b>6</b>          | <b>5</b>  | <b>4</b>  | <b>15</b> | <b>25</b>      | <b>15</b>    | <b>16</b>    | <b>15</b>    |
| Decreased a little     | 12            | 8            | 23         | 7              | 12           | 13                  | 15           | 4              | 16             | 4                 | 5         | 4         | 13        | 24             | 12           | 14           | 13           |
| Decreased a great deal | 1             | 1            | 2          | 2              | 1            | 2                   | 1            | 0              | 3              | 1                 | 0         | 0         | 3         | 2              | 3            | 2            | 1            |
| <b>SAME/DK</b>         | <b>60</b>     | <b>62</b>    | <b>54</b>  | <b>56</b>      | <b>69</b>    | <b>54</b>           | <b>62</b>    | <b>65</b>      | <b>56</b>      | <b>70</b>         | <b>72</b> | <b>66</b> | <b>62</b> | <b>53</b>      | <b>52</b>    | <b>57</b>    | <b>60</b>    |
| Stayed the same        | 43            | 54           | 30         | 50             | 37           | 47                  | 41           | 46             | 40             | 42                | 61        | 38        | 54        | 38             | 37           | 41           | 44           |
| DK                     | 17            | 8            | 24         | 6              | 33           | 7                   | 21           | 19             | 16             | 29                | 11        | 28        | 8         | 15             | 14           | 17           | 15           |

|                        | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                        | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size          | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b>INCREASED</b>       | <b>27</b> | <b>26</b> | <b>25</b> | <b>37</b> | <b>41</b> | <b>0</b>             | <b>27</b> |
| Increased a great deal | 6         | 6         | 0         | 0         | 0         | 0                    | 6         |
| Increased a little     | 21        | 20        | 25        | 37        | 41        | 0                    | 21        |
| <b>DECREASED</b>       | <b>14</b> | <b>15</b> | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>14</b> |
| Decreased a little     | 12        | 13        | 0         | 0         | 0         | 0                    | 12        |
| Decreased a great deal | 1         | 1         | 0         | 0         | 0         | 0                    | 1         |
| <b>SAME/DK</b>         | <b>60</b> | <b>59</b> | <b>75</b> | <b>63</b> | <b>59</b> | <b>0</b>             | <b>60</b> |
| Stayed the same        | 43        | 43        | 33        | 46        | 59        | 0                    | 43        |
| DK                     | 17        | 17        | 41        | 16        | 0         | 0                    | 17        |

Table 39: Q7. 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? : Total

|                        | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |            |            | Q7B VIOLENT CRIME |            |            | Q7 COMBINED CRIME |            |            |
|------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------------|------------|-------------------|------------|------------|-------------------|------------|------------|
|                        | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME       | DECR       | INCR              | SAME       | DECR       | INCR              | SAME       | DECR       |
| Column n-Size          | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134        | 25         | 87                | 139        | 44         | 184               | 273        | 69         |
| <b>INCREASED</b>       | <b>28</b>                               | <b>29</b> | <b>28</b> | <b>28</b> | <b>27</b> | <b>36</b>    | <b>23</b>          | <b>26</b>   | <b>46</b>       | <b>37</b>                 | <b>19</b>      | <b>44</b>   | <b>100</b>         | <b>0</b>   | <b>0</b>   | <b>100</b>        | <b>0</b>   | <b>0</b>   | <b>100</b>        | <b>0</b>   | <b>0</b>   |
| Increased a great deal | 9                                       | 12        | 7         | 8         | 6         | 7            | 6                  | 7           | 25              | 12                        | 5              | 20          | 42                 | 0          | 0          | 22                | 0          | 0          | 33                | 0          | 0          |
| Increased a little     | 19                                      | 17        | 21        | 20        | 21        | 29           | 17                 | 19          | 21              | 25                        | 14             | 24          | 58                 | 0          | 0          | 78                | 0          | 0          | 67                | 0          | 0          |
| <b>DECREASED</b>       | <b>11</b>                               | <b>10</b> | <b>11</b> | <b>14</b> | <b>9</b>  | <b>3</b>     | <b>12</b>          | <b>12</b>   | <b>5</b>        | <b>15</b>                 | <b>7</b>       | <b>13</b>   | <b>0</b>           | <b>0</b>   | <b>100</b> | <b>0</b>          | <b>0</b>   | <b>100</b> | <b>0</b>          | <b>0</b>   | <b>100</b> |
| Decreased a little     | 10                                      | 9         | 10        | 13        | 7         | 3            | 10                 | 11          | 4               | 15                        | 6              | 12          | 0                  | 0          | 95         | 0                 | 0          | 90         | 0                 | 0          | 92         |
| Decreased a great deal | 1                                       | 1         | 1         | 1         | 2         | 0            | 1                  | 1           | 1               | 0                         | 1              | 1           | 0                  | 0          | 5          | 0                 | 0          | 10         | 0                 | 0          | 8          |
| <b>SAME/DK</b>         | <b>61</b>                               | <b>61</b> | <b>60</b> | <b>58</b> | <b>64</b> | <b>60</b>    | <b>66</b>          | <b>62</b>   | <b>49</b>       | <b>48</b>                 | <b>74</b>      | <b>43</b>   | <b>0</b>           | <b>100</b> | <b>0</b>   | <b>0</b>          | <b>100</b> | <b>0</b>   | <b>0</b>          | <b>100</b> | <b>0</b>   |
| Stayed the same        | 42                                      | 53        | 34        | 31        | 37        | 36           | 40                 | 46          | 26              | 29                        | 58             | 29          | 0                  | 100        | 0          | 0                 | 100        | 0          | 0                 | 100        | 0          |
| DK                     | 19                                      | 9         | 27        | 28        | 26        | 25           | 26                 | 16          | 23              | 19                        | 16             | 15          | 0                  | 0          | 0          | 0                 | 0          | 0          | 0                 | 0          | 0          |

|                        | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CONTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|-------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                        | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                           | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size          | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                           | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b>INCREASED</b>       | <b>28</b>        | <b>22</b>   | <b>25</b>   | <b>25</b>    | <b>45</b>       | <b>25</b>            | <b>26</b> | <b>26</b>     | <b>32</b>         | <b>26</b> | <b>26</b>              | <b>29</b> | <b>29</b>                     | <b>28</b> | <b>27</b>                     | <b>37</b>         | <b>29</b>                           | <b>33</b>   | <b>35</b>    | <b>26</b>    | <b>24</b>  |
| Increased a great deal | 9                | 7           | 6           | 6            | 26              | 14                   | 5         | 7             | 11                | 13        | 3                      | 11        | 8                             | 11        | 6                             | 18                | 9                                   | 13          | 12           | 10           | 7          |
| Increased a little     | 19               | 15          | 19          | 18           | 18              | 11                   | 21        | 18            | 21                | 14        | 23                     | 18        | 21                            | 17        | 21                            | 19                | 20                                  | 19          | 23           | 16           | 18         |
| <b>DECREASED</b>       | <b>11</b>        | <b>16</b>   | <b>10</b>   | <b>11</b>    | <b>9</b>        | <b>25</b>            | <b>12</b> | <b>15</b>     | <b>6</b>          | <b>10</b> | <b>18</b>              | <b>8</b>  | <b>12</b>                     | <b>9</b>  | <b>13</b>                     | <b>9</b>          | <b>7</b>                            | <b>17</b>   | <b>6</b>     | <b>11</b>    | <b>14</b>  |
| Decreased a little     | 10               | 14          | 9           | 10           | 9               | 22                   | 12        | 14            | 5                 | 8         | 18                     | 7         | 11                            | 8         | 12                            | 9                 | 7                                   | 17          | 5            | 10           | 13         |
| Decreased a great deal | 1                | 1           | 1           | 1            | 0               | 2                    | 0         | 1             | 1                 | 1         | 1                      | 1         | 1                             | 1         | 1                             | 0                 | 0                                   | 0           | 1            | 2            | 1          |
| <b>SAME/DK</b>         | <b>61</b>        | <b>62</b>   | <b>65</b>   | <b>64</b>    | <b>46</b>       | <b>50</b>            | <b>62</b> | <b>59</b>     | <b>62</b>         | <b>64</b> | <b>55</b>              | <b>62</b> | <b>59</b>                     | <b>63</b> | <b>60</b>                     | <b>55</b>         | <b>63</b>                           | <b>51</b>   | <b>60</b>    | <b>63</b>    | <b>62</b>  |
| Stayed the same        | 42               | 36          | 50          | 47           | 25              | 35                   | 54        | 49            | 40                | 13        | 49                     | 41        | 39                            | 47        | 43                            | 21                | 32                                  | 36          | 48           | 50           | 41         |
| DK                     | 19               | 26          | 15          | 17           | 21              | 16                   | 9         | 11            | 22                | 51        | 6                      | 21        | 20                            | 16        | 17                            | 34                | 31                                  | 14          | 11           | 13           | 21         |

Table 39: Q7. 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? : Total

|                        | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                        | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size          | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b>INCREASED</b>       | <b>28</b>     | <b>28</b> | <b>29</b> | <b>35</b>          | <b>25</b> | <b>26</b>  | <b>29</b>            | <b>20</b> | <b>29</b>           | <b>14</b>  | <b>54</b>    | <b>0</b>  | <b>17</b>            | <b>33</b>    | <b>20</b>     | <b>28</b> |           |           |           |           |
| Increased a great deal | 9             | 7         | 13        | 14                 | 5         | 8          | 5                    | 6         | 5                   | 0          | 0            | 0         | 4                    | 8            | 5             | 14        |           |           |           |           |
| Increased a little     | 19            | 20        | 16        | 21                 | 20        | 18         | 24                   | 15        | 24                  | 14         | 54           | 0         | 13                   | 26           | 15            | 14        |           |           |           |           |
| <b>DECREASED</b>       | <b>11</b>     | <b>11</b> | <b>11</b> | <b>9</b>           | <b>13</b> | <b>9</b>   | <b>14</b>            | <b>12</b> | <b>11</b>           | <b>60</b>  | <b>23</b>    | <b>46</b> | <b>19</b>            | <b>8</b>     | <b>12</b>     | <b>7</b>  |           |           |           |           |
| Decreased a little     | 10            | 10        | 10        | 8                  | 12        | 8          | 14                   | 10        | 11                  | 60         | 23           | 46        | 19                   | 8            | 11            | 5         |           |           |           |           |
| Decreased a great deal | 1             | 1         | 1         | 1                  | 1         | 1          | 0                    | 1         | 0                   | 0          | 0            | 0         | 0                    | 0            | 1             | 2         |           |           |           |           |
| <b>SAME/DK</b>         | <b>61</b>     | <b>61</b> | <b>59</b> | <b>56</b>          | <b>62</b> | <b>65</b>  | <b>56</b>            | <b>68</b> | <b>59</b>           | <b>25</b>  | <b>23</b>    | <b>54</b> | <b>64</b>            | <b>59</b>    | <b>67</b>     | <b>65</b> |           |           |           |           |
| Stayed the same        | 42            | 42        | 44        | 42                 | 48        | 34         | 53                   | 41        | 56                  | 25         | 23           | 54        | 38                   | 45           | 55            | 41        |           |           |           |           |
| DK                     | 19            | 19        | 16        | 15                 | 14        | 31         | 4                    | 27        | 3                   | 0          | 0            | 0         | 26                   | 14           | 12            | 25        |           |           |           |           |
|                        |               |           |           |                    |           |            |                      |           |                     |            |              |           |                      |              |               |           |           |           |           |           |
|                        | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                        | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size          | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272       | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b>INCREASED</b>       | <b>28</b>     | <b>26</b> | <b>31</b> | <b>32</b>          | <b>30</b> | <b>32</b>  | <b>24</b>            | <b>30</b> | <b>16</b>           | <b>31</b>  | <b>24</b>    | <b>31</b> | <b>27</b>            | <b>24</b>    | <b>26</b>     | <b>28</b> | <b>28</b> | <b>31</b> | <b>27</b> | <b>30</b> |
| Increased a great deal | 9             | 9         | 9         | 9                  | 10        | 8          | 10                   | 5         | 9                   | 9          | 8            | 9         | 9                    | 7            | 7             | 6         | 9         | 15        | 6         | 12        |
| Increased a little     | 19            | 16        | 22        | 22                 | 20        | 24         | 14                   | 25        | 7                   | 22         | 16           | 21        | 18                   | 17           | 19            | 22        | 19        | 16        | 20        | 18        |
| <b>DECREASED</b>       | <b>11</b>     | <b>13</b> | <b>9</b>  | <b>6</b>           | <b>10</b> | <b>10</b>  | <b>11</b>            | <b>10</b> | <b>20</b>           | <b>9</b>   | <b>13</b>    | <b>8</b>  | <b>11</b>            | <b>14</b>    | <b>8</b>      | <b>11</b> | <b>11</b> | <b>13</b> | <b>10</b> | <b>12</b> |
| Decreased a little     | 10            | 12        | 7         | 5                  | 10        | 9          | 11                   | 8         | 19                  | 8          | 12           | 8         | 10                   | 13           | 7             | 11        | 10        | 11        | 9         | 11        |
| Decreased a great deal | 1             | 1         | 1         | 2                  | 0         | 1          | 1                    | 1         | 1                   | 1          | 1            | 1         | 1                    | 1            | 1             | 1         | 1         | 2         | 1         | 1         |
| <b>SAME/DK</b>         | <b>61</b>     | <b>62</b> | <b>60</b> | <b>62</b>          | <b>60</b> | <b>58</b>  | <b>64</b>            | <b>60</b> | <b>64</b>           | <b>60</b>  | <b>63</b>    | <b>61</b> | <b>62</b>            | <b>62</b>    | <b>66</b>     | <b>61</b> | <b>61</b> | <b>56</b> | <b>64</b> | <b>59</b> |
| Stayed the same        | 42            | 43        | 42        | 56                 | 47        | 45         | 42                   | 32        | 19                  | 50         | 34           | 51        | 44                   | 26           | 40            | 52        | 45        | 33        | 46        | 40        |
| DK                     | 19            | 19        | 18        | 6                  | 13        | 13         | 22                   | 29        | 45                  | 11         | 29           | 10        | 18                   | 36           | 26            | 9         | 15        | 24        | 18        | 19        |

Table 39: Q7. 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? : Total

|                        | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                        | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size          | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b>INCREASED</b>       | <b>28</b>     | <b>28</b>    | <b>21</b>  | <b>35</b>      | <b>26</b>    | <b>24</b>           | <b>27</b>    | <b>29</b>      | <b>32</b>      | <b>26</b>         | <b>24</b> | <b>32</b> | <b>25</b> | <b>29</b>      | <b>32</b>    | <b>30</b>    | <b>28</b>    |
| Increased a great deal | 9             | 9            | 9          | 9              | 8            | 5                   | 12           | 8              | 11             | 9                 | 6         | 9         | 8         | 10             | 11           | 10           | 9            |
| Increased a little     | 19            | 19           | 12         | 26             | 18           | 18                  | 15           | 22             | 22             | 17                | 18        | 23        | 17        | 19             | 20           | 20           | 19           |
| <b>DECREASED</b>       | <b>11</b>     | <b>10</b>    | <b>18</b>  | <b>7</b>       | <b>9</b>     | <b>14</b>           | <b>12</b>    | <b>5</b>       | <b>11</b>      | <b>8</b>          | <b>7</b>  | <b>4</b>  | <b>11</b> | <b>18</b>      | <b>11</b>    | <b>12</b>    | <b>11</b>    |
| Decreased a little     | 10            | 9            | 17         | 6              | 7            | 13                  | 12           | 5              | 9              | 7                 | 7         | 4         | 9         | 17             | 10           | 10           | 10           |
| Decreased a great deal | 1             | 0            | 1          | 1              | 1            | 1                   | 0            | 0              | 2              | 2                 | 0         | 0         | 2         | 1              | 2            | 1            | 1            |
| <b>SAME/DK</b>         | <b>61</b>     | <b>63</b>    | <b>61</b>  | <b>57</b>      | <b>66</b>    | <b>63</b>           | <b>61</b>    | <b>65</b>      | <b>56</b>      | <b>66</b>         | <b>69</b> | <b>63</b> | <b>64</b> | <b>53</b>      | <b>57</b>    | <b>59</b>    | <b>61</b>    |
| Stayed the same        | 42            | 49           | 35         | 51             | 33           | 44                  | 42           | 47             | 38             | 35                | 55        | 45        | 44        | 40             | 37           | 41           | 44           |
| DK                     | 19            | 14           | 26         | 6              | 33           | 18                  | 20           | 18             | 18             | 30                | 14        | 19        | 19        | 14             | 20           | 18           | 17           |

|                        | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                        | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size          | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b>INCREASED</b>       | <b>28</b> | <b>27</b> | <b>30</b> | <b>46</b> | <b>47</b> | <b>30</b>            | <b>27</b> |
| Increased a great deal | 9         | 8         | 7         | 24        | 19        | 13                   | 6         |
| Increased a little     | 19        | 19        | 23        | 22        | 28        | 17                   | 21        |
| <b>DECREASED</b>       | <b>11</b> | <b>12</b> | <b>5</b>  | <b>0</b>  | <b>0</b>  | <b>8</b>             | <b>14</b> |
| Decreased a little     | 10        | 11        | 5         | 0         | 0         | 7                    | 12        |
| Decreased a great deal | 1         | 1         | 0         | 0         | 0         | 0                    | 1         |
| <b>SAME/DK</b>         | <b>61</b> | <b>61</b> | <b>65</b> | <b>54</b> | <b>53</b> | <b>62</b>            | <b>60</b> |
| Stayed the same        | 42        | 42        | 38        | 41        | 49        | 41                   | 43        |
| DK                     | 19        | 19        | 26        | 12        | 3         | 21                   | 17        |

Table 40: Q8. How satisfied are you with the overall quality of City services?

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>78</b>                               | <b>82</b>   | <b>74</b>   | <b>73</b>    | <b>79</b>       | <b>56</b>            | <b>93</b>          | <b>82</b>     | <b>34</b>         | <b>78</b>                 | <b>88</b>              | <b>46</b>   | <b>70</b>                    | <b>89</b> | <b>77</b>                     | <b>64</b>         | <b>85</b>                           | <b>83</b>   | <b>67</b>         | <b>87</b>    | <b>81</b>  |
| Very satisfied                   | 12                                      | 15          | 10          | 15           | 4               | 2                    | 29                 | 8             | 8                 | 13                        | 14                     | 8           | 13                           | 14        | 9                             | 6                 | 7                                   | 24          | 10                | 11           | 18         |
| Somewhat satisfied               | 65                                      | 67          | 64          | 58           | 75              | 54                   | 64                 | 74            | 26                | 65                        | 74                     | 38          | 57                           | 75        | 68                            | 58                | 78                                  | 59          | 58                | 77           | 63         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>17</b>                               | <b>14</b>   | <b>19</b>   | <b>20</b>    | <b>15</b>       | <b>37</b>            | <b>3</b>           | <b>12</b>     | <b>60</b>         | <b>16</b>                 | <b>8</b>               | <b>41</b>   | <b>26</b>                    | <b>9</b>  | <b>18</b>                     | <b>27</b>         | <b>11</b>                           | <b>11</b>   | <b>26</b>         | <b>10</b>    | <b>14</b>  |
| Somewhat dissatisfied            | 12                                      | 11          | 14          | 16           | 10              | 27                   | 3                  | 10            | 38                | 12                        | 7                      | 29          | 15                           | 5         | 11                            | 22                | 11                                  | 11          | 18                | 8            | 11         |
| Very dissatisfied                | 4                                       | 3           | 5           | 4            | 6               | 9                    | 1                  | 2             | 22                | 5                         | 1                      | 12          | 10                           | 4         | 7                             | 5                 | 0                                   | 0           | 8                 | 2            | 2          |
| <b><u>DK</u></b>                 | <b>6</b>                                | <b>5</b>    | <b>6</b>    | <b>7</b>     | <b>6</b>        | <b>7</b>             | <b>4</b>           | <b>6</b>      | <b>6</b>          | <b>6</b>                  | <b>4</b>               | <b>12</b>   | <b>4</b>                     | <b>2</b>  | <b>5</b>                      | <b>10</b>         | <b>4</b>                            | <b>6</b>    | <b>7</b>          | <b>3</b>     | <b>5</b>   |
| DK                               | 6                                       | 5           | 6           | 7            | 6               | 7                    | 4                  | 6             | 6                 | 6                         | 4                      | 12          | 4                            | 2         | 5                             | 10                | 4                                   | 6           | 7                 | 3            | 5          |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                    | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>78</b>                               | <b>100</b>  | <b>100</b>  | <b>100</b>   | <b>0</b>        | <b>77</b>            | <b>81</b>          | <b>80</b>     | <b>78</b>         | <b>64</b>                 | <b>82</b>              | <b>77</b>   | <b>77</b>                    | <b>78</b> | <b>87</b>                     | <b>34</b>         | <b>65</b>                           | <b>75</b>   | <b>80</b>         | <b>82</b>    | <b>82</b>  |
| Very satisfied                   | 12                                      | 100         | 0           | 16           | 0               | 26                   | 9                  | 13            | 12                | 10                        | 12                     | 13          | 15                           | 10        | 17                            | 8                 | 18                                  | 12          | 11                | 14           | 10         |
| Somewhat satisfied               | 65                                      | 0           | 100         | 84           | 0               | 51                   | 72                 | 66            | 66                | 54                        | 70                     | 64          | 62                           | 68        | 71                            | 26                | 48                                  | 62          | 69                | 68           | 72         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>17</b>                               | <b>0</b>    | <b>0</b>    | <b>0</b>     | <b>100</b>      | <b>21</b>            | <b>16</b>          | <b>17</b>     | <b>16</b>         | <b>17</b>                 | <b>12</b>              | <b>18</b>   | <b>17</b>                    | <b>16</b> | <b>9</b>                      | <b>55</b>         | <b>26</b>                           | <b>24</b>   | <b>14</b>         | <b>12</b>    | <b>13</b>  |
| Somewhat dissatisfied            | 12                                      | 0           | 0           | 0            | 75              | 12                   | 15                 | 14            | 11                | 11                        | 9                      | 14          | 12                           | 13        | 8                             | 31                | 20                                  | 17          | 11                | 10           | 9          |
| Very dissatisfied                | 4                                       | 0           | 0           | 0            | 25              | 8                    | 2                  | 3             | 5                 | 6                         | 3                      | 5           | 5                            | 3         | 1                             | 24                | 6                                   | 7           | 4                 | 2            | 4          |
| <b><u>DK</u></b>                 | <b>6</b>                                | <b>0</b>    | <b>0</b>    | <b>0</b>     | <b>0</b>        | <b>2</b>             | <b>3</b>           | <b>3</b>      | <b>6</b>          | <b>19</b>                 | <b>6</b>               | <b>5</b>    | <b>6</b>                     | <b>6</b>  | <b>4</b>                      | <b>11</b>         | <b>9</b>                            | <b>1</b>    | <b>6</b>          | <b>6</b>     | <b>5</b>   |
| DK                               | 6                                       | 0           | 0           | 0            | 0               | 2                    | 3                  | 3             | 6                 | 19                        | 6                      | 5           | 6                            | 6         | 4                             | 11                | 9                                   | 1           | 6                 | 6            | 5          |



Table 40: Q8. How satisfied are you with the overall quality of City services?

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201           | 154            | 146       |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>78</b>     | <b>77</b> | <b>81</b> | <b>78</b>          | <b>79</b> | <b>83</b>  | <b>88</b>            | <b>69</b> | <b>90</b>           | <b>79</b>  | <b>95</b>    | <b>0</b>   | <b>78</b>            | <b>84</b>     | <b>84</b>      | <b>72</b> |           |           |           |           |
| Very satisfied                   | 12            | 13        | 12        | 12                 | 11        | 18         | 8                    | 15        | 7                   | 0          | 4            | 0          | 16                   | 13            | 12             | 11        |           |           |           |           |
| Somewhat satisfied               | 65            | 65        | 69        | 65                 | 68        | 65         | 80                   | 54        | 83                  | 79         | 90           | 0          | 61                   | 71            | 73             | 61        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>17</b>     | <b>17</b> | <b>13</b> | <b>17</b>          | <b>15</b> | <b>11</b>  | <b>7</b>             | <b>26</b> | <b>6</b>            | <b>21</b>  | <b>5</b>     | <b>0</b>   | <b>11</b>            | <b>14</b>     | <b>12</b>      | <b>22</b> |           |           |           |           |
| Somewhat dissatisfied            | 12            | 13        | 10        | 15                 | 12        | 9          | 5                    | 20        | 4                   | 21         | 5            | 0          | 5                    | 10            | 8              | 17        |           |           |           |           |
| Very dissatisfied                | 4             | 4         | 3         | 1                  | 4         | 2          | 2                    | 6         | 2                   | 0          | 0            | 0          | 6                    | 4             | 3              | 4         |           |           |           |           |
| <b><u>DK</u></b>                 | <b>6</b>      | <b>5</b>  | <b>6</b>  | <b>6</b>           | <b>5</b>  | <b>6</b>   | <b>6</b>             | <b>5</b>  | <b>4</b>            | <b>0</b>   | <b>0</b>     | <b>100</b> | <b>11</b>            | <b>3</b>      | <b>4</b>       | <b>6</b>  |           |           |           |           |
| DK                               | 6             | 5         | 6         | 6                  | 5         | 6          | 6                    | 5         | 4                   | 0          | 0            | 100        | 11                   | 3             | 4              | 6         |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      |               | QE EDUCATION   |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272        | 220                  | 142           | 148            | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>78</b>     | <b>78</b> | <b>77</b> | <b>82</b>          | <b>76</b> | <b>71</b>  | <b>78</b>            | <b>83</b> | <b>82</b>           | <b>77</b>  | <b>80</b>    | <b>79</b>  | <b>75</b>            | <b>82</b>     | <b>79</b>      | <b>86</b> | <b>81</b> | <b>66</b> | <b>82</b> | <b>74</b> |
| Very satisfied                   | 12            | 14        | 11        | 7                  | 9         | 12         | 17                   | 11        | 22                  | 9          | 16           | 8          | 15                   | 16            | 11             | 11        | 13        | 14        | 11        | 13        |
| Somewhat satisfied               | 65            | 65        | 66        | 76                 | 67        | 60         | 61                   | 72        | 60                  | 68         | 64           | 71         | 61                   | 66            | 68             | 75        | 68        | 51        | 71        | 61        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>17</b>     | <b>16</b> | <b>17</b> | <b>12</b>          | <b>17</b> | <b>26</b>  | <b>15</b>            | <b>12</b> | <b>13</b>           | <b>17</b>  | <b>14</b>    | <b>15</b>  | <b>20</b>            | <b>13</b>     | <b>15</b>      | <b>9</b>  | <b>15</b> | <b>27</b> | <b>12</b> | <b>20</b> |
| Somewhat dissatisfied            | 12            | 11        | 14        | 11                 | 11        | 22         | 11                   | 11        | 8                   | 14         | 11           | 11         | 16                   | 10            | 10             | 8         | 12        | 19        | 9         | 15        |
| Very dissatisfied                | 4             | 5         | 3         | 1                  | 5         | 4          | 4                    | 1         | 5                   | 3          | 3            | 3          | 4                    | 3             | 5              | 1         | 3         | 7         | 3         | 5         |
| <b><u>DK</u></b>                 | <b>6</b>      | <b>6</b>  | <b>6</b>  | <b>6</b>           | <b>7</b>  | <b>3</b>   | <b>6</b>             | <b>5</b>  | <b>5</b>            | <b>6</b>   | <b>6</b>     | <b>7</b>   | <b>5</b>             | <b>5</b>      | <b>6</b>       | <b>4</b>  | <b>5</b>  | <b>8</b>  | <b>5</b>  | <b>6</b>  |
| DK                               | 6             | 6         | 6         | 6                  | 7         | 3          | 6                    | 5         | 5                   | 6          | 6            | 7          | 5                    | 5             | 6              | 4         | 5         | 8         | 5         | 6         |

Table 40: Q8. How satisfied are you with the overall quality of City services?

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>78</b>     | <b>77</b>    | <b>81</b>  | <b>76</b>      | <b>80</b>    | <b>82</b>           | <b>76</b>    | <b>83</b>      | <b>73</b>      | <b>74</b>         | <b>86</b> | <b>81</b> | <b>79</b> | <b>74</b>      | <b>74</b>    | <b>77</b>    | <b>79</b>    |
| Very satisfied                   | 12            | 11           | 16         | 6              | 17           | 11                  | 16           | 12             | 11             | 19                | 14        | 9         | 8         | 13             | 13           | 11           | 12           |
| Somewhat satisfied               | 65            | 66           | 65         | 70             | 63           | 72                  | 60           | 71             | 62             | 55                | 72        | 71        | 71        | 62             | 61           | 66           | 67           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>17</b>     | <b>18</b>    | <b>13</b>  | <b>17</b>      | <b>14</b>    | <b>13</b>           | <b>18</b>    | <b>11</b>      | <b>21</b>      | <b>16</b>         | <b>9</b>  | <b>16</b> | <b>18</b> | <b>22</b>      | <b>16</b>    | <b>18</b>    | <b>16</b>    |
| Somewhat dissatisfied            | 12            | 13           | 9          | 15             | 12           | 9                   | 13           | 9              | 17             | 10                | 9         | 13        | 13        | 16             | 12           | 13           | 13           |
| Very dissatisfied                | 4             | 5            | 4          | 2              | 3            | 4                   | 6            | 2              | 4              | 6                 | 0         | 3         | 5         | 6              | 4            | 5            | 4            |
| <b><u>DK</u></b>                 | <b>6</b>      | <b>5</b>     | <b>6</b>   | <b>7</b>       | <b>5</b>     | <b>4</b>            | <b>6</b>     | <b>6</b>       | <b>6</b>       | <b>10</b>         | <b>5</b>  | <b>3</b>  | <b>3</b>  | <b>4</b>       | <b>9</b>     | <b>5</b>     | <b>5</b>     |
| DK                               | 6             | 5            | 6          | 7              | 5            | 4                   | 6            | 6              | 6              | 10                | 5         | 3         | 3         | 4              | 9            | 5            | 5            |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                    | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>78</b> | <b>77</b> | <b>76</b> | <b>89</b> | <b>81</b> | <b>80</b>            | <b>76</b> |
| Very satisfied                   | 12        | 12        | 14        | 17        | 5         | 12                   | 13        |
| Somewhat satisfied               | 65        | 65        | 62        | 72        | 76        | 68                   | 63        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>17</b> | <b>17</b> | <b>5</b>  | <b>11</b> | <b>16</b> | <b>17</b>            | <b>17</b> |
| Somewhat dissatisfied            | 12        | 13        | 5         | 11        | 10        | 10                   | 15        |
| Very dissatisfied                | 4         | 4         | 0         | 0         | 7         | 6                    | 2         |
| <b><u>DK</u></b>                 | <b>6</b>  | <b>6</b>  | <b>19</b> | <b>0</b>  | <b>3</b>  | <b>3</b>             | <b>8</b>  |
| DK                               | 6         | 6         | 19        | 0         | 3         | 3                    | 8         |

Table 41: Q9. 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?

|                                       | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|---------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                       | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                       | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| Column n-Size                         | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b><u>VERY/SMWT FAMILIAR</u></b>      | <b>49</b>                               | <b>54</b>   | <b>45</b>   | <b>41</b>    | <b>49</b>       | <b>58</b>            | <b>39</b>          | <b>54</b>     | <b>44</b>         | <b>48</b>                 | <b>53</b>              | <b>46</b>   | <b>37</b>                    | <b>59</b> | <b>64</b>                     | <b>52</b>         | <b>54</b>                           | <b>73</b>   | <b>44</b>         | <b>57</b>    | <b>70</b>  |
| Very familiar                         | 13                                      | 12          | 14          | 12           | 14              | 32                   | 14                 | 12            | 14                | 17                        | 9                      | 20          | 13                           | 11        | 18                            | 10                | 10                                  | 37          | 11                | 11           | 30         |
| Somewhat familiar                     | 36                                      | 42          | 31          | 29           | 35              | 26                   | 25                 | 42            | 30                | 31                        | 44                     | 26          | 25                           | 48        | 46                            | 42                | 44                                  | 36          | 33                | 46           | 40         |
| <b><u>NOT TOO/AT ALL FAMILIAR</u></b> | <b>43</b>                               | <b>41</b>   | <b>45</b>   | <b>51</b>    | <b>38</b>       | <b>37</b>            | <b>50</b>          | <b>40</b>     | <b>47</b>         | <b>46</b>                 | <b>40</b>              | <b>48</b>   | <b>57</b>                    | <b>38</b> | <b>24</b>                     | <b>40</b>         | <b>44</b>                           | <b>23</b>   | <b>49</b>         | <b>41</b>    | <b>23</b>  |
| Not too familiar                      | 14                                      | 12          | 15          | 14           | 17              | 14                   | 14                 | 14            | 11                | 16                        | 13                     | 13          | 20                           | 13        | 2                             | 19                | 10                                  | 4           | 20                | 12           | 3          |
| Not at all familiar                   | 30                                      | 29          | 30          | 37           | 21              | 22                   | 36                 | 26            | 36                | 30                        | 27                     | 34          | 37                           | 25        | 22                            | 21                | 34                                  | 18          | 29                | 29           | 20         |
| <b><u>DK</u></b>                      | <b>8</b>                                | <b>5</b>    | <b>10</b>   | <b>8</b>     | <b>13</b>       | <b>5</b>             | <b>11</b>          | <b>6</b>      | <b>9</b>          | <b>6</b>                  | <b>7</b>               | <b>6</b>    | <b>6</b>                     | <b>3</b>  | <b>12</b>                     | <b>8</b>          | <b>2</b>                            | <b>4</b>    | <b>7</b>          | <b>2</b>     | <b>7</b>   |
| DK                                    | 8                                       | 5           | 10          | 8            | 13              | 5                    | 11                 | 6             | 9                 | 6                         | 7                      | 6           | 6                            | 3         | 12                            | 8                 | 2                                   | 4           | 7                 | 2            | 7          |
|                                       |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                       | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                       | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                       | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| Column n-Size                         | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b><u>VERY/SMWT FAMILIAR</u></b>      | <b>49</b>                               | <b>53</b>   | <b>50</b>   | <b>50</b>    | <b>52</b>       | <b>100</b>           | <b>100</b>         | <b>100</b>    | <b>0</b>          | <b>0</b>                  | <b>71</b>              | <b>45</b>   | <b>57</b>                    | <b>42</b> | <b>60</b>                     | <b>44</b>         | <b>45</b>                           | <b>56</b>   | <b>43</b>         | <b>51</b>    | <b>52</b>  |
| Very familiar                         | 13                                      | 27          | 10          | 13           | 16              | 100                  | 0                  | 27            | 0                 | 0                         | 30                     | 9           | 20                           | 6         | 21                            | 18                | 22                                  | 17          | 9                 | 11           | 12         |
| Somewhat familiar                     | 36                                      | 25          | 40          | 37           | 35              | 0                    | 100                | 73            | 0                 | 0                         | 40                     | 36          | 36                           | 36        | 39                            | 26                | 24                                  | 39          | 34                | 41           | 40         |
| <b><u>NOT TOO/AT ALL FAMILIAR</u></b> | <b>43</b>                               | <b>41</b>   | <b>44</b>   | <b>43</b>    | <b>41</b>       | <b>0</b>             | <b>0</b>           | <b>0</b>      | <b>100</b>        | <b>0</b>                  | <b>29</b>              | <b>48</b>   | <b>37</b>                    | <b>50</b> | <b>34</b>                     | <b>50</b>         | <b>48</b>                           | <b>38</b>   | <b>51</b>         | <b>41</b>    | <b>40</b>  |
| Not too familiar                      | 14                                      | 11          | 16          | 15           | 9               | 0                    | 0                  | 0             | 32                | 0                         | 4                      | 16          | 13                           | 15        | 12                            | 20                | 15                                  | 18          | 12                | 12           | 14         |
| Not at all familiar                   | 30                                      | 30          | 28          | 28           | 32              | 0                    | 0                  | 0             | 68                | 0                         | 26                     | 32          | 23                           | 35        | 22                            | 30                | 33                                  | 20          | 39                | 29           | 26         |
| <b><u>DK</u></b>                      | <b>8</b>                                | <b>6</b>    | <b>6</b>    | <b>6</b>     | <b>8</b>        | <b>0</b>             | <b>0</b>           | <b>0</b>      | <b>0</b>          | <b>100</b>                | <b>0</b>               | <b>8</b>    | <b>7</b>                     | <b>8</b>  | <b>6</b>                      | <b>6</b>          | <b>7</b>                            | <b>6</b>    | <b>6</b>          | <b>8</b>     | <b>8</b>   |
| DK                                    | 8                                       | 6           | 6           | 6            | 8               | 0                    | 0                  | 0             | 0                 | 100                       | 0                      | 8           | 7                            | 8         | 6                             | 6                 | 7                                   | 6           | 6                 | 8            | 8          |

Table 41: Q9. 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?

|                                       | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|---------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                       | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                         | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>VERY/SMWT FAMILIAR</u></b>      | <b>49</b>     | <b>47</b> | <b>51</b> | <b>55</b>          | <b>53</b> | <b>34</b>  | <b>58</b>            | <b>46</b> | <b>54</b>           | <b>100</b> | <b>100</b>   | <b>46</b> | <b>49</b>            | <b>46</b>    | <b>61</b>     | <b>47</b> |           |           |           |           |
| Very familiar                         | 13            | 12        | 15        | 16                 | 14        | 7          | 11                   | 19        | 7                   | 67         | 25           | 46        | 17                   | 8            | 16            | 17        |           |           |           |           |
| Somewhat familiar                     | 36            | 35        | 36        | 38                 | 39        | 27         | 47                   | 27        | 47                  | 33         | 75           | 0         | 32                   | 37           | 44            | 31        |           |           |           |           |
| <b><u>NOT TOO/AT ALL FAMILIAR</u></b> | <b>43</b>     | <b>43</b> | <b>46</b> | <b>38</b>          | <b>43</b> | <b>53</b>  | <b>40</b>            | <b>47</b> | <b>44</b>           | <b>0</b>   | <b>0</b>     | <b>54</b> | <b>40</b>            | <b>53</b>    | <b>34</b>     | <b>44</b> |           |           |           |           |
| Not too familiar                      | 14            | 13        | 12        | 16                 | 12        | 13         | 11                   | 13        | 13                  | 0          | 0            | 0         | 10                   | 17           | 13            | 14        |           |           |           |           |
| Not at all familiar                   | 30            | 30        | 34        | 22                 | 31        | 40         | 28                   | 34        | 31                  | 0          | 0            | 54        | 30                   | 36           | 22            | 30        |           |           |           |           |
| <b><u>DK</u></b>                      | <b>8</b>      | <b>10</b> | <b>3</b>  | <b>8</b>           | <b>4</b>  | <b>13</b>  | <b>2</b>             | <b>7</b>  | <b>2</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>11</b>            | <b>2</b>     | <b>5</b>      | <b>9</b>  |           |           |           |           |
| DK                                    | 8             | 10        | 3         | 8                  | 4         | 13         | 2                    | 7         | 2                   | 0          | 0            | 0         | 11                   | 2            | 5             | 9         |           |           |           |           |
|                                       | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                       | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                         | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272       | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>VERY/SMWT FAMILIAR</u></b>      | <b>49</b>     | <b>53</b> | <b>45</b> | <b>58</b>          | <b>49</b> | <b>58</b>  | <b>49</b>            | <b>36</b> | <b>40</b>           | <b>54</b>  | <b>43</b>    | <b>52</b> | <b>53</b>            | <b>38</b>    | <b>46</b>     | <b>54</b> | <b>53</b> | <b>43</b> | <b>50</b> | <b>49</b> |
| Very familiar                         | 13            | 15        | 11        | 12                 | 12        | 21         | 11                   | 12        | 9                   | 14         | 11           | 12        | 15                   | 11           | 10            | 14        | 12        | 16        | 12        | 14        |
| Somewhat familiar                     | 36            | 38        | 34        | 46                 | 36        | 38         | 38                   | 23        | 31                  | 40         | 32           | 41        | 38                   | 27           | 36            | 40        | 41        | 27        | 38        | 35        |
| <b><u>NOT TOO/AT ALL FAMILIAR</u></b> | <b>43</b>     | <b>41</b> | <b>45</b> | <b>42</b>          | <b>46</b> | <b>37</b>  | <b>42</b>            | <b>46</b> | <b>46</b>           | <b>43</b>  | <b>44</b>    | <b>45</b> | <b>40</b>            | <b>46</b>    | <b>45</b>     | <b>41</b> | <b>40</b> | <b>48</b> | <b>43</b> | <b>43</b> |
| Not too familiar                      | 14            | 14        | 14        | 11                 | 15        | 12         | 15                   | 15        | 12                  | 13         | 14           | 13        | 14                   | 13           | 15            | 15        | 11        | 14        | 15        | 13        |
| Not at all familiar                   | 30            | 28        | 32        | 32                 | 31        | 26         | 27                   | 31        | 34                  | 30         | 30           | 32        | 26                   | 33           | 30            | 26        | 28        | 34        | 28        | 31        |
| <b><u>DK</u></b>                      | <b>8</b>      | <b>5</b>  | <b>10</b> | <b>0</b>           | <b>5</b>  | <b>4</b>   | <b>9</b>             | <b>18</b> | <b>13</b>           | <b>3</b>   | <b>13</b>    | <b>3</b>  | <b>7</b>             | <b>16</b>    | <b>9</b>      | <b>5</b>  | <b>7</b>  | <b>9</b>  | <b>7</b>  | <b>8</b>  |
| DK                                    | 8             | 5         | 10        | 0                  | 5         | 4          | 9                    | 18        | 13                  | 3          | 13           | 3         | 7                    | 16           | 9             | 5         | 7         | 9         | 7         | 8         |

Table 41: Q9. 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?

|                                       | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|---------------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                       | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                         | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>VERY/SMWT FAMILIAR</u></b>      | <b>49</b>     | <b>57</b>    | <b>47</b>  | <b>50</b>      | <b>40</b>    | <b>56</b>           | <b>51</b>    | <b>44</b>      | <b>45</b>      | <b>33</b>         | <b>49</b> | <b>43</b> | <b>56</b> | <b>68</b>      | <b>41</b>    | <b>52</b>    | <b>51</b>    |
| Very familiar                         | 13            | 18           | 9          | 9              | 13           | 17                  | 14           | 7              | 14             | 5                 | 12        | 9         | 17        | 26             | 5            | 14           | 14           |
| Somewhat familiar                     | 36            | 39           | 38         | 41             | 27           | 39                  | 38           | 37             | 31             | 28                | 38        | 34        | 39        | 42             | 36           | 38           | 37           |
| <b><u>NOT TOO/AT ALL FAMILIAR</u></b> | <b>43</b>     | <b>41</b>    | <b>43</b>  | <b>45</b>      | <b>46</b>    | <b>39</b>           | <b>43</b>    | <b>47</b>      | <b>44</b>      | <b>53</b>         | <b>48</b> | <b>44</b> | <b>38</b> | <b>30</b>      | <b>50</b>    | <b>41</b>    | <b>43</b>    |
| Not too familiar                      | 14            | 12           | 16         | 14             | 13           | 15                  | 13           | 16             | 12             | 17                | 15        | 13        | 11        | 8              | 19           | 13           | 13           |
| Not at all familiar                   | 30            | 29           | 27         | 32             | 33           | 24                  | 30           | 32             | 32             | 36                | 34        | 32        | 28        | 22             | 31           | 28           | 29           |
| <b><u>DK</u></b>                      | <b>8</b>      | <b>2</b>     | <b>10</b>  | <b>4</b>       | <b>15</b>    | <b>5</b>            | <b>6</b>     | <b>9</b>       | <b>11</b>      | <b>14</b>         | <b>2</b>  | <b>13</b> | <b>6</b>  | <b>2</b>       | <b>9</b>     | <b>7</b>     | <b>6</b>     |
| DK                                    | 8             | 2            | 10         | 4              | 15           | 5                   | 6            | 9              | 11             | 14                | 2         | 13        | 6         | 2              | 9            | 7            | 6            |

|                                       | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                       | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                         | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>VERY/SMWT FAMILIAR</u></b>      | <b>49</b> | <b>51</b> | <b>32</b> | <b>31</b> | <b>39</b> | <b>47</b>            | <b>52</b> |
| Very familiar                         | 13        | 14        | 0         | 0         | 8         | 12                   | 14        |
| Somewhat familiar                     | 36        | 37        | 32        | 31        | 31        | 35                   | 38        |
| <b><u>NOT TOO/AT ALL FAMILIAR</u></b> | <b>43</b> | <b>42</b> | <b>54</b> | <b>63</b> | <b>42</b> | <b>45</b>            | <b>42</b> |
| Not too familiar                      | 14        | 14        | 9         | 24        | 6         | 16                   | 12        |
| Not at all familiar                   | 30        | 29        | 45        | 39        | 36        | 29                   | 30        |
| <b><u>DK</u></b>                      | <b>8</b>  | <b>7</b>  | <b>14</b> | <b>6</b>  | <b>19</b> | <b>8</b>             | <b>7</b>  |
| DK                                    | 8         | 7         | 14        | 6         | 19        | 8                    | 7         |

Table 42: Q10. Have you ever used SMART? If so, how many times?

|                      | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                      | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                      | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| Column n-Size        | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b>YES</b>           | <b>21</b>                               | <b>24</b>   | <b>18</b>   | <b>16</b>    | <b>21</b>       | <b>25</b>            | <b>17</b>          | <b>24</b>     | <b>9</b>          | <b>27</b>                 | <b>19</b>              | <b>19</b>   | <b>13</b>                    | <b>26</b> | <b>27</b>                     | <b>26</b>         | <b>23</b>                           | <b>41</b>   | <b>19</b>         | <b>24</b>    | <b>36</b>  |
| Once                 | 7                                       | 7           | 6           | 4            | 8               | 10                   | 5                  | 8             | 5                 | 8                         | 7                      | 5           | 5                            | 8         | 8                             | 6                 | 11                                  | 7           | 6                 | 10           | 8          |
| A few times          | 10                                      | 12          | 8           | 9            | 8               | 12                   | 8                  | 12            | 3                 | 14                        | 8                      | 11          | 6                            | 13        | 10                            | 11                | 11                                  | 23          | 9                 | 12           | 18         |
| Many times           | 4                                       | 5           | 4           | 3            | 6               | 3                    | 5                  | 5             | 2                 | 5                         | 4                      | 4           | 2                            | 5         | 9                             | 8                 | 1                                   | 11          | 5                 | 3            | 10         |
| <b>NO</b>            | <b>75</b>                               | <b>74</b>   | <b>76</b>   | <b>80</b>    | <b>72</b>       | <b>70</b>            | <b>78</b>          | <b>72</b>     | <b>89</b>         | <b>70</b>                 | <b>77</b>              | <b>76</b>   | <b>82</b>                    | <b>73</b> | <b>60</b>                     | <b>73</b>         | <b>74</b>                           | <b>59</b>   | <b>78</b>         | <b>74</b>    | <b>59</b>  |
| No, have not used it | 75                                      | 74          | 76          | 80           | 72              | 70                   | 78                 | 72            | 89                | 70                        | 77                     | 76          | 82                           | 73        | 60                            | 73                | 74                                  | 59          | 78                | 74           | 59         |
| <b>DK</b>            | <b>4</b>                                | <b>1</b>    | <b>5</b>    | <b>4</b>     | <b>7</b>        | <b>5</b>             | <b>5</b>           | <b>3</b>      | <b>2</b>          | <b>3</b>                  | <b>4</b>               | <b>4</b>    | <b>4</b>                     | <b>2</b>  | <b>13</b>                     | <b>1</b>          | <b>2</b>                            | <b>0</b>    | <b>3</b>          | <b>2</b>     | <b>5</b>   |
| DK                   | 4                                       | 1           | 5           | 4            | 7               | 5                    | 5                  | 3             | 2                 | 3                         | 4                      | 4           | 4                            | 2         | 13                            | 1                 | 2                                   | 0           | 3                 | 2            | 5          |
|                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                      | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                      | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                      | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| Column n-Size        | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b>YES</b>           | <b>21</b>                               | <b>20</b>   | <b>23</b>   | <b>22</b>    | <b>15</b>       | <b>48</b>            | <b>24</b>          | <b>30</b>     | <b>14</b>         | <b>0</b>                  | <b>100</b>             | <b>0</b>    | <b>22</b>                    | <b>20</b> | <b>24</b>                     | <b>11</b>         | <b>15</b>                           | <b>28</b>   | <b>30</b>         | <b>22</b>    | <b>16</b>  |
| Once                 | 7                                       | 6           | 7           | 7            | 5               | 8                    | 7                  | 7             | 7                 | 0                         | 31                     | 0           | 5                            | 8         | 5                             | 2                 | 2                                   | 8           | 11                | 10           | 4          |
| A few times          | 10                                      | 7           | 12          | 11           | 8               | 17                   | 13                 | 14            | 7                 | 0                         | 49                     | 0           | 11                           | 10        | 11                            | 9                 | 6                                   | 15          | 15                | 10           | 9          |
| Many times           | 4                                       | 6           | 4           | 4            | 2               | 23                   | 3                  | 9             | 0                 | 0                         | 20                     | 0           | 6                            | 2         | 8                             | 1                 | 7                                   | 5           | 4                 | 2            | 4          |
| <b>NO</b>            | <b>75</b>                               | <b>77</b>   | <b>74</b>   | <b>74</b>    | <b>83</b>       | <b>49</b>            | <b>75</b>          | <b>68</b>     | <b>83</b>         | <b>76</b>                 | <b>0</b>               | <b>100</b>  | <b>75</b>                    | <b>76</b> | <b>72</b>                     | <b>88</b>         | <b>81</b>                           | <b>69</b>   | <b>67</b>         | <b>73</b>    | <b>82</b>  |
| No, have not used it | 75                                      | 77          | 74          | 74           | 83              | 49                   | 75                 | 68            | 83                | 76                        | 0                      | 100         | 75                           | 76        | 72                            | 88                | 81                                  | 69          | 67                | 73           | 82         |
| <b>DK</b>            | <b>4</b>                                | <b>3</b>    | <b>4</b>    | <b>4</b>     | <b>2</b>        | <b>2</b>             | <b>1</b>           | <b>1</b>      | <b>2</b>          | <b>24</b>                 | <b>0</b>               | <b>0</b>    | <b>3</b>                     | <b>4</b>  | <b>4</b>                      | <b>1</b>          | <b>4</b>                            | <b>4</b>    | <b>3</b>          | <b>5</b>     | <b>2</b>   |
| DK                   | 4                                       | 3           | 4           | 4            | 2               | 2                    | 1                  | 1             | 2                 | 24                        | 0                      | 0           | 3                            | 4         | 4                             | 1                 | 4                                   | 4           | 3                 | 5            | 2          |

Table 42: Q10. Have you ever used SMART? If so, how many times?

|                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |           | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------|---------------|-----------|-----------|--------------------|-----------|-----------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DONT WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size        | 647           | 414       | 184       | 146                | 317       | 140       | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b>YES</b>           | <b>21</b>     | <b>20</b> | <b>27</b> | <b>24</b>          | <b>27</b> | <b>5</b>  | <b>38</b>            | <b>15</b> | <b>34</b>           | <b>100</b> | <b>41</b>    | <b>46</b> | <b>14</b>            | <b>33</b>    | <b>19</b>     | <b>10</b> |           |           |           |           |
| Once                 | 7             | 6         | 9         | 4                  | 10        | 2         | 13                   | 7         | 14                  | 0          | 0            | 0         | 8                    | 13           | 5             | 4         |           |           |           |           |
| A few times          | 10            | 10        | 13        | 13                 | 12        | 4         | 18                   | 4         | 18                  | 27         | 28           | 0         | 5                    | 16           | 10            | 3         |           |           |           |           |
| Many times           | 4             | 4         | 6         | 6                  | 5         | 0         | 7                    | 4         | 2                   | 73         | 13           | 46        | 2                    | 5            | 5             | 3         |           |           |           |           |
| <b>NO</b>            | <b>75</b>     | <b>76</b> | <b>70</b> | <b>72</b>          | <b>70</b> | <b>90</b> | <b>59</b>            | <b>82</b> | <b>63</b>           | <b>0</b>   | <b>59</b>    | <b>54</b> | <b>78</b>            | <b>65</b>    | <b>79</b>     | <b>85</b> |           |           |           |           |
| No, have not used it | 75            | 76        | 70        | 72                 | 70        | 90        | 59                   | 82        | 63                  | 0          | 59           | 54        | 78                   | 65           | 79            | 85        |           |           |           |           |
| <b>DK</b>            | <b>4</b>      | <b>4</b>  | <b>3</b>  | <b>4</b>           | <b>3</b>  | <b>4</b>  | <b>3</b>             | <b>4</b>  | <b>3</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>8</b>             | <b>1</b>     | <b>2</b>      | <b>5</b>  |           |           |           |           |
| DK                   | 4             | 4         | 3         | 4                  | 3         | 4         | 3                    | 4         | 3                   | 0          | 0            | 0         | 8                    | 1            | 2             | 5         |           |           |           |           |
|                      | QD GENDER     |           |           | QB AGE             |           |           |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49     | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size        | 647           | 330       | 311       | 116                | 155       | 91        | 129                  | 78        | 65                  | 362        | 272          | 272       | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b>YES</b>           | <b>21</b>     | <b>21</b> | <b>21</b> | <b>33</b>          | <b>29</b> | <b>22</b> | <b>13</b>            | <b>5</b>  | <b>13</b>           | <b>29</b>  | <b>11</b>    | <b>31</b> | <b>17</b>            | <b>8</b>     | <b>23</b>     | <b>31</b> | <b>21</b> | <b>12</b> | <b>27</b> | <b>17</b> |
| Once                 | 7             | 7         | 7         | 7                  | 11        | 9         | 6                    | 1         | 0                   | 9          | 3            | 9         | 7                    | 1            | 3             | 13        | 6         | 5         | 8         | 6         |
| A few times          | 10            | 9         | 11        | 19                 | 11        | 8         | 6                    | 1         | 13                  | 13         | 6            | 14        | 7                    | 6            | 16            | 13        | 9         | 4         | 14        | 7         |
| Many times           | 4             | 5         | 4         | 7                  | 7         | 5         | 2                    | 2         | 0                   | 6          | 2            | 7         | 3                    | 1            | 3             | 6         | 6         | 2         | 4         | 4         |
| <b>NO</b>            | <b>75</b>     | <b>76</b> | <b>75</b> | <b>64</b>          | <b>69</b> | <b>75</b> | <b>82</b>            | <b>88</b> | <b>84</b>           | <b>69</b>  | <b>84</b>    | <b>67</b> | <b>79</b>            | <b>86</b>    | <b>73</b>     | <b>62</b> | <b>77</b> | <b>86</b> | <b>68</b> | <b>81</b> |
| No, have not used it | 75            | 76        | 75        | 64                 | 69        | 75        | 82                   | 88        | 84                  | 69         | 84           | 67        | 79                   | 86           | 73            | 62        | 77        | 86        | 68        | 81        |
| <b>DK</b>            | <b>4</b>      | <b>3</b>  | <b>4</b>  | <b>3</b>           | <b>2</b>  | <b>2</b>  | <b>4</b>             | <b>7</b>  | <b>4</b>            | <b>3</b>   | <b>5</b>     | <b>3</b>  | <b>4</b>             | <b>5</b>     | <b>4</b>      | <b>6</b>  | <b>2</b>  | <b>2</b>  | <b>5</b>  | <b>2</b>  |
| DK                   | 4             | 3         | 4         | 3                  | 2         | 2         | 4                    | 7         | 4                   | 3          | 5            | 3         | 4                    | 5            | 4             | 6         | 2         | 2         | 5         | 2         |

Table 42: Q10. Have you ever used SMART? If so, how many times?

|                      | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                      | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size        | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>YES</u></b>    | <b>21</b>     | <b>27</b>    | <b>12</b>  | <b>30</b>      | <b>9</b>     | <b>26</b>           | <b>16</b>    | <b>26</b>      | <b>17</b>      | <b>10</b>         | <b>20</b> | <b>20</b> | <b>28</b> | <b>32</b>      | <b>20</b>    | <b>25</b>    | <b>23</b>    |
| Once                 | 7             | 9            | 3          | 10             | 3            | 7                   | 6            | 9              | 5              | 2                 | 4         | 12        | 7         | 8              | 7            | 9            | 7            |
| A few times          | 10            | 11           | 8          | 15             | 5            | 14                  | 6            | 15             | 8              | 6                 | 12        | 5         | 16        | 17             | 7            | 11           | 11           |
| Many times           | 4             | 7            | 1          | 6              | 2            | 6                   | 4            | 3              | 4              | 1                 | 3         | 3         | 5         | 7              | 6            | 5            | 5            |
| <b><u>NO</u></b>     | <b>75</b>     | <b>71</b>    | <b>84</b>  | <b>67</b>      | <b>85</b>    | <b>68</b>           | <b>82</b>    | <b>69</b>      | <b>80</b>      | <b>88</b>         | <b>77</b> | <b>77</b> | <b>68</b> | <b>68</b>      | <b>71</b>    | <b>71</b>    | <b>74</b>    |
| No, have not used it | 75            | 71           | 84         | 67             | 85           | 68                  | 82           | 69             | 80             | 88                | 77        | 77        | 68        | 68             | 71           | 71           | 74           |
| <b><u>DK</u></b>     | <b>4</b>      | <b>2</b>     | <b>5</b>   | <b>3</b>       | <b>5</b>     | <b>5</b>            | <b>2</b>     | <b>5</b>       | <b>3</b>       | <b>3</b>          | <b>3</b>  | <b>3</b>  | <b>4</b>  | <b>0</b>       | <b>10</b>    | <b>4</b>     | <b>4</b>     |
| DK                   | 4             | 2            | 5          | 3              | 5            | 5                   | 2            | 5              | 3              | 3                 | 3         | 3         | 4         | 0              | 10           | 4            | 4            |

|                      | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                      | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size        | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>YES</u></b>    | <b>21</b> | <b>21</b> | <b>5</b>  | <b>24</b> | <b>31</b> | <b>18</b>            | <b>24</b> |
| Once                 | 7         | 6         | 0         | 11        | 25        | 6                    | 7         |
| A few times          | 10        | 11        | 5         | 8         | 0         | 9                    | 12        |
| Many times           | 4         | 4         | 0         | 6         | 5         | 4                    | 5         |
| <b><u>NO</u></b>     | <b>75</b> | <b>75</b> | <b>95</b> | <b>68</b> | <b>69</b> | <b>76</b>            | <b>74</b> |
| No, have not used it | 75        | 75        | 95        | 68        | 69        | 76                   | 74        |
| <b><u>DK</u></b>     | <b>4</b>  | <b>4</b>  | <b>0</b>  | <b>8</b>  | <b>0</b>  | <b>5</b>             | <b>2</b>  |
| DK                   | 4         | 4         | 0         | 8         | 0         | 5                    | 2         |



Table 43: Q11a. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing recreation and community services, enrichment programs, classes, and community and cultural events, in recreation centers and City parks

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |          |          | Q7 COMBINED CRIME |           |           |
|--------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|----------|----------|-------------------|-----------|-----------|
|                                      | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME     | DECR     | INCR              | SAME      | DECR      |
|                                      |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |           |           |                   |          |          |                   |           |           |
| Column n-Size                        | 323                                     | 147       | 176       | 105       | 65        | 5            | 74                 | 202         | 42              | 114                       | 155            | 43          | 97                 | 134       | 25        | 0                 | 0        | 0        | 97                | 134       | 25        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>78</b>                               | <b>76</b> | <b>79</b> | <b>79</b> | <b>79</b> | <b>65</b>    | <b>86</b>          | <b>76</b>   | <b>69</b>       | <b>76</b>                 | <b>81</b>      | <b>69</b>   | <b>72</b>          | <b>83</b> | <b>75</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>72</b>         | <b>83</b> | <b>75</b> |
| Extremely important                  | 41                                      | 37        | 45        | 45        | 43        | 58           | 52                 | 35          | 45              | 46                        | 35             | 49          | 44                 | 38        | 38        | 0                 | 0        | 0        | 44                | 38        | 38        |
| Very important                       | 37                                      | 39        | 34        | 34        | 36        | 7            | 35                 | 41          | 24              | 30                        | 46             | 20          | 28                 | 45        | 36        | 0                 | 0        | 0        | 28                | 45        | 36        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b>                               | <b>23</b> | <b>21</b> | <b>21</b> | <b>20</b> | <b>35</b>    | <b>12</b>          | <b>24</b>   | <b>31</b>       | <b>24</b>                 | <b>18</b>      | <b>31</b>   | <b>28</b>          | <b>17</b> | <b>25</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>28</b>         | <b>17</b> | <b>25</b> |
| Somewhat important                   | 16                                      | 17        | 15        | 15        | 15        | 24           | 10                 | 19          | 13              | 18                        | 15             | 13          | 19                 | 14        | 18        | 0                 | 0        | 0        | 19                | 14        | 18        |
| Not too important                    | 6                                       | 5         | 6         | 6         | 5         | 11           | 2                  | 4           | 18              | 6                         | 3              | 17          | 9                  | 2         | 8         | 0                 | 0        | 0        | 9                 | 2         | 8         |
| <b><u>DK</u></b>                     | <b>1</b>                                | <b>1</b>  | <b>0</b>  | <b>0</b>  | <b>1</b>  | <b>0</b>     | <b>2</b>           | <b>0</b>    | <b>0</b>        | <b>0</b>                  | <b>1</b>       | <b>0</b>    | <b>0</b>           | <b>0</b>  | <b>0</b>  | <b>0</b>          | <b>0</b> | <b>0</b> | <b>0</b>          | <b>0</b>  | <b>0</b>  |
| DK                                   | 1                                       | 1         | 0         | 0         | 1         | 0            | 2                  | 0           | 0               | 0                         | 1              | 0           | 0                  | 0         | 0         | 0                 | 0        | 0        | 0                 | 0         | 0         |

|                                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|--------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                      |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                        | 323              | 39          | 219         | 258          | 54              | 39                   | 112       | 151           | 145               | 26        | 59                     | 247       | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70           | 67           | 111        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>78</b>        | <b>87</b>   | <b>80</b>   | <b>81</b>    | <b>70</b>       | <b>85</b>            | <b>85</b> | <b>85</b>     | <b>73</b>         | <b>59</b> | <b>88</b>              | <b>76</b> | <b>79</b>                    | <b>78</b> | <b>81</b>                     | <b>71</b>         | <b>71</b>                           | <b>79</b>   | <b>72</b>    | <b>79</b>    | <b>82</b>  |
| Extremely important                  | 41               | 56          | 41          | 43           | 33              | 76                   | 37        | 47            | 37                | 24        | 47                     | 40        | 45                           | 37        | 45                            | 48                | 45                                  | 34          | 36           | 33           | 49         |
| Very important                       | 37               | 31          | 39          | 38           | 36              | 9                    | 48        | 38            | 36                | 34        | 41                     | 36        | 34                           | 41        | 36                            | 23                | 26                                  | 45          | 36           | 46           | 33         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b>        | <b>12</b>   | <b>20</b>   | <b>19</b>    | <b>30</b>       | <b>15</b>            | <b>15</b> | <b>15</b>     | <b>27</b>         | <b>34</b> | <b>12</b>              | <b>23</b> | <b>20</b>                    | <b>22</b> | <b>19</b>                     | <b>29</b>         | <b>27</b>                           | <b>21</b>   | <b>28</b>    | <b>20</b>    | <b>18</b>  |
| Somewhat important                   | 16               | 12          | 17          | 16           | 9               | 8                    | 10        | 10            | 20                | 29        | 12                     | 16        | 14                           | 16        | 15                            | 11                | 13                                  | 17          | 22           | 17           | 13         |
| Not too important                    | 6                | 0           | 3           | 3            | 21              | 7                    | 5         | 5             | 7                 | 5         | 1                      | 7         | 6                            | 6         | 3                             | 18                | 14                                  | 4           | 6            | 3            | 5          |
| <b><u>DK</u></b>                     | <b>1</b>         | <b>1</b>    | <b>0</b>    | <b>0</b>     | <b>0</b>        | <b>0</b>             | <b>0</b>  | <b>0</b>      | <b>0</b>          | <b>7</b>  | <b>0</b>               | <b>1</b>  | <b>1</b>                     | <b>1</b>  | <b>1</b>                      | <b>0</b>          | <b>2</b>                            | <b>0</b>    | <b>0</b>     | <b>1</b>     | <b>0</b>   |
| DK                                   | 1                | 1           | 0           | 0            | 0               | 0                    | 0         | 0             | 0                 | 7         | 0                      | 1         | 1                            | 1         | 1                             | 0                 | 2                                   | 0           | 0            | 1            | 0          |

Table 43: Q11a. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing recreation and community services, enrichment programs, classes, and community and cultural events, in recreation centers and City parks

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106           | 79             | 76        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>78</b>     | <b>75</b> | <b>81</b> | <b>87</b>          | <b>79</b> | <b>68</b>  | <b>87</b>            | <b>70</b> | <b>85</b>           | <b>100</b> | <b>100</b>   | <b>0</b>  | <b>85</b>            | <b>81</b>     | <b>78</b>      | <b>78</b> |           |           |           |           |
| Extremely important                  | 41            | 38        | 45        | 41                 | 43        | 38         | 47                   | 41        | 47                  | 79         | 27           | 0         | 46                   | 40            | 38             | 49        |           |           |           |           |
| Very important                       | 37            | 37        | 36        | 46                 | 36        | 30         | 40                   | 29        | 39                  | 21         | 73           | 0         | 39                   | 41            | 40             | 29        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b>     | <b>25</b> | <b>17</b> | <b>13</b>          | <b>20</b> | <b>31</b>  | <b>12</b>            | <b>30</b> | <b>14</b>           | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>13</b>            | <b>19</b>     | <b>21</b>      | <b>22</b> |           |           |           |           |
| Somewhat important                   | 16            | 18        | 13        | 10                 | 15        | 24         | 10                   | 21        | 12                  | 0          | 0            | 0         | 13                   | 13            | 19             | 13        |           |           |           |           |
| Not too important                    | 6             | 7         | 5         | 3                  | 5         | 7          | 2                    | 9         | 2                   | 0          | 0            | 0         | 0                    | 6             | 1              | 9         |           |           |           |           |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>0</b>  | <b>1</b>  | <b>0</b>           | <b>1</b>  | <b>1</b>   | <b>1</b>             | <b>0</b>  | <b>1</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>2</b>             | <b>0</b>      | <b>1</b>       | <b>0</b>  |           |           |           |           |
| DK                                   | 1             | 0         | 1         | 0                  | 1         | 1          | 1                    | 0         | 1                   | 0          | 0            | 0         | 2                    | 0             | 1              | 0         |           |           |           |           |
|                                      |               |           |           |                    |           |            |                      |           |                     |            |              |           |                      |               |                |           |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            | QE EDUCATION |           |                      |               |                |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71            | 73             | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>78</b>     | <b>76</b> | <b>79</b> | <b>79</b>          | <b>78</b> | <b>73</b>  | <b>80</b>            | <b>82</b> | <b>71</b>           | <b>77</b>  | <b>78</b>    | <b>79</b> | <b>77</b>            | <b>77</b>     | <b>73</b>      | <b>90</b> | <b>78</b> | <b>71</b> | <b>81</b> | <b>75</b> |
| Extremely important                  | 41            | 37        | 45        | 37                 | 48        | 43         | 40                   | 41        | 25                  | 44         | 37           | 44        | 41                   | 34            | 36             | 41        | 43        | 41        | 39        | 42        |
| Very important                       | 37            | 39        | 34        | 42                 | 30        | 30         | 40                   | 41        | 45                  | 34         | 41           | 35        | 36                   | 43            | 36             | 48        | 35        | 29        | 42        | 33        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b>     | <b>24</b> | <b>20</b> | <b>21</b>          | <b>22</b> | <b>27</b>  | <b>18</b>            | <b>17</b> | <b>28</b>           | <b>23</b>  | <b>20</b>    | <b>21</b> | <b>22</b>            | <b>22</b>     | <b>27</b>      | <b>9</b>  | <b>21</b> | <b>29</b> | <b>19</b> | <b>24</b> |
| Somewhat important                   | 16            | 15        | 17        | 18                 | 15        | 20         | 13                   | 12        | 18                  | 17         | 14           | 16        | 16                   | 15            | 22             | 7         | 15        | 19        | 15        | 17        |
| Not too important                    | 6             | 8         | 3         | 3                  | 7         | 7          | 5                    | 5         | 9                   | 6          | 6            | 5         | 6                    | 7             | 5              | 2         | 6         | 10        | 4         | 7         |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>0</b>  | <b>1</b>  | <b>0</b>           | <b>0</b>  | <b>0</b>   | <b>1</b>             | <b>1</b>  | <b>2</b>            | <b>0</b>   | <b>1</b>     | <b>0</b>  | <b>1</b>             | <b>1</b>      | <b>0</b>       | <b>1</b>  | <b>1</b>  | <b>0</b>  | <b>1</b>  | <b>1</b>  |
| DK                                   | 1             | 0         | 1         | 0                  | 0         | 0          | 1                    | 1         | 2                   | 0          | 1            | 0         | 1                    | 1             | 0              | 1         | 1         | 0         | 1         | 1         |

Table 43: Q11a. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing recreation and community services, enrichment programs, classes, and community and cultural events, in recreation centers and City parks

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 323       | 101           | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>78</b> | <b>80</b>     | <b>69</b>  | <b>74</b>      | <b>86</b>    | <b>80</b>           | <b>73</b>    | <b>82</b>      | <b>77</b>      | <b>69</b>         | <b>87</b> | <b>69</b> | <b>91</b> | <b>79</b>      | <b>76</b>    | <b>78</b>    | <b>79</b>    |
| Extremely important                  | 41        | 45            | 22         | 42             | 49           | 39                  | 36           | 38             | 49             | 34                | 44        | 30        | 47        | 42             | 42           | 40           | 42           |
| Very important                       | 37        | 35            | 48         | 32             | 37           | 41                  | 37           | 44             | 28             | 34                | 43        | 39        | 44        | 37             | 35           | 38           | 37           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b> | <b>20</b>     | <b>30</b>  | <b>26</b>      | <b>12</b>    | <b>20</b>           | <b>26</b>    | <b>17</b>      | <b>22</b>      | <b>29</b>         | <b>10</b> | <b>31</b> | <b>9</b>  | <b>21</b>      | <b>24</b>    | <b>22</b>    | <b>21</b>    |
| Somewhat important                   | 16        | 14            | 19         | 22             | 10           | 14                  | 17           | 16             | 17             | 21                | 10        | 21        | 0         | 16             | 18           | 15           | 15           |
| Not too important                    | 6         | 7             | 11         | 4              | 2            | 7                   | 9            | 0              | 5              | 8                 | 0         | 10        | 9         | 5              | 5            | 7            | 5            |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>0</b>      | <b>1</b>   | <b>0</b>       | <b>2</b>     | <b>0</b>            | <b>1</b>     | <b>2</b>       | <b>0</b>       | <b>3</b>          | <b>2</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>       | <b>0</b>     | <b>0</b>     | <b>0</b>     |
| DK                                   | 1         | 0             | 1          | 0              | 2            | 0                   | 1            | 2              | 0              | 3                 | 2         | 0         | 0         | 0              | 0            | 0            | 0            |

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                        | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>78</b> | <b>78</b> | <b>79</b> | <b>76</b> | <b>66</b> | <b>78</b>            | <b>0</b> |
| Extremely important                  | 41        | 42        | 22        | 39        | 34        | 41                   | 0        |
| Very important                       | 37        | 36        | 57        | 38        | 33        | 37                   | 0        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b> | <b>22</b> | <b>11</b> | <b>24</b> | <b>34</b> | <b>22</b>            | <b>0</b> |
| Somewhat important                   | 16        | 16        | 11        | 24        | 22        | 16                   | 0        |
| Not too important                    | 6         | 6         | 0         | 0         | 12        | 6                    | 0        |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>0</b>  | <b>10</b> | <b>0</b>  | <b>0</b>  | <b>1</b>             | <b>0</b> |
| DK                                   | 1         | 0         | 10        | 0         | 0         | 1                    | 0        |

Table 44: Q11b. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Maintaining public parks in good physical condition

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |          |          | Q7 COMBINED CRIME |           |           |
|--------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|----------|----------|-------------------|-----------|-----------|
|                                      | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME     | DECR     | INCR              | SAME      | DECR      |
|                                      |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |           |           |                   |          |          |                   |           |           |
| Column n-Size                        | 323                                     | 147       | 176       | 105       | 65        | 5            | 74                 | 202         | 42              | 114                       | 155            | 43          | 97                 | 134       | 25        | 0                 | 0        | 0        | 97                | 134       | 25        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>86</b>                               | <b>82</b> | <b>89</b> | <b>86</b> | <b>94</b> | <b>89</b>    | <b>91</b>          | <b>84</b>   | <b>85</b>       | <b>84</b>                 | <b>88</b>      | <b>78</b>   | <b>82</b>          | <b>87</b> | <b>88</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>82</b>         | <b>87</b> | <b>88</b> |
| Extremely important                  | 45                                      | 41        | 49        | 46        | 52        | 71           | 62                 | 39          | 44              | 48                        | 43             | 44          | 44                 | 45        | 39        | 0                 | 0        | 0        | 44                | 45        | 39        |
| Very important                       | 40                                      | 40        | 40        | 40        | 42        | 18           | 29                 | 45          | 41              | 36                        | 45             | 34          | 38                 | 43        | 49        | 0                 | 0        | 0        | 38                | 43        | 49        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>14</b>                               | <b>18</b> | <b>11</b> | <b>14</b> | <b>6</b>  | <b>11</b>    | <b>9</b>           | <b>16</b>   | <b>15</b>       | <b>16</b>                 | <b>12</b>      | <b>22</b>   | <b>18</b>          | <b>13</b> | <b>12</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>18</b>         | <b>13</b> | <b>12</b> |
| Somewhat important                   | 13                                      | 18        | 9         | 11        | 6         | 0            | 9                  | 15          | 9               | 16                        | 10             | 16          | 15                 | 12        | 9         | 0                 | 0        | 0        | 15                | 12        | 9         |
| Not too important                    | 1                                       | 1         | 2         | 2         | 0         | 11           | 0                  | 1           | 6               | 0                         | 1              | 6           | 3                  | 1         | 2         | 0                 | 0        | 0        | 3                 | 1         | 2         |

|                                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|--------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                      |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                        | 323              | 39          | 219         | 258          | 54              | 39                   | 112       | 151           | 145               | 26        | 59                     | 247       | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70           | 67           | 111        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>86</b>        | <b>91</b>   | <b>85</b>   | <b>86</b>    | <b>85</b>       | <b>84</b>            | <b>93</b> | <b>90</b>     | <b>81</b>         | <b>86</b> | <b>88</b>              | <b>85</b> | <b>89</b>                    | <b>82</b> | <b>88</b>                     | <b>91</b>         | <b>83</b>                           | <b>86</b>   | <b>75</b>    | <b>88</b>    | <b>91</b>  |
| Extremely important                  | 45               | 38          | 46          | 45           | 46              | 58                   | 47        | 50            | 41                | 46        | 45                     | 45        | 48                           | 43        | 49                            | 43                | 41                                  | 42          | 43           | 41           | 51         |
| Very important                       | 40               | 54          | 39          | 42           | 38              | 26                   | 46        | 41            | 40                | 39        | 44                     | 39        | 41                           | 40        | 40                            | 48                | 42                                  | 44          | 33           | 48           | 40         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>14</b>        | <b>9</b>    | <b>15</b>   | <b>14</b>    | <b>15</b>       | <b>16</b>            | <b>7</b>  | <b>10</b>     | <b>19</b>         | <b>14</b> | <b>12</b>              | <b>15</b> | <b>11</b>                    | <b>18</b> | <b>12</b>                     | <b>9</b>          | <b>17</b>                           | <b>14</b>   | <b>25</b>    | <b>12</b>    | <b>9</b>   |
| Somewhat important                   | 13               | 5           | 14          | 13           | 11              | 12                   | 7         | 8             | 17                | 14        | 12                     | 14        | 11                           | 15        | 12                            | 9                 | 8                                   | 12          | 25           | 12           | 9          |
| Not too important                    | 1                | 3           | 0           | 1            | 5               | 3                    | 1         | 1             | 2                 | 0         | 0                      | 2         | 0                            | 3         | 0                             | 0                 | 9                                   | 2           | 0            | 0            | 0          |

Table 44: Q11b. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Maintaining public parks in good physical condition

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |          | Q23 HOUSEHOLD INCOME |               |                |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|----------|----------------------|---------------|----------------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK     | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |
|                                      |               |           |           |                    |           |            |                      |           |                     |            |              |          |                      |               |                |           |
| Column n-Size                        | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0        | 23                   | 106           | 79             | 76        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>86</b>     | <b>90</b> | <b>73</b> | <b>95</b>          | <b>84</b> | <b>83</b>  | <b>89</b>            | <b>77</b> | <b>88</b>           | <b>100</b> | <b>100</b>   | <b>0</b> | <b>95</b>            | <b>83</b>     | <b>85</b>      | <b>88</b> |
| Extremely important                  | 45            | 45        | 38        | 52                 | 47        | 39         | 46                   | 47        | 44                  | 45         | 100          | 0        | 35                   | 41            | 53             | 47        |
| Very important                       | 40            | 45        | 36        | 43                 | 36        | 44         | 43                   | 30        | 44                  | 55         | 0            | 0        | 60                   | 42            | 32             | 40        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>14</b>     | <b>10</b> | <b>27</b> | <b>5</b>           | <b>16</b> | <b>17</b>  | <b>11</b>            | <b>23</b> | <b>12</b>           | <b>0</b>   | <b>0</b>     | <b>0</b> | <b>5</b>             | <b>17</b>     | <b>15</b>      | <b>12</b> |
| Somewhat important                   | 13            | 8         | 25        | 2                  | 16        | 17         | 11                   | 23        | 12                  | 0          | 0            | 0        | 5                    | 17            | 15             | 7         |
| Not too important                    | 1             | 1         | 2         | 3                  | 0         | 0          | 0                    | 0         | 0                   | 0          | 0            | 0        | 0                    | 0             | 0              | 5         |

|                                      | QD GENDER |           |           | QB AGE    |           |           |           |           |           |           |           |           |           |           | QE EDUCATION |           |           |           |           |           |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+       | 18-49     | 50+       | 18-39     | 40-64     | 65+       | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
|                                      |           |           |           |           |           |           |           |           |           |           |           |           |           |           |              |           |           |           |           |           |
| Column n-Size                        | 323       | 165       | 155       | 58        | 78        | 45        | 65        | 39        | 32        | 181       | 136       | 136       | 110       | 71        | 73           | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>86</b> | <b>83</b> | <b>89</b> | <b>72</b> | <b>88</b> | <b>90</b> | <b>91</b> | <b>87</b> | <b>92</b> | <b>83</b> | <b>90</b> | <b>81</b> | <b>91</b> | <b>89</b> | <b>75</b>    | <b>87</b> | <b>90</b> | <b>90</b> | <b>80</b> | <b>90</b> |
| Extremely important                  | 45        | 45        | 45        | 36        | 48        | 56        | 41        | 46        | 46        | 46        | 44        | 43        | 47        | 46        | 46           | 47        | 43        | 46        | 47        | 44        |
| Very important                       | 40        | 38        | 44        | 36        | 39        | 34        | 49        | 41        | 45        | 37        | 46        | 38        | 43        | 43        | 29           | 39        | 47        | 44        | 34        | 46        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>14</b> | <b>17</b> | <b>11</b> | <b>28</b> | <b>12</b> | <b>10</b> | <b>9</b>  | <b>13</b> | <b>8</b>  | <b>17</b> | <b>10</b> | <b>19</b> | <b>9</b>  | <b>11</b> | <b>25</b>    | <b>13</b> | <b>10</b> | <b>10</b> | <b>20</b> | <b>10</b> |
| Somewhat important                   | 13        | 15        | 11        | 28        | 8         | 8         | 8         | 13        | 8         | 15        | 10        | 17        | 8         | 11        | 25           | 13        | 10        | 5         | 20        | 8         |
| Not too important                    | 1         | 2         | 0         | 0         | 4         | 1         | 1         | 0         | 0         | 2         | 0         | 2         | 1         | 0         | 0            | 0         | 1         | 5         | 0         | 2         |

|                                      | GENDER BY AGE |           |           |             | GENDER BY EDUCATION |           |           |             | QC ETHNICITY/RACE |           |           |           |           |             |           |           |           |
|--------------------------------------|---------------|-----------|-----------|-------------|---------------------|-----------|-----------|-------------|-------------------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|
|                                      | Total         | MEN 18-49 | MEN 50+   | WOMEN 18-49 | WOMEN 50+           | NCOLL MEN | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN       | WHITE     | LATINO    | CHIN      | FIL       | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
|                                      |               |           |           |             |                     |           |           |             |                   |           |           |           |           |             |           |           |           |
| Column n-Size                        | 323           | 101       | 61        | 79          | 74                  | 75        | 90        | 62          | 93                | 36        | 42        | 48        | 42        | 61          | 60        | 212       | 282       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>86</b>     | <b>80</b> | <b>87</b> | <b>87</b>   | <b>93</b>           | <b>78</b> | <b>87</b> | <b>83</b>   | <b>93</b>         | <b>83</b> | <b>83</b> | <b>95</b> | <b>84</b> | <b>85</b>   | <b>82</b> | <b>86</b> | <b>86</b> |
| Extremely important                  | 45            | 48        | 38        | 44          | 48                  | 55        | 37        | 36          | 51                | 30        | 55        | 32        | 60        | 60          | 31        | 46        | 47        |
| Very important                       | 40            | 32        | 49        | 43          | 44                  | 23        | 50        | 47          | 42                | 53        | 28        | 63        | 24        | 25          | 51        | 41        | 39        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>14</b>     | <b>20</b> | <b>13</b> | <b>13</b>   | <b>7</b>            | <b>22</b> | <b>13</b> | <b>17</b>   | <b>7</b>          | <b>17</b> | <b>17</b> | <b>5</b>  | <b>16</b> | <b>15</b>   | <b>18</b> | <b>14</b> | <b>14</b> |
| Somewhat important                   | 13            | 16        | 13        | 13          | 7                   | 22        | 9         | 17          | 7                 | 17        | 17        | 4         | 11        | 13          | 18        | 12        | 13        |
| Not too important                    | 1             | 4         | 0         | 0           | 0                   | 0         | 4         | 0           | 0                 | 0         | 0         | 1         | 5         | 2           | 0         | 2         | 1         |

Table 44: Q11b. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Maintaining public parks in good physical condition

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                        | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>86</b> | <b>86</b> | <b>90</b> | <b>76</b> | <b>88</b> | <b>86</b>            | <b>0</b> |
| Extremely important                  | 45        | 47        | 59        | 17        | 33        | 45                   | 0        |
| Very important                       | 40        | 39        | 31        | 60        | 55        | 40                   | 0        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>14</b> | <b>14</b> | <b>10</b> | <b>24</b> | <b>12</b> | <b>14</b>            | <b>0</b> |
| Somewhat important                   | 13        | 12        | 10        | 24        | 12        | 13                   | 0        |
| Not too important                    | 1         | 2         | 0         | 0         | 0         | 1                    | 0        |

Table 45: Q11c. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing police services

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                      | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>87</b>                               | <b>85</b>   | <b>89</b>   | <b>94</b>    | <b>79</b>       | <b>100</b>           | <b>96</b>          | <b>86</b>     | <b>73</b>         | <b>86</b>                 | <b>88</b>              | <b>85</b>   | <b>88</b>                    | <b>90</b> | <b>60</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>88</b>         | <b>90</b>    | <b>60</b>  |
| Extremely important                  | 55                                      | 47          | 62          | 68           | 51              | 80                   | 74                 | 48            | 50                | 57                        | 54                     | 50          | 61                           | 48        | 54                            | 0                 | 0                                   | 0           | 61                | 48           | 54         |
| Very important                       | 32                                      | 38          | 27          | 27           | 28              | 20                   | 22                 | 38            | 23                | 29                        | 34                     | 35          | 27                           | 42        | 6                             | 0                 | 0                                   | 0           | 27                | 42           | 6          |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>12</b>                               | <b>14</b>   | <b>11</b>   | <b>6</b>     | <b>21</b>       | <b>0</b>             | <b>4</b>           | <b>13</b>     | <b>27</b>         | <b>13</b>                 | <b>12</b>              | <b>15</b>   | <b>12</b>                    | <b>10</b> | <b>33</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>12</b>         | <b>10</b>    | <b>33</b>  |
| Somewhat important                   | 12                                      | 14          | 10          | 3            | 21              | 0                    | 4                  | 12            | 23                | 13                        | 12                     | 9           | 10                           | 10        | 33                            | 0                 | 0                                   | 0           | 10                | 10           | 33         |
| Not too important                    | 1                                       | 0           | 1           | 3            | 0               | 0                    | 0                  | 0             | 5                 | 0                         | 0                      | 6           | 2                            | 1         | 0                             | 0                 | 0                                   | 0           | 2                 | 1            | 0          |
| <b><u>DK</u></b>                     | <b>1</b>                                | <b>1</b>    | <b>0</b>    | <b>0</b>     | <b>0</b>        | <b>0</b>             | <b>0</b>           | <b>1</b>      | <b>0</b>          | <b>1</b>                  | <b>0</b>               | <b>0</b>    | <b>0</b>                     | <b>0</b>  | <b>7</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>0</b>          | <b>0</b>     | <b>7</b>   |
| DK                                   | 1                                       | 1           | 0           | 0            | 0               | 0                    | 0                  | 1             | 0                 | 1                         | 0                      | 0           | 0                            | 0         | 7                             | 0                 | 0                                   | 0           | 0                 | 0            | 7          |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                      | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                      | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>87</b>                               | <b>98</b>   | <b>86</b>   | <b>88</b>    | <b>81</b>       | <b>94</b>            | <b>89</b>          | <b>91</b>     | <b>83</b>         | <b>90</b>                 | <b>83</b>              | <b>89</b>   | <b>86</b>                    | <b>87</b> | <b>87</b>                     | <b>82</b>         | <b>88</b>                           | <b>92</b>   | <b>86</b>         | <b>86</b>    | <b>86</b>  |
| Extremely important                  | 55                                      | 61          | 52          | 53           | 60              | 83                   | 41                 | 52            | 57                | 60                        | 50                     | 57          | 57                           | 53        | 55                            | 64                | 72                                  | 65          | 56                | 43           | 52         |
| Very important                       | 32                                      | 36          | 34          | 35           | 21              | 11                   | 48                 | 38            | 25                | 31                        | 33                     | 32          | 30                           | 34        | 33                            | 18                | 16                                  | 27          | 30                | 44           | 34         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>12</b>                               | <b>2</b>    | <b>13</b>   | <b>11</b>    | <b>19</b>       | <b>6</b>             | <b>11</b>          | <b>9</b>      | <b>16</b>         | <b>10</b>                 | <b>17</b>              | <b>10</b>   | <b>12</b>                    | <b>13</b> | <b>12</b>                     | <b>13</b>         | <b>12</b>                           | <b>6</b>    | <b>14</b>         | <b>14</b>    | <b>13</b>  |
| Somewhat important                   | 12                                      | 2           | 12          | 11           | 15              | 6                    | 10                 | 9             | 15                | 10                        | 17                     | 9           | 12                           | 11        | 12                            | 13                | 6                                   | 6           | 14                | 14           | 13         |
| Not too important                    | 1                                       | 0           | 0           | 0            | 4               | 0                    | 1                  | 0             | 1                 | 0                         | 0                      | 1           | 0                            | 2         | 0                             | 0                 | 6                                   | 0           | 0                 | 0            | 0          |
| <b><u>DK</u></b>                     | <b>1</b>                                | <b>0</b>    | <b>1</b>    | <b>1</b>     | <b>0</b>        | <b>0</b>             | <b>0</b>           | <b>0</b>      | <b>1</b>          | <b>0</b>                  | <b>1</b>               | <b>1</b>    | <b>1</b>                     | <b>0</b>  | <b>0</b>                      | <b>5</b>          | <b>0</b>                            | <b>2</b>    | <b>0</b>          | <b>0</b>     | <b>1</b>   |
| DK                                   | 1                                       | 0           | 1           | 1            | 0               | 0                    | 0                  | 0             | 1                 | 0                         | 1                      | 1           | 1                            | 0         | 0                             | 5                 | 0                                   | 2           | 0                 | 0            | 1          |

Table 45: Q11c. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing police services

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |              |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|--------------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+      |           |           |           |           |
| Column n-Size                        | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76           |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>87</b>     | <b>89</b> | <b>84</b> | <b>90</b>          | <b>82</b> | <b>94</b>  | <b>82</b>            | <b>81</b> | <b>84</b>           | <b>55</b>  | <b>63</b>    | <b>0</b>  | <b>95</b>            | <b>86</b>    | <b>82</b>     | <b>92</b>    |           |           |           |           |
| Extremely important                  | 55            | 58        | 53        | 55                 | 50        | 60         | 42                   | 58        | 42                  | 34         | 63           | 0         | 63                   | 47           | 49            | 69           |           |           |           |           |
| Very important                       | 32            | 31        | 31        | 35                 | 31        | 35         | 40                   | 23        | 42                  | 21         | 0            | 0         | 32                   | 39           | 32            | 23           |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>12</b>     | <b>10</b> | <b>16</b> | <b>10</b>          | <b>17</b> | <b>6</b>   | <b>16</b>            | <b>19</b> | <b>14</b>           | <b>45</b>  | <b>37</b>    | <b>0</b>  | <b>3</b>             | <b>14</b>    | <b>18</b>     | <b>8</b>     |           |           |           |           |
| Somewhat important                   | 12            | 10        | 14        | 10                 | 17        | 6          | 16                   | 18        | 14                  | 45         | 37           | 0         | 3                    | 14           | 18            | 4            |           |           |           |           |
| Not too important                    | 1             | 0         | 2         | 0                  | 0         | 0          | 0                    | 1         | 0                   | 0          | 0            | 0         | 0                    | 0            | 0             | 3            |           |           |           |           |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>1</b>  | <b>0</b>  | <b>0</b>           | <b>1</b>  | <b>0</b>   | <b>2</b>             | <b>0</b>  | <b>2</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>2</b>             | <b>0</b>     | <b>0</b>      | <b>0</b>     |           |           |           |           |
| DK                                   | 1             | 1         | 0         | 0                  | 1         | 0          | 2                    | 0         | 2                   | 0          | 0            | 0         | 2                    | 0            | 0             | 0            |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              |               | QE EDUCATION |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL    | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65           | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>87</b>     | <b>86</b> | <b>88</b> | <b>84</b>          | <b>75</b> | <b>92</b>  | <b>94</b>            | <b>91</b> | <b>97</b>           | <b>82</b>  | <b>94</b>    | <b>79</b> | <b>93</b>            | <b>94</b>    | <b>87</b>     | <b>76</b>    | <b>89</b> | <b>93</b> | <b>82</b> | <b>91</b> |
| Extremely important                  | 55            | 55        | 56        | 32                 | 44        | 60         | 72                   | 65        | 73                  | 44         | 70           | 39        | 67                   | 68           | 45            | 46           | 62        | 65        | 45        | 63        |
| Very important                       | 32            | 32        | 32        | 53                 | 31        | 32         | 22                   | 26        | 24                  | 38         | 24           | 40        | 26                   | 25           | 43            | 31           | 27        | 29        | 37        | 28        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>12</b>     | <b>13</b> | <b>12</b> | <b>16</b>          | <b>24</b> | <b>8</b>   | <b>4</b>             | <b>9</b>  | <b>3</b>            | <b>17</b>  | <b>5</b>     | <b>20</b> | <b>6</b>             | <b>6</b>     | <b>11</b>     | <b>23</b>    | <b>11</b> | <b>7</b>  | <b>17</b> | <b>9</b>  |
| Somewhat important                   | 12            | 12        | 11        | 16                 | 22        | 6          | 4                    | 9         | 3                   | 16         | 5            | 19        | 5                    | 6            | 11            | 23           | 11        | 3         | 17        | 8         |
| Not too important                    | 1             | 1         | 0         | 0                  | 2         | 2          | 0                    | 0         | 0                   | 1          | 0            | 1         | 1                    | 0            | 0             | 0            | 0         | 3         | 0         | 1         |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>1</b>  | <b>0</b>  | <b>0</b>           | <b>1</b>  | <b>0</b>   | <b>2</b>             | <b>0</b>  | <b>0</b>            | <b>0</b>   | <b>1</b>     | <b>0</b>  | <b>1</b>             | <b>0</b>     | <b>2</b>      | <b>1</b>     | <b>0</b>  | <b>0</b>  | <b>1</b>  | <b>0</b>  |
| DK                                   | 1             | 1         | 0         | 0                  | 1         | 0          | 2                    | 0         | 0                   | 0          | 1            | 0         | 1                    | 0            | 2             | 1            | 0         | 0         | 1         | 0         |



Table 45: Q11c. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing police services

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 323       | 101           | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>87</b> | <b>83</b>     | <b>92</b>  | <b>82</b>      | <b>96</b>    | <b>79</b>           | <b>93</b>    | <b>87</b>      | <b>88</b>      | <b>92</b>         | <b>87</b> | <b>95</b> | <b>80</b> | <b>87</b>      | <b>76</b>    | <b>85</b>    | <b>86</b>    |
| Extremely important                  | 55        | 50            | 61         | 36             | 78           | 46                  | 62           | 44             | 63             | 50                | 55        | 59        | 57        | 67             | 37           | 55           | 56           |
| Very important                       | 32        | 33            | 31         | 46             | 18           | 32                  | 31           | 43             | 25             | 42                | 33        | 36        | 22        | 20             | 39           | 30           | 31           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>12</b> | <b>17</b>     | <b>6</b>   | <b>17</b>      | <b>4</b>     | <b>20</b>           | <b>7</b>     | <b>12</b>      | <b>12</b>      | <b>7</b>          | <b>13</b> | <b>5</b>  | <b>17</b> | <b>13</b>      | <b>24</b>    | <b>15</b>    | <b>13</b>    |
| Somewhat important                   | 12        | 16            | 6          | 17             | 4            | 20                  | 5            | 12             | 11             | 7                 | 13        | 3         | 12        | 13             | 24           | 14           | 12           |
| Not too important                    | 1         | 2             | 0          | 1              | 0            | 0                   | 2            | 0              | 1              | 0                 | 0         | 1         | 5         | 0              | 0            | 1            | 1            |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>0</b>      | <b>2</b>   | <b>1</b>       | <b>0</b>     | <b>2</b>            | <b>0</b>     | <b>1</b>       | <b>0</b>       | <b>1</b>          | <b>0</b>  | <b>0</b>  | <b>3</b>  | <b>0</b>       | <b>0</b>     | <b>1</b>     | <b>0</b>     |
| DK                                   | 1         | 0             | 2          | 1              | 0            | 2                   | 0            | 1              | 0              | 1                 | 0         | 0         | 3         | 0              | 0            | 1            | 0            |

|                                      | Total     | LANGUAGE  |            |            |            | A/B SPLIT<br>SAMPLES |          |
|--------------------------------------|-----------|-----------|------------|------------|------------|----------------------|----------|
|                                      |           | ENG       | SPAN       | VIET       | CHIN       | A                    | B        |
| Column n-Size                        | 323       | 288       | 10         | 16         | 10         | 323                  | 0        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>87</b> | <b>85</b> | <b>100</b> | <b>100</b> | <b>100</b> | <b>87</b>            | <b>0</b> |
| Extremely important                  | 55        | 57        | 53         | 39         | 34         | 55                   | 0        |
| Very important                       | 32        | 29        | 47         | 61         | 66         | 32                   | 0        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>12</b> | <b>14</b> | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>12</b>            | <b>0</b> |
| Somewhat important                   | 12        | 13        | 0          | 0          | 0          | 12                   | 0        |
| Not too important                    | 1         | 1         | 0          | 0          | 0          | 1                    | 0        |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>1</b>  | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>1</b>             | <b>0</b> |
| DK                                   | 1         | 1         | 0          | 0          | 0          | 1                    | 0        |

Table 46: Q11d. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Preparing for emergencies and natural disasters

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                      | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>88</b>                               | <b>86</b>   | <b>89</b>   | <b>91</b>    | <b>88</b>       | <b>68</b>            | <b>94</b>          | <b>86</b>     | <b>85</b>         | <b>89</b>                 | <b>90</b>              | <b>75</b>   | <b>84</b>                    | <b>89</b> | <b>94</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>84</b>         | <b>89</b>    | <b>94</b>  |
| Extremely important                  | 54                                      | 50          | 57          | 59           | 55              | 50                   | 57                 | 54            | 48                | 59                        | 52                     | 46          | 61                           | 46        | 53                            | 0                 | 0                                   | 0           | 61                | 46           | 53         |
| Very important                       | 34                                      | 36          | 32          | 32           | 33              | 18                   | 37                 | 33            | 38                | 30                        | 38                     | 29          | 24                           | 43        | 41                            | 0                 | 0                                   | 0           | 24                | 43           | 41         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>11</b>                               | <b>13</b>   | <b>9</b>    | <b>6</b>     | <b>12</b>       | <b>32</b>            | <b>6</b>           | <b>11</b>     | <b>15</b>         | <b>10</b>                 | <b>8</b>               | <b>25</b>   | <b>13</b>                    | <b>10</b> | <b>6</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>13</b>         | <b>10</b>    | <b>6</b>   |
| Somewhat important                   | 10                                      | 12          | 8           | 4            | 12              | 32                   | 6                  | 11            | 10                | 9                         | 8                      | 21          | 11                           | 10        | 3                             | 0                 | 0                                   | 0           | 11                | 10           | 3          |
| Not too important                    | 1                                       | 1           | 1           | 2            | 0               | 0                    | 0                  | 0             | 5                 | 1                         | 0                      | 5           | 2                            | 0         | 3                             | 0                 | 0                                   | 0           | 2                 | 0            | 3          |
| <b><u>DK</u></b>                     | <b>1</b>                                | <b>1</b>    | <b>2</b>    | <b>3</b>     | <b>0</b>        | <b>0</b>             | <b>0</b>           | <b>2</b>      | <b>0</b>          | <b>1</b>                  | <b>2</b>               | <b>0</b>    | <b>3</b>                     | <b>1</b>  | <b>0</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>3</b>          | <b>1</b>     | <b>0</b>   |
| DK                                   | 1                                       | 1           | 2           | 3            | 0               | 0                    | 0                  | 2             | 0                 | 1                         | 2                      | 0           | 3                            | 1         | 0                             | 0                 | 0                                   | 0           | 3                 | 1            | 0          |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                      | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                      | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>88</b>                               | <b>89</b>   | <b>90</b>   | <b>90</b>    | <b>80</b>       | <b>86</b>            | <b>92</b>          | <b>91</b>     | <b>85</b>         | <b>88</b>                 | <b>88</b>              | <b>88</b>   | <b>92</b>                    | <b>85</b> | <b>91</b>                     | <b>93</b>         | <b>75</b>                           | <b>80</b>   | <b>84</b>         | <b>92</b>    | <b>95</b>  |
| Extremely important                  | 54                                      | 65          | 53          | 55           | 49              | 76                   | 51                 | 57            | 48                | 68                        | 56                     | 53          | 60                           | 49        | 62                            | 48                | 47                                  | 31          | 58                | 50           | 62         |
| Very important                       | 34                                      | 24          | 37          | 35           | 31              | 9                    | 42                 | 33            | 37                | 20                        | 32                     | 36          | 32                           | 36        | 29                            | 45                | 28                                  | 50          | 26                | 42           | 33         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>11</b>                               | <b>8</b>    | <b>9</b>    | <b>9</b>     | <b>18</b>       | <b>11</b>            | <b>7</b>           | <b>8</b>      | <b>13</b>         | <b>12</b>                 | <b>12</b>              | <b>10</b>   | <b>8</b>                     | <b>12</b> | <b>9</b>                      | <b>7</b>          | <b>22</b>                           | <b>13</b>   | <b>16</b>         | <b>8</b>     | <b>4</b>   |
| Somewhat important                   | 10                                      | 8           | 9           | 9            | 13              | 11                   | 7                  | 8             | 12                | 12                        | 11                     | 9           | 8                            | 10        | 9                             | 7                 | 16                                  | 13          | 16                | 8            | 4          |
| Not too important                    | 1                                       | 0           | 0           | 0            | 5               | 0                    | 1                  | 1             | 1                 | 0                         | 1                      | 1           | 0                            | 2         | 0                             | 0                 | 6                                   | 0           | 0                 | 0            | 0          |
| <b><u>DK</u></b>                     | <b>1</b>                                | <b>3</b>    | <b>1</b>    | <b>1</b>     | <b>2</b>        | <b>3</b>             | <b>0</b>           | <b>1</b>      | <b>2</b>          | <b>0</b>                  | <b>0</b>               | <b>2</b>    | <b>0</b>                     | <b>3</b>  | <b>0</b>                      | <b>0</b>          | <b>3</b>                            | <b>7</b>    | <b>0</b>          | <b>0</b>     | <b>1</b>   |
| DK                                   | 1                                       | 3           | 1           | 1            | 2               | 3                    | 0                  | 1             | 2                 | 0                         | 0                      | 2           | 0                            | 3         | 0                             | 0                 | 3                                   | 7           | 0                 | 0            | 1          |

Table 46: Q11d. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Preparing for emergencies and natural disasters

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |          | Q23 HOUSEHOLD INCOME |              |               |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|----------|----------------------|--------------|---------------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK     | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |
| Column n-Size                        | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0        | 23                   | 106          | 79            | 76        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>88</b>     | <b>89</b> | <b>84</b> | <b>90</b>          | <b>86</b> | <b>91</b>  | <b>95</b>            | <b>74</b> | <b>96</b>           | <b>66</b>  | <b>100</b>   | <b>0</b> | <b>95</b>            | <b>89</b>    | <b>88</b>     | <b>84</b> |
| Extremely important                  | 54            | 53        | 49        | 54                 | 51        | 57         | 55                   | 44        | 54                  | 45         | 61           | 0        | 61                   | 52           | 52            | 52        |
| Very important                       | 34            | 35        | 35        | 35                 | 35        | 35         | 40                   | 30        | 42                  | 21         | 39           | 0        | 34                   | 37           | 35            | 32        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>11</b>     | <b>10</b> | <b>15</b> | <b>8</b>           | <b>14</b> | <b>4</b>   | <b>5</b>             | <b>26</b> | <b>4</b>            | <b>34</b>  | <b>0</b>     | <b>0</b> | <b>3</b>             | <b>9</b>     | <b>12</b>     | <b>14</b> |
| Somewhat important                   | 10            | 9         | 12        | 8                  | 14        | 4          | 4                    | 26        | 4                   | 0          | 0            | 0        | 3                    | 9            | 12            | 11        |
| Not too important                    | 1             | 0         | 2         | 0                  | 1         | 0          | 1                    | 0         | 0                   | 34         | 0            | 0        | 0                    | 1            | 0             | 3         |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>1</b>  | <b>2</b>  | <b>2</b>           | <b>0</b>  | <b>4</b>   | <b>0</b>             | <b>0</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b> | <b>1</b>             | <b>1</b>     | <b>0</b>      | <b>2</b>  |
| DK                                   | 1             | 1         | 2         | 2                  | 0         | 4          | 0                    | 0         | 0                   | 0          | 0            | 0        | 1                    | 1            | 0             | 2         |

|                                      | QD GENDER |           |           | QB AGE    |           |           |           |           |           |           |           |           |           |           | QE EDUCATION |           |           |           |           |           |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+       | 18-49     | 50+       | 18-39     | 40-64     | 65+       | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 323       | 165       | 155       | 58        | 78        | 45        | 65        | 39        | 32        | 181       | 136       | 136       | 110       | 71        | 73           | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>88</b> | <b>85</b> | <b>91</b> | <b>88</b> | <b>85</b> | <b>86</b> | <b>88</b> | <b>90</b> | <b>98</b> | <b>86</b> | <b>91</b> | <b>86</b> | <b>87</b> | <b>94</b> | <b>90</b>    | <b>88</b> | <b>89</b> | <b>84</b> | <b>89</b> | <b>87</b> |
| Extremely important                  | 54        | 48        | 61        | 51        | 49        | 47        | 66        | 55        | 61        | 49        | 62        | 50        | 58        | 58        | 62           | 57        | 50        | 50        | 60        | 50        |
| Very important                       | 34        | 37        | 30        | 37        | 36        | 39        | 23        | 34        | 37        | 37        | 30        | 36        | 29        | 36        | 28           | 30        | 39        | 34        | 29        | 37        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>11</b> | <b>14</b> | <b>7</b>  | <b>12</b> | <b>13</b> | <b>14</b> | <b>9</b>  | <b>6</b>  | <b>2</b>  | <b>13</b> | <b>7</b>  | <b>13</b> | <b>11</b> | <b>4</b>  | <b>8</b>     | <b>12</b> | <b>9</b>  | <b>14</b> | <b>10</b> | <b>11</b> |
| Somewhat important                   | 10        | 13        | 7         | 12        | 10        | 14        | 9         | 6         | 2         | 12        | 7         | 11        | 11        | 4         | 8            | 11        | 9         | 12        | 9         | 10        |
| Not too important                    | 1         | 1         | 1         | 0         | 3         | 0         | 0         | 0         | 0         | 1         | 0         | 2         | 0         | 0         | 0            | 1         | 0         | 2         | 1         | 1         |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>1</b>  | <b>2</b>  | <b>0</b>  | <b>2</b>  | <b>0</b>  | <b>2</b>  | <b>4</b>  | <b>0</b>  | <b>1</b>  | <b>2</b>  | <b>1</b>  | <b>1</b>  | <b>2</b>  | <b>2</b>     | <b>0</b>  | <b>2</b>  | <b>2</b>  | <b>1</b>  | <b>2</b>  |
| DK                                   | 1         | 1         | 2         | 0         | 2         | 0         | 2         | 4         | 0         | 1         | 2         | 1         | 1         | 2         | 2            | 0         | 2         | 2         | 1         | 2         |

Table 46: Q11d. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Preparing for emergencies and natural disasters

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 323       | 101           | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>88</b> | <b>80</b>     | <b>93</b>  | <b>93</b>      | <b>91</b>    | <b>89</b>           | <b>82</b>    | <b>89</b>      | <b>92</b>      | <b>87</b>         | <b>87</b> | <b>89</b> | <b>90</b> | <b>88</b>      | <b>91</b>    | <b>89</b>    | <b>88</b>    |
| Extremely important                  | 54        | 40            | 59         | 60             | 64           | 55                  | 42           | 65             | 59             | 55                | 54        | 41        | 59        | 61             | 54           | 54           | 55           |
| Very important                       | 34        | 40            | 34         | 33             | 27           | 34                  | 40           | 24             | 34             | 32                | 32        | 48        | 30        | 26             | 37           | 35           | 33           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>11</b> | <b>18</b>     | <b>7</b>   | <b>7</b>       | <b>5</b>     | <b>11</b>           | <b>16</b>    | <b>9</b>       | <b>6</b>       | <b>12</b>         | <b>10</b> | <b>11</b> | <b>10</b> | <b>10</b>      | <b>9</b>     | <b>10</b>    | <b>11</b>    |
| Somewhat important                   | 10        | 16            | 7          | 6              | 5            | 11                  | 14           | 8              | 6              | 12                | 9         | 11        | 6         | 10             | 9            | 9            | 10           |
| Not too important                    | 1         | 2             | 0          | 1              | 0            | 0                   | 2            | 1              | 0              | 0                 | 2         | 0         | 5         | 0              | 0            | 1            | 1            |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>1</b>      | <b>1</b>   | <b>0</b>       | <b>4</b>     | <b>0</b>            | <b>2</b>     | <b>2</b>       | <b>2</b>       | <b>1</b>          | <b>3</b>  | <b>0</b>  | <b>0</b>  | <b>2</b>       | <b>0</b>     | <b>1</b>     | <b>1</b>     |
| DK                                   | 1         | 1             | 1          | 0              | 4            | 0                   | 2            | 2              | 2              | 1                 | 3         | 0         | 0         | 2              | 0            | 1            | 1            |

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                        | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>88</b> | <b>87</b> | <b>90</b> | <b>96</b> | <b>88</b> | <b>88</b>            | <b>0</b> |
| Extremely important                  | 54        | 53        | 51        | 71        | 52        | 54                   | 0        |
| Very important                       | 34        | 34        | 39        | 24        | 36        | 34                   | 0        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>11</b> | <b>11</b> | <b>10</b> | <b>4</b>  | <b>12</b> | <b>11</b>            | <b>0</b> |
| Somewhat important                   | 10        | 10        | 10        | 4         | 12        | 10                   | 0        |
| Not too important                    | 1         | 1         | 0         | 0         | 0         | 1                    | 0        |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>2</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>1</b>             | <b>0</b> |
| DK                                   | 1         | 2         | 0         | 0         | 0         | 1                    | 0        |

Table 47: Q11e. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing programs to help seniors

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                      | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                      | Column n-Size                           | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>80</b>                               | <b>83</b>   | <b>78</b>   | <b>80</b>    | <b>80</b>       | <b>20</b>            | <b>89</b>          | <b>80</b>     | <b>67</b>         | <b>81</b>                 | <b>85</b>              | <b>55</b>   | <b>78</b>                    | <b>83</b> | <b>72</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>78</b>         | <b>83</b>    | <b>72</b>  |
| Extremely important                  | 41                                      | 39          | 42          | 43           | 44              | 0                    | 45                 | 38            | 40                | 46                        | 39                     | 31          | 42                           | 34        | 47                            | 0                 | 0                                   | 0           | 42                | 34           | 47         |
| Very important                       | 40                                      | 44          | 36          | 37           | 36              | 20                   | 44                 | 42            | 26                | 35                        | 46                     | 24          | 36                           | 49        | 26                            | 0                 | 0                                   | 0           | 36                | 49           | 26         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>17</b>                               | <b>14</b>   | <b>21</b>   | <b>19</b>    | <b>18</b>       | <b>80</b>            | <b>11</b>          | <b>18</b>     | <b>30</b>         | <b>15</b>                 | <b>13</b>              | <b>45</b>   | <b>18</b>                    | <b>17</b> | <b>21</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>18</b>         | <b>17</b>    | <b>21</b>  |
| Somewhat important                   | 14                                      | 11          | 16          | 17           | 11              | 48                   | 10                 | 15            | 14                | 13                        | 11                     | 29          | 15                           | 13        | 14                            | 0                 | 0                                   | 0           | 15                | 13           | 14         |
| Not too important                    | 4                                       | 2           | 5           | 2            | 7               | 32                   | 1                  | 2             | 16                | 2                         | 2                      | 16          | 4                            | 4         | 7                             | 0                 | 0                                   | 0           | 4                 | 4            | 7          |
| <b><u>DK</u></b>                     | <b>2</b>                                | <b>3</b>    | <b>1</b>    | <b>1</b>     | <b>2</b>        | <b>0</b>             | <b>0</b>           | <b>2</b>      | <b>3</b>          | <b>4</b>                  | <b>2</b>               | <b>0</b>    | <b>3</b>                     | <b>0</b>  | <b>7</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>3</b>          | <b>0</b>     | <b>7</b>   |
| DK                                   | 2                                       | 3           | 1           | 1            | 2               | 0                    | 0                  | 2             | 3                 | 4                         | 2                      | 0           | 3                            | 0         | 7                             | 0                 | 0                                   | 0           | 3                 | 0            | 7          |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                      | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                      | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                      | Column n-Size                           | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>80</b>                               | <b>93</b>   | <b>83</b>   | <b>85</b>    | <b>60</b>       | <b>75</b>            | <b>86</b>          | <b>83</b>     | <b>77</b>         | <b>82</b>                 | <b>88</b>              | <b>78</b>   | <b>80</b>                    | <b>82</b> | <b>82</b>                     | <b>68</b>         | <b>62</b>                           | <b>62</b>   | <b>82</b>         | <b>89</b>    | <b>86</b>  |
| Extremely important                  | 41                                      | 46          | 39          | 40           | 42              | 57                   | 38                 | 43            | 34                | 61                        | 39                     | 39          | 43                           | 39        | 42                            | 45                | 42                                  | 13          | 29                | 40           | 53         |
| Very important                       | 40                                      | 47          | 44          | 45           | 18              | 18                   | 48                 | 40            | 43                | 22                        | 49                     | 39          | 37                           | 44        | 40                            | 23                | 19                                  | 49          | 53                | 49           | 32         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>17</b>                               | <b>7</b>    | <b>15</b>   | <b>14</b>    | <b>32</b>       | <b>19</b>            | <b>13</b>          | <b>14</b>     | <b>21</b>         | <b>14</b>                 | <b>11</b>              | <b>20</b>   | <b>17</b>                    | <b>16</b> | <b>17</b>                     | <b>16</b>         | <b>37</b>                           | <b>32</b>   | <b>17</b>         | <b>8</b>     | <b>13</b>  |
| Somewhat important                   | 14                                      | 7           | 13          | 12           | 19              | 15                   | 10                 | 11            | 16                | 14                        | 9                      | 15          | 15                           | 12        | 15                            | 15                | 27                                  | 26          | 11                | 5            | 12         |
| Not too important                    | 4                                       | 0           | 2           | 2            | 13              | 4                    | 3                  | 3             | 5                 | 0                         | 3                      | 4           | 2                            | 5         | 3                             | 1                 | 9                                   | 6           | 6                 | 3            | 0          |
| <b><u>DK</u></b>                     | <b>2</b>                                | <b>0</b>    | <b>1</b>    | <b>1</b>     | <b>8</b>        | <b>6</b>             | <b>1</b>           | <b>2</b>      | <b>2</b>          | <b>3</b>                  | <b>1</b>               | <b>3</b>    | <b>3</b>                     | <b>1</b>  | <b>1</b>                      | <b>16</b>         | <b>2</b>                            | <b>6</b>    | <b>1</b>          | <b>3</b>     | <b>2</b>   |
| DK                                   | 2                                       | 0           | 1           | 1            | 8               | 6                    | 1                  | 2             | 2                 | 3                         | 1                      | 3           | 3                            | 1         | 1                             | 16                | 2                                   | 6           | 1                 | 3            | 2          |

Table 47: Q11e. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing programs to help seniors

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |                  |                   |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|------------------|-------------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-<br>\$120K | \$120K-<br>\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106              | 79                | 76        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>80</b>     | <b>79</b> | <b>82</b> | <b>83</b>          | <b>77</b> | <b>91</b>  | <b>87</b>            | <b>65</b> | <b>86</b>           | <b>100</b> | <b>100</b>   | <b>0</b>  | <b>91</b>            | <b>83</b>        | <b>84</b>         | <b>71</b> |           |           |           |           |
| Extremely important                  | 41            | 39        | 41        | 44                 | 39        | 40         | 42                   | 33        | 40                  | 79         | 51           | 0         | 61                   | 40               | 42                | 33        |           |           |           |           |
| Very important                       | 40            | 40        | 41        | 39                 | 38        | 51         | 45                   | 31        | 46                  | 21         | 49           | 0         | 30                   | 42               | 41                | 38        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>17</b>     | <b>18</b> | <b>17</b> | <b>15</b>          | <b>21</b> | <b>8</b>   | <b>11</b>            | <b>33</b> | <b>12</b>           | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>3</b>             | <b>17</b>        | <b>15</b>         | <b>25</b> |           |           |           |           |
| Somewhat important                   | 14            | 14        | 11        | 13                 | 16        | 7          | 10                   | 23        | 11                  | 0          | 0            | 0         | 3                    | 15               | 14                | 16        |           |           |           |           |
| Not too important                    | 4             | 3         | 6         | 2                  | 5         | 1          | 1                    | 10        | 1                   | 0          | 0            | 0         | 0                    | 2                | 2                 | 9         |           |           |           |           |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>3</b>  | <b>1</b>  | <b>1</b>           | <b>2</b>  | <b>1</b>   | <b>2</b>             | <b>2</b>  | <b>2</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>6</b>             | <b>0</b>         | <b>1</b>          | <b>4</b>  |           |           |           |           |
| DK                                   | 2             | 3         | 1         | 1                  | 2         | 1          | 2                    | 2         | 2                   | 0          | 0            | 0         | 6                    | 0                | 1                 | 4         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |                  | QE EDUCATION      |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+              | HS OR LESS        | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71               | 73                | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>80</b>     | <b>74</b> | <b>87</b> | <b>86</b>          | <b>72</b> | <b>68</b>  | <b>85</b>            | <b>90</b> | <b>88</b>           | <b>75</b>  | <b>87</b>    | <b>78</b> | <b>78</b>            | <b>89</b>        | <b>86</b>         | <b>86</b> | <b>83</b> | <b>68</b> | <b>86</b> | <b>76</b> |
| Extremely important                  | 41            | 34        | 48        | 30                 | 40        | 33         | 48                   | 52        | 45                  | 35         | 48           | 36        | 42                   | 49               | 39                | 51        | 43        | 31        | 45        | 38        |
| Very important                       | 40            | 40        | 39        | 56                 | 32        | 35         | 38                   | 39        | 43                  | 40         | 39           | 42        | 37                   | 41               | 47                | 35        | 39        | 37        | 41        | 38        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>17</b>     | <b>22</b> | <b>12</b> | <b>14</b>          | <b>26</b> | <b>32</b>  | <b>10</b>            | <b>5</b>  | <b>11</b>           | <b>24</b>  | <b>9</b>     | <b>21</b> | <b>19</b>            | <b>8</b>         | <b>13</b>         | <b>12</b> | <b>15</b> | <b>30</b> | <b>12</b> | <b>21</b> |
| Somewhat important                   | 14            | 17        | 10        | 11                 | 18        | 26         | 8                    | 4         | 11                  | 18         | 7            | 15        | 15                   | 7                | 13                | 11        | 11        | 21        | 12        | 15        |
| Not too important                    | 4             | 5         | 2         | 3                  | 8         | 6          | 1                    | 2         | 0                   | 6          | 1            | 6         | 3                    | 1                | 0                 | 0         | 5         | 9         | 0         | 7         |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>4</b>  | <b>1</b>  | <b>0</b>           | <b>2</b>  | <b>0</b>   | <b>5</b>             | <b>4</b>  | <b>2</b>            | <b>1</b>   | <b>4</b>     | <b>1</b>  | <b>3</b>             | <b>3</b>         | <b>2</b>          | <b>2</b>  | <b>2</b>  | <b>3</b>  | <b>2</b>  | <b>2</b>  |
| DK                                   | 2             | 4         | 1         | 0                  | 2         | 0          | 5                    | 4         | 2                   | 1          | 4            | 1         | 3                    | 3                | 2                 | 2         | 2         | 3         | 2         | 2         |

Table 47: Q11e. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing programs to help seniors

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 323       | 101           | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>80</b> | <b>70</b>     | <b>80</b>  | <b>82</b>      | <b>94</b>    | <b>81</b>           | <b>69</b>    | <b>91</b>      | <b>84</b>      | <b>81</b>         | <b>88</b> | <b>81</b> | <b>86</b> | <b>70</b>      | <b>85</b>    | <b>80</b>    | <b>81</b>    |
| Extremely important                  | 41        | 29            | 41         | 44             | 54           | 41                  | 28           | 48             | 48             | 42                | 50        | 27        | 63        | 34             | 41           | 40           | 41           |
| Very important                       | 40        | 42            | 40         | 39             | 40           | 40                  | 40           | 43             | 36             | 39                | 38        | 54        | 23        | 36             | 44           | 40           | 39           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>17</b> | <b>28</b>     | <b>12</b>  | <b>17</b>      | <b>5</b>     | <b>16</b>           | <b>27</b>    | <b>8</b>       | <b>15</b>      | <b>16</b>         | <b>12</b> | <b>19</b> | <b>6</b>  | <b>26</b>      | <b>14</b>    | <b>17</b>    | <b>17</b>    |
| Somewhat important                   | 14        | 21            | 11         | 13             | 5            | 16                  | 18           | 7              | 12             | 12                | 12        | 18        | 2         | 22             | 6            | 13           | 14           |
| Not too important                    | 4         | 8             | 1          | 4              | 0            | 0                   | 9            | 0              | 3              | 4                 | 0         | 1         | 5         | 3              | 8            | 4            | 3            |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>1</b>      | <b>8</b>   | <b>1</b>       | <b>1</b>     | <b>3</b>            | <b>4</b>     | <b>1</b>       | <b>1</b>       | <b>3</b>          | <b>0</b>  | <b>0</b>  | <b>7</b>  | <b>4</b>       | <b>2</b>     | <b>3</b>     | <b>2</b>     |
| DK                                   | 2         | 1             | 8          | 1              | 1            | 3                   | 4            | 1              | 1              | 3                 | 0         | 0         | 7         | 4              | 2            | 3            | 2            |

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                        | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>80</b> | <b>79</b> | <b>90</b> | <b>94</b> | <b>88</b> | <b>80</b>            | <b>0</b> |
| Extremely important                  | 41        | 42        | 47        | 20        | 34        | 41                   | 0        |
| Very important                       | 40        | 37        | 43        | 75        | 53        | 40                   | 0        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>17</b> | <b>19</b> | <b>10</b> | <b>0</b>  | <b>12</b> | <b>17</b>            | <b>0</b> |
| Somewhat important                   | 14        | 15        | 10        | 0         | 12        | 14                   | 0        |
| Not too important                    | 4         | 4         | 0         | 0         | 0         | 4                    | 0        |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>2</b>  | <b>0</b>  | <b>6</b>  | <b>0</b>  | <b>2</b>             | <b>0</b> |
| DK                                   | 2         | 2         | 0         | 6         | 0         | 2                    | 0        |

Table 48: Q11f. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing bicycle lanes and paths

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                      | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>75</b>                               | <b>76</b>   | <b>75</b>   | <b>72</b>    | <b>84</b>       | <b>18</b>            | <b>75</b>          | <b>81</b>     | <b>54</b>         | <b>76</b>                 | <b>80</b>              | <b>60</b>   | <b>68</b>                    | <b>83</b> | <b>74</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>68</b>         | <b>83</b>    | <b>74</b>  |
| Extremely important                  | 34                                      | 31          | 37          | 36           | 38              | 18                   | 40                 | 33            | 28                | 41                        | 33                     | 24          | 26                           | 32        | 47                            | 0                 | 0                                   | 0           | 26                | 32           | 47         |
| Very important                       | 41                                      | 44          | 39          | 36           | 46              | 0                    | 35                 | 47            | 26                | 35                        | 47                     | 36          | 42                           | 51        | 26                            | 0                 | 0                                   | 0           | 42                | 51           | 26         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>23</b>                               | <b>24</b>   | <b>22</b>   | <b>25</b>    | <b>13</b>       | <b>82</b>            | <b>21</b>          | <b>18</b>     | <b>46</b>         | <b>23</b>                 | <b>18</b>              | <b>40</b>   | <b>30</b>                    | <b>17</b> | <b>25</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>30</b>         | <b>17</b>    | <b>25</b>  |
| Somewhat important                   | 16                                      | 15          | 16          | 18           | 9               | 70                   | 17                 | 14            | 18                | 19                        | 14                     | 14          | 16                           | 13        | 18                            | 0                 | 0                                   | 0           | 16                | 13           | 18         |
| Not too important                    | 7                                       | 9           | 6           | 7            | 4               | 11                   | 4                  | 4             | 28                | 5                         | 4                      | 27          | 14                           | 4         | 7                             | 0                 | 0                                   | 0           | 14                | 4            | 7          |
| <b><u>DK</u></b>                     | <b>1</b>                                | <b>0</b>    | <b>2</b>    | <b>3</b>     | <b>2</b>        | <b>0</b>             | <b>3</b>           | <b>1</b>      | <b>0</b>          | <b>0</b>                  | <b>2</b>               | <b>0</b>    | <b>2</b>                     | <b>0</b>  | <b>2</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>2</b>          | <b>0</b>     | <b>2</b>   |
| DK                                   | 1                                       | 0           | 2           | 3            | 2               | 0                    | 3                  | 1             | 0                 | 0                         | 2                      | 0           | 2                            | 0         | 2                             | 0                 | 0                                   | 0           | 2                 | 0            | 2          |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                      | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                      | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>75</b>                               | <b>78</b>   | <b>78</b>   | <b>78</b>    | <b>68</b>       | <b>80</b>            | <b>87</b>          | <b>85</b>     | <b>68</b>         | <b>62</b>                 | <b>85</b>              | <b>74</b>   | <b>70</b>                    | <b>80</b> | <b>72</b>                     | <b>64</b>         | <b>64</b>                           | <b>80</b>   | <b>81</b>         | <b>71</b>    | <b>78</b>  |
| Extremely important                  | 34                                      | 34          | 35          | 35           | 31              | 40                   | 36                 | 37            | 30                | 42                        | 45                     | 31          | 38                           | 32        | 39                            | 36                | 38                                  | 20          | 31                | 28           | 41         |
| Very important                       | 41                                      | 44          | 43          | 43           | 38              | 40                   | 51                 | 48            | 38                | 20                        | 39                     | 43          | 32                           | 49        | 33                            | 27                | 26                                  | 59          | 49                | 42           | 36         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>23</b>                               | <b>20</b>   | <b>20</b>   | <b>20</b>    | <b>32</b>       | <b>20</b>            | <b>13</b>          | <b>15</b>     | <b>30</b>         | <b>33</b>                 | <b>15</b>              | <b>24</b>   | <b>27</b>                    | <b>19</b> | <b>26</b>                     | <b>32</b>         | <b>30</b>                           | <b>19</b>   | <b>19</b>         | <b>29</b>    | <b>21</b>  |
| Somewhat important                   | 16                                      | 13          | 16          | 15           | 11              | 11                   | 7                  | 8             | 22                | 25                        | 14                     | 15          | 21                           | 11        | 21                            | 20                | 15                                  | 13          | 14                | 22           | 15         |
| Not too important                    | 7                                       | 7           | 4           | 5            | 20              | 9                    | 6                  | 7             | 8                 | 8                         | 2                      | 9           | 6                            | 8         | 5                             | 12                | 15                                  | 6           | 5                 | 7            | 6          |
| <b><u>DK</u></b>                     | <b>1</b>                                | <b>3</b>    | <b>2</b>    | <b>2</b>     | <b>0</b>        | <b>0</b>             | <b>0</b>           | <b>0</b>      | <b>2</b>          | <b>5</b>                  | <b>0</b>               | <b>1</b>    | <b>3</b>                     | <b>0</b>  | <b>2</b>                      | <b>4</b>          | <b>6</b>                            | <b>1</b>    | <b>0</b>          | <b>0</b>     | <b>2</b>   |
| DK                                   | 1                                       | 3           | 2           | 2            | 0               | 0                    | 0                  | 0             | 2                 | 5                         | 0                      | 1           | 3                            | 0         | 2                             | 4                 | 6                                   | 1           | 0                 | 0            | 2          |



Table 48: Q11f. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing bicycle lanes and paths

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>75</b>     | <b>72</b> | <b>80</b> | <b>87</b>          | <b>76</b> | <b>71</b>  | <b>88</b>            | <b>62</b> | <b>87</b>           | <b>100</b> | <b>100</b>   | <b>0</b>  | <b>82</b>            | <b>79</b>    | <b>81</b>     | <b>72</b> |           |           |           |           |
| Extremely important                  | 34            | 32        | 33        | 38                 | 39        | 27         | 44                   | 30        | 43                  | 0          | 61           | 0         | 51                   | 32           | 37            | 35        |           |           |           |           |
| Very important                       | 41            | 39        | 47        | 49                 | 38        | 45         | 44                   | 31        | 44                  | 100        | 39           | 0         | 31                   | 46           | 44            | 37        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>23</b>     | <b>26</b> | <b>20</b> | <b>13</b>          | <b>23</b> | <b>24</b>  | <b>12</b>            | <b>37</b> | <b>13</b>           | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>15</b>            | <b>21</b>    | <b>17</b>     | <b>28</b> |           |           |           |           |
| Somewhat important                   | 16            | 18        | 14        | 9                  | 15        | 17         | 9                    | 23        | 11                  | 0          | 0            | 0         | 11                   | 15           | 13            | 15        |           |           |           |           |
| Not too important                    | 7             | 8         | 6         | 5                  | 8         | 6          | 2                    | 14        | 2                   | 0          | 0            | 0         | 4                    | 7            | 4             | 12        |           |           |           |           |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>2</b>  | <b>0</b>  | <b>0</b>           | <b>1</b>  | <b>5</b>   | <b>0</b>             | <b>1</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>3</b>             | <b>0</b>     | <b>2</b>      | <b>0</b>  |           |           |           |           |
| DK                                   | 1             | 2         | 0         | 0                  | 1         | 5          | 0                    | 1         | 0                   | 0          | 0            | 0         | 3                    | 0            | 2             | 0         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>75</b>     | <b>73</b> | <b>78</b> | <b>74</b>          | <b>84</b> | <b>76</b>  | <b>75</b>            | <b>67</b> | <b>69</b>           | <b>79</b>  | <b>71</b>    | <b>80</b> | <b>75</b>            | <b>68</b>    | <b>73</b>     | <b>92</b> | <b>75</b> | <b>65</b> | <b>82</b> | <b>70</b> |
| Extremely important                  | 34            | 30        | 38        | 23                 | 42        | 36         | 34                   | 23        | 43                  | 34         | 33           | 34        | 35                   | 32           | 31            | 41        | 35        | 29        | 36        | 32        |
| Very important                       | 41            | 43        | 40        | 51                 | 43        | 40         | 41                   | 44        | 26                  | 45         | 38           | 46        | 41                   | 36           | 41            | 51        | 40        | 36        | 46        | 38        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>23</b>     | <b>27</b> | <b>19</b> | <b>26</b>          | <b>16</b> | <b>24</b>  | <b>23</b>            | <b>32</b> | <b>22</b>           | <b>21</b>  | <b>25</b>    | <b>20</b> | <b>23</b>            | <b>28</b>    | <b>24</b>     | <b>7</b>  | <b>23</b> | <b>35</b> | <b>16</b> | <b>29</b> |
| Somewhat important                   | 16            | 15        | 17        | 22                 | 8         | 13         | 18                   | 25        | 10                  | 14         | 18           | 14        | 16                   | 18           | 20            | 7         | 14        | 22        | 13        | 18        |
| Not too important                    | 7             | 12        | 2         | 4                  | 8         | 10         | 5                    | 7         | 12                  | 7          | 7            | 6         | 7                    | 9            | 4             | 1         | 9         | 13        | 3         | 11        |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>0</b>  | <b>3</b>  | <b>0</b>           | <b>0</b>  | <b>0</b>   | <b>2</b>             | <b>1</b>  | <b>9</b>            | <b>0</b>   | <b>4</b>     | <b>0</b>  | <b>1</b>             | <b>5</b>     | <b>4</b>      | <b>1</b>  | <b>2</b>  | <b>0</b>  | <b>2</b>  | <b>1</b>  |
| DK                                   | 1             | 0         | 3         | 0                  | 0         | 0          | 2                    | 1         | 9                   | 0          | 4            | 0         | 1                    | 5            | 4             | 1         | 2         | 0         | 2         | 1         |

Table 48: Q11f. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing bicycle lanes and paths

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 323       | 101           | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>75</b> | <b>76</b>     | <b>68</b>  | <b>84</b>      | <b>74</b>    | <b>78</b>           | <b>68</b>    | <b>86</b>      | <b>73</b>      | <b>62</b>         | <b>90</b> | <b>70</b> | <b>75</b> | <b>81</b>      | <b>74</b>    | <b>75</b>    | <b>77</b>    |
| Extremely important                  | 34        | 32            | 24         | 37             | 40           | 36                  | 25           | 36             | 40             | 25                | 52        | 20        | 39        | 32             | 34           | 31           | 36           |
| Very important                       | 41        | 44            | 43         | 47             | 34           | 42                  | 44           | 51             | 33             | 38                | 38        | 50        | 35        | 49             | 40           | 44           | 42           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>23</b> | <b>24</b>     | <b>31</b>  | <b>16</b>      | <b>20</b>    | <b>22</b>           | <b>31</b>    | <b>9</b>       | <b>26</b>      | <b>32</b>         | <b>10</b> | <b>30</b> | <b>25</b> | <b>19</b>      | <b>21</b>    | <b>23</b>    | <b>22</b>    |
| Somewhat important                   | 16        | 12            | 20         | 15             | 17           | 17                  | 13           | 9              | 22             | 15                | 10        | 19        | 19        | 14             | 16           | 17           | 16           |
| Not too important                    | 7         | 12            | 11         | 1              | 4            | 5                   | 18           | 0              | 3              | 17                | 0         | 12        | 6         | 5              | 5            | 7            | 6            |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>0</b>      | <b>1</b>   | <b>0</b>       | <b>5</b>     | <b>1</b>            | <b>0</b>     | <b>4</b>       | <b>2</b>       | <b>5</b>          | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>       | <b>5</b>     | <b>1</b>     | <b>1</b>     |
| DK                                   | 1         | 0             | 1          | 0              | 5            | 1                   | 0            | 4              | 2              | 5                 | 0         | 0         | 0         | 0              | 5            | 1            | 1            |

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                        | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>75</b> | <b>74</b> | <b>89</b> | <b>94</b> | <b>82</b> | <b>75</b>            | <b>0</b> |
| Extremely important                  | 34        | 34        | 51        | 39        | 11        | 34                   | 0        |
| Very important                       | 41        | 39        | 38        | 55        | 71        | 41                   | 0        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>23</b> | <b>25</b> | <b>11</b> | <b>6</b>  | <b>18</b> | <b>23</b>            | <b>0</b> |
| Somewhat important                   | 16        | 16        | 11        | 6         | 18        | 16                   | 0        |
| Not too important                    | 7         | 8         | 0         | 0         | 0         | 7                    | 0        |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>2</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>1</b>             | <b>0</b> |
| DK                                   | 1         | 2         | 0         | 0         | 0         | 1                    | 0        |

Table 49: Q11g. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Paving and repairing streets and roads

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                      | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>92</b>                               | <b>91</b>   | <b>92</b>   | <b>96</b>    | <b>88</b>       | <b>89</b>            | <b>93</b>          | <b>91</b>     | <b>92</b>         | <b>91</b>                 | <b>93</b>              | <b>90</b>   | <b>92</b>                    | <b>92</b> | <b>89</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>92</b>         | <b>92</b>    | <b>89</b>  |
| Extremely important                  | 54                                      | 52          | 56          | 61           | 46              | 78                   | 59                 | 50            | 60                | 56                        | 48                     | 65          | 64                           | 46        | 41                            | 0                 | 0                                   | 0           | 64                | 46           | 41         |
| Very important                       | 37                                      | 39          | 37          | 34           | 42              | 11                   | 34                 | 41            | 33                | 34                        | 45                     | 25          | 28                           | 45        | 48                            | 0                 | 0                                   | 0           | 28                | 45           | 48         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>8</b>                                | <b>8</b>    | <b>8</b>    | <b>4</b>     | <b>12</b>       | <b>11</b>            | <b>6</b>           | <b>9</b>      | <b>8</b>          | <b>9</b>                  | <b>6</b>               | <b>10</b>   | <b>8</b>                     | <b>8</b>  | <b>8</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>8</b>          | <b>8</b>     | <b>8</b>   |
| Somewhat important                   | 7                                       | 6           | 7           | 4            | 12              | 11                   | 5                  | 8             | 5                 | 8                         | 5                      | 6           | 7                            | 7         | 4                             | 0                 | 0                                   | 0           | 7                 | 7            | 4          |
| Not too important                    | 1                                       | 2           | 0           | 1            | 0               | 0                    | 1                  | 1             | 2                 | 1                         | 1                      | 4           | 1                            | 1         | 3                             | 0                 | 0                                   | 0           | 1                 | 1            | 3          |
| <b><u>DK</u></b>                     | <b>1</b>                                | <b>1</b>    | <b>0</b>    | <b>0</b>     | <b>0</b>        | <b>0</b>             | <b>1</b>           | <b>0</b>      | <b>0</b>          | <b>1</b>                  | <b>1</b>               | <b>0</b>    | <b>0</b>                     | <b>0</b>  | <b>3</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>0</b>          | <b>0</b>     | <b>3</b>   |
| DK                                   | 1                                       | 1           | 0           | 0            | 0               | 0                    | 1                  | 0             | 0                 | 1                         | 1                      | 0           | 0                            | 0         | 3                             | 0                 | 0                                   | 0           | 0                 | 0            | 3          |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                      | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                      | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>92</b>                               | <b>93</b>   | <b>92</b>   | <b>92</b>    | <b>92</b>       | <b>98</b>            | <b>97</b>          | <b>98</b>     | <b>85</b>         | <b>92</b>                 | <b>91</b>              | <b>92</b>   | <b>93</b>                    | <b>91</b> | <b>92</b>                     | <b>97</b>         | <b>89</b>                           | <b>90</b>   | <b>87</b>         | <b>90</b>    | <b>97</b>  |
| Extremely important                  | 54                                      | 54          | 50          | 51           | 71              | 80                   | 51                 | 58            | 50                | 55                        | 55                     | 54          | 55                           | 53        | 54                            | 61                | 62                                  | 63          | 54                | 44           | 54         |
| Very important                       | 37                                      | 38          | 42          | 42           | 21              | 18                   | 46                 | 39            | 36                | 38                        | 36                     | 37          | 38                           | 38        | 38                            | 36                | 27                                  | 26          | 33                | 46           | 43         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>8</b>                                | <b>7</b>    | <b>8</b>    | <b>8</b>     | <b>6</b>        | <b>2</b>             | <b>2</b>           | <b>2</b>      | <b>15</b>         | <b>4</b>                  | <b>7</b>               | <b>8</b>    | <b>7</b>                     | <b>8</b>  | <b>8</b>                      | <b>3</b>          | <b>7</b>                            | <b>10</b>   | <b>13</b>         | <b>10</b>    | <b>3</b>   |
| Somewhat important                   | 7                                       | 3           | 7           | 7            | 5               | 2                    | 2                  | 2             | 13                | 4                         | 7                      | 7           | 6                            | 7         | 7                             | 3                 | 6                                   | 10          | 12                | 9            | 2          |
| Not too important                    | 1                                       | 5           | 0           | 1            | 2               | 0                    | 1                  | 0             | 2                 | 0                         | 0                      | 1           | 1                            | 1         | 1                             | 0                 | 2                                   | 0           | 1                 | 1            | 1          |
| <b><u>DK</u></b>                     | <b>1</b>                                | <b>0</b>    | <b>0</b>    | <b>0</b>     | <b>1</b>        | <b>0</b>             | <b>1</b>           | <b>1</b>      | <b>0</b>          | <b>4</b>                  | <b>1</b>               | <b>0</b>    | <b>0</b>                     | <b>1</b>  | <b>0</b>                      | <b>0</b>          | <b>4</b>                            | <b>0</b>    | <b>0</b>          | <b>0</b>     | <b>0</b>   |
| DK                                   | 1                                       | 0           | 0           | 0            | 1               | 0                    | 1                  | 1             | 0                 | 4                         | 1                      | 0           | 0                            | 1         | 0                             | 0                 | 4                                   | 0           | 0                 | 0            | 0          |

Table 49: Q11g. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Paving and repairing streets and roads

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>92</b>     | <b>92</b> | <b>91</b> | <b>95</b>          | <b>89</b> | <b>93</b>  | <b>94</b>            | <b>84</b> | <b>95</b>           | <b>45</b>  | <b>100</b>   | <b>0</b>  | <b>96</b>            | <b>95</b>    | <b>86</b>     | <b>96</b> |           |           |           |           |
| Extremely important                  | 54            | 51        | 64        | 50                 | 54        | 52         | 48                   | 61        | 45                  | 45         | 75           | 0         | 62                   | 47           | 55            | 65        |           |           |           |           |
| Very important                       | 37            | 41        | 27        | 44                 | 35        | 41         | 47                   | 23        | 50                  | 0          | 25           | 0         | 35                   | 48           | 31            | 32        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>8</b>      | <b>7</b>  | <b>8</b>  | <b>5</b>           | <b>9</b>  | <b>7</b>   | <b>4</b>             | <b>16</b> | <b>3</b>            | <b>21</b>  | <b>0</b>     | <b>0</b>  | <b>4</b>             | <b>4</b>     | <b>13</b>     | <b>4</b>  |           |           |           |           |
| Somewhat important                   | 7             | 6         | 8         | 5                  | 7         | 7          | 3                    | 13        | 2                   | 21         | 0            | 0         | 4                    | 3            | 13            | 3         |           |           |           |           |
| Not too important                    | 1             | 1         | 0         | 0                  | 2         | 0          | 1                    | 3         | 1                   | 0          | 0            | 0         | 0                    | 1            | 0             | 1         |           |           |           |           |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>0</b>  | <b>1</b>  | <b>0</b>           | <b>1</b>  | <b>0</b>   | <b>2</b>             | <b>0</b>  | <b>1</b>            | <b>34</b>  | <b>0</b>     | <b>0</b>  | <b>0</b>             | <b>1</b>     | <b>1</b>      | <b>0</b>  |           |           |           |           |
| DK                                   | 1             | 0         | 1         | 0                  | 1         | 0          | 2                    | 0         | 1                   | 34         | 0            | 0         | 0                    | 1            | 1             | 0         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>92</b>     | <b>93</b> | <b>90</b> | <b>86</b>          | <b>95</b> | <b>90</b>  | <b>91</b>            | <b>95</b> | <b>98</b>           | <b>91</b>  | <b>94</b>    | <b>91</b> | <b>91</b>            | <b>97</b>    | <b>89</b>     | <b>92</b> | <b>93</b> | <b>92</b> | <b>90</b> | <b>92</b> |
| Extremely important                  | 54            | 55        | 53        | 46                 | 57        | 52         | 55                   | 51        | 67                  | 52         | 56           | 52        | 54                   | 58           | 48            | 47        | 62        | 55        | 47        | 59        |
| Very important                       | 37            | 38        | 37        | 40                 | 38        | 38         | 37                   | 45        | 31                  | 39         | 38           | 39        | 37                   | 39           | 41            | 45        | 31        | 37        | 43        | 34        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>8</b>      | <b>7</b>  | <b>8</b>  | <b>14</b>          | <b>4</b>  | <b>10</b>  | <b>7</b>             | <b>5</b>  | <b>2</b>            | <b>9</b>   | <b>5</b>     | <b>8</b>  | <b>8</b>             | <b>3</b>     | <b>11</b>     | <b>5</b>  | <b>7</b>  | <b>8</b>  | <b>8</b>  | <b>8</b>  |
| Somewhat important                   | 7             | 7         | 7         | 11                 | 4         | 8          | 7                    | 5         | 2                   | 7          | 5            | 7         | 8                    | 3            | 10            | 4         | 7         | 6         | 7         | 7         |
| Not too important                    | 1             | 1         | 2         | 3                  | 0         | 2          | 0                    | 0         | 0                   | 1          | 0            | 1         | 1                    | 0            | 1             | 1         | 0         | 2         | 1         | 1         |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>0</b>  | <b>1</b>  | <b>0</b>           | <b>1</b>  | <b>0</b>   | <b>1</b>             | <b>0</b>  | <b>0</b>            | <b>0</b>   | <b>1</b>     | <b>1</b>  | <b>1</b>             | <b>0</b>     | <b>0</b>      | <b>3</b>  | <b>0</b>  | <b>0</b>  | <b>1</b>  | <b>0</b>  |
| DK                                   | 1             | 0         | 1         | 0                  | 1         | 0          | 1                    | 0         | 0                   | 0          | 1            | 1         | 1                    | 0            | 0             | 3         | 0         | 0         | 1         | 0         |

Table 49: Q11g. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Paving and repairing streets and roads

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 323       | 101           | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>92</b> | <b>91</b>     | <b>96</b>  | <b>90</b>      | <b>93</b>    | <b>92</b>           | <b>94</b>    | <b>88</b>      | <b>92</b>      | <b>93</b>         | <b>86</b> | <b>89</b> | <b>94</b> | <b>95</b>      | <b>94</b>    | <b>93</b>    | <b>92</b>    |
| Extremely important                  | 54        | 53            | 55         | 51             | 57           | 52                  | 58           | 42             | 61             | 48                | 62        | 51        | 71        | 55             | 43           | 54           | 55           |
| Very important                       | 37        | 38            | 40         | 40             | 36           | 41                  | 36           | 46             | 31             | 44                | 24        | 38        | 23        | 40             | 52           | 39           | 37           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>8</b>  | <b>9</b>      | <b>4</b>   | <b>9</b>       | <b>5</b>     | <b>8</b>            | <b>6</b>     | <b>9</b>       | <b>8</b>       | <b>7</b>          | <b>10</b> | <b>11</b> | <b>6</b>  | <b>5</b>       | <b>6</b>     | <b>7</b>     | <b>7</b>     |
| Somewhat important                   | 7         | 8             | 4          | 7              | 5            | 7                   | 6            | 8              | 6              | 7                 | 8         | 10        | 6         | 5              | 6            | 6            | 6            |
| Not too important                    | 1         | 1             | 0          | 2              | 0            | 1                   | 0            | 1              | 2              | 0                 | 2         | 1         | 0         | 0              | 0            | 0            | 1            |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>0</b>      | <b>0</b>   | <b>1</b>       | <b>1</b>     | <b>0</b>            | <b>0</b>     | <b>3</b>       | <b>0</b>       | <b>0</b>          | <b>4</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>       | <b>0</b>     | <b>0</b>     | <b>1</b>     |
| DK                                   | 1         | 0             | 0          | 1              | 1            | 0                   | 0            | 3              | 0              | 0                 | 4         | 0         | 0         | 0              | 0            | 0            | 1            |

|                                      | Total     | LANGUAGE  |           |            |           | A/B SPLIT<br>SAMPLES |          |
|--------------------------------------|-----------|-----------|-----------|------------|-----------|----------------------|----------|
|                                      |           | ENG       | SPAN      | VIET       | CHIN      | A                    | B        |
| Column n-Size                        | 323       | 288       | 10        | 16         | 10        | 323                  | 0        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>92</b> | <b>92</b> | <b>74</b> | <b>100</b> | <b>88</b> | <b>92</b>            | <b>0</b> |
| Extremely important                  | 54        | 56        | 48        | 37         | 48        | 54                   | 0        |
| Very important                       | 37        | 36        | 26        | 63         | 40        | 37                   | 0        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>8</b>  | <b>8</b>  | <b>16</b> | <b>0</b>   | <b>12</b> | <b>8</b>             | <b>0</b> |
| Somewhat important                   | 7         | 7         | 8         | 0          | 12        | 7                    | 0        |
| Not too important                    | 1         | 1         | 8         | 0          | 0         | 1                    | 0        |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>0</b>  | <b>10</b> | <b>0</b>   | <b>0</b>  | <b>1</b>             | <b>0</b> |
| DK                                   | 1         | 0         | 10        | 0          | 0         | 1                    | 0        |

Table 50: Q11h. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing opportunities to be involved in City government

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                      | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>74</b>                               | <b>75</b>   | <b>73</b>   | <b>69</b>    | <b>80</b>       | <b>68</b>            | <b>77</b>          | <b>72</b>     | <b>77</b>         | <b>76</b>                 | <b>74</b>              | <b>75</b>   | <b>72</b>                    | <b>79</b> | <b>67</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>72</b>         | <b>79</b>    | <b>67</b>  |
| Extremely important                  | 28                                      | 33          | 23          | 23           | 26              | 0                    | 29                 | 24            | 40                | 26                        | 26                     | 40          | 31                           | 25        | 33                            | 0                 | 0                                   | 0           | 31                | 25           | 33         |
| Very important                       | 46                                      | 42          | 50          | 47           | 54              | 68                   | 48                 | 48            | 37                | 50                        | 48                     | 34          | 42                           | 54        | 34                            | 0                 | 0                                   | 0           | 42                | 54           | 34         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>21</b>                               | <b>23</b>   | <b>19</b>   | <b>21</b>    | <b>14</b>       | <b>32</b>            | <b>19</b>          | <b>22</b>     | <b>17</b>         | <b>22</b>                 | <b>19</b>              | <b>20</b>   | <b>23</b>                    | <b>18</b> | <b>28</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>23</b>         | <b>18</b>    | <b>28</b>  |
| Somewhat important                   | 16                                      | 17          | 14          | 18           | 10              | 0                    | 12                 | 18            | 13                | 17                        | 14                     | 15          | 19                           | 14        | 19                            | 0                 | 0                                   | 0           | 19                | 14           | 19         |
| Not too important                    | 5                                       | 6           | 4           | 3            | 5               | 32                   | 7                  | 4             | 4                 | 5                         | 5                      | 6           | 4                            | 4         | 9                             | 0                 | 0                                   | 0           | 4                 | 4            | 9          |
| <b><u>DK</u></b>                     | <b>5</b>                                | <b>2</b>    | <b>8</b>    | <b>10</b>    | <b>6</b>        | <b>0</b>             | <b>4</b>           | <b>6</b>      | <b>6</b>          | <b>2</b>                  | <b>7</b>               | <b>5</b>    | <b>5</b>                     | <b>3</b>  | <b>5</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>5</b>          | <b>3</b>     | <b>5</b>   |
| DK                                   | 5                                       | 2           | 8           | 10           | 6               | 0                    | 4                  | 6             | 6                 | 2                         | 7                      | 5           | 5                            | 3         | 5                             | 0                 | 0                                   | 0           | 5                 | 3            | 5          |
|                                      | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                      | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>74</b>                               | <b>69</b>   | <b>77</b>   | <b>76</b>    | <b>72</b>       | <b>76</b>            | <b>85</b>          | <b>83</b>     | <b>68</b>         | <b>59</b>                 | <b>85</b>              | <b>72</b>   | <b>74</b>                    | <b>76</b> | <b>77</b>                     | <b>60</b>         | <b>60</b>                           | <b>66</b>   | <b>81</b>         | <b>74</b>    | <b>78</b>  |
| Extremely important                  | 28                                      | 27          | 27          | 27           | 33              | 36                   | 34                 | 34            | 22                | 24                        | 27                     | 28          | 28                           | 29        | 30                            | 23                | 30                                  | 13          | 34                | 26           | 27         |
| Very important                       | 46                                      | 43          | 50          | 49           | 39              | 40                   | 52                 | 49            | 46                | 36                        | 58                     | 43          | 45                           | 47        | 47                            | 37                | 30                                  | 53          | 47                | 48           | 51         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>21</b>                               | <b>26</b>   | <b>20</b>   | <b>21</b>    | <b>19</b>       | <b>21</b>            | <b>14</b>          | <b>16</b>     | <b>26</b>         | <b>15</b>                 | <b>15</b>              | <b>23</b>   | <b>23</b>                    | <b>18</b> | <b>21</b>                     | <b>30</b>         | <b>28</b>                           | <b>19</b>   | <b>19</b>         | <b>25</b>    | <b>16</b>  |
| Somewhat important                   | 16                                      | 23          | 15          | 16           | 13              | 17                   | 12                 | 13            | 18                | 13                        | 10                     | 18          | 18                           | 14        | 18                            | 18                | 17                                  | 12          | 15                | 21           | 12         |
| Not too important                    | 5                                       | 3           | 5           | 5            | 6               | 4                    | 2                  | 3             | 8                 | 1                         | 5                      | 5           | 5                            | 4         | 3                             | 13                | 11                                  | 6           | 4                 | 4            | 4          |
| <b><u>DK</u></b>                     | <b>5</b>                                | <b>5</b>    | <b>3</b>    | <b>3</b>     | <b>9</b>        | <b>3</b>             | <b>0</b>           | <b>1</b>      | <b>6</b>          | <b>26</b>                 | <b>0</b>               | <b>5</b>    | <b>3</b>                     | <b>7</b>  | <b>2</b>                      | <b>10</b>         | <b>11</b>                           | <b>15</b>   | <b>0</b>          | <b>1</b>     | <b>6</b>   |
| DK                                   | 5                                       | 5           | 3           | 3            | 9               | 3                    | 0                  | 1             | 6                 | 26                        | 0                      | 5           | 3                            | 7         | 2                             | 10                | 11                                  | 15          | 0                 | 1            | 6          |

Table 50: Q11h. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing opportunities to be involved in City government

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>74</b>     | <b>74</b> | <b>73</b> | <b>72</b>          | <b>76</b> | <b>71</b>  | <b>88</b>            | <b>63</b> | <b>87</b>           | <b>100</b> | <b>100</b>   | <b>0</b>  | <b>85</b>            | <b>83</b>    | <b>79</b>     | <b>67</b> |           |           |           |           |
| Extremely important                  | 28            | 26        | 29        | 17                 | 34        | 21         | 42                   | 23        | 40                  | 45         | 85           | 0         | 24                   | 26           | 40            | 23        |           |           |           |           |
| Very important                       | 46            | 48        | 43        | 55                 | 42        | 50         | 46                   | 40        | 47                  | 55         | 15           | 0         | 60                   | 57           | 39            | 43        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>21</b>     | <b>20</b> | <b>22</b> | <b>22</b>          | <b>20</b> | <b>19</b>  | <b>9</b>             | <b>32</b> | <b>10</b>           | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>14</b>            | <b>16</b>    | <b>15</b>     | <b>27</b> |           |           |           |           |
| Somewhat important                   | 16            | 14        | 19        | 17                 | 15        | 15         | 7                    | 23        | 8                   | 0          | 0            | 0         | 7                    | 13           | 14            | 16        |           |           |           |           |
| Not too important                    | 5             | 6         | 4         | 5                  | 5         | 5          | 2                    | 9         | 2                   | 0          | 0            | 0         | 6                    | 3            | 1             | 11        |           |           |           |           |
| <b><u>DK</u></b>                     | <b>5</b>      | <b>6</b>  | <b>5</b>  | <b>6</b>           | <b>4</b>  | <b>10</b>  | <b>3</b>             | <b>5</b>  | <b>3</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>1</b>             | <b>2</b>     | <b>6</b>      | <b>7</b>  |           |           |           |           |
| DK                                   | 5             | 6         | 5         | 6                  | 4         | 10         | 3                    | 5         | 3                   | 0          | 0            | 0         | 1                    | 2            | 6             | 7         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>74</b>     | <b>75</b> | <b>73</b> | <b>84</b>          | <b>82</b> | <b>69</b>  | <b>67</b>            | <b>75</b> | <b>61</b>           | <b>79</b>  | <b>68</b>    | <b>83</b> | <b>68</b>            | <b>69</b>    | <b>76</b>     | <b>82</b> | <b>73</b> | <b>68</b> | <b>79</b> | <b>71</b> |
| Extremely important                  | 28            | 31        | 24        | 27                 | 25        | 31         | 25                   | 32        | 32                  | 27         | 28           | 26        | 27                   | 32           | 22            | 33        | 28        | 29        | 27        | 29        |
| Very important                       | 46            | 44        | 49        | 57                 | 57        | 38         | 43                   | 43        | 29                  | 52         | 40           | 57        | 41                   | 37           | 54            | 49        | 45        | 39        | 51        | 42        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>21</b>     | <b>21</b> | <b>21</b> | <b>16</b>          | <b>13</b> | <b>26</b>  | <b>26</b>            | <b>17</b> | <b>30</b>           | <b>17</b>  | <b>24</b>    | <b>14</b> | <b>26</b>            | <b>23</b>    | <b>19</b>     | <b>17</b> | <b>21</b> | <b>25</b> | <b>18</b> | <b>23</b> |
| Somewhat important                   | 16            | 14        | 18        | 12                 | 6         | 20         | 23                   | 15        | 20                  | 12         | 20           | 9         | 22                   | 17           | 15            | 14        | 16        | 18        | 14        | 17        |
| Not too important                    | 5             | 6         | 3         | 4                  | 7         | 5          | 3                    | 2         | 10                  | 5          | 4            | 5         | 4                    | 5            | 5             | 3         | 5         | 8         | 4         | 6         |
| <b><u>DK</u></b>                     | <b>5</b>      | <b>4</b>  | <b>6</b>  | <b>0</b>           | <b>5</b>  | <b>5</b>   | <b>7</b>             | <b>8</b>  | <b>9</b>            | <b>4</b>   | <b>8</b>     | <b>3</b>  | <b>6</b>             | <b>8</b>     | <b>5</b>      | <b>1</b>  | <b>6</b>  | <b>7</b>  | <b>3</b>  | <b>7</b>  |
| DK                                   | 5             | 4         | 6         | 0                  | 5         | 5          | 7                    | 8         | 9                   | 4          | 8            | 3         | 6                    | 8            | 5             | 1         | 6         | 7         | 3         | 7         |

Table 50: Q11h. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing opportunities to be involved in City government

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 323       | 101           | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>74</b> | <b>77</b>     | <b>73</b>  | <b>83</b>      | <b>64</b>    | <b>80</b>           | <b>71</b>    | <b>77</b>      | <b>71</b>      | <b>52</b>         | <b>80</b> | <b>70</b> | <b>80</b> | <b>80</b>      | <b>78</b>    | <b>77</b>    | <b>77</b>    |
| Extremely important                  | 28        | 29            | 34         | 26             | 23           | 31                  | 32           | 21             | 26             | 14                | 32        | 17        | 48        | 37             | 23           | 31           | 30           |
| Very important                       | 46        | 48            | 39         | 57             | 41           | 49                  | 39           | 55             | 45             | 38                | 48        | 53        | 32        | 43             | 54           | 46           | 47           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>21</b> | <b>20</b>     | <b>21</b>  | <b>14</b>      | <b>26</b>    | <b>17</b>           | <b>24</b>    | <b>20</b>      | <b>21</b>      | <b>42</b>         | <b>13</b> | <b>25</b> | <b>20</b> | <b>15</b>      | <b>16</b>    | <b>18</b>    | <b>18</b>    |
| Somewhat important                   | 16        | 13            | 16         | 11             | 23           | 12                  | 16           | 17             | 18             | 27                | 13        | 23        | 15        | 11             | 10           | 14           | 14           |
| Not too important                    | 5         | 7             | 5          | 3              | 3            | 4                   | 8            | 3              | 3              | 15                | 0         | 3         | 5         | 4              | 5            | 4            | 4            |
| <b><u>DK</u></b>                     | <b>5</b>  | <b>4</b>      | <b>5</b>   | <b>3</b>       | <b>10</b>    | <b>3</b>            | <b>5</b>     | <b>4</b>       | <b>8</b>       | <b>6</b>          | <b>7</b>  | <b>4</b>  | <b>0</b>  | <b>5</b>       | <b>7</b>     | <b>4</b>     | <b>5</b>     |
| DK                                   | 5         | 4             | 5          | 3              | 10           | 3                   | 5            | 4              | 8              | 6                 | 7         | 4         | 0         | 5              | 7            | 4            | 5            |

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                        | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>74</b> | <b>73</b> | <b>90</b> | <b>87</b> | <b>72</b> | <b>74</b>            | <b>0</b> |
| Extremely important                  | 28        | 28        | 15        | 37        | 8         | 28                   | 0        |
| Very important                       | 46        | 45        | 75        | 50        | 64        | 46                   | 0        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>21</b> | <b>21</b> | <b>0</b>  | <b>13</b> | <b>28</b> | <b>21</b>            | <b>0</b> |
| Somewhat important                   | 16        | 17        | 0         | 0         | 28        | 16                   | 0        |
| Not too important                    | 5         | 5         | 0         | 13        | 0         | 5                    | 0        |
| <b><u>DK</u></b>                     | <b>5</b>  | <b>6</b>  | <b>10</b> | <b>0</b>  | <b>0</b>  | <b>5</b>             | <b>0</b> |
| DK                                   | 5         | 6         | 10        | 0         | 0         | 5                    | 0        |



Table 51: Q11i. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Recruiting new businesses and companies to the city

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |          |          | Q7 COMBINED CRIME |           |           |
|--------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|----------|----------|-------------------|-----------|-----------|
|                                      | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME     | DECR     | INCR              | SAME      | DECR      |
|                                      |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |           |           |                   |          |          |                   |           |           |
| Column n-Size                        | 323                                     | 147       | 176       | 105       | 65        | 5            | 74                 | 202         | 42              | 114                       | 155            | 43          | 97                 | 134       | 25        | 0                 | 0        | 0        | 97                | 134       | 25        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>73</b>                               | <b>71</b> | <b>75</b> | <b>74</b> | <b>76</b> | <b>80</b>    | <b>78</b>          | <b>75</b>   | <b>57</b>       | <b>69</b>                 | <b>76</b>      | <b>78</b>   | <b>69</b>          | <b>80</b> | <b>67</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>69</b>         | <b>80</b> | <b>67</b> |
| Extremely important                  | 34                                      | 34        | 34        | 33        | 32        | 73           | 34                 | 35          | 28              | 25                        | 35             | 58          | 33                 | 38        | 32        | 0                 | 0        | 0        | 33                | 38        | 32        |
| Very important                       | 40                                      | 38        | 41        | 41        | 44        | 7            | 44                 | 40          | 29              | 44                        | 41             | 21          | 36                 | 42        | 35        | 0                 | 0        | 0        | 36                | 42        | 35        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b>                               | <b>25</b> | <b>21</b> | <b>20</b> | <b>21</b> | <b>20</b>    | <b>16</b>          | <b>21</b>   | <b>39</b>       | <b>29</b>                 | <b>19</b>      | <b>22</b>   | <b>27</b>          | <b>19</b> | <b>32</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>27</b>         | <b>19</b> | <b>32</b> |
| Somewhat important                   | 16                                      | 18        | 15        | 13        | 17        | 20           | 12                 | 15          | 31              | 17                        | 16             | 18          | 16                 | 14        | 21        | 0                 | 0        | 0        | 16                | 14        | 21        |
| Not too important                    | 6                                       | 6         | 6         | 7         | 4         | 0            | 4                  | 6           | 8               | 12                        | 2              | 4           | 11                 | 4         | 10        | 0                 | 0        | 0        | 11                | 4         | 10        |
| <b><u>DK</u></b>                     | <b>4</b>                                | <b>4</b>  | <b>4</b>  | <b>5</b>  | <b>3</b>  | <b>0</b>     | <b>6</b>           | <b>4</b>    | <b>4</b>        | <b>2</b>                  | <b>5</b>       | <b>0</b>    | <b>4</b>           | <b>1</b>  | <b>2</b>  | <b>0</b>          | <b>0</b> | <b>0</b> | <b>4</b>          | <b>1</b>  | <b>2</b>  |
| DK                                   | 4                                       | 4         | 4         | 5         | 3         | 0            | 6                  | 4           | 4               | 2                         | 5              | 0           | 4                  | 1         | 2         | 0                 | 0        | 0        | 4                 | 1         | 2         |

|                                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|--------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                      |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                        | 323              | 39          | 219         | 258          | 54              | 39                   | 112       | 151           | 145               | 26        | 59                     | 247       | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70           | 67           | 111        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>73</b>        | <b>69</b>   | <b>79</b>   | <b>77</b>    | <b>62</b>       | <b>64</b>            | <b>82</b> | <b>77</b>     | <b>70</b>         | <b>69</b> | <b>79</b>              | <b>72</b> | <b>69</b>                    | <b>80</b> | <b>75</b>                     | <b>41</b>         | <b>78</b>                           | <b>70</b>   | <b>69</b>    | <b>77</b>    | <b>73</b>  |
| Extremely important                  | 34               | 27          | 35          | 33           | 35              | 35                   | 39        | 38            | 31                | 28        | 37                     | 34        | 34                           | 35        | 37                            | 16                | 41                                  | 27          | 38           | 24           | 36         |
| Very important                       | 40               | 41          | 44          | 44           | 27              | 29                   | 43        | 39            | 40                | 41        | 42                     | 38        | 35                           | 45        | 38                            | 25                | 37                                  | 43          | 31           | 53           | 38         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b>        | <b>31</b>   | <b>18</b>   | <b>20</b>    | <b>32</b>       | <b>36</b>            | <b>18</b> | <b>23</b>     | <b>25</b>         | <b>9</b>  | <b>21</b>              | <b>23</b> | <b>27</b>                    | <b>15</b> | <b>22</b>                     | <b>52</b>         | <b>18</b>                           | <b>27</b>   | <b>30</b>    | <b>18</b>    | <b>21</b>  |
| Somewhat important                   | 16               | 17          | 15          | 15           | 22              | 17                   | 15        | 16            | 19                | 9         | 17                     | 16        | 21                           | 10        | 18                            | 39                | 5                                   | 25          | 24           | 16           | 14         |
| Not too important                    | 6                | 15          | 3           | 5            | 10              | 20                   | 3         | 7             | 6                 | 0         | 4                      | 7         | 6                            | 6         | 4                             | 14                | 13                                  | 2           | 6            | 2            | 7          |
| <b><u>DK</u></b>                     | <b>4</b>         | <b>0</b>    | <b>4</b>    | <b>3</b>     | <b>6</b>        | <b>0</b>             | <b>0</b>  | <b>0</b>      | <b>5</b>          | <b>22</b> | <b>0</b>               | <b>5</b>  | <b>4</b>                     | <b>5</b>  | <b>3</b>                      | <b>6</b>          | <b>4</b>                            | <b>3</b>    | <b>1</b>     | <b>4</b>     | <b>5</b>   |
| DK                                   | 4                | 0           | 4           | 3            | 6               | 0                    | 0         | 0             | 5                 | 22        | 0                      | 5         | 4                            | 5         | 3                             | 6                 | 4                                   | 3           | 1            | 4            | 5          |

Table 51: Q11i. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Recruiting new businesses and companies to the city

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>73</b>     | <b>75</b> | <b>74</b> | <b>77</b>          | <b>74</b> | <b>70</b>  | <b>87</b>            | <b>59</b> | <b>88</b>           | <b>45</b>  | <b>100</b>   | <b>0</b>  | <b>76</b>            | <b>75</b>    | <b>82</b>     | <b>69</b> |           |           |           |           |
| Extremely important                  | 34            | 35        | 27        | 35                 | 39        | 22         | 45                   | 30        | 50                  | 0          | 9            | 0         | 15                   | 34           | 35            | 39        |           |           |           |           |
| Very important                       | 40            | 40        | 47        | 42                 | 36        | 49         | 42                   | 29        | 38                  | 45         | 91           | 0         | 61                   | 42           | 47            | 29        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b>     | <b>21</b> | <b>21</b> | <b>17</b>          | <b>22</b> | <b>26</b>  | <b>13</b>            | <b>34</b> | <b>12</b>           | <b>55</b>  | <b>0</b>     | <b>0</b>  | <b>22</b>            | <b>19</b>    | <b>17</b>     | <b>24</b> |           |           |           |           |
| Somewhat important                   | 16            | 15        | 17        | 8                  | 17        | 21         | 10                   | 26        | 10                  | 21         | 0            | 0         | 13                   | 14           | 15            | 14        |           |           |           |           |
| Not too important                    | 6             | 6         | 4         | 9                  | 5         | 4          | 3                    | 7         | 2                   | 34         | 0            | 0         | 10                   | 6            | 2             | 10        |           |           |           |           |
| <b><u>DK</u></b>                     | <b>4</b>      | <b>4</b>  | <b>5</b>  | <b>5</b>           | <b>3</b>  | <b>4</b>   | <b>0</b>             | <b>7</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>1</b>             | <b>5</b>     | <b>1</b>      | <b>8</b>  |           |           |           |           |
| DK                                   | 4             | 4         | 5         | 5                  | 3         | 4          | 0                    | 7         | 0                   | 0          | 0            | 0         | 1                    | 5            | 1             | 8         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>73</b>     | <b>74</b> | <b>72</b> | <b>64</b>          | <b>75</b> | <b>80</b>  | <b>74</b>            | <b>75</b> | <b>81</b>           | <b>73</b>  | <b>76</b>    | <b>71</b> | <b>77</b>            | <b>78</b>    | <b>64</b>     | <b>78</b> | <b>78</b> | <b>73</b> | <b>70</b> | <b>75</b> |
| Extremely important                  | 34            | 36        | 31        | 24                 | 48        | 31         | 38                   | 24        | 34                  | 36         | 33           | 37        | 35                   | 28           | 23            | 38        | 34        | 41        | 30        | 37        |
| Very important                       | 40            | 38        | 41        | 41                 | 27        | 49         | 37                   | 51        | 48                  | 37         | 43           | 33        | 42                   | 49           | 41            | 40        | 44        | 32        | 41        | 38        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b>     | <b>23</b> | <b>22</b> | <b>36</b>          | <b>18</b> | <b>19</b>  | <b>23</b>            | <b>16</b> | <b>11</b>           | <b>24</b>  | <b>18</b>    | <b>26</b> | <b>21</b>            | <b>14</b>    | <b>33</b>     | <b>20</b> | <b>18</b> | <b>21</b> | <b>27</b> | <b>19</b> |
| Somewhat important                   | 16            | 19        | 14        | 31                 | 14        | 11         | 14                   | 11        | 6                   | 19         | 11           | 22        | 13                   | 9            | 27            | 15        | 11        | 15        | 22        | 13        |
| Not too important                    | 6             | 4         | 8         | 5                  | 4         | 8          | 9                    | 5         | 5                   | 5          | 7            | 4         | 9                    | 5            | 5             | 5         | 6         | 7         | 5         | 7         |
| <b><u>DK</u></b>                     | <b>4</b>      | <b>3</b>  | <b>6</b>  | <b>0</b>           | <b>7</b>  | <b>1</b>   | <b>3</b>             | <b>9</b>  | <b>8</b>            | <b>3</b>   | <b>6</b>     | <b>4</b>  | <b>2</b>             | <b>8</b>     | <b>4</b>      | <b>1</b>  | <b>5</b>  | <b>6</b>  | <b>3</b>  | <b>5</b>  |
| DK                                   | 4             | 3         | 6         | 0                  | 7         | 1          | 3                    | 9         | 8                   | 3          | 6            | 4         | 2                    | 8            | 4             | 1         | 5         | 6         | 3         | 5         |

Table 51: Q11i. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Recruiting new businesses and companies to the city

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 323       | 101           | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>73</b> | <b>74</b>     | <b>77</b>  | <b>72</b>      | <b>75</b>    | <b>71</b>           | <b>77</b>    | <b>70</b>      | <b>73</b>      | <b>63</b>         | <b>74</b> | <b>76</b> | <b>76</b> | <b>71</b>      | <b>74</b>    | <b>74</b>    | <b>74</b>    |
| Extremely important                  | 34        | 41            | 30         | 29             | 35           | 35                  | 37           | 24             | 37             | 21                | 39        | 39        | 37        | 42             | 18           | 34           | 36           |
| Very important                       | 40        | 32            | 48         | 43             | 40           | 35                  | 40           | 46             | 37             | 41                | 34        | 37        | 39        | 28             | 55           | 40           | 39           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b> | <b>24</b>     | <b>19</b>  | <b>24</b>      | <b>18</b>    | <b>28</b>           | <b>19</b>    | <b>26</b>      | <b>20</b>      | <b>23</b>         | <b>26</b> | <b>22</b> | <b>16</b> | <b>29</b>      | <b>20</b>    | <b>23</b>    | <b>23</b>    |
| Somewhat important                   | 16        | 20            | 14         | 17             | 9            | 25                  | 14           | 17             | 12             | 13                | 16        | 18        | 14        | 18             | 20           | 18           | 17           |
| Not too important                    | 6         | 3             | 5          | 7              | 8            | 3                   | 5            | 9              | 8              | 9                 | 10        | 4         | 2         | 12             | 0            | 5            | 6            |
| <b><u>DK</u></b>                     | <b>4</b>  | <b>3</b>      | <b>4</b>   | <b>4</b>       | <b>7</b>     | <b>2</b>            | <b>4</b>     | <b>4</b>       | <b>7</b>       | <b>15</b>         | <b>0</b>  | <b>1</b>  | <b>8</b>  | <b>0</b>       | <b>6</b>     | <b>3</b>     | <b>3</b>     |
| DK                                   | 4         | 3             | 4          | 4              | 7            | 2                   | 4            | 4              | 7              | 15                | 0         | 1         | 8         | 0              | 6            | 3            | 3            |

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                        | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>73</b> | <b>72</b> | <b>80</b> | <b>87</b> | <b>77</b> | <b>73</b>            | <b>0</b> |
| Extremely important                  | 34        | 35        | 49        | 10        | 20        | 34                   | 0        |
| Very important                       | 40        | 37        | 31        | 78        | 56        | 40                   | 0        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b> | <b>24</b> | <b>20</b> | <b>0</b>  | <b>17</b> | <b>22</b>            | <b>0</b> |
| Somewhat important                   | 16        | 18        | 11        | 0         | 17        | 16                   | 0        |
| Not too important                    | 6         | 6         | 8         | 0         | 0         | 6                    | 0        |
| <b><u>DK</u></b>                     | <b>4</b>  | <b>4</b>  | <b>0</b>  | <b>13</b> | <b>6</b>  | <b>4</b>             | <b>0</b> |
| DK                                   | 4         | 4         | 0         | 13        | 6         | 4                    | 0        |

Table 52: Q11j. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Developing policies to support affordable housing

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                      | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
| Column n-Size                        | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>77</b>                               | <b>81</b>   | <b>75</b>   | <b>80</b>    | <b>74</b>       | <b>0</b>             | <b>81</b>          | <b>78</b>     | <b>66</b>         | <b>80</b>                 | <b>78</b>              | <b>68</b>   | <b>73</b>                    | <b>83</b> | <b>70</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>73</b>         | <b>83</b>    | <b>70</b>  |
| Extremely important                  | 44                                      | 40          | 47          | 47           | 52              | 0                    | 52                 | 39            | 52                | 48                        | 42                     | 33          | 45                           | 35        | 47                            | 0                 | 0                                   | 0           | 45                | 35           | 47         |
| Very important                       | 34                                      | 41          | 27          | 33           | 21              | 0                    | 29                 | 39            | 14                | 31                        | 36                     | 35          | 28                           | 48        | 23                            | 0                 | 0                                   | 0           | 28                | 48           | 23         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>20</b>                               | <b>19</b>   | <b>22</b>   | <b>17</b>    | <b>23</b>       | <b>100</b>           | <b>16</b>          | <b>20</b>     | <b>29</b>         | <b>19</b>                 | <b>19</b>              | <b>31</b>   | <b>25</b>                    | <b>16</b> | <b>29</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>25</b>         | <b>16</b>    | <b>29</b>  |
| Somewhat important                   | 12                                      | 11          | 12          | 10           | 14              | 25                   | 12                 | 12            | 11                | 10                        | 12                     | 15          | 14                           | 11        | 10                            | 0                 | 0                                   | 0           | 14                | 11           | 10         |
| Not too important                    | 9                                       | 7           | 10          | 7            | 9               | 75                   | 4                  | 9             | 17                | 9                         | 7                      | 16          | 10                           | 4         | 19                            | 0                 | 0                                   | 0           | 10                | 4            | 19         |
| <b><u>DK</u></b>                     | <b>2</b>                                | <b>1</b>    | <b>3</b>    | <b>3</b>     | <b>3</b>        | <b>0</b>             | <b>3</b>           | <b>1</b>      | <b>5</b>          | <b>2</b>                  | <b>2</b>               | <b>1</b>    | <b>3</b>                     | <b>1</b>  | <b>1</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>3</b>          | <b>1</b>     | <b>1</b>   |
| DK                                   | 2                                       | 1           | 3           | 3            | 3               | 0                    | 3                  | 1             | 5                 | 2                         | 2                      | 1           | 3                            | 1         | 1                             | 0                 | 0                                   | 0           | 3                 | 1            | 1          |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                      | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                      | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                        | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>77</b>                               | <b>86</b>   | <b>81</b>   | <b>82</b>    | <b>64</b>       | <b>75</b>            | <b>84</b>          | <b>82</b>     | <b>74</b>         | <b>69</b>                 | <b>85</b>              | <b>76</b>   | <b>75</b>                    | <b>83</b> | <b>78</b>                     | <b>61</b>         | <b>65</b>                           | <b>58</b>   | <b>84</b>         | <b>81</b>    | <b>81</b>  |
| Extremely important                  | 44                                      | 49          | 43          | 44           | 47              | 62                   | 37                 | 44            | 44                | 46                        | 35                     | 45          | 44                           | 46        | 43                            | 44                | 55                                  | 26          | 43                | 32           | 50         |
| Very important                       | 34                                      | 37          | 38          | 38           | 17              | 13                   | 47                 | 38            | 31                | 23                        | 51                     | 30          | 31                           | 37        | 34                            | 17                | 10                                  | 32          | 41                | 48           | 31         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>20</b>                               | <b>12</b>   | <b>17</b>   | <b>16</b>    | <b>34</b>       | <b>25</b>            | <b>14</b>          | <b>17</b>     | <b>23</b>         | <b>27</b>                 | <b>15</b>              | <b>22</b>   | <b>24</b>                    | <b>16</b> | <b>21</b>                     | <b>36</b>         | <b>32</b>                           | <b>35</b>   | <b>16</b>         | <b>19</b>    | <b>16</b>  |
| Somewhat important                   | 12                                      | 12          | 10          | 10           | 16              | 14                   | 11                 | 11            | 12                | 13                        | 13                     | 12          | 13                           | 8         | 14                            | 9                 | 14                                  | 16          | 10                | 15           | 9          |
| Not too important                    | 9                                       | 0           | 8           | 7            | 18              | 11                   | 3                  | 6             | 11                | 14                        | 2                      | 10          | 11                           | 7         | 7                             | 27                | 18                                  | 19          | 6                 | 4            | 7          |
| <b><u>DK</u></b>                     | <b>2</b>                                | <b>2</b>    | <b>2</b>    | <b>2</b>     | <b>2</b>        | <b>0</b>             | <b>2</b>           | <b>1</b>      | <b>3</b>          | <b>4</b>                  | <b>0</b>               | <b>2</b>    | <b>2</b>                     | <b>2</b>  | <b>2</b>                      | <b>3</b>          | <b>3</b>                            | <b>7</b>    | <b>0</b>          | <b>0</b>     | <b>3</b>   |
| DK                                   | 2                                       | 2           | 2           | 2            | 2               | 0                    | 2                  | 1             | 3                 | 4                         | 0                      | 2           | 2                            | 2         | 2                             | 3                 | 3                                   | 7           | 0                 | 0            | 3          |

Table 52: Q11j. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Developing policies to support affordable housing

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>77</b>     | <b>70</b> | <b>91</b> | <b>82</b>          | <b>81</b> | <b>75</b>  | <b>88</b>            | <b>72</b> | <b>88</b>           | <b>79</b>  | <b>100</b>   | <b>0</b>  | <b>71</b>            | <b>85</b>    | <b>85</b>     | <b>72</b> |           |           |           |           |
| Extremely important                  | 44            | 38        | 46        | 39                 | 48        | 42         | 48                   | 46        | 47                  | 58         | 34           | 0         | 38                   | 48           | 47            | 42        |           |           |           |           |
| Very important                       | 34            | 32        | 45        | 43                 | 33        | 34         | 40                   | 26        | 40                  | 21         | 66           | 0         | 34                   | 37           | 38            | 30        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>20</b>     | <b>28</b> | <b>6</b>  | <b>16</b>          | <b>19</b> | <b>19</b>  | <b>12</b>            | <b>28</b> | <b>12</b>           | <b>21</b>  | <b>0</b>     | <b>0</b>  | <b>27</b>            | <b>12</b>    | <b>15</b>     | <b>28</b> |           |           |           |           |
| Somewhat important                   | 12            | 15        | 6         | 7                  | 12        | 11         | 8                    | 17        | 9                   | 21         | 0            | 0         | 18                   | 8            | 8             | 14        |           |           |           |           |
| Not too important                    | 9             | 13        | 0         | 9                  | 7         | 8          | 4                    | 11        | 4                   | 0          | 0            | 0         | 9                    | 4            | 6             | 14        |           |           |           |           |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>2</b>  | <b>3</b>  | <b>3</b>           | <b>0</b>  | <b>6</b>   | <b>0</b>             | <b>0</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>1</b>             | <b>3</b>     | <b>0</b>      | <b>0</b>  |           |           |           |           |
| DK                                   | 2             | 2         | 3         | 3                  | 0         | 6          | 0                    | 0         | 0                   | 0          | 0            | 0         | 1                    | 3            | 0             | 0         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>77</b>     | <b>78</b> | <b>78</b> | <b>91</b>          | <b>82</b> | <b>67</b>  | <b>74</b>            | <b>79</b> | <b>64</b>           | <b>81</b>  | <b>73</b>    | <b>86</b> | <b>71</b>            | <b>72</b>    | <b>89</b>     | <b>84</b> | <b>78</b> | <b>61</b> | <b>87</b> | <b>70</b> |
| Extremely important                  | 44            | 44        | 45        | 44                 | 52        | 42         | 43                   | 43        | 31                  | 47         | 40           | 49        | 43                   | 37           | 55            | 42        | 47        | 32        | 49        | 41        |
| Very important                       | 34            | 34        | 33        | 47                 | 30        | 25         | 31                   | 36        | 33                  | 34         | 33           | 37        | 29                   | 35           | 34            | 43        | 31        | 28        | 38        | 30        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>20</b>     | <b>21</b> | <b>20</b> | <b>9</b>           | <b>16</b> | <b>32</b>  | <b>23</b>            | <b>19</b> | <b>30</b>           | <b>18</b>  | <b>23</b>    | <b>13</b> | <b>27</b>            | <b>24</b>    | <b>10</b>     | <b>11</b> | <b>20</b> | <b>38</b> | <b>11</b> | <b>28</b> |
| Somewhat important                   | 12            | 10        | 14        | 8                  | 5         | 18         | 14                   | 10        | 20                  | 9          | 14           | 6         | 16                   | 14           | 5             | 8         | 11        | 22        | 6         | 16        |
| Not too important                    | 9             | 11        | 6         | 1                  | 11        | 14         | 8                    | 9         | 10                  | 9          | 9            | 7         | 11                   | 10           | 5             | 4         | 9         | 16        | 4         | 12        |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>1</b>  | <b>3</b>  | <b>0</b>           | <b>2</b>  | <b>1</b>   | <b>3</b>             | <b>2</b>  | <b>6</b>            | <b>1</b>   | <b>3</b>     | <b>1</b>  | <b>2</b>             | <b>4</b>     | <b>1</b>      | <b>4</b>  | <b>2</b>  | <b>1</b>  | <b>3</b>  | <b>2</b>  |
| DK                                   | 2             | 1         | 3         | 0                  | 2         | 1          | 3                    | 2         | 6                   | 1          | 3            | 1         | 2                    | 4            | 1             | 4         | 2         | 1         | 3         | 2         |

Table 52: Q11j. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Developing policies to support affordable housing

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 323       | 101           | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>77</b> | <b>80</b>     | <b>73</b>  | <b>82</b>      | <b>74</b>    | <b>90</b>           | <b>67</b>    | <b>82</b>      | <b>74</b>      | <b>67</b>         | <b>85</b> | <b>74</b> | <b>92</b> | <b>64</b>      | <b>89</b>    | <b>79</b>    | <b>79</b>    |
| Extremely important                  | 44        | 49            | 34         | 46             | 46           | 54                  | 35           | 42             | 47             | 40                | 45        | 32        | 60        | 41             | 49           | 45           | 45           |
| Very important                       | 34        | 32            | 39         | 37             | 28           | 36                  | 32           | 40             | 27             | 27                | 40        | 42        | 32        | 23             | 40           | 34           | 34           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>20</b> | <b>19</b>     | <b>25</b>  | <b>16</b>      | <b>22</b>    | <b>8</b>            | <b>32</b>    | <b>14</b>      | <b>23</b>      | <b>28</b>         | <b>12</b> | <b>25</b> | <b>8</b>  | <b>36</b>      | <b>11</b>    | <b>21</b>    | <b>19</b>    |
| Somewhat important                   | 12        | 8             | 13         | 10             | 16           | 2                   | 17           | 12             | 15             | 15                | 12        | 14        | 2         | 23             | 5            | 11           | 11           |
| Not too important                    | 9         | 11            | 12         | 6              | 6            | 6                   | 16           | 2              | 9              | 13                | 0         | 11        | 7         | 13             | 7            | 10           | 8            |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>1</b>      | <b>3</b>   | <b>2</b>       | <b>4</b>     | <b>2</b>            | <b>1</b>     | <b>4</b>       | <b>2</b>       | <b>5</b>          | <b>3</b>  | <b>1</b>  | <b>0</b>  | <b>0</b>       | <b>0</b>     | <b>0</b>     | <b>2</b>     |
| DK                                   | 2         | 1             | 3          | 2              | 4            | 2                   | 1            | 4              | 2              | 5                 | 3         | 1         | 0         | 0              | 0            | 0            | 2            |

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                        | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>77</b> | <b>77</b> | <b>79</b> | <b>90</b> | <b>83</b> | <b>77</b>            | <b>0</b> |
| Extremely important                  | 44        | 45        | 25        | 32        | 40        | 44                   | 0        |
| Very important                       | 34        | 31        | 53        | 58        | 43        | 34                   | 0        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>20</b> | <b>21</b> | <b>21</b> | <b>10</b> | <b>17</b> | <b>20</b>            | <b>0</b> |
| Somewhat important                   | 12        | 12        | 21        | 0         | 5         | 12                   | 0        |
| Not too important                    | 9         | 9         | 0         | 10        | 12        | 9                    | 0        |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>2</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>2</b>             | <b>0</b> |
| DK                                   | 2         | 2         | 0         | 0         | 0         | 2                    | 0        |

Table 53: Q11k. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Removing blight and illegal dumping

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                      | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>78</b>                               | <b>76</b>   | <b>81</b>   | <b>78</b>    | <b>83</b>       | <b>100</b>           | <b>83</b>          | <b>79</b>     | <b>72</b>         | <b>80</b>                 | <b>79</b>              | <b>69</b>   | <b>79</b>                    | <b>78</b> | <b>76</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>79</b>         | <b>78</b>    | <b>76</b>  |
| Extremely important                  | 42                                      | 36          | 47          | 45           | 51              | 49                   | 56                 | 36            | 46                | 44                        | 42                     | 41          | 46                           | 38        | 31                            | 0                 | 0                                   | 0           | 46                | 38           | 31         |
| Very important                       | 36                                      | 40          | 33          | 33           | 32              | 51                   | 27                 | 43            | 25                | 37                        | 37                     | 28          | 33                           | 40        | 45                            | 0                 | 0                                   | 0           | 33                | 40           | 45         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b>                               | <b>22</b>   | <b>16</b>   | <b>17</b>    | <b>17</b>       | <b>0</b>             | <b>9</b>           | <b>20</b>     | <b>28</b>         | <b>20</b>                 | <b>16</b>              | <b>31</b>   | <b>17</b>                    | <b>22</b> | <b>13</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>17</b>         | <b>22</b>    | <b>13</b>  |
| Somewhat important                   | 16                                      | 17          | 14          | 14           | 16              | 0                    | 7                  | 17            | 22                | 18                        | 13                     | 21          | 14                           | 17        | 12                            | 0                 | 0                                   | 0           | 14                | 17           | 12         |
| Not too important                    | 3                                       | 4           | 2           | 3            | 1               | 0                    | 2                  | 3             | 6                 | 1                         | 3                      | 10          | 3                            | 5         | 2                             | 0                 | 0                                   | 0           | 3                 | 5            | 2          |
| <b><u>DK</u></b>                     | <b>3</b>                                | <b>3</b>    | <b>3</b>    | <b>5</b>     | <b>0</b>        | <b>0</b>             | <b>8</b>           | <b>2</b>      | <b>0</b>          | <b>0</b>                  | <b>5</b>               | <b>0</b>    | <b>4</b>                     | <b>0</b>  | <b>10</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>4</b>          | <b>0</b>     | <b>10</b>  |
| DK                                   | 3                                       | 3           | 3           | 5            | 0               | 0                    | 8                  | 2             | 0                 | 0                         | 5                      | 0           | 4                            | 0         | 10                            | 0                 | 0                                   | 0           | 4                 | 0            | 10         |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                      | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                      | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>78</b>                               | <b>87</b>   | <b>78</b>   | <b>80</b>    | <b>71</b>       | <b>84</b>            | <b>83</b>          | <b>83</b>     | <b>73</b>         | <b>82</b>                 | <b>73</b>              | <b>79</b>   | <b>84</b>                    | <b>73</b> | <b>85</b>                     | <b>77</b>         | <b>80</b>                           | <b>79</b>   | <b>72</b>         | <b>77</b>    | <b>82</b>  |
| Extremely important                  | 42                                      | 42          | 41          | 41           | 49              | 69                   | 38                 | 46            | 38                | 47                        | 29                     | 43          | 47                           | 36        | 47                            | 47                | 54                                  | 34          | 38                | 29           | 48         |
| Very important                       | 36                                      | 46          | 38          | 39           | 22              | 15                   | 45                 | 37            | 35                | 35                        | 45                     | 36          | 37                           | 37        | 38                            | 30                | 25                                  | 45          | 33                | 48           | 34         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b>                               | <b>8</b>    | <b>19</b>   | <b>18</b>    | <b>27</b>       | <b>14</b>            | <b>15</b>          | <b>14</b>     | <b>26</b>         | <b>6</b>                  | <b>25</b>              | <b>18</b>   | <b>15</b>                    | <b>23</b> | <b>13</b>                     | <b>23</b>         | <b>18</b>                           | <b>16</b>   | <b>28</b>         | <b>15</b>    | <b>16</b>  |
| Somewhat important                   | 16                                      | 6           | 16          | 15           | 23              | 10                   | 13                 | 13            | 20                | 6                         | 23                     | 14          | 10                           | 21        | 7                             | 23                | 9                                   | 14          | 22                | 15           | 15         |
| Not too important                    | 3                                       | 2           | 3           | 3            | 4               | 4                    | 1                  | 2             | 5                 | 0                         | 2                      | 4           | 4                            | 2         | 5                             | 0                 | 9                                   | 2           | 6                 | 0            | 1          |
| <b><u>DK</u></b>                     | <b>3</b>                                | <b>4</b>    | <b>2</b>    | <b>2</b>     | <b>2</b>        | <b>2</b>             | <b>3</b>           | <b>3</b>      | <b>2</b>          | <b>12</b>                 | <b>1</b>               | <b>3</b>    | <b>2</b>                     | <b>3</b>  | <b>2</b>                      | <b>0</b>          | <b>2</b>                            | <b>5</b>    | <b>0</b>          | <b>8</b>     | <b>1</b>   |
| DK                                   | 3                                       | 4           | 2           | 2            | 2               | 2                    | 3                  | 3             | 2                 | 12                        | 1                      | 3           | 2                            | 3         | 2                             | 0                 | 2                                   | 5           | 0                 | 8            | 1          |

Table 53: Q11k. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Removing blight and illegal dumping

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>78</b>     | <b>87</b> | <b>62</b> | <b>86</b>          | <b>75</b> | <b>76</b>  | <b>86</b>            | <b>62</b> | <b>85</b>           | <b>66</b>  | <b>100</b>   | <b>0</b>  | <b>94</b>            | <b>76</b>    | <b>77</b>     | <b>79</b> |           |           |           |           |
| Extremely important                  | 42            | 46        | 35        | 41                 | 41        | 40         | 40                   | 40        | 39                  | 0          | 76           | 0         | 60                   | 33           | 35            | 53        |           |           |           |           |
| Very important                       | 36            | 40        | 27        | 45                 | 34        | 36         | 45                   | 22        | 46                  | 66         | 24           | 0         | 35                   | 44           | 42            | 26        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b>     | <b>11</b> | <b>35</b> | <b>11</b>          | <b>22</b> | <b>20</b>  | <b>12</b>            | <b>35</b> | <b>12</b>           | <b>34</b>  | <b>0</b>     | <b>0</b>  | <b>2</b>             | <b>24</b>    | <b>19</b>     | <b>17</b> |           |           |           |           |
| Somewhat important                   | 16            | 10        | 27        | 8                  | 18        | 20         | 10                   | 28        | 11                  | 34         | 0            | 0         | 2                    | 21           | 13            | 13        |           |           |           |           |
| Not too important                    | 3             | 2         | 8         | 4                  | 4         | 0          | 1                    | 7         | 1                   | 0          | 0            | 0         | 0                    | 3            | 6             | 3         |           |           |           |           |
| <b><u>DK</u></b>                     | <b>3</b>      | <b>2</b>  | <b>3</b>  | <b>3</b>           | <b>3</b>  | <b>4</b>   | <b>3</b>             | <b>3</b>  | <b>3</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>4</b>             | <b>0</b>     | <b>4</b>      | <b>4</b>  |           |           |           |           |
| DK                                   | 3             | 2         | 3         | 3                  | 3         | 4          | 3                    | 3         | 3                   | 0          | 0            | 0         | 4                    | 0            | 4             | 4         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>78</b>     | <b>76</b> | <b>80</b> | <b>62</b>          | <b>71</b> | <b>80</b>  | <b>86</b>            | <b>89</b> | <b>99</b>           | <b>70</b>  | <b>90</b>    | <b>67</b> | <b>83</b>            | <b>93</b>    | <b>64</b>     | <b>84</b> | <b>82</b> | <b>82</b> | <b>73</b> | <b>82</b> |
| Extremely important                  | 42            | 38        | 46        | 29                 | 31        | 38         | 51                   | 53        | 65                  | 32         | 55           | 30        | 46                   | 58           | 25            | 41        | 44        | 55        | 33        | 49        |
| Very important                       | 36            | 39        | 34        | 33                 | 40        | 42         | 35                   | 36        | 33                  | 38         | 35           | 37        | 38                   | 35           | 39            | 42        | 38        | 28        | 40        | 33        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b>     | <b>21</b> | <b>17</b> | <b>35</b>          | <b>23</b> | <b>20</b>  | <b>11</b>            | <b>8</b>  | <b>1</b>            | <b>26</b>  | <b>8</b>     | <b>29</b> | <b>15</b>            | <b>5</b>     | <b>36</b>     | <b>12</b> | <b>13</b> | <b>16</b> | <b>25</b> | <b>14</b> |
| Somewhat important                   | 16            | 15        | 16        | 29                 | 18        | 18         | 9                    | 8         | 1                   | 22         | 7            | 23        | 13                   | 5            | 31            | 9         | 11        | 12        | 21        | 12        |
| Not too important                    | 3             | 5         | 1         | 6                  | 5         | 2          | 2                    | 0         | 0                   | 5          | 1            | 6         | 2                    | 0            | 5             | 2         | 2         | 4         | 4         | 3         |
| <b><u>DK</u></b>                     | <b>3</b>      | <b>3</b>  | <b>3</b>  | <b>3</b>           | <b>6</b>  | <b>0</b>   | <b>3</b>             | <b>3</b>  | <b>0</b>            | <b>4</b>   | <b>2</b>     | <b>5</b>  | <b>2</b>             | <b>2</b>     | <b>0</b>      | <b>5</b>  | <b>5</b>  | <b>2</b>  | <b>2</b>  | <b>4</b>  |
| DK                                   | 3             | 3         | 3         | 3                  | 6         | 0          | 3                    | 3         | 0                   | 4          | 2            | 5         | 2                    | 2            | 0             | 5         | 5         | 2         | 2         | 4         |



Table 53: Q11k. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Removing blight and illegal dumping

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 323       | 101           | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>78</b> | <b>67</b>     | <b>92</b>  | <b>74</b>      | <b>88</b>    | <b>77</b>           | <b>76</b>    | <b>68</b>      | <b>88</b>      | <b>87</b>         | <b>77</b> | <b>84</b> | <b>84</b> | <b>82</b>      | <b>60</b>    | <b>77</b>    | <b>77</b>    |
| Extremely important                  | 42        | 29            | 50         | 36             | 58           | 34                  | 41           | 30             | 56             | 33                | 45        | 42        | 54        | 48             | 22           | 40           | 42           |
| Very important                       | 36        | 38            | 42         | 38             | 30           | 43                  | 35           | 38             | 32             | 53                | 32        | 42        | 30        | 34             | 38           | 36           | 34           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b> | <b>28</b>     | <b>8</b>   | <b>24</b>      | <b>8</b>     | <b>21</b>           | <b>20</b>    | <b>30</b>      | <b>9</b>       | <b>13</b>         | <b>21</b> | <b>13</b> | <b>16</b> | <b>15</b>      | <b>31</b>    | <b>19</b>    | <b>20</b>    |
| Somewhat important                   | 16        | 21            | 7          | 23             | 7            | 16                  | 15           | 27             | 8              | 9                 | 11        | 11        | 11        | 14             | 31           | 17           | 17           |
| Not too important                    | 3         | 7             | 2          | 2              | 1            | 5                   | 5            | 2              | 0              | 3                 | 10        | 2         | 5         | 1              | 1            | 2            | 3            |
| <b><u>DK</u></b>                     | <b>3</b>  | <b>5</b>      | <b>0</b>   | <b>2</b>       | <b>4</b>     | <b>2</b>            | <b>4</b>     | <b>2</b>       | <b>3</b>       | <b>1</b>          | <b>2</b>  | <b>3</b>  | <b>0</b>  | <b>3</b>       | <b>9</b>     | <b>4</b>     | <b>3</b>     |
| DK                                   | 3         | 5             | 0          | 2              | 4            | 2                   | 4            | 2              | 3              | 1                 | 2         | 3         | 0         | 3              | 9            | 4            | 3            |

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                        | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>78</b> | <b>80</b> | <b>90</b> | <b>44</b> | <b>78</b> | <b>78</b>            | <b>0</b> |
| Extremely important                  | 42        | 46        | 22        | 4         | 12        | 42                   | 0        |
| Very important                       | 36        | 34        | 68        | 40        | 66        | 36                   | 0        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b> | <b>18</b> | <b>0</b>  | <b>38</b> | <b>22</b> | <b>19</b>            | <b>0</b> |
| Somewhat important                   | 16        | 15        | 0         | 38        | 12        | 16                   | 0        |
| Not too important                    | 3         | 3         | 0         | 0         | 10        | 3                    | 0        |
| <b><u>DK</u></b>                     | <b>3</b>  | <b>2</b>  | <b>10</b> | <b>18</b> | <b>0</b>  | <b>3</b>             | <b>0</b> |
| DK                                   | 3         | 2         | 10        | 18        | 0         | 3                    | 0        |

Table 54: Q11I. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|--------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                      | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                      | Column n-Size                           | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>91</b>                               | <b>90</b> | <b>92</b> | <b>91</b> | <b>94</b> | <b>82</b>    | <b>91</b>          | <b>91</b>   | <b>89</b>       | <b>91</b>                 | <b>92</b>      | <b>86</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>92</b>         | <b>92</b> | <b>91</b> | <b>92</b>         | <b>92</b> | <b>91</b> |
| Extremely important                  | 49                                      | 46        | 51        | 53        | 53        | 24           | 56                 | 43          | 62              | 50                        | 49             | 44          | 0                  | 0        | 0        | 56                | 45        | 43        | 56                | 45        | 43        |
| Very important                       | 42                                      | 44        | 41        | 38        | 41        | 58           | 35                 | 48          | 27              | 41                        | 43             | 42          | 0                  | 0        | 0        | 36                | 47        | 49        | 36                | 47        | 49        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>9</b>                                | <b>9</b>  | <b>8</b>  | <b>9</b>  | <b>6</b>  | <b>18</b>    | <b>8</b>           | <b>9</b>    | <b>11</b>       | <b>8</b>                  | <b>8</b>       | <b>14</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>8</b>          | <b>8</b>  | <b>9</b>  | <b>8</b>          | <b>8</b>  | <b>9</b>  |
| Somewhat important                   | 8                                       | 9         | 8         | 9         | 6         | 9            | 8                  | 8           | 11              | 8                         | 8              | 12          | 0                  | 0        | 0        | 8                 | 8         | 9         | 8                 | 8         | 9         |
| Not too important                    | 0                                       | 0         | 1         | 0         | 0         | 9            | 0                  | 0           | 0               | 0                         | 0              | 2           | 0                  | 0        | 0        | 0                 | 0         | 0         | 0                 | 0         | 0         |
| <b><u>DK</u></b>                     | <b>0</b>                                | <b>1</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>     | <b>1</b>           | <b>0</b>    | <b>0</b>        | <b>1</b>                  | <b>0</b>       | <b>0</b>    | <b>0</b>           | <b>0</b> | <b>0</b> | <b>0</b>          | <b>1</b>  | <b>0</b>  | <b>0</b>          | <b>1</b>  | <b>0</b>  |
| DK                                   | 0                                       | 1         | 0         | 0         | 0         | 0            | 1                  | 0           | 0               | 1                         | 0              | 0           | 0                  | 0        | 0        | 0                 | 1         | 0         | 0                 | 1         | 0         |

  

|                                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|--------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                      | Column n-Size    | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>91</b>        | <b>91</b>   | <b>93</b>   | <b>93</b>    | <b>82</b>       | <b>96</b>            | <b>92</b> | <b>93</b>     | <b>87</b>         | <b>97</b> | <b>89</b>              | <b>92</b> | <b>91</b>                    | <b>91</b> | <b>92</b>                     | <b>83</b>         | <b>89</b>                           | <b>95</b>   | <b>87</b>    | <b>92</b>    | <b>91</b>  |
| Extremely important                  | 49               | 60          | 51          | 53           | 40              | 60                   | 42        | 46            | 50                | 61        | 38                     | 52        | 51                           | 46        | 52                            | 42                | 29                                  | 55          | 61           | 56           | 46         |
| Very important                       | 42               | 31          | 42          | 40           | 42              | 37                   | 51        | 47            | 37                | 36        | 51                     | 40        | 40                           | 45        | 40                            | 42                | 60                                  | 40          | 27           | 36           | 45         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>9</b>         | <b>9</b>    | <b>6</b>    | <b>7</b>     | <b>18</b>       | <b>4</b>             | <b>8</b>  | <b>7</b>      | <b>12</b>         | <b>3</b>  | <b>11</b>              | <b>8</b>  | <b>9</b>                     | <b>9</b>  | <b>8</b>                      | <b>17</b>         | <b>11</b>                           | <b>5</b>    | <b>13</b>    | <b>8</b>     | <b>8</b>   |
| Somewhat important                   | 8                | 9           | 6           | 6            | 18              | 4                    | 8         | 7             | 11                | 3         | 11                     | 8         | 9                            | 8         | 8                             | 17                | 9                                   | 5           | 13           | 8            | 8          |
| Not too important                    | 0                | 0           | 1           | 0            | 0               | 0                    | 0         | 0             | 1                 | 0         | 0                      | 0         | 0                            | 1         | 0                             | 0                 | 2                                   | 0           | 0            | 0            | 0          |
| <b><u>DK</u></b>                     | <b>0</b>         | <b>0</b>    | <b>1</b>    | <b>0</b>     | <b>0</b>        | <b>0</b>             | <b>0</b>  | <b>0</b>      | <b>1</b>          | <b>0</b>  | <b>0</b>               | <b>0</b>  | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>0</b>     | <b>0</b>     | <b>1</b>   |
| DK                                   | 0                | 0           | 1           | 0            | 0               | 0                    | 0         | 0             | 1                 | 0         | 0                      | 0         | 0                            | 0         | 0                             | 0                 | 0                                   | 0           | 0            | 0            | 1          |

Table 54: Q11I. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |              |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|--------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE   | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2            | 5            | 4          | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>91</b>     | <b>89</b> | <b>94</b> | <b>91</b>          | <b>90</b> | <b>94</b>  | <b>95</b>            | <b>84</b> | <b>95</b>           | <b>100</b>   | <b>90</b>    | <b>100</b> | <b>90</b>            | <b>89</b>    | <b>93</b>     | <b>91</b> |           |           |           |           |
| Extremely important                  | 49            | 53        | 42        | 45                 | 46        | 62         | 41                   | 53        | 40                  | 100          | 57           | 0          | 50                   | 43           | 52            | 51        |           |           |           |           |
| Very important                       | 42            | 37        | 52        | 47                 | 44        | 32         | 54                   | 32        | 55                  | 0            | 34           | 100        | 40                   | 46           | 41            | 39        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>9</b>      | <b>10</b> | <b>6</b>  | <b>8</b>           | <b>10</b> | <b>5</b>   | <b>5</b>             | <b>16</b> | <b>5</b>            | <b>0</b>     | <b>10</b>    | <b>0</b>   | <b>10</b>            | <b>10</b>    | <b>6</b>      | <b>9</b>  |           |           |           |           |
| Somewhat important                   | 8             | 10        | 6         | 8                  | 9         | 5          | 5                    | 14        | 5                   | 0            | 10           | 0          | 10                   | 10           | 6             | 8         |           |           |           |           |
| Not too important                    | 0             | 0         | 0         | 0                  | 1         | 0          | 0                    | 1         | 0                   | 0            | 0            | 0          | 0                    | 0            | 0             | 1         |           |           |           |           |
| <b><u>DK</u></b>                     | <b>0</b>      | <b>1</b>  | <b>0</b>  | <b>1</b>           | <b>0</b>  | <b>1</b>   | <b>0</b>             | <b>0</b>  | <b>0</b>            | <b>0</b>     | <b>0</b>     | <b>0</b>   | <b>0</b>             | <b>1</b>     | <b>1</b>      | <b>0</b>  |           |           |           |           |
| DK                                   | 0             | 1         | 0         | 1                  | 0         | 1          | 0                    | 0         | 0                   | 0            | 0            | 0          | 0                    | 1            | 1             | 0         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     | QE EDUCATION |              |            |                      |              |               |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49        | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181          | 136          | 136        | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>91</b>     | <b>89</b> | <b>93</b> | <b>89</b>          | <b>88</b> | <b>92</b>  | <b>94</b>            | <b>92</b> | <b>95</b>           | <b>89</b>    | <b>94</b>    | <b>89</b>  | <b>93</b>            | <b>93</b>    | <b>87</b>     | <b>95</b> | <b>93</b> | <b>90</b> | <b>91</b> | <b>91</b> |
| Extremely important                  | 49            | 43        | 55        | 48                 | 43        | 47         | 48                   | 60        | 56                  | 45           | 54           | 45         | 48                   | 58           | 42            | 61        | 51        | 42        | 51        | 47        |
| Very important                       | 42            | 46        | 38        | 41                 | 45        | 45         | 46                   | 32        | 39                  | 44           | 40           | 44         | 46                   | 35           | 45            | 34        | 41        | 48        | 40        | 44        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>9</b>      | <b>10</b> | <b>7</b>  | <b>11</b>          | <b>12</b> | <b>8</b>   | <b>5</b>             | <b>7</b>  | <b>5</b>            | <b>11</b>    | <b>5</b>     | <b>11</b>  | <b>6</b>             | <b>6</b>     | <b>12</b>     | <b>5</b>  | <b>7</b>  | <b>10</b> | <b>9</b>  | <b>9</b>  |
| Somewhat important                   | 8             | 10        | 7         | 11                 | 10        | 8          | 5                    | 7         | 5                   | 10           | 5            | 11         | 6                    | 6            | 12            | 5         | 7         | 9         | 9         | 8         |
| Not too important                    | 0             | 1         | 0         | 0                  | 1         | 0          | 0                    | 0         | 0                   | 1            | 0            | 1          | 0                    | 0            | 0             | 0         | 0         | 1         | 0         | 1         |
| <b><u>DK</u></b>                     | <b>0</b>      | <b>1</b>  | <b>0</b>  | <b>0</b>           | <b>0</b>  | <b>0</b>   | <b>1</b>             | <b>1</b>  | <b>0</b>            | <b>0</b>     | <b>1</b>     | <b>0</b>   | <b>1</b>             | <b>1</b>     | <b>1</b>      | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  |
| DK                                   | 0             | 1         | 0         | 0                  | 0         | 0          | 1                    | 1         | 0                   | 0            | 1            | 0          | 1                    | 1            | 1             | 0         | 0         | 0         | 0         | 0         |

Table 54: Q11I. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers

|                                      | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>91</b>     | <b>86</b>    | <b>94</b>  | <b>94</b>      | <b>94</b>    | <b>85</b>           | <b>92</b>    | <b>95</b>      | <b>91</b>      | <b>93</b>         | <b>89</b> | <b>80</b> | <b>85</b> | <b>93</b>      | <b>96</b>    | <b>89</b>    | <b>90</b>    |
| Extremely important                  | 49            | 43           | 45         | 49             | 63           | 42                  | 43           | 59             | 52             | 48                | 40        | 44        | 52        | 50             | 50           | 49           | 49           |
| Very important                       | 42            | 43           | 49         | 45             | 31           | 42                  | 48           | 36             | 39             | 45                | 49        | 37        | 33        | 43             | 47           | 40           | 42           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>9</b>      | <b>14</b>    | <b>5</b>   | <b>6</b>       | <b>6</b>     | <b>14</b>           | <b>8</b>     | <b>5</b>       | <b>9</b>       | <b>4</b>          | <b>11</b> | <b>20</b> | <b>15</b> | <b>7</b>       | <b>4</b>     | <b>11</b>    | <b>10</b>    |
| Somewhat important                   | 8             | 13           | 5          | 6              | 6            | 14                  | 7            | 5              | 9              | 4                 | 11        | 18        | 15        | 7              | 4            | 10           | 9            |
| Not too important                    | 0             | 1            | 0          | 0              | 0            | 0                   | 1            | 0              | 0              | 0                 | 0         | 2         | 0         | 0              | 0            | 0            | 0            |
| <b><u>DK</u></b>                     | <b>0</b>      | <b>0</b>     | <b>2</b>   | <b>0</b>       | <b>0</b>     | <b>1</b>            | <b>0</b>     | <b>0</b>       | <b>0</b>       | <b>3</b>          | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>       | <b>0</b>     | <b>0</b>     | <b>0</b>     |
| DK                                   | 0             | 0            | 2          | 0              | 0            | 1                   | 0            | 0              | 0              | 3                 | 0         | 0         | 0         | 0              | 0            | 0            | 0            |

|                                      | LANGUAGE  |           |            |            |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------------|-----------|-----------|------------|------------|-----------|----------------------|-----------|
|                                      | Total     | ENG       | SPAN       | VIET       | CHIN      | A                    | B         |
| Column n-Size                        | 324       | 299       | 5          | 11         | 9         | 0                    | 324       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>91</b> | <b>91</b> | <b>100</b> | <b>100</b> | <b>79</b> | <b>0</b>             | <b>91</b> |
| Extremely important                  | 49        | 49        | 51         | 44         | 50        | 0                    | 49        |
| Very important                       | 42        | 42        | 49         | 56         | 29        | 0                    | 42        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>9</b>  | <b>9</b>  | <b>0</b>   | <b>0</b>   | <b>21</b> | <b>0</b>             | <b>9</b>  |
| Somewhat important                   | 8         | 8         | 0          | 0          | 21        | 0                    | 8         |
| Not too important                    | 0         | 0         | 0          | 0          | 0         | 0                    | 0         |
| <b><u>DK</u></b>                     | <b>0</b>  | <b>0</b>  | <b>0</b>   | <b>0</b>   | <b>0</b>  | <b>0</b>             | <b>0</b>  |
| DK                                   | 0         | 0         | 0          | 0          | 0         | 0                    | 0         |

Table 55: Q11m. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing afterschool programs for young people

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|--------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                      | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                      |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |          |          |                   |           |           |                   |           |           |
| Column n-Size                        | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>76</b>                               | <b>77</b> | <b>75</b> | <b>74</b> | <b>77</b> | <b>80</b>    | <b>70</b>          | <b>79</b>   | <b>73</b>       | <b>77</b>                 | <b>78</b>      | <b>71</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>76</b>         | <b>81</b> | <b>74</b> | <b>76</b>         | <b>81</b> | <b>74</b> |
| Extremely important                  | 36                                      | 39        | 34        | 38        | 27        | 44           | 40                 | 33          | 44              | 36                        | 34             | 45          | 0                  | 0        | 0        | 36                | 39        | 28        | 36                | 39        | 28        |
| Very important                       | 40                                      | 38        | 42        | 36        | 50        | 36           | 30                 | 45          | 30              | 41                        | 44             | 27          | 0                  | 0        | 0        | 40                | 43        | 46        | 40                | 43        | 46        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>20</b>                               | <b>22</b> | <b>17</b> | <b>18</b> | <b>16</b> | <b>20</b>    | <b>19</b>          | <b>18</b>   | <b>27</b>       | <b>15</b>                 | <b>21</b>      | <b>27</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>23</b>         | <b>17</b> | <b>16</b> | <b>23</b>         | <b>17</b> | <b>16</b> |
| Somewhat important                   | 15                                      | 18        | 13        | 13        | 14        | 7            | 15                 | 15          | 15              | 11                        | 18             | 18          | 0                  | 0        | 0        | 18                | 15        | 9         | 18                | 15        | 9         |
| Not too important                    | 4                                       | 4         | 5         | 5         | 2         | 13           | 3                  | 3           | 11              | 4                         | 4              | 9           | 0                  | 0        | 0        | 4                 | 2         | 7         | 4                 | 2         | 7         |
| <b><u>DK</u></b>                     | <b>4</b>                                | <b>1</b>  | <b>7</b>  | <b>8</b>  | <b>7</b>  | <b>0</b>     | <b>11</b>          | <b>3</b>    | <b>0</b>        | <b>8</b>                  | <b>1</b>       | <b>2</b>    | <b>0</b>           | <b>0</b> | <b>0</b> | <b>1</b>          | <b>1</b>  | <b>10</b> | <b>1</b>          | <b>1</b>  | <b>10</b> |
| DK                                   | 4                                       | 1         | 7         | 8         | 7         | 0            | 11                 | 3           | 0               | 8                         | 1              | 2           | 0                  | 0        | 0        | 1                 | 1         | 10        | 1                 | 1         | 10        |

|                                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|--------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                      |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                        | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>76</b>        | <b>62</b>   | <b>84</b>   | <b>80</b>    | <b>63</b>       | <b>71</b>            | <b>79</b> | <b>77</b>     | <b>76</b>         | <b>67</b> | <b>82</b>              | <b>75</b> | <b>75</b>                    | <b>77</b> | <b>74</b>                     | <b>78</b>         | <b>71</b>                           | <b>83</b>   | <b>67</b>    | <b>71</b>    | <b>84</b>  |
| Extremely important                  | 36               | 40          | 37          | 38           | 36              | 45                   | 30        | 34            | 40                | 30        | 37                     | 36        | 39                           | 32        | 38                            | 41                | 34                                  | 37          | 42           | 32           | 36         |
| Very important                       | 40               | 21          | 46          | 42           | 27              | 26                   | 50        | 43            | 36                | 37        | 44                     | 38        | 36                           | 45        | 36                            | 37                | 37                                  | 46          | 25           | 39           | 48         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>20</b>        | <b>31</b>   | <b>13</b>   | <b>16</b>    | <b>32</b>       | <b>19</b>            | <b>18</b> | <b>18</b>     | <b>22</b>         | <b>15</b> | <b>17</b>              | <b>20</b> | <b>21</b>                    | <b>18</b> | <b>21</b>                     | <b>22</b>         | <b>24</b>                           | <b>17</b>   | <b>26</b>    | <b>21</b>    | <b>13</b>  |
| Somewhat important                   | 15               | 26          | 11          | 13           | 23              | 15                   | 16        | 15            | 15                | 11        | 14                     | 15        | 19                           | 12        | 20                            | 14                | 19                                  | 17          | 19           | 15           | 11         |
| Not too important                    | 4                | 5           | 2           | 3            | 10              | 4                    | 2         | 3             | 6                 | 4         | 3                      | 5         | 2                            | 6         | 1                             | 8                 | 5                                   | 0           | 8            | 6            | 3          |
| <b><u>DK</u></b>                     | <b>4</b>         | <b>7</b>    | <b>3</b>    | <b>4</b>     | <b>4</b>        | <b>9</b>             | <b>3</b>  | <b>4</b>      | <b>2</b>          | <b>18</b> | <b>2</b>               | <b>5</b>  | <b>4</b>                     | <b>4</b>  | <b>4</b>                      | <b>0</b>          | <b>5</b>                            | <b>0</b>    | <b>7</b>     | <b>8</b>     | <b>2</b>   |
| DK                                   | 4                | 7           | 3           | 4            | 4               | 9                    | 3         | 4             | 2                 | 18        | 2                      | 5         | 4                            | 4         | 4                             | 0                 | 5                                   | 0           | 7            | 8            | 2          |

Table 55: Q11m. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing afterschool programs for young people

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>76</b>     | <b>78</b> | <b>71</b> | <b>82</b>          | <b>79</b> | <b>65</b>  | <b>82</b>            | <b>76</b> | <b>82</b>           | <b>100</b> | <b>90</b>    | <b>54</b> | <b>54</b>            | <b>83</b>    | <b>82</b>     | <b>78</b> |           |           |           |           |
| Extremely important                  | 36            | 38        | 29        | 46                 | 35        | 29         | 33                   | 38        | 30                  | 100        | 35           | 54        | 24                   | 41           | 41            | 40        |           |           |           |           |
| Very important                       | 40            | 40        | 43        | 36                 | 44        | 36         | 48                   | 38        | 52                  | 0          | 55           | 0         | 31                   | 43           | 41            | 38        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>20</b>     | <b>18</b> | <b>21</b> | <b>15</b>          | <b>19</b> | <b>24</b>  | <b>18</b>            | <b>19</b> | <b>18</b>           | <b>0</b>   | <b>10</b>    | <b>46</b> | <b>19</b>            | <b>15</b>    | <b>18</b>     | <b>15</b> |           |           |           |           |
| Somewhat important                   | 15            | 13        | 19        | 12                 | 15        | 17         | 14                   | 16        | 16                  | 0          | 10           | 0         | 11                   | 13           | 17            | 11        |           |           |           |           |
| Not too important                    | 4             | 5         | 3         | 3                  | 4         | 8          | 5                    | 3         | 3                   | 0          | 0            | 46        | 8                    | 2            | 1             | 4         |           |           |           |           |
| <b><u>DK</u></b>                     | <b>4</b>      | <b>4</b>  | <b>7</b>  | <b>3</b>           | <b>2</b>  | <b>11</b>  | <b>0</b>             | <b>5</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>27</b>            | <b>2</b>     | <b>0</b>      | <b>6</b>  |           |           |           |           |
| DK                                   | 4             | 4         | 7         | 3                  | 2         | 11         | 0                    | 5         | 0                   | 0          | 0            | 0         | 27                   | 2            | 0             | 6         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>76</b>     | <b>70</b> | <b>82</b> | <b>79</b>          | <b>77</b> | <b>90</b>  | <b>71</b>            | <b>81</b> | <b>55</b>           | <b>81</b>  | <b>70</b>    | <b>78</b> | <b>79</b>            | <b>69</b>    | <b>73</b>     | <b>86</b> | <b>81</b> | <b>64</b> | <b>79</b> | <b>74</b> |
| Extremely important                  | 36            | 30        | 43        | 35                 | 36        | 43         | 31                   | 41        | 27                  | 38         | 33           | 36        | 36                   | 35           | 36            | 42        | 37        | 31        | 39        | 34        |
| Very important                       | 40            | 40        | 39        | 44                 | 41        | 47         | 40                   | 40        | 28                  | 43         | 37           | 42        | 43                   | 34           | 37            | 44        | 44        | 33        | 40        | 39        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>20</b>     | <b>27</b> | <b>12</b> | <b>19</b>          | <b>21</b> | <b>10</b>  | <b>25</b>            | <b>12</b> | <b>24</b>           | <b>18</b>  | <b>21</b>    | <b>20</b> | <b>19</b>            | <b>18</b>    | <b>23</b>     | <b>14</b> | <b>12</b> | <b>31</b> | <b>19</b> | <b>20</b> |
| Somewhat important                   | 15            | 22        | 9         | 16                 | 17        | 6          | 20                   | 10        | 15                  | 14         | 16           | 17        | 14                   | 13           | 19            | 11        | 8         | 24        | 15        | 15        |
| Not too important                    | 4             | 5         | 3         | 3                  | 4         | 4          | 6                    | 2         | 9                   | 4          | 5            | 4         | 5                    | 5            | 4             | 3         | 3         | 8         | 3         | 5         |
| <b><u>DK</u></b>                     | <b>4</b>      | <b>3</b>  | <b>6</b>  | <b>2</b>           | <b>2</b>  | <b>0</b>   | <b>4</b>             | <b>6</b>  | <b>21</b>           | <b>1</b>   | <b>9</b>     | <b>2</b>  | <b>2</b>             | <b>13</b>    | <b>4</b>      | <b>0</b>  | <b>7</b>  | <b>5</b>  | <b>2</b>  | <b>6</b>  |
| DK                                   | 4             | 3         | 6         | 2                  | 2         | 0          | 4                    | 6         | 21                  | 1          | 9            | 2         | 2                    | 13           | 4             | 0         | 7         | 5         | 2         | 6         |

Table 55: Q11m. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing afterschool programs for young people

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 324       | 95            | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>76</b> | <b>75</b>     | <b>65</b>  | <b>87</b>      | <b>75</b>    | <b>67</b>           | <b>72</b>    | <b>89</b>      | <b>76</b>      | <b>69</b>         | <b>92</b> | <b>54</b> | <b>84</b> | <b>77</b>      | <b>71</b>    | <b>71</b>    | <b>76</b>    |
| Extremely important                  | 36        | 31            | 30         | 46             | 36           | 29                  | 31           | 47             | 39             | 32                | 48        | 20        | 46        | 28             | 27           | 29           | 36           |
| Very important                       | 40        | 44            | 35         | 42             | 39           | 38                  | 41           | 41             | 38             | 37                | 45        | 33        | 38        | 49             | 44           | 42           | 40           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>20</b> | <b>24</b>     | <b>28</b>  | <b>11</b>      | <b>14</b>    | <b>28</b>           | <b>26</b>    | <b>11</b>      | <b>13</b>      | <b>25</b>         | <b>8</b>  | <b>38</b> | <b>16</b> | <b>16</b>      | <b>27</b>    | <b>24</b>    | <b>19</b>    |
| Somewhat important                   | 15        | 19            | 22         | 8              | 10           | 24                  | 20           | 9              | 9              | 21                | 8         | 28        | 16        | 10             | 21           | 18           | 15           |
| Not too important                    | 4         | 4             | 6          | 3              | 5            | 4                   | 6            | 3              | 4              | 4                 | 0         | 10        | 0         | 7              | 6            | 6            | 4            |
| <b><u>DK</u></b>                     | <b>4</b>  | <b>1</b>      | <b>7</b>   | <b>2</b>       | <b>11</b>    | <b>5</b>            | <b>2</b>     | <b>0</b>       | <b>11</b>      | <b>6</b>          | <b>0</b>  | <b>8</b>  | <b>0</b>  | <b>7</b>       | <b>2</b>     | <b>4</b>     | <b>4</b>     |
| DK                                   | 4         | 1             | 7          | 2              | 11           | 5                   | 2            | 0              | 11             | 6                 | 0         | 8         | 0         | 7              | 2            | 4            | 4            |

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                        | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>76</b> | <b>75</b> | <b>86</b> | <b>91</b> | <b>72</b> | <b>0</b>             | <b>76</b> |
| Extremely important                  | 36        | 36        | 51        | 45        | 8         | 0                    | 36        |
| Very important                       | 40        | 39        | 34        | 47        | 63        | 0                    | 40        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>20</b> | <b>20</b> | <b>14</b> | <b>9</b>  | <b>28</b> | <b>0</b>             | <b>20</b> |
| Somewhat important                   | 15        | 15        | 14        | 9         | 28        | 0                    | 15        |
| Not too important                    | 4         | 5         | 0         | 0         | 0         | 0                    | 4         |
| <b><u>DK</u></b>                     | <b>4</b>  | <b>5</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>4</b>  |
| DK                                   | 4         | 5         | 0         | 0         | 0         | 0                    | 4         |

Table 56: Q11n. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Maintaining the sewer and wastewater system

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|--------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                      | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                      | Column n-Size                           | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>91</b>                               | <b>92</b> | <b>89</b> | <b>87</b> | <b>92</b> | <b>91</b>    | <b>90</b>          | <b>91</b>   | <b>89</b>       | <b>90</b>                 | <b>90</b>      | <b>91</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>93</b>         | <b>88</b> | <b>89</b> | <b>93</b>         | <b>88</b> | <b>89</b> |
| Extremely important                  | 59                                      | 52        | 64        | 63        | 68        | 52           | 69                 | 51          | 77              | 66                        | 52             | 59          | 0                  | 0        | 0        | 69                | 53        | 39        | 69                | 53        | 39        |
| Very important                       | 32                                      | 40        | 25        | 25        | 24        | 39           | 21                 | 40          | 12              | 24                        | 38             | 33          | 0                  | 0        | 0        | 24                | 35        | 50        | 24                | 35        | 50        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>8</b>                                | <b>8</b>  | <b>9</b>  | <b>10</b> | <b>6</b>  | <b>9</b>     | <b>7</b>           | <b>8</b>    | <b>11</b>       | <b>9</b>                  | <b>10</b>      | <b>4</b>    | <b>0</b>           | <b>0</b> | <b>0</b> | <b>7</b>          | <b>10</b> | <b>11</b> | <b>7</b>          | <b>10</b> | <b>11</b> |
| Somewhat important                   | 8                                       | 7         | 9         | 10        | 6         | 9            | 5                  | 8           | 11              | 7                         | 10             | 4           | 0                  | 0        | 0        | 7                 | 9         | 11        | 7                 | 9         | 11        |
| Not too important                    | 0                                       | 1         | 0         | 0         | 0         | 0            | 2                  | 0           | 0               | 1                         | 0              | 0           | 0                  | 0        | 0        | 0                 | 1         | 0         | 0                 | 1         | 0         |
| <b><u>DK</u></b>                     | <b>1</b>                                | <b>0</b>  | <b>2</b>  | <b>2</b>  | <b>2</b>  | <b>0</b>     | <b>2</b>           | <b>1</b>    | <b>0</b>        | <b>1</b>                  | <b>0</b>       | <b>5</b>    | <b>0</b>           | <b>0</b> | <b>0</b> | <b>0</b>          | <b>2</b>  | <b>0</b>  | <b>0</b>          | <b>2</b>  | <b>0</b>  |
| DK                                   | 1                                       | 0         | 2         | 2         | 2         | 0            | 2                  | 1           | 0               | 1                         | 0              | 5           | 0                  | 0        | 0        | 0                 | 2         | 0         | 0                 | 2         | 0         |

|                                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|--------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                      | Column n-Size    | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>91</b>        | <b>94</b>   | <b>92</b>   | <b>92</b>    | <b>88</b>       | <b>92</b>            | <b>91</b> | <b>91</b>     | <b>90</b>         | <b>90</b> | <b>85</b>              | <b>92</b> | <b>87</b>                    | <b>94</b> | <b>85</b>                     | <b>95</b>         | <b>90</b>                           | <b>90</b>   | <b>90</b>    | <b>92</b>    | <b>90</b>  |
| Extremely important                  | 59               | 67          | 54          | 56           | 70              | 61                   | 51        | 54            | 63                | 66        | 48                     | 62        | 57                           | 58        | 53                            | 72                | 53                                  | 58          | 60           | 67           | 54         |
| Very important                       | 32               | 27          | 38          | 36           | 17              | 31                   | 39        | 37            | 27                | 24        | 38                     | 30        | 30                           | 35        | 32                            | 23                | 36                                  | 32          | 30           | 26           | 36         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>8</b>         | <b>6</b>    | <b>8</b>    | <b>8</b>     | <b>12</b>       | <b>8</b>             | <b>9</b>  | <b>9</b>      | <b>8</b>          | <b>3</b>  | <b>15</b>              | <b>6</b>  | <b>11</b>                    | <b>6</b>  | <b>12</b>                     | <b>5</b>          | <b>8</b>                            | <b>10</b>   | <b>10</b>    | <b>5</b>     | <b>10</b>  |
| Somewhat important                   | 8                | 6           | 8           | 7            | 12              | 5                    | 9         | 8             | 8                 | 3         | 15                     | 5         | 10                           | 6         | 11                            | 5                 | 8                                   | 10          | 10           | 5            | 8          |
| Not too important                    | 0                | 0           | 1           | 1            | 0               | 3                    | 0         | 1             | 0                 | 0         | 0                      | 1         | 1                            | 0         | 1                             | 0                 | 0                                   | 0           | 0            | 0            | 1          |
| <b><u>DK</u></b>                     | <b>1</b>         | <b>0</b>    | <b>0</b>    | <b>0</b>     | <b>0</b>        | <b>0</b>             | <b>0</b>  | <b>0</b>      | <b>2</b>          | <b>7</b>  | <b>0</b>               | <b>2</b>  | <b>2</b>                     | <b>0</b>  | <b>3</b>                      | <b>0</b>          | <b>3</b>                            | <b>0</b>    | <b>0</b>     | <b>3</b>     | <b>0</b>   |
| DK                                   | 1                | 0           | 0           | 0            | 0               | 0                    | 0         | 0             | 2                 | 7         | 0                      | 2         | 2                            | 0         | 3                             | 0                 | 3                                   | 0           | 0            | 3            | 0          |



Table 56: Q11n. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Maintaining the sewer and wastewater system

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |           | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|-----------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DONT WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 324           | 207       | 96        | 73                 | 163       | 67        | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>91</b>     | <b>90</b> | <b>92</b> | <b>95</b>          | <b>91</b> | <b>90</b> | <b>92</b>            | <b>89</b> | <b>94</b>           | <b>100</b> | <b>100</b>   | <b>46</b> | <b>79</b>            | <b>88</b>    | <b>92</b>     | <b>96</b> |           |           |           |           |
| Extremely important                  | 59            | 62        | 48        | 66                 | 53        | 63        | 48                   | 59        | 46                  | 100        | 79           | 0         | 52                   | 57           | 50            | 70        |           |           |           |           |
| Very important                       | 32            | 28        | 43        | 29                 | 37        | 27        | 44                   | 30        | 48                  | 0          | 21           | 46        | 27                   | 30           | 42            | 26        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>8</b>      | <b>10</b> | <b>4</b>  | <b>5</b>           | <b>8</b>  | <b>8</b>  | <b>6</b>             | <b>11</b> | <b>6</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>9</b>             | <b>12</b>    | <b>8</b>      | <b>4</b>  |           |           |           |           |
| Somewhat important                   | 8             | 10        | 4         | 5                  | 8         | 8         | 6                    | 11        | 6                   | 0          | 0            | 0         | 9                    | 12           | 6             | 4         |           |           |           |           |
| Not too important                    | 0             | 0         | 0         | 0                  | 0         | 0         | 0                    | 0         | 0                   | 0          | 0            | 0         | 0                    | 0            | 2             | 0         |           |           |           |           |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>0</b>  | <b>4</b>  | <b>0</b>           | <b>1</b>  | <b>2</b>  | <b>3</b>             | <b>0</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>54</b> | <b>12</b>            | <b>0</b>     | <b>0</b>      | <b>0</b>  |           |           |           |           |
| DK                                   | 1             | 0         | 4         | 0                  | 1         | 2         | 3                    | 0         | 0                   | 0          | 0            | 54        | 12                   | 0            | 0             | 0         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |           |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49     | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 324           | 165       | 156       | 58                 | 78        | 45        | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>91</b>     | <b>89</b> | <b>92</b> | <b>92</b>          | <b>81</b> | <b>95</b> | <b>98</b>            | <b>92</b> | <b>88</b>           | <b>88</b>  | <b>94</b>    | <b>86</b> | <b>97</b>            | <b>90</b>    | <b>90</b>     | <b>88</b> | <b>94</b> | <b>89</b> | <b>89</b> | <b>92</b> |
| Extremely important                  | 59            | 50        | 67        | 62                 | 46        | 65        | 62                   | 69        | 57                  | 56         | 63           | 53        | 63                   | 64           | 61            | 59        | 61        | 53        | 60        | 57        |
| Very important                       | 32            | 38        | 25        | 30                 | 34        | 30        | 36                   | 23        | 31                  | 32         | 31           | 33        | 33                   | 26           | 29            | 28        | 33        | 36        | 29        | 34        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>8</b>      | <b>10</b> | <b>6</b>  | <b>8</b>           | <b>17</b> | <b>5</b>  | <b>2</b>             | <b>8</b>  | <b>7</b>            | <b>11</b>  | <b>5</b>     | <b>13</b> | <b>3</b>             | <b>8</b>     | <b>10</b>     | <b>12</b> | <b>4</b>  | <b>9</b>  | <b>11</b> | <b>6</b>  |
| Somewhat important                   | 8             | 9         | 6         | 8                  | 15        | 5         | 2                    | 8         | 7                   | 10         | 5            | 12        | 3                    | 8            | 10            | 10        | 4         | 9         | 10        | 6         |
| Not too important                    | 0             | 1         | 0         | 0                  | 2         | 0         | 0                    | 0         | 0                   | 1          | 0            | 1         | 0                    | 0            | 0             | 2         | 0         | 0         | 1         | 0         |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>1</b>  | <b>1</b>  | <b>0</b>           | <b>3</b>  | <b>0</b>  | <b>0</b>             | <b>0</b>  | <b>5</b>            | <b>1</b>   | <b>1</b>     | <b>2</b>  | <b>0</b>             | <b>2</b>     | <b>0</b>      | <b>0</b>  | <b>2</b>  | <b>2</b>  | <b>0</b>  | <b>2</b>  |
| DK                                   | 1             | 1         | 1         | 0                  | 3         | 0         | 0                    | 0         | 5                   | 1          | 1            | 2         | 0                    | 2            | 0             | 0         | 2         | 2         | 0         | 2         |

Table 56: Q11n. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Maintaining the sewer and wastewater system

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 324       | 95            | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>91</b> | <b>86</b>     | <b>92</b>  | <b>89</b>      | <b>96</b>    | <b>84</b>           | <b>92</b>    | <b>93</b>      | <b>92</b>      | <b>89</b>         | <b>90</b> | <b>93</b> | <b>84</b> | <b>93</b>      | <b>95</b>    | <b>92</b>    | <b>91</b>    |
| Extremely important                  | 59        | 48            | 55         | 64             | 71           | 49                  | 51           | 70             | 64             | 62                | 53        | 59        | 47        | 60             | 54           | 56           | 57           |
| Very important                       | 32        | 38            | 37         | 25             | 25           | 35                  | 40           | 23             | 28             | 26                | 37        | 33        | 37        | 34             | 40           | 36           | 34           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>8</b>  | <b>14</b>     | <b>6</b>   | <b>8</b>       | <b>4</b>     | <b>16</b>           | <b>7</b>     | <b>7</b>       | <b>6</b>       | <b>7</b>          | <b>10</b> | <b>7</b>  | <b>16</b> | <b>7</b>       | <b>5</b>     | <b>8</b>     | <b>9</b>     |
| Somewhat important                   | 8         | 12            | 6          | 8              | 4            | 14                  | 7            | 7              | 6              | 7                 | 10        | 4         | 16        | 7              | 5            | 7            | 8            |
| Not too important                    | 0         | 2             | 0          | 0              | 0            | 2                   | 0            | 0              | 0              | 0                 | 0         | 3         | 0         | 0              | 0            | 1            | 1            |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>0</b>      | <b>2</b>   | <b>3</b>       | <b>0</b>     | <b>0</b>            | <b>1</b>     | <b>0</b>       | <b>3</b>       | <b>4</b>          | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>       | <b>0</b>     | <b>0</b>     | <b>1</b>     |
| DK                                   | 1         | 0             | 2          | 3              | 0            | 0                   | 1            | 0              | 3              | 4                 | 0         | 0         | 0         | 0              | 0            | 0            | 1            |

|                                      | Total     | LANGUAGE  |            |            |            | A/B SPLIT<br>SAMPLES |           |
|--------------------------------------|-----------|-----------|------------|------------|------------|----------------------|-----------|
|                                      |           | ENG       | SPAN       | VIET       | CHIN       | A                    | B         |
| Column n-Size                        | 324       | 299       | 5          | 11         | 9          | 0                    | 324       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>91</b> | <b>90</b> | <b>100</b> | <b>100</b> | <b>100</b> | <b>0</b>             | <b>91</b> |
| Extremely important                  | 59        | 58        | 66         | 77         | 64         | 0                    | 59        |
| Very important                       | 32        | 32        | 34         | 23         | 36         | 0                    | 32        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>8</b>  | <b>9</b>  | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>             | <b>8</b>  |
| Somewhat important                   | 8         | 8         | 0          | 0          | 0          | 0                    | 8         |
| Not too important                    | 0         | 1         | 0          | 0          | 0          | 0                    | 0         |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>1</b>  | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>             | <b>1</b>  |
| DK                                   | 1         | 1         | 0          | 0          | 0          | 0                    | 1         |

Table 57: Q11o. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Supporting a diverse range of arts and cultural activities

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                      | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                      | Column n-Size                           | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>67</b>                               | <b>72</b>   | <b>64</b>   | <b>59</b>    | <b>70</b>       | <b>68</b>            | <b>53</b>          | <b>76</b>     | <b>53</b>         | <b>64</b>                 | <b>75</b>              | <b>62</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>65</b>         | <b>73</b>                           | <b>67</b>   | <b>65</b>         | <b>73</b>    | <b>67</b>  |
| Extremely important                  | 25                                      | 29          | 21          | 21           | 23              | 10                   | 10                 | 30            | 22                | 22                        | 29                     | 21          | 0                            | 0         | 0                             | 26                | 27                                  | 21          | 26                | 27           | 21         |
| Very important                       | 43                                      | 42          | 43          | 38           | 47              | 58                   | 43                 | 45            | 31                | 42                        | 46                     | 40          | 0                            | 0         | 0                             | 39                | 46                                  | 47          | 39                | 46           | 47         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>31</b>                               | <b>27</b>   | <b>33</b>   | <b>41</b>    | <b>23</b>       | <b>32</b>            | <b>40</b>          | <b>24</b>     | <b>46</b>         | <b>33</b>                 | <b>25</b>              | <b>38</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>35</b>         | <b>26</b>                           | <b>33</b>   | <b>35</b>         | <b>26</b>    | <b>33</b>  |
| Somewhat important                   | 25                                      | 23          | 27          | 33           | 19              | 27                   | 33                 | 21            | 34                | 26                        | 20                     | 34          | 0                            | 0         | 0                             | 28                | 22                                  | 28          | 28                | 22           | 28         |
| Not too important                    | 5                                       | 4           | 6           | 8            | 4               | 5                    | 7                  | 4             | 11                | 7                         | 5                      | 3           | 0                            | 0         | 0                             | 7                 | 4                                   | 5           | 7                 | 4            | 5          |
| <b><u>DK</u></b>                     | <b>2</b>                                | <b>1</b>    | <b>3</b>    | <b>0</b>     | <b>7</b>        | <b>0</b>             | <b>7</b>           | <b>0</b>      | <b>2</b>          | <b>3</b>                  | <b>0</b>               | <b>1</b>    | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>0</b>          | <b>1</b>                            | <b>0</b>    | <b>0</b>          | <b>1</b>     | <b>0</b>   |
| DK                                   | 2                                       | 1           | 3           | 0            | 7               | 0                    | 7                  | 0             | 2                 | 3                         | 0                      | 1           | 0                            | 0         | 0                             | 0                 | 1                                   | 0           | 0                 | 1            | 0          |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                      | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                      | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                      | Column n-Size                           | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>67</b>                               | <b>59</b>   | <b>78</b>   | <b>74</b>    | <b>41</b>       | <b>67</b>            | <b>74</b>          | <b>72</b>     | <b>66</b>         | <b>40</b>                 | <b>81</b>              | <b>63</b>   | <b>66</b>                    | <b>68</b> | <b>70</b>                     | <b>48</b>         | <b>64</b>                           | <b>67</b>   | <b>65</b>         | <b>66</b>    | <b>73</b>  |
| Extremely important                  | 25                                      | 33          | 29          | 29           | 8               | 30                   | 27                 | 28            | 23                | 13                        | 31                     | 23          | 29                           | 20        | 32                            | 11                | 22                                  | 15          | 22                | 35           | 25         |
| Very important                       | 43                                      | 26          | 49          | 45           | 33              | 37                   | 47                 | 44            | 43                | 27                        | 50                     | 40          | 37                           | 48        | 38                            | 37                | 42                                  | 51          | 43                | 31           | 48         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>31</b>                               | <b>40</b>   | <b>20</b>   | <b>24</b>    | <b>59</b>       | <b>33</b>            | <b>26</b>          | <b>28</b>     | <b>33</b>         | <b>39</b>                 | <b>18</b>              | <b>34</b>   | <b>32</b>                    | <b>30</b> | <b>28</b>                     | <b>52</b>         | <b>34</b>                           | <b>33</b>   | <b>30</b>         | <b>34</b>    | <b>26</b>  |
| Somewhat important                   | 25                                      | 39          | 15          | 19           | 55              | 26                   | 24                 | 24            | 25                | 32                        | 18                     | 28          | 26                           | 26        | 23                            | 40                | 28                                  | 31          | 28                | 30           | 17         |
| Not too important                    | 5                                       | 1           | 6           | 5            | 4               | 6                    | 2                  | 3             | 7                 | 7                         | 0                      | 7           | 6                            | 5         | 4                             | 12                | 6                                   | 2           | 3                 | 4            | 9          |
| <b><u>DK</u></b>                     | <b>2</b>                                | <b>1</b>    | <b>2</b>    | <b>2</b>     | <b>0</b>        | <b>0</b>             | <b>0</b>           | <b>0</b>      | <b>1</b>          | <b>21</b>                 | <b>0</b>               | <b>2</b>    | <b>2</b>                     | <b>2</b>  | <b>2</b>                      | <b>0</b>          | <b>3</b>                            | <b>1</b>    | <b>5</b>          | <b>0</b>     | <b>2</b>   |
| DK                                   | 2                                       | 1           | 2           | 2            | 0               | 0                    | 0                  | 0             | 1                 | 21                        | 0                      | 2           | 2                            | 2         | 2                             | 0                 | 3                                   | 1           | 5                 | 0            | 2          |

Table 57: Q11o. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Supporting a diverse range of arts and cultural activities

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4          | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>67</b>     | <b>68</b> | <b>72</b> | <b>75</b>          | <b>72</b> | <b>52</b>  | <b>80</b>            | <b>61</b> | <b>77</b>           | <b>100</b> | <b>92</b>    | <b>100</b> | <b>56</b>            | <b>69</b>    | <b>81</b>     | <b>65</b> |           |           |           |           |
| Extremely important                  | 25            | 25        | 26        | 29                 | 29        | 13         | 33                   | 24        | 28                  | 100        | 39           | 54         | 21                   | 26           | 28            | 36        |           |           |           |           |
| Very important                       | 43            | 43        | 46        | 45                 | 43        | 39         | 47                   | 37        | 50                  | 0          | 52           | 46         | 35                   | 43           | 53            | 29        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>31</b>     | <b>31</b> | <b>24</b> | <b>25</b>          | <b>28</b> | <b>40</b>  | <b>19</b>            | <b>39</b> | <b>23</b>           | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>31</b>            | <b>30</b>    | <b>19</b>     | <b>35</b> |           |           |           |           |
| Somewhat important                   | 25            | 25        | 23        | 22                 | 23        | 31         | 15                   | 34        | 17                  | 0          | 0            | 0          | 25                   | 26           | 16            | 24        |           |           |           |           |
| Not too important                    | 5             | 7         | 1         | 3                  | 4         | 9          | 5                    | 4         | 5                   | 0          | 0            | 0          | 6                    | 4            | 4             | 11        |           |           |           |           |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>1</b>  | <b>4</b>  | <b>0</b>           | <b>0</b>  | <b>8</b>   | <b>0</b>             | <b>0</b>  | <b>0</b>            | <b>0</b>   | <b>8</b>     | <b>0</b>   | <b>13</b>            | <b>1</b>     | <b>0</b>      | <b>1</b>  |           |           |           |           |
| DK                                   | 2             | 1         | 4         | 0                  | 0         | 8          | 0                    | 0         | 0                   | 0          | 8            | 0          | 13                   | 1            | 0             | 1         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136        | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>67</b>     | <b>68</b> | <b>68</b> | <b>72</b>          | <b>77</b> | <b>72</b>  | <b>66</b>            | <b>64</b> | <b>50</b>           | <b>74</b>  | <b>62</b>    | <b>75</b>  | <b>69</b>            | <b>58</b>    | <b>71</b>     | <b>75</b> | <b>72</b> | <b>51</b> | <b>73</b> | <b>63</b> |
| Extremely important                  | 25            | 25        | 25        | 34                 | 29        | 27         | 26                   | 20        | 5                   | 30         | 19           | 31         | 26                   | 13           | 27            | 26        | 28        | 18        | 27        | 24        |
| Very important                       | 43            | 43        | 42        | 37                 | 48        | 45         | 41                   | 44        | 45                  | 44         | 43           | 44         | 42                   | 45           | 44            | 49        | 44        | 33        | 47        | 39        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>31</b>     | <b>31</b> | <b>30</b> | <b>28</b>          | <b>22</b> | <b>28</b>  | <b>33</b>            | <b>36</b> | <b>36</b>           | <b>26</b>  | <b>34</b>    | <b>25</b>  | <b>31</b>            | <b>36</b>    | <b>28</b>     | <b>25</b> | <b>24</b> | <b>47</b> | <b>26</b> | <b>34</b> |
| Somewhat important                   | 25            | 24        | 26        | 26                 | 15        | 26         | 26                   | 30        | 28                  | 21         | 27           | 19         | 26                   | 29           | 24            | 18        | 21        | 38        | 21        | 28        |
| Not too important                    | 5             | 7         | 4         | 2                  | 8         | 2          | 7                    | 6         | 8                   | 5          | 7            | 5          | 5                    | 7            | 4             | 7         | 3         | 9         | 5         | 6         |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>2</b>  | <b>2</b>  | <b>0</b>           | <b>1</b>  | <b>0</b>   | <b>1</b>             | <b>0</b>  | <b>14</b>           | <b>0</b>   | <b>4</b>     | <b>1</b>   | <b>1</b>             | <b>7</b>     | <b>1</b>      | <b>0</b>  | <b>4</b>  | <b>2</b>  | <b>1</b>  | <b>3</b>  |
| DK                                   | 2             | 2         | 2         | 0                  | 1         | 0          | 1                    | 0         | 14                  | 0          | 4            | 1          | 1                    | 7            | 1             | 0         | 4         | 2         | 1         | 3         |

Table 57: Q11o. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Supporting a diverse range of arts and cultural activities

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 324       | 95            | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>67</b> | <b>75</b>     | <b>59</b>  | <b>74</b>      | <b>64</b>    | <b>74</b>           | <b>63</b>    | <b>72</b>      | <b>64</b>      | <b>40</b>         | <b>71</b> | <b>62</b> | <b>75</b> | <b>77</b>      | <b>77</b>    | <b>73</b>    | <b>72</b>    |
| Extremely important                  | 25        | 29            | 20         | 33             | 18           | 29                  | 23           | 25             | 26             | 11                | 20        | 19        | 29        | 32             | 35           | 29           | 27           |
| Very important                       | 43        | 46            | 39         | 41             | 46           | 46                  | 41           | 46             | 38             | 29                | 51        | 43        | 46        | 46             | 42           | 44           | 45           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>31</b> | <b>24</b>     | <b>38</b>  | <b>26</b>      | <b>31</b>    | <b>24</b>           | <b>35</b>    | <b>28</b>      | <b>32</b>      | <b>50</b>         | <b>29</b> | <b>33</b> | <b>25</b> | <b>23</b>      | <b>23</b>    | <b>26</b>    | <b>27</b>    |
| Somewhat important                   | 25        | 18            | 30         | 24             | 25           | 21                  | 26           | 21             | 31             | 39                | 29        | 24        | 23        | 20             | 19           | 21           | 23           |
| Not too important                    | 5         | 6             | 8          | 2              | 6            | 3                   | 9            | 7              | 1              | 11                | 0         | 9         | 2         | 3              | 4            | 4            | 5            |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>0</b>      | <b>3</b>   | <b>0</b>       | <b>5</b>     | <b>1</b>            | <b>2</b>     | <b>0</b>       | <b>4</b>       | <b>10</b>         | <b>0</b>  | <b>5</b>  | <b>0</b>  | <b>0</b>       | <b>0</b>     | <b>1</b>     | <b>1</b>     |
| DK                                   | 2         | 0             | 3          | 0              | 5            | 1                   | 2            | 0              | 4              | 10                | 0         | 5         | 0         | 0              | 0            | 1            | 1            |

|                                      | Total     | LANGUAGE  |           |            |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------------|-----------|-----------|-----------|------------|-----------|----------------------|-----------|
|                                      |           | ENG       | SPAN      | VIET       | CHIN      | A                    | B         |
| Column n-Size                        | 324       | 299       | 5         | 11         | 9         | 0                    | 324       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>67</b> | <b>66</b> | <b>70</b> | <b>100</b> | <b>72</b> | <b>0</b>             | <b>67</b> |
| Extremely important                  | 25        | 25        | 25        | 38         | 16        | 0                    | 25        |
| Very important                       | 43        | 41        | 45        | 62         | 55        | 0                    | 43        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>31</b> | <b>32</b> | <b>30</b> | <b>0</b>   | <b>28</b> | <b>0</b>             | <b>31</b> |
| Somewhat important                   | 25        | 26        | 30        | 0          | 28        | 0                    | 25        |
| Not too important                    | 5         | 6         | 0         | 0          | 0         | 0                    | 5         |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>2</b>  | <b>0</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>             | <b>2</b>  |
| DK                                   | 2         | 2         | 0         | 0          | 0         | 0                    | 2         |

Table 58: Q11p. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Keeping the community informed about important City programs and events

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|--------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                      | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                      |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |          |          |                   |           |           |                   |           |           |
| Column n-Size                        | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>79</b>                               | <b>81</b> | <b>77</b> | <b>71</b> | <b>87</b> | <b>76</b>    | <b>76</b>          | <b>80</b>   | <b>82</b>       | <b>83</b>                 | <b>79</b>      | <b>77</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>83</b>         | <b>83</b> | <b>63</b> | <b>83</b>         | <b>83</b> | <b>63</b> |
| Extremely important                  | 35                                      | 34        | 35        | 33        | 39        | 26           | 32                 | 34          | 42              | 43                        | 27             | 45          | 0                  | 0        | 0        | 41                | 30        | 27        | 41                | 30        | 27        |
| Very important                       | 44                                      | 47        | 42        | 38        | 48        | 50           | 44                 | 46          | 40              | 41                        | 52             | 32          | 0                  | 0        | 0        | 42                | 53        | 35        | 42                | 53        | 35        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b>                               | <b>16</b> | <b>23</b> | <b>29</b> | <b>13</b> | <b>24</b>    | <b>19</b>          | <b>20</b>   | <b>16</b>       | <b>16</b>                 | <b>18</b>      | <b>23</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>15</b>         | <b>17</b> | <b>34</b> | <b>15</b>         | <b>17</b> | <b>34</b> |
| Somewhat important                   | 17                                      | 13        | 20        | 26        | 12        | 24           | 17                 | 18          | 9               | 13                        | 15             | 23          | 0                  | 0        | 0        | 12                | 16        | 31        | 12                | 16        | 31        |
| Not too important                    | 3                                       | 3         | 2         | 3         | 2         | 0            | 2                  | 2           | 7               | 3                         | 3              | 0           | 0                  | 0        | 0        | 3                 | 1         | 3         | 3                 | 1         | 3         |
| <b><u>DK</u></b>                     | <b>2</b>                                | <b>4</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>     | <b>5</b>           | <b>0</b>    | <b>2</b>        | <b>1</b>                  | <b>3</b>       | <b>0</b>    | <b>0</b>           | <b>0</b> | <b>0</b> | <b>2</b>          | <b>0</b>  | <b>4</b>  | <b>2</b>          | <b>0</b>  | <b>4</b>  |
| DK                                   | 2                                       | 4         | 0         | 0         | 0         | 0            | 5                  | 0           | 2               | 1                         | 3              | 0           | 0                  | 0        | 0        | 2                 | 0         | 4         | 2                 | 0         | 4         |

|                                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|--------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                      |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                        | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>79</b>        | <b>69</b>   | <b>86</b>   | <b>83</b>    | <b>70</b>       | <b>81</b>            | <b>82</b> | <b>82</b>     | <b>76</b>         | <b>76</b> | <b>80</b>              | <b>79</b> | <b>81</b>                    | <b>78</b> | <b>78</b>                     | <b>92</b>         | <b>63</b>                           | <b>76</b>   | <b>83</b>    | <b>78</b>    | <b>87</b>  |
| Extremely important                  | 35               | 43          | 35          | 37           | 28              | 50                   | 31        | 36            | 32                | 39        | 30                     | 36        | 38                           | 31        | 37                            | 38                | 23                                  | 34          | 37           | 32           | 40         |
| Very important                       | 44               | 25          | 50          | 46           | 43              | 31                   | 51        | 46            | 44                | 37        | 50                     | 43        | 43                           | 47        | 41                            | 54                | 39                                  | 43          | 46           | 45           | 48         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b>        | <b>31</b>   | <b>12</b>   | <b>15</b>    | <b>30</b>       | <b>19</b>            | <b>18</b> | <b>18</b>     | <b>20</b>         | <b>20</b> | <b>20</b>              | <b>19</b> | <b>19</b>                    | <b>19</b> | <b>22</b>                     | <b>8</b>          | <b>37</b>                           | <b>24</b>   | <b>13</b>    | <b>21</b>    | <b>10</b>  |
| Somewhat important                   | 17               | 28          | 12          | 15           | 22              | 19                   | 16        | 17            | 16                | 20        | 17                     | 17        | 19                           | 14        | 22                            | 6                 | 28                                  | 24          | 10           | 20           | 10         |
| Not too important                    | 3                | 4           | 0           | 1            | 8               | 0                    | 2         | 2             | 4                 | 0         | 3                      | 2         | 0                            | 5         | 0                             | 2                 | 10                                  | 0           | 3            | 2            | 0          |
| <b><u>DK</u></b>                     | <b>2</b>         | <b>0</b>    | <b>2</b>    | <b>2</b>     | <b>0</b>        | <b>0</b>             | <b>0</b>  | <b>0</b>      | <b>3</b>          | <b>4</b>  | <b>0</b>               | <b>2</b>  | <b>0</b>                     | <b>3</b>  | <b>0</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>4</b>     | <b>1</b>     | <b>2</b>   |
| DK                                   | 2                | 0           | 2           | 2            | 0               | 0                    | 0         | 0             | 3                 | 4         | 0                      | 2         | 0                            | 3         | 0                             | 0                 | 0                                   | 0           | 4            | 1            | 2          |

Table 58: Q11p. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Keeping the community informed about important City programs and events

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4          | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>79</b>     | <b>82</b> | <b>72</b> | <b>85</b>          | <b>77</b> | <b>79</b>  | <b>83</b>            | <b>69</b> | <b>85</b>           | <b>100</b> | <b>100</b>   | <b>0</b>   | <b>56</b>            | <b>83</b>    | <b>85</b>     | <b>88</b> |           |           |           |           |
| Extremely important                  | 35            | 39        | 25        | 38                 | 34        | 28         | 37                   | 31        | 35                  | 100        | 52           | 0          | 7                    | 32           | 38            | 44        |           |           |           |           |
| Very important                       | 44            | 44        | 47        | 47                 | 42        | 51         | 46                   | 38        | 50                  | 0          | 48           | 0          | 48                   | 51           | 47            | 43        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b>     | <b>16</b> | <b>26</b> | <b>15</b>          | <b>22</b> | <b>17</b>  | <b>15</b>            | <b>31</b> | <b>12</b>           | <b>0</b>   | <b>0</b>     | <b>100</b> | <b>42</b>            | <b>13</b>    | <b>15</b>     | <b>12</b> |           |           |           |           |
| Somewhat important                   | 17            | 14        | 23        | 11                 | 20        | 14         | 15                   | 26        | 12                  | 0          | 0            | 100        | 37                   | 11           | 14            | 10        |           |           |           |           |
| Not too important                    | 3             | 2         | 3         | 4                  | 2         | 2          | 0                    | 5         | 0                   | 0          | 0            | 0          | 5                    | 2            | 1             | 2         |           |           |           |           |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>2</b>  | <b>2</b>  | <b>0</b>           | <b>1</b>  | <b>5</b>   | <b>2</b>             | <b>0</b>  | <b>3</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>3</b>             | <b>4</b>     | <b>0</b>      | <b>0</b>  |           |           |           |           |
| DK                                   | 2             | 2         | 2         | 0                  | 1         | 5          | 2                    | 0         | 3                   | 0          | 0            | 0          | 3                    | 4            | 0             | 0         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136        | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>79</b>     | <b>77</b> | <b>81</b> | <b>78</b>          | <b>70</b> | <b>86</b>  | <b>89</b>            | <b>77</b> | <b>79</b>           | <b>76</b>  | <b>83</b>    | <b>73</b>  | <b>88</b>            | <b>78</b>    | <b>78</b>     | <b>86</b> | <b>80</b> | <b>73</b> | <b>82</b> | <b>77</b> |
| Extremely important                  | 35            | 33        | 37        | 23                 | 31        | 45         | 46                   | 33        | 22                  | 32         | 37           | 27         | 46                   | 28           | 34            | 34        | 36        | 35        | 34        | 35        |
| Very important                       | 44            | 44        | 44        | 55                 | 39        | 41         | 43                   | 44        | 56                  | 44         | 46           | 46         | 42                   | 50           | 45            | 52        | 44        | 38        | 48        | 42        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b>     | <b>22</b> | <b>17</b> | <b>19</b>          | <b>30</b> | <b>14</b>  | <b>11</b>            | <b>21</b> | <b>14</b>           | <b>23</b>  | <b>15</b>    | <b>25</b>  | <b>12</b>            | <b>18</b>    | <b>18</b>     | <b>14</b> | <b>18</b> | <b>26</b> | <b>16</b> | <b>22</b> |
| Somewhat important                   | 17            | 18        | 16        | 18                 | 23        | 13         | 11                   | 21        | 9                   | 19         | 13           | 21         | 12                   | 15           | 15            | 14        | 18        | 19        | 15        | 18        |
| Not too important                    | 3             | 5         | 0         | 1                  | 7         | 1          | 0                    | 0         | 5                   | 4          | 1            | 5          | 0                    | 2            | 2             | 0         | 1         | 7         | 1         | 3         |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>0</b>  | <b>3</b>  | <b>3</b>           | <b>0</b>  | <b>0</b>   | <b>0</b>             | <b>2</b>  | <b>7</b>            | <b>1</b>   | <b>2</b>     | <b>1</b>   | <b>0</b>             | <b>5</b>     | <b>4</b>      | <b>0</b>  | <b>2</b>  | <b>1</b>  | <b>2</b>  | <b>1</b>  |
| DK                                   | 2             | 0         | 3         | 3                  | 0         | 0          | 0                    | 2         | 7                   | 1          | 2            | 1          | 0                    | 5            | 4             | 0         | 2         | 1         | 2         | 1         |

Table 58: Q11p. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Keeping the community informed about important City programs and events

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 324       | 95            | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>79</b> | <b>74</b>     | <b>84</b>  | <b>78</b>      | <b>82</b>    | <b>79</b>           | <b>76</b>    | <b>84</b>      | <b>77</b>      | <b>77</b>         | <b>77</b> | <b>72</b> | <b>87</b> | <b>83</b>      | <b>86</b>    | <b>82</b>    | <b>79</b>    |
| Extremely important                  | 35        | 32            | 35         | 33             | 38           | 25                  | 38           | 41             | 33             | 25                | 41        | 36        | 48        | 40             | 19           | 35           | 36           |
| Very important                       | 44        | 42            | 49         | 46             | 44           | 54                  | 38           | 42             | 45             | 53                | 37        | 36        | 39        | 43             | 67           | 47           | 44           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b> | <b>26</b>     | <b>15</b>  | <b>19</b>      | <b>14</b>    | <b>21</b>           | <b>23</b>    | <b>12</b>      | <b>21</b>      | <b>18</b>         | <b>18</b> | <b>28</b> | <b>13</b> | <b>17</b>      | <b>14</b>    | <b>18</b>    | <b>20</b>    |
| Somewhat important                   | 17        | 20            | 13         | 19             | 14           | 18                  | 18           | 12             | 20             | 15                | 14        | 22        | 13        | 17             | 10           | 15           | 17           |
| Not too important                    | 3         | 7             | 2          | 1              | 0            | 3                   | 6            | 0              | 1              | 3                 | 4         | 6         | 0         | 0              | 5            | 3            | 3            |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>0</b>      | <b>1</b>   | <b>2</b>       | <b>4</b>     | <b>0</b>            | <b>1</b>     | <b>4</b>       | <b>2</b>       | <b>5</b>          | <b>5</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>       | <b>0</b>     | <b>0</b>     | <b>1</b>     |
| DK                                   | 2         | 0             | 1          | 2              | 4            | 0                   | 1            | 4              | 2              | 5                 | 5         | 0         | 0         | 0              | 0            | 0            | 1            |

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                        | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>79</b> | <b>79</b> | <b>86</b> | <b>91</b> | <b>67</b> | <b>0</b>             | <b>79</b> |
| Extremely important                  | 35        | 35        | 70        | 31        | 16        | 0                    | 35        |
| Very important                       | 44        | 44        | 15        | 60        | 51        | 0                    | 44        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b> | <b>19</b> | <b>14</b> | <b>9</b>  | <b>33</b> | <b>0</b>             | <b>19</b> |
| Somewhat important                   | 17        | 17        | 14        | 9         | 33        | 0                    | 17        |
| Not too important                    | 3         | 3         | 0         | 0         | 0         | 0                    | 3         |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>2</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>2</b>  |
| DK                                   | 2         | 2         | 0         | 0         | 0         | 0                    | 2         |



Table 59: Q11q. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing programs that celebrate diversity and inclusion of different cultures

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                      | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>70</b>                               | <b>76</b>   | <b>65</b>   | <b>63</b>    | <b>70</b>       | <b>51</b>            | <b>67</b>          | <b>74</b>     | <b>54</b>         | <b>70</b>                 | <b>75</b>              | <b>63</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>69</b>         | <b>77</b>                           | <b>69</b>   | <b>69</b>         | <b>77</b>    | <b>69</b>  |
| Extremely important                  | 32                                      | 28          | 35          | 37           | 36              | 10                   | 38                 | 30            | 32                | 31                        | 33                     | 33          | 0                            | 0         | 0                             | 23                | 35                                  | 35          | 23                | 35           | 35         |
| Very important                       | 38                                      | 47          | 30          | 26           | 34              | 41                   | 29                 | 44            | 23                | 39                        | 42                     | 30          | 0                            | 0         | 0                             | 46                | 42                                  | 34          | 46                | 42           | 34         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>28</b>                               | <b>23</b>   | <b>32</b>   | <b>36</b>    | <b>25</b>       | <b>49</b>            | <b>27</b>          | <b>24</b>     | <b>46</b>         | <b>28</b>                 | <b>25</b>              | <b>34</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>31</b>         | <b>23</b>                           | <b>24</b>   | <b>31</b>         | <b>23</b>    | <b>24</b>  |
| Somewhat important                   | 17                                      | 16          | 19          | 22           | 12              | 27                   | 15                 | 16            | 27                | 12                        | 17                     | 28          | 0                            | 0         | 0                             | 16                | 17                                  | 17          | 16                | 17           | 17         |
| Not too important                    | 10                                      | 6           | 13          | 13           | 12              | 22                   | 12                 | 8             | 19                | 16                        | 8                      | 6           | 0                            | 0         | 0                             | 15                | 7                                   | 7           | 15                | 7            | 7          |
| <b><u>DK</u></b>                     | <b>2</b>                                | <b>2</b>    | <b>3</b>    | <b>1</b>     | <b>6</b>        | <b>0</b>             | <b>6</b>           | <b>2</b>      | <b>0</b>          | <b>3</b>                  | <b>1</b>               | <b>4</b>    | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>0</b>          | <b>0</b>                            | <b>7</b>    | <b>0</b>          | <b>0</b>     | <b>7</b>   |
| DK                                   | 2                                       | 2           | 3           | 1            | 6               | 0                    | 6                  | 2             | 0                 | 3                         | 1                      | 4           | 0                            | 0         | 0                             | 0                 | 0                                   | 7           | 0                 | 0            | 7          |
|                                      | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                      | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>70</b>                               | <b>63</b>   | <b>80</b>   | <b>77</b>    | <b>47</b>       | <b>72</b>            | <b>73</b>          | <b>72</b>     | <b>69</b>         | <b>52</b>                 | <b>78</b>              | <b>68</b>   | <b>67</b>                    | <b>72</b> | <b>68</b>                     | <b>62</b>         | <b>59</b>                           | <b>65</b>   | <b>69</b>         | <b>74</b>    | <b>75</b>  |
| Extremely important                  | 32                                      | 39          | 34          | 35           | 20              | 24                   | 31                 | 29            | 36                | 29                        | 27                     | 34          | 32                           | 31        | 31                            | 35                | 12                                  | 41          | 36                | 39           | 33         |
| Very important                       | 38                                      | 24          | 46          | 42           | 27              | 48                   | 42                 | 44            | 33                | 23                        | 51                     | 34          | 35                           | 41        | 37                            | 27                | 47                                  | 24          | 34                | 36           | 42         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>28</b>                               | <b>37</b>   | <b>19</b>   | <b>22</b>    | <b>51</b>       | <b>21</b>            | <b>27</b>          | <b>26</b>     | <b>30</b>         | <b>30</b>                 | <b>18</b>              | <b>30</b>   | <b>32</b>                    | <b>24</b> | <b>31</b>                     | <b>38</b>         | <b>36</b>                           | <b>35</b>   | <b>22</b>         | <b>25</b>    | <b>25</b>  |
| Somewhat important                   | 17                                      | 29          | 10          | 13           | 38              | 17                   | 18                 | 18            | 18                | 8                         | 15                     | 18          | 22                           | 14        | 20                            | 31                | 23                                  | 21          | 17                | 16           | 14         |
| Not too important                    | 10                                      | 8           | 10          | 9            | 13              | 4                    | 9                  | 8             | 12                | 21                        | 4                      | 12          | 10                           | 10        | 11                            | 7                 | 13                                  | 14          | 6                 | 8            | 11         |
| <b><u>DK</u></b>                     | <b>2</b>                                | <b>0</b>    | <b>1</b>    | <b>1</b>     | <b>2</b>        | <b>7</b>             | <b>0</b>           | <b>2</b>      | <b>1</b>          | <b>18</b>                 | <b>4</b>               | <b>2</b>    | <b>1</b>                     | <b>4</b>  | <b>1</b>                      | <b>0</b>          | <b>5</b>                            | <b>0</b>    | <b>8</b>          | <b>1</b>     | <b>0</b>   |
| DK                                   | 2                                       | 0           | 1           | 1            | 2               | 7                    | 0                  | 2             | 1                 | 18                        | 4                      | 2           | 1                            | 4         | 1                             | 0                 | 5                                   | 0           | 8                 | 1            | 0          |

Table 59: Q11q. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing programs that celebrate diversity and inclusion of different cultures

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>70</b>     | <b>67</b> | <b>77</b> | <b>73</b>          | <b>72</b> | <b>58</b>  | <b>85</b>            | <b>57</b> | <b>87</b>           | <b>100</b> | <b>100</b>   | <b>54</b> | <b>62</b>            | <b>69</b>    | <b>87</b>     | <b>64</b> |           |           |           |           |
| Extremely important                  | 32            | 31        | 33        | 31                 | 34        | 25         | 38                   | 29        | 36                  | 100        | 39           | 54        | 27                   | 31           | 29            | 43        |           |           |           |           |
| Very important                       | 38            | 37        | 44        | 43                 | 38        | 33         | 46                   | 28        | 51                  | 0          | 61           | 0         | 35                   | 39           | 58            | 22        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>28</b>     | <b>32</b> | <b>17</b> | <b>25</b>          | <b>26</b> | <b>35</b>  | <b>13</b>            | <b>43</b> | <b>13</b>           | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>23</b>            | <b>31</b>    | <b>13</b>     | <b>34</b> |           |           |           |           |
| Somewhat important                   | 17            | 18        | 14        | 18                 | 17        | 17         | 10                   | 26        | 10                  | 0          | 0            | 0         | 11                   | 23           | 8             | 17        |           |           |           |           |
| Not too important                    | 10            | 14        | 3         | 7                  | 9         | 19         | 3                    | 17        | 3                   | 0          | 0            | 0         | 11                   | 8            | 5             | 17        |           |           |           |           |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>1</b>  | <b>6</b>  | <b>2</b>           | <b>1</b>  | <b>7</b>   | <b>2</b>             | <b>0</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>46</b> | <b>15</b>            | <b>0</b>     | <b>0</b>      | <b>2</b>  |           |           |           |           |
| DK                                   | 2             | 1         | 6         | 2                  | 1         | 7          | 2                    | 0         | 0                   | 0          | 0            | 46        | 15                   | 0            | 0             | 2         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>70</b>     | <b>65</b> | <b>75</b> | <b>73</b>          | <b>68</b> | <b>73</b>  | <b>72</b>            | <b>72</b> | <b>55</b>           | <b>71</b>  | <b>68</b>    | <b>70</b> | <b>72</b>            | <b>64</b>    | <b>69</b>     | <b>77</b> | <b>74</b> | <b>59</b> | <b>73</b> | <b>68</b> |
| Extremely important                  | 32            | 22        | 44        | 37                 | 37        | 23         | 33                   | 22        | 31                  | 34         | 29           | 37        | 29                   | 26           | 30            | 38        | 36        | 23        | 34        | 30        |
| Very important                       | 38            | 44        | 31        | 36                 | 31        | 50         | 40                   | 50        | 23                  | 37         | 39           | 33        | 44                   | 38           | 39            | 38        | 38        | 36        | 39        | 37        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>28</b>     | <b>32</b> | <b>23</b> | <b>23</b>          | <b>30</b> | <b>27</b>  | <b>28</b>            | <b>28</b> | <b>31</b>           | <b>27</b>  | <b>29</b>    | <b>27</b> | <b>28</b>            | <b>29</b>    | <b>28</b>     | <b>23</b> | <b>24</b> | <b>36</b> | <b>26</b> | <b>29</b> |
| Somewhat important                   | 17            | 18        | 17        | 16                 | 18        | 23         | 21                   | 12        | 10                  | 18         | 16           | 17        | 22                   | 11           | 15            | 16        | 17        | 21        | 16        | 19        |
| Not too important                    | 10            | 14        | 6         | 7                  | 12        | 5          | 7                    | 16        | 21                  | 9          | 13           | 10        | 6                    | 18           | 13            | 7         | 6         | 16        | 10        | 10        |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>3</b>  | <b>2</b>  | <b>3</b>           | <b>2</b>  | <b>0</b>   | <b>0</b>             | <b>0</b>  | <b>15</b>           | <b>2</b>   | <b>4</b>     | <b>2</b>  | <b>0</b>             | <b>7</b>     | <b>3</b>      | <b>0</b>  | <b>2</b>  | <b>4</b>  | <b>1</b>  | <b>3</b>  |
| DK                                   | 2             | 3         | 2         | 3                  | 2         | 0          | 0                    | 0         | 15                  | 2          | 4            | 2         | 0                    | 7            | 3             | 0         | 2         | 4         | 1         | 3         |

Table 59: Q11q. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing programs that celebrate diversity and inclusion of different cultures

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 324       | 95            | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>70</b> | <b>70</b>     | <b>57</b>  | <b>73</b>      | <b>79</b>    | <b>71</b>           | <b>62</b>    | <b>74</b>      | <b>76</b>      | <b>46</b>         | <b>68</b> | <b>60</b> | <b>72</b> | <b>77</b>      | <b>80</b>    | <b>73</b>    | <b>72</b>    |
| Extremely important                  | 32        | 28            | 13         | 41             | 46           | 23                  | 21           | 44             | 43             | 16                | 41        | 21        | 28        | 34             | 30           | 29           | 34           |
| Very important                       | 38        | 42            | 44         | 32             | 33           | 49                  | 41           | 30             | 33             | 30                | 27        | 39        | 44        | 43             | 51           | 44           | 39           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>28</b> | <b>28</b>     | <b>39</b>  | <b>26</b>      | <b>18</b>    | <b>26</b>           | <b>36</b>    | <b>26</b>      | <b>19</b>      | <b>48</b>         | <b>32</b> | <b>35</b> | <b>28</b> | <b>21</b>      | <b>16</b>    | <b>24</b>    | <b>26</b>    |
| Somewhat important                   | 17        | 17            | 20         | 21             | 11           | 16                  | 20           | 16             | 18             | 20                | 24        | 21        | 19        | 16             | 13           | 17           | 18           |
| Not too important                    | 10        | 11            | 19         | 5              | 6            | 10                  | 16           | 10             | 1              | 27                | 8         | 14        | 9         | 5              | 3            | 7            | 8            |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>2</b>      | <b>3</b>   | <b>2</b>       | <b>4</b>     | <b>3</b>            | <b>2</b>     | <b>0</b>       | <b>5</b>       | <b>6</b>          | <b>0</b>  | <b>5</b>  | <b>0</b>  | <b>2</b>       | <b>3</b>     | <b>3</b>     | <b>2</b>     |
| DK                                   | 2         | 2             | 3          | 2              | 4            | 3                   | 2            | 0              | 5              | 6                 | 0         | 5         | 0         | 2              | 3            | 3            | 2            |

|                                      | Total     | LANGUAGE  |           |            |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------------|-----------|-----------|-----------|------------|-----------|----------------------|-----------|
|                                      |           | ENG       | SPAN      | VIET       | CHIN      | A                    | B         |
| Column n-Size                        | 324       | 299       | 5         | 11         | 9         | 0                    | 324       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>70</b> | <b>68</b> | <b>45</b> | <b>100</b> | <b>93</b> | <b>0</b>             | <b>70</b> |
| Extremely important                  | 32        | 32        | 45        | 31         | 8         | 0                    | 32        |
| Very important                       | 38        | 36        | 0         | 69         | 85        | 0                    | 38        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>28</b> | <b>29</b> | <b>55</b> | <b>0</b>   | <b>7</b>  | <b>0</b>             | <b>28</b> |
| Somewhat important                   | 17        | 18        | 55        | 0          | 7         | 0                    | 17        |
| Not too important                    | 10        | 11        | 0         | 0          | 0         | 0                    | 10        |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>3</b>  | <b>0</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>             | <b>2</b>  |
| DK                                   | 2         | 3         | 0         | 0          | 0         | 0                    | 2         |

Table 60: Q11r. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Supporting local businesses

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|--------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                      | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>80</b>                               | <b>81</b>   | <b>79</b>   | <b>82</b>    | <b>76</b>       | <b>68</b>            | <b>84</b>          | <b>78</b>     | <b>82</b>         | <b>79</b>                 | <b>83</b>              | <b>74</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>82</b>         | <b>78</b>                           | <b>84</b>   | <b>82</b>         | <b>78</b>    | <b>84</b>  |
| Extremely important                  | 37                                      | 36          | 39          | 44           | 35              | 19                   | 48                 | 32            | 44                | 38                        | 34                     | 42          | 0                            | 0         | 0                             | 40                | 37                                  | 30          | 40                | 37           | 30         |
| Very important                       | 43                                      | 45          | 40          | 39           | 41              | 49                   | 36                 | 46            | 38                | 41                        | 49                     | 32          | 0                            | 0         | 0                             | 42                | 42                                  | 54          | 42                | 42           | 54         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>18</b>                               | <b>16</b>   | <b>19</b>   | <b>16</b>    | <b>22</b>       | <b>32</b>            | <b>12</b>          | <b>20</b>     | <b>16</b>         | <b>17</b>                 | <b>15</b>              | <b>26</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>18</b>         | <b>20</b>                           | <b>9</b>    | <b>18</b>         | <b>20</b>    | <b>9</b>   |
| Somewhat important                   | 16                                      | 16          | 17          | 15           | 17              | 32                   | 12                 | 18            | 16                | 15                        | 14                     | 26          | 0                            | 0         | 0                             | 17                | 18                                  | 4           | 17                | 18           | 4          |
| Not too important                    | 1                                       | 0           | 2           | 1            | 4               | 0                    | 0                  | 2             | 0                 | 3                         | 1                      | 0           | 0                            | 0         | 0                             | 1                 | 1                                   | 5           | 1                 | 1            | 5          |
| <b><u>DK</u></b>                     | <b>2</b>                                | <b>3</b>    | <b>2</b>    | <b>2</b>     | <b>3</b>        | <b>0</b>             | <b>5</b>           | <b>2</b>      | <b>2</b>          | <b>4</b>                  | <b>3</b>               | <b>0</b>    | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>0</b>          | <b>2</b>                            | <b>7</b>    | <b>0</b>          | <b>2</b>     | <b>7</b>   |
| DK                                   | 2                                       | 3           | 2           | 2            | 3               | 0                    | 5                  | 2             | 2                 | 4                         | 3                      | 0           | 0                            | 0         | 0                             | 0                 | 2                                   | 7           | 0                 | 2            | 7          |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                      | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                      | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                      |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                        | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>80</b>                               | <b>93</b>   | <b>82</b>   | <b>84</b>    | <b>69</b>       | <b>82</b>            | <b>86</b>          | <b>85</b>     | <b>76</b>         | <b>67</b>                 | <b>74</b>              | <b>82</b>   | <b>79</b>                    | <b>81</b> | <b>81</b>                     | <b>70</b>         | <b>68</b>                           | <b>73</b>   | <b>83</b>         | <b>87</b>    | <b>83</b>  |
| Extremely important                  | 37                                      | 56          | 37          | 41           | 26              | 50                   | 28                 | 34            | 42                | 35                        | 33                     | 39          | 40                           | 33        | 41                            | 34                | 25                                  | 13          | 54                | 45           | 37         |
| Very important                       | 43                                      | 37          | 44          | 43           | 43              | 32                   | 57                 | 51            | 34                | 32                        | 41                     | 43          | 38                           | 48        | 39                            | 36                | 44                                  | 61          | 29                | 41           | 46         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>18</b>                               | <b>7</b>    | <b>16</b>   | <b>15</b>    | <b>27</b>       | <b>15</b>            | <b>14</b>          | <b>14</b>     | <b>22</b>         | <b>22</b>                 | <b>24</b>              | <b>15</b>   | <b>20</b>                    | <b>16</b> | <b>18</b>                     | <b>27</b>         | <b>24</b>                           | <b>27</b>   | <b>16</b>         | <b>13</b>    | <b>15</b>  |
| Somewhat important                   | 16                                      | 7           | 15          | 14           | 21              | 15                   | 12                 | 13            | 19                | 22                        | 21                     | 14          | 19                           | 14        | 18                            | 24                | 24                                  | 22          | 16                | 10           | 14         |
| Not too important                    | 1                                       | 0           | 1           | 1            | 6               | 0                    | 1                  | 1             | 2                 | 0                         | 3                      | 1           | 1                            | 2         | 1                             | 3                 | 0                                   | 5           | 0                 | 3            | 1          |
| <b><u>DK</u></b>                     | <b>2</b>                                | <b>0</b>    | <b>2</b>    | <b>2</b>     | <b>4</b>        | <b>3</b>             | <b>1</b>           | <b>1</b>      | <b>2</b>          | <b>11</b>                 | <b>2</b>               | <b>3</b>    | <b>2</b>                     | <b>3</b>  | <b>1</b>                      | <b>4</b>          | <b>8</b>                            | <b>0</b>    | <b>1</b>          | <b>0</b>     | <b>3</b>   |
| DK                                   | 2                                       | 0           | 2           | 2            | 4               | 3                    | 1                  | 1             | 2                 | 11                        | 2                      | 3           | 2                            | 3         | 1                             | 4                 | 8                                   | 0           | 1                 | 0            | 3          |

Table 60: Q11r. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Supporting local businesses

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>80</b>     | <b>80</b> | <b>80</b> | <b>84</b>          | <b>82</b> | <b>78</b>  | <b>85</b>            | <b>77</b> | <b>86</b>           | <b>100</b> | <b>82</b>    | <b>54</b> | <b>71</b>            | <b>80</b>    | <b>90</b>     | <b>83</b> |           |           |           |           |
| Extremely important                  | 37            | 38        | 37        | 45                 | 39        | 30         | 39                   | 40        | 37                  | 0          | 30           | 54        | 37                   | 37           | 43            | 43        |           |           |           |           |
| Very important                       | 43            | 41        | 43        | 39                 | 43        | 49         | 47                   | 38        | 49                  | 100        | 52           | 0         | 35                   | 42           | 47            | 40        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>18</b>     | <b>18</b> | <b>16</b> | <b>14</b>          | <b>17</b> | <b>15</b>  | <b>14</b>            | <b>21</b> | <b>13</b>           | <b>0</b>   | <b>18</b>    | <b>46</b> | <b>18</b>            | <b>19</b>    | <b>9</b>      | <b>15</b> |           |           |           |           |
| Somewhat important                   | 16            | 16        | 16        | 14                 | 14        | 15         | 14                   | 14        | 13                  | 0          | 18           | 46        | 13                   | 19           | 8             | 13        |           |           |           |           |
| Not too important                    | 1             | 2         | 1         | 0                  | 3         | 0          | 0                    | 7         | 0                   | 0          | 0            | 0         | 5                    | 0            | 1             | 2         |           |           |           |           |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>2</b>  | <b>3</b>  | <b>2</b>           | <b>1</b>  | <b>6</b>   | <b>1</b>             | <b>2</b>  | <b>1</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>11</b>            | <b>2</b>     | <b>1</b>      | <b>2</b>  |           |           |           |           |
| DK                                   | 2             | 2         | 3         | 2                  | 1         | 6          | 1                    | 2         | 1                   | 0          | 0            | 0         | 11                   | 2            | 1             | 2         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            | QE EDUCATION |           |                      |              |               |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>80</b>     | <b>81</b> | <b>79</b> | <b>80</b>          | <b>71</b> | <b>89</b>  | <b>87</b>            | <b>76</b> | <b>82</b>           | <b>78</b>  | <b>83</b>    | <b>75</b> | <b>88</b>            | <b>79</b>    | <b>81</b>     | <b>80</b> | <b>82</b> | <b>75</b> | <b>81</b> | <b>79</b> |
| Extremely important                  | 37            | 35        | 41        | 36                 | 36        | 41         | 41                   | 34        | 37                  | 37         | 38           | 36        | 41                   | 35           | 42            | 42        | 37        | 31        | 42        | 34        |
| Very important                       | 43            | 46        | 38        | 44                 | 35        | 48         | 46                   | 43        | 45                  | 41         | 45           | 39        | 47                   | 44           | 39            | 39        | 46        | 45        | 39        | 45        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>18</b>     | <b>17</b> | <b>18</b> | <b>17</b>          | <b>28</b> | <b>11</b>  | <b>12</b>            | <b>21</b> | <b>8</b>            | <b>20</b>  | <b>14</b>    | <b>23</b> | <b>11</b>            | <b>15</b>    | <b>15</b>     | <b>19</b> | <b>16</b> | <b>21</b> | <b>17</b> | <b>18</b> |
| Somewhat important                   | 16            | 16        | 16        | 16                 | 23        | 9          | 12                   | 21        | 8                   | 17         | 14           | 20        | 11                   | 15           | 14            | 17        | 15        | 20        | 15        | 17        |
| Not too important                    | 1             | 1         | 2         | 1                  | 4         | 1          | 0                    | 0         | 0                   | 3          | 0            | 3         | 1                    | 0            | 1             | 3         | 1         | 1         | 2         | 1         |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>2</b>  | <b>3</b>  | <b>3</b>           | <b>2</b>  | <b>0</b>   | <b>1</b>             | <b>2</b>  | <b>9</b>            | <b>2</b>   | <b>4</b>     | <b>2</b>  | <b>1</b>             | <b>5</b>     | <b>4</b>      | <b>1</b>  | <b>2</b>  | <b>3</b>  | <b>2</b>  | <b>2</b>  |
| DK                                   | 2             | 2         | 3         | 3                  | 2         | 0          | 1                    | 2         | 9                   | 2          | 4            | 2         | 1                    | 5            | 4             | 1         | 2         | 3         | 2         | 2         |

Table 60: Q11r. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Supporting local businesses

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 324       | 95            | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>80</b> | <b>79</b>     | <b>83</b>  | <b>79</b>      | <b>82</b>    | <b>77</b>           | <b>83</b>    | <b>83</b>      | <b>76</b>      | <b>77</b>         | <b>80</b> | <b>68</b> | <b>73</b> | <b>87</b>      | <b>85</b>    | <b>79</b>    | <b>81</b>    |
| Extremely important                  | 37        | 38            | 31         | 37             | 45           | 36                  | 34           | 46             | 35             | 28                | 38        | 34        | 49        | 36             | 38           | 39           | 39           |
| Very important                       | 43        | 40            | 52         | 42             | 37           | 41                  | 49           | 37             | 40             | 49                | 42        | 34        | 24        | 51             | 47           | 40           | 42           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>18</b> | <b>20</b>     | <b>14</b>  | <b>20</b>      | <b>14</b>    | <b>19</b>           | <b>16</b>    | <b>15</b>      | <b>21</b>      | <b>14</b>         | <b>20</b> | <b>32</b> | <b>23</b> | <b>10</b>      | <b>15</b>    | <b>19</b>    | <b>17</b>    |
| Somewhat important                   | 16        | 18            | 14         | 16             | 14           | 18                  | 15           | 13             | 19             | 12                | 20        | 30        | 22        | 7              | 15           | 17           | 16           |
| Not too important                    | 1         | 2             | 0          | 3              | 0            | 1                   | 1            | 2              | 2              | 2                 | 0         | 2         | 2         | 4              | 0            | 2            | 1            |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>2</b>      | <b>3</b>   | <b>2</b>       | <b>4</b>     | <b>4</b>            | <b>1</b>     | <b>2</b>       | <b>4</b>       | <b>9</b>          | <b>0</b>  | <b>0</b>  | <b>4</b>  | <b>2</b>       | <b>0</b>     | <b>1</b>     | <b>2</b>     |
| DK                                   | 2         | 2             | 3          | 2              | 4            | 4                   | 1            | 2              | 4              | 9                 | 0         | 0         | 4         | 2              | 0            | 1            | 2            |

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                        | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>80</b> | <b>79</b> | <b>85</b> | <b>91</b> | <b>87</b> | <b>0</b>             | <b>80</b> |
| Extremely important                  | 37        | 36        | 70        | 68        | 21        | 0                    | 37        |
| Very important                       | 43        | 43        | 14        | 23        | 66        | 0                    | 43        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>18</b> | <b>18</b> | <b>15</b> | <b>9</b>  | <b>13</b> | <b>0</b>             | <b>18</b> |
| Somewhat important                   | 16        | 17        | 15        | 9         | 13        | 0                    | 16        |
| Not too important                    | 1         | 2         | 0         | 0         | 0         | 0                    | 1         |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>3</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>2</b>  |
| DK                                   | 2         | 3         | 0         | 0         | 0         | 0                    | 2         |

Table 61: Q11s. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Developing programs that promote clean energy, water conservation, and recycling

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|--------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                      | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                      | Column n-Size                           | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>79</b>                               | <b>82</b> | <b>77</b> | <b>74</b> | <b>83</b> | <b>62</b>    | <b>75</b>          | <b>82</b>   | <b>72</b>       | <b>77</b>                 | <b>80</b>      | <b>79</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>82</b>         | <b>78</b> | <b>80</b> | <b>82</b>         | <b>78</b> | <b>80</b> |
| Extremely important                  | 40                                      | 40        | 40        | 42        | 42        | 17           | 45                 | 40          | 32              | 38                        | 41             | 41          | 0                  | 0        | 0        | 38                | 42        | 38        | 38                | 42        | 38        |
| Very important                       | 39                                      | 42        | 36        | 32        | 41        | 45           | 30                 | 42          | 40              | 39                        | 39             | 38          | 0                  | 0        | 0        | 44                | 36        | 42        | 44                | 36        | 42        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b>                               | <b>17</b> | <b>22</b> | <b>25</b> | <b>15</b> | <b>38</b>    | <b>22</b>          | <b>17</b>   | <b>24</b>       | <b>21</b>                 | <b>19</b>      | <b>19</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>16</b>         | <b>22</b> | <b>18</b> | <b>16</b>         | <b>22</b> | <b>18</b> |
| Somewhat important                   | 17                                      | 15        | 19        | 21        | 12        | 38           | 20                 | 16          | 15              | 17                        | 17             | 17          | 0                  | 0        | 0        | 13                | 18        | 17        | 13                | 18        | 17        |
| Not too important                    | 3                                       | 2         | 3         | 4         | 2         | 0            | 2                  | 2           | 9               | 4                         | 2              | 3           | 0                  | 0        | 0        | 2                 | 4         | 1         | 2                 | 4         | 1         |
| <b><u>DK</u></b>                     | <b>1</b>                                | <b>1</b>  | <b>1</b>  | <b>1</b>  | <b>2</b>  | <b>0</b>     | <b>2</b>           | <b>0</b>    | <b>4</b>        | <b>1</b>                  | <b>1</b>       | <b>2</b>    | <b>0</b>           | <b>0</b> | <b>0</b> | <b>2</b>          | <b>0</b>  | <b>2</b>  | <b>2</b>          | <b>0</b>  | <b>2</b>  |
| DK                                   | 1                                       | 1         | 1         | 1         | 2         | 0            | 2                  | 0           | 4               | 1                         | 1              | 2           | 0                  | 0        | 0        | 2                 | 0         | 2         | 2                 | 0         | 2         |

|                                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|--------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                      | Column n-Size    | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>79</b>        | <b>75</b>   | <b>82</b>   | <b>81</b>    | <b>71</b>       | <b>88</b>            | <b>80</b> | <b>82</b>     | <b>76</b>         | <b>79</b> | <b>90</b>              | <b>76</b> | <b>76</b>                    | <b>83</b> | <b>76</b>                     | <b>74</b>         | <b>77</b>                           | <b>79</b>   | <b>82</b>    | <b>82</b>    | <b>78</b>  |
| Extremely important                  | 40               | 43          | 44          | 44           | 30              | 48                   | 36        | 39            | 39                | 54        | 43                     | 40        | 38                           | 41        | 37                            | 41                | 30                                  | 44          | 49           | 44           | 39         |
| Very important                       | 39               | 32          | 37          | 36           | 41              | 40                   | 44        | 43            | 37                | 24        | 46                     | 36        | 37                           | 42        | 38                            | 33                | 48                                  | 35          | 32           | 38           | 39         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b>        | <b>25</b>   | <b>17</b>   | <b>18</b>    | <b>29</b>       | <b>10</b>            | <b>19</b> | <b>16</b>     | <b>24</b>         | <b>15</b> | <b>10</b>              | <b>22</b> | <b>22</b>                    | <b>16</b> | <b>22</b>                     | <b>26</b>         | <b>20</b>                           | <b>21</b>   | <b>17</b>    | <b>18</b>    | <b>20</b>  |
| Somewhat important                   | 17               | 25          | 16          | 17           | 23              | 9                    | 19        | 16            | 19                | 11        | 9                      | 19        | 21                           | 13        | 20                            | 24                | 16                                  | 19          | 16           | 15           | 19         |
| Not too important                    | 3                | 0           | 1           | 1            | 6               | 1                    | 0         | 0             | 5                 | 3         | 1                      | 3         | 2                            | 4         | 1                             | 2                 | 5                                   | 2           | 1            | 3            | 1          |
| <b><u>DK</u></b>                     | <b>1</b>         | <b>0</b>    | <b>1</b>    | <b>1</b>     | <b>0</b>        | <b>2</b>             | <b>1</b>  | <b>2</b>      | <b>0</b>          | <b>7</b>  | <b>0</b>               | <b>2</b>  | <b>2</b>                     | <b>1</b>  | <b>3</b>                      | <b>0</b>          | <b>3</b>                            | <b>0</b>    | <b>2</b>     | <b>0</b>     | <b>2</b>   |
| DK                                   | 1                | 0           | 1           | 1            | 0               | 2                    | 1         | 2             | 0                 | 7         | 0                      | 2         | 2                            | 1         | 3                             | 0                 | 3                                   | 0           | 2            | 0            | 2          |

Table 61: Q11s. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Developing programs that promote clean energy, water conservation, and recycling

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |           | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|-----------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DONT WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 324           | 207       | 96        | 73                 | 163       | 67        | 90                   | 73        | 76                  | 2          | 5            | 4          | 31                   | 94            | 75             | 70        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>79</b>     | <b>78</b> | <b>84</b> | <b>87</b>          | <b>81</b> | <b>70</b> | <b>85</b>            | <b>77</b> | <b>83</b>           | <b>100</b> | <b>92</b>    | <b>100</b> | <b>78</b>            | <b>82</b>     | <b>81</b>      | <b>78</b> |           |           |           |           |
| Extremely important                  | 40            | 39        | 46        | 44                 | 40        | 42        | 41                   | 39        | 37                  | 100        | 55           | 54         | 39                   | 40            | 39             | 47        |           |           |           |           |
| Very important                       | 39            | 39        | 38        | 43                 | 41        | 28        | 44                   | 38        | 46                  | 0          | 36           | 46         | 38                   | 42            | 42             | 32        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b>     | <b>21</b> | <b>14</b> | <b>12</b>          | <b>19</b> | <b>26</b> | <b>15</b>            | <b>23</b> | <b>17</b>           | <b>0</b>   | <b>8</b>     | <b>0</b>   | <b>18</b>            | <b>17</b>     | <b>19</b>      | <b>20</b> |           |           |           |           |
| Somewhat important                   | 17            | 19        | 12        | 10                 | 16        | 23        | 13                   | 20        | 15                  | 0          | 8            | 0          | 18                   | 13            | 18             | 18        |           |           |           |           |
| Not too important                    | 3             | 2         | 3         | 2                  | 2         | 3         | 2                    | 3         | 2                   | 0          | 0            | 0          | 0                    | 4             | 1              | 2         |           |           |           |           |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>1</b>  | <b>2</b>  | <b>1</b>           | <b>0</b>  | <b>5</b>  | <b>0</b>             | <b>0</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>5</b>             | <b>2</b>      | <b>0</b>       | <b>1</b>  |           |           |           |           |
| DK                                   | 1             | 1         | 2         | 1                  | 0         | 5         | 0                    | 0         | 0                   | 0          | 0            | 0          | 5                    | 2             | 0              | 1         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |           |                      |           |                     |            |              |            |                      | QE EDUCATION  |                |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49     | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 324           | 165       | 156       | 58                 | 78        | 45        | 65                   | 39        | 32                  | 181        | 136          | 136        | 110                  | 71            | 75             | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>79</b>     | <b>72</b> | <b>87</b> | <b>93</b>          | <b>73</b> | <b>82</b> | <b>81</b>            | <b>68</b> | <b>78</b>           | <b>82</b>  | <b>76</b>    | <b>82</b>  | <b>81</b>            | <b>72</b>     | <b>80</b>      | <b>81</b> | <b>87</b> | <b>68</b> | <b>80</b> | <b>78</b> |
| Extremely important                  | 40            | 32        | 49        | 57                 | 42        | 21        | 33                   | 40        | 45                  | 41         | 38           | 48         | 28                   | 42            | 30             | 49        | 52        | 28        | 39        | 41        |
| Very important                       | 39            | 40        | 38        | 37                 | 32        | 61        | 47                   | 29        | 33                  | 41         | 39           | 34         | 53                   | 31            | 50             | 31        | 35        | 40        | 41        | 37        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b>     | <b>25</b> | <b>13</b> | <b>7</b>           | <b>27</b> | <b>16</b> | <b>19</b>            | <b>32</b> | <b>12</b>           | <b>18</b>  | <b>21</b>    | <b>18</b>  | <b>18</b>            | <b>23</b>     | <b>20</b>      | <b>19</b> | <b>13</b> | <b>27</b> | <b>20</b> | <b>19</b> |
| Somewhat important                   | 17            | 21        | 13        | 7                  | 22        | 16        | 18                   | 24        | 12                  | 15         | 18           | 15         | 17                   | 18            | 18             | 15        | 10        | 27        | 16        | 17        |
| Not too important                    | 3             | 5         | 0         | 0                  | 5         | 0         | 2                    | 8         | 0                   | 2          | 3            | 3          | 1                    | 5             | 2              | 4         | 3         | 1         | 3         | 2         |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>3</b>  | <b>0</b>  | <b>0</b>           | <b>0</b>  | <b>2</b>  | <b>0</b>             | <b>0</b>  | <b>10</b>           | <b>1</b>   | <b>2</b>     | <b>0</b>   | <b>1</b>             | <b>5</b>      | <b>0</b>       | <b>0</b>  | <b>0</b>  | <b>5</b>  | <b>0</b>  | <b>2</b>  |
| DK                                   | 1             | 3         | 0         | 0                  | 0         | 2         | 0                    | 0         | 10                  | 1          | 2            | 0          | 1                    | 5             | 0              | 0         | 0         | 5         | 0         | 2         |



Table 61: Q11s. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Developing programs that promote clean energy, water conservation, and recycling

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 324       | 95            | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>79</b> | <b>77</b>     | <b>67</b>  | <b>87</b>      | <b>86</b>    | <b>74</b>           | <b>71</b>    | <b>85</b>      | <b>88</b>      | <b>59</b>         | <b>81</b> | <b>70</b> | <b>84</b> | <b>85</b>      | <b>86</b>    | <b>82</b>    | <b>81</b>    |
| Extremely important                  | 40        | 38            | 25         | 46             | 50           | 29                  | 34           | 48             | 51             | 24                | 48        | 26        | 52        | 41             | 34           | 38           | 41           |
| Very important                       | 39        | 40            | 42         | 41             | 36           | 45                  | 37           | 38             | 38             | 35                | 33        | 44        | 32        | 44             | 52           | 44           | 40           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b> | <b>22</b>     | <b>28</b>  | <b>13</b>      | <b>14</b>    | <b>26</b>           | <b>25</b>    | <b>15</b>      | <b>12</b>      | <b>37</b>         | <b>19</b> | <b>30</b> | <b>16</b> | <b>13</b>      | <b>14</b>    | <b>18</b>    | <b>18</b>    |
| Somewhat important                   | 17        | 17            | 23         | 13             | 13           | 19                  | 21           | 14             | 12             | 31                | 15        | 30        | 11        | 13             | 10           | 16           | 15           |
| Not too important                    | 3         | 4             | 6          | 0              | 1            | 6                   | 4            | 1              | 0              | 6                 | 4         | 0         | 5         | 0              | 4            | 2            | 2            |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>1</b>      | <b>5</b>   | <b>0</b>       | <b>0</b>     | <b>0</b>            | <b>4</b>     | <b>0</b>       | <b>0</b>       | <b>4</b>          | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>2</b>       | <b>0</b>     | <b>0</b>     | <b>1</b>     |
| DK                                   | 1         | 1             | 5          | 0              | 0            | 0                   | 4            | 0              | 0              | 4                 | 0         | 0         | 0         | 2              | 0            | 0            | 1            |

|                                      | Total     | LANGUAGE  |           |           |            | A/B SPLIT<br>SAMPLES |           |
|--------------------------------------|-----------|-----------|-----------|-----------|------------|----------------------|-----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN       | A                    | B         |
| Column n-Size                        | 324       | 299       | 5         | 11        | 9          | 0                    | 324       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>79</b> | <b>79</b> | <b>60</b> | <b>87</b> | <b>100</b> | <b>0</b>             | <b>79</b> |
| Extremely important                  | 40        | 41        | 41        | 31        | 35         | 0                    | 40        |
| Very important                       | 39        | 38        | 19        | 55        | 65         | 0                    | 39        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>19</b> | <b>20</b> | <b>40</b> | <b>13</b> | <b>0</b>   | <b>0</b>             | <b>19</b> |
| Somewhat important                   | 17        | 18        | 40        | 0         | 0          | 0                    | 17        |
| Not too important                    | 3         | 2         | 0         | 13        | 0          | 0                    | 3         |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>1</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>   | <b>0</b>             | <b>1</b>  |
| DK                                   | 1         | 1         | 0         | 0         | 0          | 0                    | 1         |

Table 62: Q11t. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing emergency 911 and fire response

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|--------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                      | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                      |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |          |          |                   |           |           |                   |           |           |
| Column n-Size                        | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>94</b>                               | <b>92</b> | <b>95</b> | <b>95</b> | <b>96</b> | <b>91</b>    | <b>98</b>          | <b>91</b>   | <b>100</b>      | <b>95</b>                 | <b>91</b>      | <b>97</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>97</b>         | <b>90</b> | <b>95</b> | <b>97</b>         | <b>90</b> | <b>95</b> |
| Extremely important                  | 64                                      | 52        | 74        | 75        | 77        | 42           | 76                 | 56          | 78              | 66                        | 58             | 73          | 0                  | 0        | 0        | 69                | 60        | 45        | 69                | 60        | 45        |
| Very important                       | 30                                      | 40        | 21        | 20        | 19        | 49           | 22                 | 34          | 22              | 30                        | 33             | 24          | 0                  | 0        | 0        | 28                | 30        | 51        | 28                | 30        | 51        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>6</b>                                | <b>8</b>  | <b>5</b>  | <b>5</b>  | <b>4</b>  | <b>9</b>     | <b>2</b>           | <b>9</b>    | <b>0</b>        | <b>5</b>                  | <b>9</b>       | <b>3</b>    | <b>0</b>           | <b>0</b> | <b>0</b> | <b>3</b>          | <b>10</b> | <b>5</b>  | <b>3</b>          | <b>10</b> | <b>5</b>  |
| Somewhat important                   | 6                                       | 7         | 4         | 5         | 3         | 9            | 2                  | 8           | 0               | 4                         | 8              | 3           | 0                  | 0        | 0        | 3                 | 9         | 2         | 3                 | 9         | 2         |
| Not too important                    | 1                                       | 1         | 1         | 0         | 1         | 0            | 0                  | 1           | 0               | 1                         | 1              | 0           | 0                  | 0        | 0        | 0                 | 1         | 2         | 0                 | 1         | 2         |

|                                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |            | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|--------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|------------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK         | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                      |                  |             |             |              |                 |                      |           |               |                   |            |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                        | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22         | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>94</b>        | <b>96</b>   | <b>93</b>   | <b>93</b>    | <b>93</b>       | <b>94</b>            | <b>92</b> | <b>92</b>     | <b>94</b>         | <b>100</b> | <b>85</b>              | <b>96</b> | <b>91</b>                    | <b>96</b> | <b>90</b>                     | <b>95</b>         | <b>98</b>                           | <b>86</b>   | <b>94</b>    | <b>94</b>    | <b>92</b>  |
| Extremely important                  | 64               | 61          | 62          | 62           | 72              | 67                   | 50        | 55            | 71                | 88         | 44                     | 70        | 65                           | 60        | 61                            | 86                | 56                                  | 54          | 68           | 68           | 64         |
| Very important                       | 30               | 35          | 31          | 32           | 21              | 26                   | 42        | 38            | 23                | 12         | 41                     | 26        | 25                           | 36        | 29                            | 9                 | 42                                  | 32          | 26           | 26           | 28         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>6</b>         | <b>4</b>    | <b>7</b>    | <b>7</b>     | <b>7</b>        | <b>6</b>             | <b>8</b>  | <b>8</b>      | <b>6</b>          | <b>0</b>   | <b>15</b>              | <b>4</b>  | <b>9</b>                     | <b>4</b>  | <b>10</b>                     | <b>5</b>          | <b>2</b>                            | <b>14</b>   | <b>6</b>     | <b>6</b>     | <b>8</b>   |
| Somewhat important                   | 6                | 4           | 6           | 6            | 6               | 6                    | 7         | 7             | 5                 | 0          | 13                     | 3         | 9                            | 3         | 10                            | 2                 | 2                                   | 11          | 6            | 6            | 6          |
| Not too important                    | 1                | 0           | 1           | 1            | 1               | 0                    | 1         | 1             | 1                 | 0          | 2                      | 1         | 0                            | 1         | 0                             | 3                 | 0                                   | 3           | 0            | 0            | 2          |

Table 62: Q11t. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing emergency 911 and fire response

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |                     |            | Q21 WORK IN MILPITAS |             | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|---------------------|------------|----------------------|-------------|---------------------|------------|--------------|------------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE            | DON'T WORK | YES                  | NO          | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
|                                      |               |           |           |                    |                     |            |                      |             |                     |            |              |            |                      |               |                |           |           |           |           |           |
| Column n-Size                        | 324           | 207       | 96        | 73                 | 163                 | 67         | 90                   | 73          | 76                  | 2          | 5            | 4          | 31                   | 94            | 75             | 70        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>94</b>     | <b>93</b> | <b>92</b> | <b>98</b>          | <b>91</b>           | <b>96</b>  | <b>91</b>            | <b>92</b>   | <b>92</b>           | <b>100</b> | <b>57</b>    | <b>100</b> | <b>96</b>            | <b>92</b>     | <b>93</b>      | <b>95</b> |           |           |           |           |
| Extremely important                  | 64            | 68        | 53        | 67                 | 56                  | 79         | 48                   | 65          | 48                  | 100        | 30           | 54         | 74                   | 55            | 53             | 79        |           |           |           |           |
| Very important                       | 30            | 26        | 39        | 32                 | 35                  | 17         | 42                   | 27          | 44                  | 0          | 26           | 46         | 22                   | 37            | 40             | 16        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>6</b>      | <b>7</b>  | <b>8</b>  | <b>2</b>           | <b>9</b>            | <b>4</b>   | <b>9</b>             | <b>8</b>    | <b>8</b>            | <b>0</b>   | <b>43</b>    | <b>0</b>   | <b>4</b>             | <b>8</b>      | <b>7</b>       | <b>5</b>  |           |           |           |           |
| Somewhat important                   | 6             | 5         | 8         | 2                  | 8                   | 2          | 9                    | 6           | 8                   | 0          | 43           | 0          | 1                    | 6             | 6              | 5         |           |           |           |           |
| Not too important                    | 1             | 1         | 0         | 0                  | 1                   | 2          | 0                    | 2           | 0                   | 0          | 0            | 0          | 3                    | 1             | 1              | 0         |           |           |           |           |
|                                      |               |           |           |                    |                     |            |                      |             |                     |            |              |            |                      |               |                |           |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |                     |            |                      |             |                     |            |              |            |                      |               | QE EDUCATION   |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39               | 40-49      | 50-64                | 65-74       | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
|                                      |               |           |           |                    |                     |            |                      |             |                     |            |              |            |                      |               |                |           |           |           |           |           |
| Column n-Size                        | 324           | 165       | 156       | 58                 | 78                  | 45         | 65                   | 39          | 32                  | 181        | 136          | 136        | 110                  | 71            | 75             | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>94</b>     | <b>94</b> | <b>93</b> | <b>93</b>          | <b>89</b>           | <b>93</b>  | <b>96</b>            | <b>97</b>   | <b>96</b>           | <b>91</b>  | <b>96</b>    | <b>91</b>  | <b>95</b>            | <b>96</b>     | <b>94</b>      | <b>84</b> | <b>98</b> | <b>96</b> | <b>89</b> | <b>97</b> |
| Extremely important                  | 64            | 56        | 71        | 55                 | 56                  | 67         | 63                   | 81          | 72                  | 58         | 70           | 56         | 65                   | 77            | 71             | 52        | 69        | 60        | 62        | 65        |
| Very important                       | 30            | 37        | 23        | 37                 | 33                  | 26         | 33                   | 15          | 25                  | 33         | 26           | 35         | 30                   | 20            | 23             | 31        | 29        | 36        | 27        | 32        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>6</b>      | <b>6</b>  | <b>7</b>  | <b>7</b>           | <b>11</b>           | <b>7</b>   | <b>4</b>             | <b>3</b>    | <b>4</b>            | <b>9</b>   | <b>4</b>     | <b>9</b>   | <b>5</b>             | <b>4</b>      | <b>6</b>       | <b>16</b> | <b>2</b>  | <b>4</b>  | <b>11</b> | <b>3</b>  |
| Somewhat important                   | 6             | 6         | 5         | 7                  | 9                   | 6          | 4                    | 0           | 4                   | 8          | 3            | 9          | 5                    | 2             | 6              | 15        | 2         | 2         | 10        | 2         |
| Not too important                    | 1             | 0         | 2         | 0                  | 1                   | 1          | 0                    | 3           | 0                   | 1          | 1            | 1          | 1                    | 2             | 1              | 1         | 0         | 2         | 1         | 1         |
|                                      |               |           |           |                    |                     |            |                      |             |                     |            |              |            |                      |               |                |           |           |           |           |           |
|                                      | GENDER BY AGE |           |           |                    | GENDER BY EDUCATION |            |                      |             | QC ETHNICITY/RACE   |            |              |            |                      |               |                |           |           |           |           |           |
|                                      | Total         | MEN 18-49 | MEN 50+   | WOMEN 18-49        | WOMEN 50+           | NCOLL MEN  | COLL+ MEN            | NCOLL WOMEN | COLL+ WOMEN         | WHITE      | LATINO       | CHIN       | FIL                  | SOUTH ASIAN   | OTHER API      | TOTAL API | TOTAL POC |           |           |           |
|                                      |               |           |           |                    |                     |            |                      |             |                     |            |              |            |                      |               |                |           |           |           |           |           |
| Column n-Size                        | 324           | 95        | 69        | 84                 | 68                  | 62         | 103                  | 76          | 79                  | 36         | 42           | 49         | 42                   | 62            | 56             | 208       | 280       |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>94</b>     | <b>92</b> | <b>96</b> | <b>91</b>          | <b>96</b>           | <b>86</b>  | <b>99</b>            | <b>91</b>   | <b>95</b>           | <b>91</b>  | <b>94</b>    | <b>88</b>  | <b>89</b>            | <b>93</b>     | <b>98</b>      | <b>93</b> | <b>94</b> |           |           |           |
| Extremely important                  | 64            | 51        | 65        | 65                 | 75                  | 57         | 56                   | 66          | 74                  | 74         | 56           | 66         | 68                   | 56            | 58             | 61        | 62        |           |           |           |
| Very important                       | 30            | 40        | 31        | 26                 | 20                  | 29         | 42                   | 25          | 20                  | 17         | 38           | 22         | 22                   | 38            | 39             | 31        | 32        |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>6</b>      | <b>8</b>  | <b>4</b>  | <b>9</b>           | <b>4</b>            | <b>14</b>  | <b>1</b>             | <b>9</b>    | <b>5</b>            | <b>9</b>   | <b>6</b>     | <b>12</b>  | <b>11</b>            | <b>7</b>      | <b>2</b>       | <b>7</b>  | <b>6</b>  |           |           |           |
| Somewhat important                   | 6             | 8         | 4         | 8                  | 2                   | 14         | 1                    | 6           | 4                   | 7          | 6            | 12         | 11                   | 3             | 2              | 6         | 6         |           |           |           |
| Not too important                    | 1             | 0         | 0         | 2                  | 2                   | 0          | 0                    | 2           | 2                   | 2          | 0            | 0          | 0                    | 4             | 0              | 1         | 1         |           |           |           |

Table 62: Q11t. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing emergency 911 and fire response

|                                      | Total     | LANGUAGE  |           |            |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------------|-----------|-----------|-----------|------------|-----------|----------------------|-----------|
|                                      |           | ENG       | SPAN      | VIET       | CHIN      | A                    | B         |
| Column n-Size                        | 324       | 299       | 5         | 11         | 9         | 0                    | 324       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>94</b> | <b>94</b> | <b>86</b> | <b>100</b> | <b>87</b> | <b>0</b>             | <b>94</b> |
| Extremely important                  | 64        | 63        | 70        | 62         | 79        | 0                    | 64        |
| Very important                       | 30        | 30        | 15        | 38         | 8         | 0                    | 30        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>6</b>  | <b>6</b>  | <b>14</b> | <b>0</b>   | <b>13</b> | <b>0</b>             | <b>6</b>  |
| Somewhat important                   | 6         | 5         | 14        | 0          | 13        | 0                    | 6         |
| Not too important                    | 1         | 1         | 0         | 0          | 0         | 0                    | 1         |

Table 63: Q11u. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing rent relief to prevent residents from becoming homeless

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|--------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                      | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
| Column n-Size                        | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>74</b>                               | <b>81</b> | <b>68</b> | <b>74</b> | <b>68</b> | <b>26</b>    | <b>84</b>          | <b>73</b>   | <b>64</b>       | <b>71</b>                 | <b>79</b>      | <b>66</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>67</b>         | <b>79</b> | <b>84</b> | <b>67</b>         | <b>79</b> | <b>84</b> |
| Extremely important                  | 37                                      | 40        | 35        | 39        | 36        | 0            | 42                 | 37          | 33              | 30                        | 44             | 32          | 0                  | 0        | 0        | 39                | 44        | 24        | 39                | 44        | 24        |
| Very important                       | 37                                      | 40        | 33        | 35        | 32        | 26           | 43                 | 36          | 31              | 41                        | 35             | 34          | 0                  | 0        | 0        | 28                | 35        | 60        | 28                | 35        | 60        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>24</b>                               | <b>17</b> | <b>30</b> | <b>23</b> | <b>31</b> | <b>74</b>    | <b>14</b>          | <b>25</b>   | <b>36</b>       | <b>26</b>                 | <b>21</b>      | <b>32</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>33</b>         | <b>20</b> | <b>10</b> | <b>33</b>         | <b>20</b> | <b>10</b> |
| Somewhat important                   | 16                                      | 11        | 21        | 16        | 23        | 52           | 9                  | 17          | 24              | 20                        | 13             | 20          | 0                  | 0        | 0        | 23                | 13        | 5         | 23                | 13        | 5         |
| Not too important                    | 8                                       | 7         | 8         | 7         | 8         | 22           | 4                  | 8           | 12              | 6                         | 7              | 12          | 0                  | 0        | 0        | 10                | 6         | 4         | 10                | 6         | 4         |
| <b><u>DK</u></b>                     | <b>2</b>                                | <b>2</b>  | <b>2</b>  | <b>3</b>  | <b>1</b>  | <b>0</b>     | <b>2</b>           | <b>2</b>    | <b>0</b>        | <b>3</b>                  | <b>0</b>       | <b>2</b>    | <b>0</b>           | <b>0</b> | <b>0</b> | <b>0</b>          | <b>1</b>  | <b>6</b>  | <b>0</b>          | <b>1</b>  | <b>6</b>  |
| DK                                   | 2                                       | 2         | 2         | 3         | 1         | 0            | 2                  | 2           | 0               | 3                         | 0              | 2           | 0                  | 0        | 0        | 0                 | 1         | 6         | 0                 | 1         | 6         |

|                                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|--------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                        | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>74</b>        | <b>82</b>   | <b>78</b>   | <b>79</b>    | <b>55</b>       | <b>81</b>            | <b>76</b> | <b>77</b>     | <b>72</b>         | <b>59</b> | <b>85</b>              | <b>72</b> | <b>72</b>                    | <b>77</b> | <b>74</b>                     | <b>64</b>         | <b>67</b>                           | <b>75</b>   | <b>76</b>    | <b>83</b>    | <b>68</b>  |
| Extremely important                  | 37               | 44          | 40          | 41           | 22              | 43                   | 29        | 33            | 44                | 26        | 38                     | 38        | 37                           | 37        | 37                            | 35                | 32                                  | 29          | 47           | 40           | 36         |
| Very important                       | 37               | 38          | 38          | 38           | 33              | 38                   | 46        | 44            | 28                | 33        | 48                     | 34        | 35                           | 39        | 37                            | 29                | 35                                  | 46          | 29           | 44           | 32         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>24</b>        | <b>18</b>   | <b>19</b>   | <b>19</b>    | <b>45</b>       | <b>17</b>            | <b>23</b> | <b>22</b>     | <b>25</b>         | <b>36</b> | <b>15</b>              | <b>26</b> | <b>26</b>                    | <b>22</b> | <b>25</b>                     | <b>36</b>         | <b>33</b>                           | <b>25</b>   | <b>20</b>    | <b>15</b>    | <b>28</b>  |
| Somewhat important                   | 16               | 8           | 13          | 12           | 30              | 14                   | 17        | 16            | 17                | 17        | 13                     | 16        | 19                           | 15        | 17                            | 27                | 24                                  | 15          | 19           | 9            | 17         |
| Not too important                    | 8                | 10          | 6           | 6            | 15              | 3                    | 6         | 5             | 9                 | 19        | 2                      | 10        | 8                            | 7         | 7                             | 9                 | 9                                   | 9           | 1            | 6            | 11         |
| <b><u>DK</u></b>                     | <b>2</b>         | <b>0</b>    | <b>3</b>    | <b>2</b>     | <b>0</b>        | <b>2</b>             | <b>1</b>  | <b>1</b>      | <b>2</b>          | <b>5</b>  | <b>0</b>               | <b>3</b>  | <b>1</b>                     | <b>2</b>  | <b>2</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>4</b>     | <b>2</b>     | <b>3</b>   |
| DK                                   | 2                | 0           | 3           | 2            | 0               | 2                    | 1         | 1             | 2                 | 5         | 0                      | 3         | 1                            | 2         | 2                             | 0                 | 0                                   | 0           | 4            | 2            | 3          |

Table 63: Q11u. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing rent relief to prevent residents from becoming homeless

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4          | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>74</b>     | <b>66</b> | <b>91</b> | <b>74</b>          | <b>79</b> | <b>66</b>  | <b>88</b>            | <b>68</b> | <b>86</b>           | <b>100</b> | <b>100</b>   | <b>100</b> | <b>80</b>            | <b>81</b>    | <b>91</b>     | <b>58</b> |           |           |           |           |
| Extremely important                  | 37            | 31        | 48        | 37                 | 43        | 31         | 50                   | 34        | 46                  | 100        | 79           | 54         | 50                   | 44           | 41            | 37        |           |           |           |           |
| Very important                       | 37            | 35        | 43        | 37                 | 36        | 36         | 38                   | 33        | 40                  | 0          | 21           | 46         | 30                   | 37           | 49            | 21        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>24</b>     | <b>31</b> | <b>9</b>  | <b>25</b>          | <b>20</b> | <b>30</b>  | <b>12</b>            | <b>30</b> | <b>14</b>           | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>14</b>            | <b>18</b>    | <b>9</b>      | <b>39</b> |           |           |           |           |
| Somewhat important                   | 16            | 20        | 8         | 21                 | 13        | 16         | 10                   | 17        | 12                  | 0          | 0            | 0          | 11                   | 12           | 6             | 26        |           |           |           |           |
| Not too important                    | 8             | 11        | 1         | 4                  | 7         | 13         | 2                    | 13        | 2                   | 0          | 0            | 0          | 3                    | 6            | 3             | 13        |           |           |           |           |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>3</b>  | <b>0</b>  | <b>1</b>           | <b>1</b>  | <b>4</b>   | <b>0</b>             | <b>3</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>6</b>             | <b>1</b>     | <b>0</b>      | <b>3</b>  |           |           |           |           |
| DK                                   | 2             | 3         | 0         | 1                  | 1         | 4          | 0                    | 3         | 0                   | 0          | 0            | 0          | 6                    | 1            | 0             | 3         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136        | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>74</b>     | <b>70</b> | <b>79</b> | <b>86</b>          | <b>74</b> | <b>76</b>  | <b>67</b>            | <b>62</b> | <b>74</b>           | <b>78</b>  | <b>67</b>    | <b>79</b>  | <b>71</b>            | <b>68</b>    | <b>69</b>     | <b>85</b> | <b>81</b> | <b>60</b> | <b>77</b> | <b>72</b> |
| Extremely important                  | 37            | 28        | 47        | 49                 | 38        | 36         | 29                   | 41        | 32                  | 41         | 33           | 43         | 32                   | 37           | 40            | 42        | 44        | 23        | 41        | 35        |
| Very important                       | 37            | 42        | 32        | 37                 | 35        | 40         | 38                   | 21        | 43                  | 37         | 34           | 36         | 39                   | 31           | 29            | 43        | 37        | 38        | 36        | 37        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>24</b>     | <b>27</b> | <b>20</b> | <b>12</b>          | <b>26</b> | <b>20</b>  | <b>32</b>            | <b>30</b> | <b>26</b>           | <b>20</b>  | <b>30</b>    | <b>20</b>  | <b>27</b>            | <b>28</b>    | <b>27</b>     | <b>14</b> | <b>17</b> | <b>39</b> | <b>21</b> | <b>27</b> |
| Somewhat important                   | 16            | 17        | 16        | 9                  | 18        | 16         | 22                   | 18        | 16                  | 15         | 20           | 14         | 20                   | 17           | 21            | 12        | 11        | 22        | 17        | 16        |
| Not too important                    | 8             | 10        | 5         | 4                  | 8         | 4          | 10                   | 13        | 9                   | 6          | 11           | 6          | 8                    | 11           | 6             | 2         | 6         | 16        | 4         | 10        |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>3</b>  | <b>1</b>  | <b>2</b>           | <b>0</b>  | <b>4</b>   | <b>1</b>             | <b>8</b>  | <b>0</b>            | <b>2</b>   | <b>3</b>     | <b>1</b>   | <b>2</b>             | <b>4</b>     | <b>4</b>      | <b>1</b>  | <b>2</b>  | <b>1</b>  | <b>3</b>  | <b>1</b>  |
| DK                                   | 2             | 3         | 1         | 2                  | 0         | 4          | 1                    | 8         | 0                   | 2          | 3            | 1          | 2                    | 4            | 4             | 1         | 2         | 1         | 3         | 1         |

Table 63: Q11u. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing rent relief to prevent residents from becoming homeless

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 324       | 95            | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>74</b> | <b>75</b>     | <b>63</b>  | <b>84</b>      | <b>72</b>    | <b>75</b>           | <b>67</b>    | <b>77</b>      | <b>81</b>      | <b>63</b>         | <b>83</b> | <b>52</b> | <b>84</b> | <b>68</b>      | <b>88</b>    | <b>73</b>    | <b>76</b>    |
| Extremely important                  | 37        | 32            | 21         | 52             | 45           | 34                  | 25           | 46             | 48             | 32                | 42        | 32        | 47        | 31             | 40           | 37           | 39           |
| Very important                       | 37        | 43            | 41         | 32             | 27           | 42                  | 41           | 31             | 33             | 31                | 41        | 20        | 37        | 38             | 48           | 36           | 37           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>24</b> | <b>23</b>     | <b>34</b>  | <b>16</b>      | <b>26</b>    | <b>19</b>           | <b>32</b>    | <b>22</b>      | <b>18</b>      | <b>34</b>         | <b>17</b> | <b>45</b> | <b>16</b> | <b>27</b>      | <b>10</b>    | <b>24</b>    | <b>22</b>    |
| Somewhat important                   | 16        | 16            | 19         | 13             | 20           | 16                  | 18           | 18             | 14             | 21                | 17        | 32        | 11        | 17             | 7            | 16           | 15           |
| Not too important                    | 8         | 6             | 15         | 4              | 6            | 3                   | 14           | 5              | 4              | 14                | 0         | 13        | 5         | 10             | 3            | 8            | 7            |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>3</b>      | <b>3</b>   | <b>0</b>       | <b>2</b>     | <b>5</b>            | <b>2</b>     | <b>1</b>       | <b>1</b>       | <b>3</b>          | <b>0</b>  | <b>3</b>  | <b>0</b>  | <b>5</b>       | <b>2</b>     | <b>3</b>     | <b>2</b>     |
| DK                                   | 2         | 3             | 3          | 0              | 2            | 5                   | 2            | 1              | 1              | 3                 | 0         | 3         | 0         | 5              | 2            | 3            | 2            |

  

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                        | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>74</b> | <b>73</b> | <b>85</b> | <b>91</b> | <b>80</b> | <b>0</b>             | <b>74</b> |
| Extremely important                  | 37        | 36        | 25        | 54        | 57        | 0                    | 37        |
| Very important                       | 37        | 37        | 60        | 37        | 22        | 0                    | 37        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>24</b> | <b>25</b> | <b>15</b> | <b>9</b>  | <b>20</b> | <b>0</b>             | <b>24</b> |
| Somewhat important                   | 16        | 17        | 15        | 9         | 13        | 0                    | 16        |
| Not too important                    | 8         | 8         | 0         | 0         | 7         | 0                    | 8         |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>2</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>2</b>  |
| DK                                   | 2         | 2         | 0         | 0         | 0         | 0                    | 2         |

Table 64: Q11v. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing social service support, programs and resources

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|--------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                      | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                      | Column n-Size                           | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>82</b>                               | <b>85</b> | <b>79</b> | <b>79</b> | <b>85</b> | <b>47</b>    | <b>84</b>          | <b>83</b>   | <b>73</b>       | <b>83</b>                 | <b>81</b>      | <b>79</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>84</b>         | <b>82</b> | <b>85</b> | <b>84</b>         | <b>82</b> | <b>85</b> |
| Extremely important                  | 38                                      | 38        | 39        | 39        | 41        | 18           | 45                 | 36          | 40              | 38                        | 36             | 45          | 0                  | 0        | 0        | 47                | 39        | 25        | 47                | 39        | 25        |
| Very important                       | 43                                      | 46        | 40        | 39        | 43        | 29           | 39                 | 47          | 33              | 45                        | 45             | 34          | 0                  | 0        | 0        | 37                | 43        | 60        | 37                | 43        | 60        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>17</b>                               | <b>12</b> | <b>20</b> | <b>20</b> | <b>15</b> | <b>53</b>    | <b>13</b>          | <b>16</b>   | <b>25</b>       | <b>16</b>                 | <b>17</b>      | <b>15</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>16</b>         | <b>18</b> | <b>9</b>  | <b>16</b>         | <b>18</b> | <b>9</b>  |
| Somewhat important                   | 15                                      | 11        | 18        | 18        | 14        | 44           | 13                 | 15          | 17              | 14                        | 15             | 13          | 0                  | 0        | 0        | 13                | 17        | 9         | 13                | 17        | 9         |
| Not too important                    | 2                                       | 1         | 2         | 3         | 1         | 9            | 0                  | 1           | 9               | 2                         | 2              | 2           | 0                  | 0        | 0        | 3                 | 1         | 0         | 3                 | 1         | 0         |
| <b><u>DK</u></b>                     | <b>2</b>                                | <b>3</b>  | <b>1</b>  | <b>1</b>  | <b>0</b>  | <b>0</b>     | <b>3</b>           | <b>1</b>    | <b>2</b>        | <b>1</b>                  | <b>1</b>       | <b>6</b>    | <b>0</b>           | <b>0</b> | <b>0</b> | <b>0</b>          | <b>0</b>  | <b>7</b>  | <b>0</b>          | <b>0</b>  | <b>7</b>  |
| DK                                   | 2                                       | 3         | 1         | 1         | 0         | 0            | 3                  | 1           | 2               | 1                         | 1              | 6           | 0                  | 0        | 0        | 0                 | 0         | 7         | 0                 | 0         | 7         |

|                                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|--------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                      | Column n-Size    | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>82</b>        | <b>80</b>   | <b>85</b>   | <b>84</b>    | <b>73</b>       | <b>82</b>            | <b>86</b> | <b>85</b>     | <b>78</b>         | <b>77</b> | <b>84</b>              | <b>81</b> | <b>80</b>                    | <b>83</b> | <b>79</b>                     | <b>85</b>         | <b>76</b>                           | <b>81</b>   | <b>76</b>    | <b>86</b>    | <b>84</b>  |
| Extremely important                  | 38               | 43          | 41          | 41           | 30              | 38                   | 35        | 36            | 39                | 57        | 39                     | 38        | 37                           | 40        | 38                            | 30                | 31                                  | 38          | 43           | 44           | 38         |
| Very important                       | 43               | 37          | 44          | 43           | 43              | 44                   | 51        | 49            | 39                | 21        | 44                     | 43        | 43                           | 44        | 41                            | 55                | 45                                  | 44          | 33           | 42           | 46         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>17</b>        | <b>16</b>   | <b>14</b>   | <b>14</b>    | <b>27</b>       | <b>12</b>            | <b>14</b> | <b>13</b>     | <b>20</b>         | <b>19</b> | <b>14</b>              | <b>17</b> | <b>20</b>                    | <b>13</b> | <b>21</b>                     | <b>15</b>         | <b>24</b>                           | <b>19</b>   | <b>15</b>    | <b>14</b>    | <b>15</b>  |
| Somewhat important                   | 15               | 13          | 12          | 12           | 25              | 9                    | 13        | 12            | 18                | 19        | 14                     | 15        | 18                           | 12        | 19                            | 15                | 21                                  | 19          | 15           | 11           | 13         |
| Not too important                    | 2                | 3           | 2           | 2            | 2               | 3                    | 1         | 2             | 2                 | 0         | 0                      | 3         | 2                            | 1         | 2                             | 0                 | 3                                   | 0           | 0            | 3            | 2          |
| <b><u>DK</u></b>                     | <b>2</b>         | <b>4</b>    | <b>1</b>    | <b>2</b>     | <b>0</b>        | <b>6</b>             | <b>0</b>  | <b>2</b>      | <b>2</b>          | <b>4</b>  | <b>3</b>               | <b>2</b>  | <b>0</b>                     | <b>4</b>  | <b>0</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>9</b>     | <b>0</b>     | <b>1</b>   |
| DK                                   | 2                | 4           | 1           | 2            | 0               | 6                    | 0         | 2             | 2                 | 4         | 3                      | 2         | 0                            | 4         | 0                             | 0                 | 0                                   | 0           | 9            | 0            | 1          |



Table 64: Q11v. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing social service support, programs and resources

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>82</b>     | <b>77</b> | <b>89</b> | <b>85</b>          | <b>84</b> | <b>77</b>  | <b>90</b>            | <b>75</b> | <b>92</b>           | <b>100</b> | <b>100</b>   | <b>54</b> | <b>89</b>            | <b>84</b>    | <b>93</b>     | <b>72</b> |           |           |           |           |
| Extremely important                  | 38            | 40        | 35        | 45                 | 38        | 34         | 40                   | 35        | 35                  | 100        | 57           | 54        | 38                   | 44           | 44            | 39        |           |           |           |           |
| Very important                       | 43            | 38        | 54        | 40                 | 46        | 43         | 50                   | 40        | 57                  | 0          | 43           | 0         | 51                   | 40           | 49            | 33        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>17</b>     | <b>21</b> | <b>9</b>  | <b>14</b>          | <b>15</b> | <b>20</b>  | <b>7</b>             | <b>25</b> | <b>7</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>6</b>             | <b>16</b>    | <b>6</b>      | <b>26</b> |           |           |           |           |
| Somewhat important                   | 15            | 18        | 9         | 12                 | 13        | 17         | 7                    | 20        | 7                   | 0          | 0            | 0         | 6                    | 14           | 6             | 22        |           |           |           |           |
| Not too important                    | 2             | 3         | 0         | 2                  | 2         | 3          | 0                    | 4         | 0                   | 0          | 0            | 0         | 0                    | 2            | 0             | 4         |           |           |           |           |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>2</b>  | <b>2</b>  | <b>1</b>           | <b>2</b>  | <b>4</b>   | <b>3</b>             | <b>0</b>  | <b>1</b>            | <b>0</b>   | <b>0</b>     | <b>46</b> | <b>5</b>             | <b>0</b>     | <b>1</b>      | <b>1</b>  |           |           |           |           |
| DK                                   | 2             | 2         | 2         | 1                  | 2         | 4          | 3                    | 0         | 1                   | 0          | 0            | 46        | 5                    | 0            | 1             | 1         |           |           |           |           |
|                                      |               |           |           |                    |           |            |                      |           |                     |            |              |           |                      |              |               |           |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>82</b>     | <b>76</b> | <b>88</b> | <b>87</b>          | <b>77</b> | <b>77</b>  | <b>87</b>            | <b>78</b> | <b>79</b>           | <b>80</b>  | <b>82</b>    | <b>81</b> | <b>83</b>            | <b>79</b>    | <b>80</b>     | <b>84</b> | <b>90</b> | <b>71</b> | <b>82</b> | <b>81</b> |
| Extremely important                  | 38            | 32        | 47        | 47                 | 37        | 36         | 40                   | 35        | 30                  | 40         | 36           | 41        | 38                   | 33           | 49            | 41        | 37        | 29        | 45        | 33        |
| Very important                       | 43            | 44        | 42        | 39                 | 41        | 42         | 46                   | 43        | 49                  | 40         | 46           | 40        | 44                   | 46           | 31            | 43        | 53        | 42        | 37        | 48        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>17</b>     | <b>21</b> | <b>11</b> | <b>10</b>          | <b>23</b> | <b>19</b>  | <b>13</b>            | <b>19</b> | <b>17</b>           | <b>18</b>  | <b>16</b>    | <b>17</b> | <b>16</b>            | <b>18</b>    | <b>16</b>     | <b>15</b> | <b>10</b> | <b>26</b> | <b>16</b> | <b>17</b> |
| Somewhat important                   | 15            | 18        | 10        | 9                  | 20        | 17         | 13                   | 19        | 11                  | 15         | 15           | 15        | 15                   | 16           | 15            | 15        | 9         | 22        | 15        | 15        |
| Not too important                    | 2             | 3         | 1         | 1                  | 3         | 3          | 0                    | 0         | 5                   | 2          | 1            | 2         | 1                    | 2            | 2             | 0         | 1         | 4         | 1         | 3         |
| <b><u>DK</u></b>                     | <b>2</b>      | <b>3</b>  | <b>1</b>  | <b>3</b>           | <b>0</b>  | <b>3</b>   | <b>0</b>             | <b>2</b>  | <b>5</b>            | <b>2</b>   | <b>2</b>     | <b>1</b>  | <b>1</b>             | <b>3</b>     | <b>4</b>      | <b>1</b>  | <b>0</b>  | <b>3</b>  | <b>2</b>  | <b>1</b>  |
| DK                                   | 2             | 3         | 1         | 3                  | 0         | 3          | 0                    | 2         | 5                   | 2          | 2            | 1         | 1                    | 3            | 4             | 1         | 0         | 3         | 2         | 1         |

Table 64: Q11v. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Providing social service support, programs and resources

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 324       | 95            | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>82</b> | <b>74</b>     | <b>77</b>  | <b>88</b>      | <b>88</b>    | <b>74</b>           | <b>76</b>    | <b>88</b>      | <b>89</b>      | <b>76</b>         | <b>89</b> | <b>63</b> | <b>86</b> | <b>84</b>      | <b>86</b>    | <b>80</b>    | <b>82</b>    |
| Extremely important                  | 38        | 34            | 30         | 48             | 43           | 39                  | 28           | 52             | 42             | 26                | 51        | 32        | 38        | 36             | 39           | 36           | 40           |
| Very important                       | 43        | 41            | 47         | 40             | 45           | 36                  | 49           | 36             | 47             | 50                | 37        | 31        | 48        | 49             | 46           | 44           | 43           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>17</b> | <b>22</b>     | <b>21</b>  | <b>12</b>      | <b>11</b>    | <b>21</b>           | <b>21</b>    | <b>11</b>      | <b>11</b>      | <b>22</b>         | <b>11</b> | <b>34</b> | <b>14</b> | <b>14</b>      | <b>10</b>    | <b>17</b>    | <b>16</b>    |
| Somewhat important                   | 15        | 19            | 19         | 10             | 11           | 20                  | 18           | 11             | 10             | 22                | 11        | 27        | 14        | 12             | 10           | 15           | 14           |
| Not too important                    | 2         | 3             | 3          | 2              | 0            | 2                   | 4            | 0              | 2              | 0                 | 0         | 6         | 0         | 2              | 0            | 2            | 2            |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>4</b>      | <b>2</b>   | <b>0</b>       | <b>1</b>     | <b>4</b>            | <b>2</b>     | <b>1</b>       | <b>0</b>       | <b>2</b>          | <b>0</b>  | <b>3</b>  | <b>0</b>  | <b>2</b>       | <b>5</b>     | <b>2</b>     | <b>2</b>     |
| DK                                   | 2         | 4             | 2          | 0              | 1            | 4                   | 2            | 1              | 0              | 2                 | 0         | 3         | 0         | 2              | 5            | 2            | 2            |

|                                      | Total     | LANGUAGE  |            |           |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------------|-----------|-----------|------------|-----------|-----------|----------------------|-----------|
|                                      |           | ENG       | SPAN       | VIET      | CHIN      | A                    | B         |
| Column n-Size                        | 324       | 299       | 5          | 11        | 9         | 0                    | 324       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>82</b> | <b>81</b> | <b>100</b> | <b>91</b> | <b>80</b> | <b>0</b>             | <b>82</b> |
| Extremely important                  | 38        | 38        | 70         | 45        | 41        | 0                    | 38        |
| Very important                       | 43        | 43        | 30         | 46        | 39        | 0                    | 43        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>17</b> | <b>17</b> | <b>0</b>   | <b>9</b>  | <b>20</b> | <b>0</b>             | <b>17</b> |
| Somewhat important                   | 15        | 15        | 0          | 9         | 20        | 0                    | 15        |
| Not too important                    | 2         | 2         | 0          | 0         | 0         | 0                    | 2         |
| <b><u>DK</u></b>                     | <b>2</b>  | <b>2</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>2</b>  |
| DK                                   | 2         | 2         | 0          | 0         | 0         | 0                    | 2         |

Table 65: Q11w. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Maintaining landscaping in public areas and along city streets

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|--------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                      | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                      | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| Column n-Size                        | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>77</b>                               | <b>75</b> | <b>78</b> | <b>77</b> | <b>80</b> | <b>79</b>    | <b>82</b>          | <b>75</b>   | <b>77</b>       | <b>77</b>                 | <b>79</b>      | <b>72</b>   | <b>79</b>          | <b>76</b> | <b>67</b> | <b>76</b>         | <b>78</b> | <b>78</b> | <b>77</b>         | <b>77</b> | <b>74</b> |
| Extremely important                  | 36                                      | 36        | 37        | 39        | 35        | 35           | 40                 | 35          | 36              | 36                        | 36             | 37          | 44                 | 31        | 36        | 37                | 36        | 23        | 41                | 34        | 27        |
| Very important                       | 41                                      | 40        | 41        | 38        | 46        | 45           | 42                 | 40          | 41              | 41                        | 43             | 35          | 35                 | 45        | 32        | 39                | 42        | 55        | 37                | 44        | 47        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b>                               | <b>23</b> | <b>21</b> | <b>22</b> | <b>20</b> | <b>21</b>    | <b>17</b>          | <b>23</b>   | <b>23</b>       | <b>23</b>                 | <b>20</b>      | <b>24</b>   | <b>21</b>          | <b>24</b> | <b>28</b> | <b>21</b>         | <b>20</b> | <b>17</b> | <b>21</b>         | <b>22</b> | <b>21</b> |
| Somewhat important                   | 19                                      | 20        | 19        | 19        | 19        | 11           | 15                 | 21          | 18              | 20                        | 18             | 20          | 16                 | 23        | 22        | 16                | 18        | 15        | 16                | 21        | 17        |
| Not too important                    | 3                                       | 3         | 2         | 2         | 1         | 10           | 2                  | 2           | 5               | 3                         | 1              | 4           | 5                  | 1         | 6         | 6                 | 2         | 2         | 5                 | 1         | 3         |
| <b><u>DK</u></b>                     | <b>1</b>                                | <b>2</b>  | <b>1</b>  | <b>2</b>  | <b>0</b>  | <b>0</b>     | <b>1</b>           | <b>2</b>    | <b>0</b>        | <b>0</b>                  | <b>2</b>       | <b>5</b>    | <b>0</b>           | <b>0</b>  | <b>5</b>  | <b>3</b>          | <b>2</b>  | <b>6</b>  | <b>1</b>          | <b>1</b>  | <b>5</b>  |
| DK                                   | 1                                       | 2         | 1         | 2         | 0         | 0            | 1                  | 2           | 0               | 0                         | 2              | 5           | 0                  | 0         | 5         | 3                 | 2         | 6         | 1                 | 1         | 5         |

|                                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|--------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                      | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Column n-Size                        | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>77</b>        | <b>80</b>   | <b>79</b>   | <b>79</b>    | <b>70</b>       | <b>82</b>            | <b>82</b> | <b>82</b>     | <b>72</b>         | <b>71</b> | <b>77</b>              | <b>76</b> | <b>75</b>                    | <b>79</b> | <b>75</b>                     | <b>74</b>         | <b>75</b>                           | <b>71</b>   | <b>74</b>    | <b>76</b>    | <b>81</b>  |
| Extremely important                  | 36               | 29          | 38          | 36           | 39              | 52                   | 37        | 41            | 31                | 38        | 39                     | 35        | 38                           | 35        | 40                            | 30                | 39                                  | 33          | 37           | 29           | 40         |
| Very important                       | 41               | 50          | 42          | 43           | 30              | 30                   | 45        | 41            | 41                | 33        | 38                     | 41        | 37                           | 44        | 35                            | 44                | 36                                  | 38          | 38           | 47           | 41         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b>        | <b>20</b>   | <b>21</b>   | <b>21</b>    | <b>30</b>       | <b>16</b>            | <b>17</b> | <b>17</b>     | <b>27</b>         | <b>24</b> | <b>19</b>              | <b>23</b> | <b>24</b>                    | <b>19</b> | <b>24</b>                     | <b>26</b>         | <b>21</b>                           | <b>29</b>   | <b>24</b>    | <b>22</b>    | <b>18</b>  |
| Somewhat important                   | 19               | 17          | 19          | 18           | 26              | 16                   | 16        | 16            | 24                | 18        | 17                     | 21        | 21                           | 17        | 20                            | 25                | 18                                  | 25          | 23           | 20           | 16         |
| Not too important                    | 3                | 4           | 2           | 2            | 4               | 0                    | 2         | 1             | 3                 | 6         | 3                      | 3         | 3                            | 2         | 4                             | 1                 | 3                                   | 3           | 1            | 2            | 3          |
| <b><u>DK</u></b>                     | <b>1</b>         | <b>0</b>    | <b>0</b>    | <b>0</b>     | <b>0</b>        | <b>2</b>             | <b>1</b>  | <b>1</b>      | <b>1</b>          | <b>5</b>  | <b>3</b>               | <b>1</b>  | <b>1</b>                     | <b>2</b>  | <b>1</b>                      | <b>0</b>          | <b>3</b>                            | <b>0</b>    | <b>2</b>     | <b>2</b>     | <b>1</b>   |
| DK                                   | 1                | 0           | 0           | 0            | 0               | 2                    | 1         | 1             | 1                 | 5         | 3                      | 1         | 1                            | 2         | 1                             | 0                 | 3                                   | 0           | 2            | 2            | 1          |

Table 65: Q11w. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Maintaining landscaping in public areas and along city streets

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>77</b>     | <b>76</b> | <b>78</b> | <b>80</b>          | <b>78</b> | <b>73</b>  | <b>84</b>            | <b>72</b> | <b>86</b>           | <b>79</b>  | <b>96</b>    | <b>0</b>   | <b>76</b>            | <b>73</b>    | <b>86</b>     | <b>79</b> |           |           |           |           |
| Extremely important                  | 36            | 35        | 39        | 37                 | 39        | 29         | 40                   | 37        | 38                  | 65         | 70           | 0          | 31                   | 35           | 41            | 42        |           |           |           |           |
| Very important                       | 41            | 41        | 39        | 44                 | 39        | 44         | 44                   | 34        | 48                  | 14         | 26           | 0          | 45                   | 39           | 45            | 37        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b>     | <b>24</b> | <b>18</b> | <b>18</b>          | <b>20</b> | <b>27</b>  | <b>12</b>            | <b>28</b> | <b>13</b>           | <b>21</b>  | <b>4</b>     | <b>0</b>   | <b>20</b>            | <b>26</b>    | <b>12</b>     | <b>21</b> |           |           |           |           |
| Somewhat important                   | 19            | 21        | 16        | 17                 | 17        | 25         | 12                   | 22        | 13                  | 21         | 4            | 0          | 15                   | 24           | 11            | 20        |           |           |           |           |
| Not too important                    | 3             | 3         | 1         | 1                  | 3         | 1          | 0                    | 6         | 0                   | 0          | 0            | 0          | 6                    | 3            | 1             | 1         |           |           |           |           |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>0</b>  | <b>4</b>  | <b>2</b>           | <b>2</b>  | <b>0</b>   | <b>4</b>             | <b>0</b>  | <b>2</b>            | <b>0</b>   | <b>0</b>     | <b>100</b> | <b>4</b>             | <b>0</b>     | <b>1</b>      | <b>0</b>  |           |           |           |           |
| DK                                   | 1             | 0         | 4         | 2                  | 2         | 0          | 4                    | 0         | 2                   | 0          | 0            | 100        | 4                    | 0            | 1             | 0         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272        | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>77</b>     | <b>76</b> | <b>78</b> | <b>78</b>          | <b>72</b> | <b>78</b>  | <b>79</b>            | <b>80</b> | <b>82</b>           | <b>76</b>  | <b>80</b>    | <b>75</b>  | <b>79</b>            | <b>81</b>    | <b>73</b>     | <b>78</b> | <b>81</b> | <b>73</b> | <b>76</b> | <b>78</b> |
| Extremely important                  | 36            | 39        | 33        | 32                 | 43        | 35         | 33                   | 39        | 34                  | 38         | 35           | 38         | 34                   | 37           | 32            | 36        | 39        | 36        | 34        | 38        |
| Very important                       | 41            | 37        | 45        | 46                 | 29        | 43         | 46                   | 41        | 47                  | 38         | 45           | 36         | 45                   | 44           | 41            | 42        | 42        | 37        | 42        | 40        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b>     | <b>23</b> | <b>21</b> | <b>19</b>          | <b>24</b> | <b>22</b>  | <b>20</b>            | <b>20</b> | <b>18</b>           | <b>22</b>  | <b>20</b>    | <b>22</b>  | <b>21</b>            | <b>19</b>    | <b>25</b>     | <b>21</b> | <b>17</b> | <b>26</b> | <b>23</b> | <b>21</b> |
| Somewhat important                   | 19            | 20        | 19        | 18                 | 19        | 18         | 19                   | 18        | 18                  | 19         | 19           | 19         | 18                   | 18           | 21            | 18        | 16        | 23        | 20        | 19        |
| Not too important                    | 3             | 3         | 2         | 1                  | 4         | 4          | 1                    | 2         | 0                   | 3          | 1            | 3          | 2                    | 1            | 4             | 3         | 1         | 3         | 4         | 2         |
| <b><u>DK</u></b>                     | <b>1</b>      | <b>2</b>  | <b>1</b>  | <b>2</b>           | <b>4</b>  | <b>0</b>   | <b>1</b>             | <b>0</b>  | <b>0</b>            | <b>2</b>   | <b>0</b>     | <b>3</b>   | <b>0</b>             | <b>0</b>     | <b>1</b>      | <b>1</b>  | <b>2</b>  | <b>2</b>  | <b>1</b>  | <b>2</b>  |
| DK                                   | 1             | 2         | 1         | 2                  | 4         | 0          | 1                    | 0         | 0                   | 2          | 0            | 3          | 0                    | 0            | 1             | 1         | 2         | 2         | 1         | 2         |

Table 65: Q11w. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Maintaining landscaping in public areas and along city streets

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 647       | 196           | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>77</b> | <b>75</b>     | <b>77</b>  | <b>77</b>      | <b>82</b>    | <b>75</b>           | <b>76</b>    | <b>76</b>      | <b>79</b>      | <b>70</b>         | <b>79</b> | <b>70</b> | <b>82</b> | <b>81</b>      | <b>78</b>    | <b>78</b>    | <b>78</b>    |
| Extremely important                  | 36        | 39            | 39         | 36             | 31           | 40                  | 38           | 28             | 37             | 24                | 41        | 27        | 50        | 42             | 34           | 38           | 38           |
| Very important                       | 41        | 36            | 39         | 41             | 51           | 35                  | 38           | 48             | 42             | 46                | 38        | 43        | 32        | 39             | 44           | 40           | 40           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b> | <b>23</b>     | <b>23</b>  | <b>21</b>      | <b>17</b>    | <b>23</b>           | <b>22</b>    | <b>24</b>      | <b>19</b>      | <b>30</b>         | <b>20</b> | <b>29</b> | <b>18</b> | <b>19</b>      | <b>17</b>    | <b>21</b>    | <b>21</b>    |
| Somewhat important                   | 19        | 18            | 22         | 19             | 16           | 20                  | 20           | 20             | 18             | 28                | 15        | 27        | 15        | 18             | 16           | 19           | 18           |
| Not too important                    | 3         | 5             | 1          | 2              | 1            | 4                   | 3            | 3              | 0              | 2                 | 5         | 2         | 3         | 2              | 1            | 2            | 3            |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>3</b>      | <b>0</b>   | <b>2</b>       | <b>1</b>     | <b>1</b>            | <b>2</b>     | <b>1</b>       | <b>2</b>       | <b>0</b>          | <b>1</b>  | <b>1</b>  | <b>0</b>  | <b>0</b>       | <b>5</b>     | <b>1</b>     | <b>2</b>     |
| DK                                   | 1         | 3             | 0          | 2              | 1            | 1                   | 2            | 1              | 2              | 0                 | 1         | 1         | 0         | 0              | 5            | 1            | 2            |

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                        | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>77</b> | <b>77</b> | <b>79</b> | <b>75</b> | <b>76</b> | <b>76</b>            | <b>77</b> |
| Extremely important                  | 36        | 36        | 45        | 42        | 20        | 39                   | 33        |
| Very important                       | 41        | 41        | 34        | 33        | 56        | 37                   | 44        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>22</b> | <b>22</b> | <b>14</b> | <b>25</b> | <b>24</b> | <b>23</b>            | <b>21</b> |
| Somewhat important                   | 19        | 20        | 0         | 20        | 24        | 21                   | 18        |
| Not too important                    | 3         | 2         | 14        | 5         | 0         | 2                    | 3         |
| <b><u>DK</u></b>                     | <b>1</b>  | <b>1</b>  | <b>6</b>  | <b>0</b>  | <b>0</b>  | <b>1</b>             | <b>2</b>  |
| DK                                   | 1         | 1         | 6         | 0         | 0         | 1                    | 2         |

Table 66: Q11x. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Operating Milpitas SMART, an on-demand ride-sharing service

|                                      | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|--------------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                      | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
| Column n-Size                        | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>56</b>                               | <b>57</b> | <b>55</b> | <b>54</b> | <b>60</b> | <b>35</b>    | <b>60</b>          | <b>58</b>   | <b>41</b>       | <b>56</b>                 | <b>61</b>      | <b>46</b>   | <b>50</b>          | <b>67</b> | <b>53</b> | <b>52</b>         | <b>59</b> | <b>71</b> | <b>51</b>         | <b>63</b> | <b>64</b> |
| Extremely important                  | 26                                      | 26        | 26        | 26        | 28        | 7            | 30                 | 25          | 21              | 29                        | 26             | 25          | 33                 | 28        | 25        | 21                | 27        | 25        | 27                | 27        | 25        |
| Very important                       | 30                                      | 31        | 30        | 28        | 32        | 28           | 30                 | 33          | 20              | 27                        | 36             | 21          | 17                 | 39        | 28        | 31                | 31        | 46        | 24                | 35        | 40        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>35</b>                               | <b>33</b> | <b>35</b> | <b>36</b> | <b>32</b> | <b>60</b>    | <b>25</b>          | <b>35</b>   | <b>51</b>       | <b>36</b>                 | <b>30</b>      | <b>45</b>   | <b>46</b>          | <b>29</b> | <b>38</b> | <b>42</b>         | <b>32</b> | <b>18</b> | <b>44</b>         | <b>31</b> | <b>25</b> |
| Somewhat important                   | 23                                      | 23        | 23        | 26        | 19        | 18           | 19                 | 26          | 15              | 23                        | 23             | 24          | 30                 | 24        | 23        | 23                | 23        | 14        | 27                | 23        | 17        |
| Not too important                    | 12                                      | 11        | 12        | 10        | 13        | 43           | 6                  | 8           | 36              | 13                        | 7              | 20          | 15                 | 5         | 14        | 19                | 9         | 4         | 17                | 7         | 8         |
| <b><u>DK</u></b>                     | <b>9</b>                                | <b>9</b>  | <b>9</b>  | <b>10</b> | <b>8</b>  | <b>5</b>     | <b>15</b>          | <b>8</b>    | <b>8</b>        | <b>8</b>                  | <b>8</b>       | <b>9</b>    | <b>5</b>           | <b>4</b>  | <b>9</b>  | <b>6</b>          | <b>9</b>  | <b>11</b> | <b>5</b>          | <b>7</b>  | <b>11</b> |
| DK                                   | 9                                       | 9         | 9         | 10        | 8         | 5            | 15                 | 8           | 8               | 8                         | 8              | 9           | 5                  | 4         | 9         | 6                 | 9         | 11        | 5                 | 7         | 11        |

|                                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|--------------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                        | 647              | 81          | 422         | 503          | 107             | 85                   | 234       | 318           | 280               | 49        | 136                    | 488       | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>56</b>        | <b>64</b>   | <b>63</b>   | <b>63</b>    | <b>35</b>       | <b>81</b>            | <b>69</b> | <b>72</b>     | <b>41</b>         | <b>37</b> | <b>80</b>              | <b>49</b> | <b>58</b>                    | <b>55</b> | <b>60</b>                     | <b>45</b>         | <b>42</b>                           | <b>48</b>   | <b>59</b>    | <b>67</b>    | <b>56</b>  |
| Extremely important                  | 26               | 28          | 27          | 27           | 20              | 55                   | 29        | 36            | 17                | 13        | 34                     | 24        | 29                           | 22        | 29                            | 32                | 20                                  | 17          | 26           | 29           | 29         |
| Very important                       | 30               | 36          | 36          | 36           | 15              | 27                   | 40        | 36            | 25                | 24        | 46                     | 26        | 28                           | 33        | 32                            | 13                | 22                                  | 31          | 34           | 38           | 27         |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>35</b>        | <b>29</b>   | <b>30</b>   | <b>30</b>    | <b>56</b>       | <b>19</b>            | <b>30</b> | <b>27</b>     | <b>44</b>         | <b>31</b> | <b>18</b>              | <b>40</b> | <b>35</b>                    | <b>34</b> | <b>33</b>                     | <b>46</b>         | <b>46</b>                           | <b>48</b>   | <b>35</b>    | <b>23</b>    | <b>33</b>  |
| Somewhat important                   | 23               | 23          | 22          | 22           | 25              | 12                   | 25        | 21            | 26                | 18        | 17                     | 25        | 23                           | 23        | 24                            | 20                | 21                                  | 39          | 30           | 13           | 23         |
| Not too important                    | 12               | 6           | 8           | 8            | 31              | 6                    | 5         | 5             | 18                | 13        | 0                      | 15        | 12                           | 11        | 9                             | 25                | 25                                  | 9           | 5            | 10           | 10         |
| <b><u>DK</u></b>                     | <b>9</b>         | <b>7</b>    | <b>7</b>    | <b>7</b>     | <b>9</b>        | <b>0</b>             | <b>1</b>  | <b>1</b>      | <b>14</b>         | <b>33</b> | <b>2</b>               | <b>11</b> | <b>7</b>                     | <b>11</b> | <b>7</b>                      | <b>9</b>          | <b>12</b>                           | <b>4</b>    | <b>6</b>     | <b>10</b>    | <b>11</b>  |
| DK                                   | 9                | 7           | 7           | 7            | 9               | 0                    | 1         | 1             | 14                | 33        | 2                      | 11        | 7                            | 11        | 7                             | 9                 | 12                                  | 4           | 6            | 10           | 11         |

Table 66: Q11x. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Operating Milpitas SMART, an on-demand ride-sharing service

|                                      | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|--------------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                      | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                        | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>56</b>     | <b>56</b> | <b>58</b> | <b>64</b>          | <b>59</b> | <b>45</b>  | <b>75</b>            | <b>40</b> | <b>76</b>           | <b>67</b>  | <b>90</b>    | <b>0</b>  | <b>58</b>            | <b>58</b>    | <b>69</b>     | <b>52</b> |           |           |           |           |
| Extremely important                  | 26            | 26        | 25        | 23                 | 30        | 18         | 37                   | 20        | 34                  | 67         | 55           | 0         | 23                   | 22           | 34            | 30        |           |           |           |           |
| Very important                       | 30            | 30        | 33        | 41                 | 29        | 27         | 38                   | 20        | 41                  | 0          | 35           | 0         | 36                   | 36           | 36            | 22        |           |           |           |           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>35</b>     | <b>34</b> | <b>33</b> | <b>31</b>          | <b>35</b> | <b>34</b>  | <b>21</b>            | <b>51</b> | <b>21</b>           | <b>13</b>  | <b>10</b>    | <b>46</b> | <b>17</b>            | <b>35</b>    | <b>27</b>     | <b>42</b> |           |           |           |           |
| Somewhat important                   | 23            | 21        | 26        | 24                 | 21        | 25         | 14                   | 28        | 14                  | 13         | 10           | 46        | 16                   | 22           | 20            | 23        |           |           |           |           |
| Not too important                    | 12            | 13        | 6         | 7                  | 14        | 9          | 6                    | 23        | 7                   | 0          | 0            | 0         | 1                    | 12           | 6             | 18        |           |           |           |           |
| <b><u>DK</u></b>                     | <b>9</b>      | <b>10</b> | <b>9</b>  | <b>5</b>           | <b>6</b>  | <b>21</b>  | <b>4</b>             | <b>9</b>  | <b>3</b>            | <b>21</b>  | <b>0</b>     | <b>54</b> | <b>25</b>            | <b>8</b>     | <b>4</b>      | <b>7</b>  |           |           |           |           |
| DK                                   | 9             | 10        | 9         | 5                  | 6         | 21         | 4                    | 9         | 3                   | 21         | 0            | 54        | 25                   | 8            | 4             | 7         |           |           |           |           |
|                                      | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                      | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                        | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272       | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>56</b>     | <b>52</b> | <b>60</b> | <b>64</b>          | <b>47</b> | <b>61</b>  | <b>60</b>            | <b>56</b> | <b>50</b>           | <b>56</b>  | <b>56</b>    | <b>54</b> | <b>61</b>            | <b>53</b>    | <b>58</b>     | <b>69</b> | <b>59</b> | <b>40</b> | <b>64</b> | <b>51</b> |
| Extremely important                  | 26            | 22        | 30        | 30                 | 22        | 27         | 32                   | 21        | 22                  | 26         | 26           | 26        | 30                   | 22           | 21            | 34        | 31        | 18        | 27        | 25        |
| Very important                       | 30            | 30        | 30        | 34                 | 25        | 35         | 28                   | 35        | 28                  | 30         | 30           | 29        | 31                   | 31           | 37            | 36        | 28        | 22        | 36        | 25        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>35</b>     | <b>39</b> | <b>30</b> | <b>33</b>          | <b>46</b> | <b>36</b>  | <b>32</b>            | <b>17</b> | <b>32</b>           | <b>39</b>  | <b>28</b>    | <b>40</b> | <b>34</b>            | <b>24</b>    | <b>34</b>     | <b>22</b> | <b>31</b> | <b>50</b> | <b>28</b> | <b>39</b> |
| Somewhat important                   | 23            | 24        | 22        | 29                 | 27        | 18         | 24                   | 11        | 23                  | 25         | 20           | 28        | 22                   | 16           | 23            | 19        | 20        | 30        | 21        | 24        |
| Not too important                    | 12            | 15        | 8         | 4                  | 19        | 18         | 8                    | 6         | 10                  | 14         | 8            | 13        | 12                   | 8            | 11            | 3         | 12        | 20        | 7         | 15        |
| <b><u>DK</u></b>                     | <b>9</b>      | <b>9</b>  | <b>10</b> | <b>3</b>           | <b>7</b>  | <b>3</b>   | <b>8</b>             | <b>27</b> | <b>18</b>           | <b>5</b>   | <b>16</b>    | <b>5</b>  | <b>6</b>             | <b>23</b>    | <b>8</b>      | <b>8</b>  | <b>10</b> | <b>10</b> | <b>8</b>  | <b>10</b> |
| DK                                   | 9             | 9         | 10        | 3                  | 7         | 3          | 8                    | 27        | 18                  | 5          | 16           | 5         | 6                    | 23           | 8             | 8         | 10        | 10        | 8         | 10        |

Table 66: Q11x. Here are some specific City services provided to Milpitas residents. After each one, please indicate how important each service is to making Milpitas a good place to live. : Operating Milpitas SMART, an on-demand ride-sharing service

|                                      | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|--------------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                      |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                        | 647       | 196           | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>56</b> | <b>53</b>     | <b>51</b>  | <b>60</b>      | <b>61</b>    | <b>63</b>           | <b>45</b>    | <b>64</b>      | <b>57</b>      | <b>43</b>         | <b>66</b> | <b>48</b> | <b>63</b> | <b>71</b>      | <b>54</b>    | <b>59</b>    | <b>58</b>    |
| Extremely important                  | 26        | 22            | 21         | 31             | 31           | 25                  | 21           | 30             | 31             | 11                | 33        | 25        | 30        | 37             | 17           | 28           | 28           |
| Very important                       | 30        | 30            | 30         | 29             | 30           | 38                  | 24           | 34             | 26             | 32                | 33        | 23        | 33        | 33             | 36           | 32           | 30           |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>35</b> | <b>43</b>     | <b>33</b>  | <b>35</b>      | <b>23</b>    | <b>30</b>           | <b>46</b>    | <b>27</b>      | <b>33</b>      | <b>37</b>         | <b>28</b> | <b>40</b> | <b>25</b> | <b>29</b>      | <b>38</b>    | <b>34</b>    | <b>34</b>    |
| Somewhat important                   | 23        | 25            | 22         | 25             | 18           | 22                  | 25           | 21             | 23             | 23                | 20        | 28        | 20        | 15             | 25           | 22           | 23           |
| Not too important                    | 12        | 18            | 11         | 10             | 5            | 8                   | 20           | 6              | 9              | 14                | 8         | 12        | 6         | 14             | 13           | 12           | 11           |
| <b><u>DK</u></b>                     | <b>9</b>  | <b>4</b>      | <b>16</b>  | <b>5</b>       | <b>16</b>    | <b>7</b>            | <b>10</b>    | <b>9</b>       | <b>10</b>      | <b>20</b>         | <b>6</b>  | <b>11</b> | <b>12</b> | <b>0</b>       | <b>8</b>     | <b>7</b>     | <b>8</b>     |
| DK                                   | 9         | 4             | 16         | 5              | 16           | 7                   | 10           | 9              | 10             | 20                | 6         | 11        | 12        | 0              | 8            | 7            | 8            |

|                                      | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |           |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                      |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                        | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>EXT/VERY IMPORTANT</u></b>     | <b>56</b> | <b>56</b> | <b>48</b> | <b>60</b> | <b>54</b> | <b>56</b>            | <b>56</b> |
| Extremely important                  | 26        | 27        | 14        | 11        | 19        | 28                   | 24        |
| Very important                       | 30        | 29        | 34        | 49        | 35        | 28                   | 32        |
| <b><u>SMWT/NOT TOO IMPORTANT</u></b> | <b>35</b> | <b>35</b> | <b>40</b> | <b>33</b> | <b>31</b> | <b>36</b>            | <b>33</b> |
| Somewhat important                   | 23        | 23        | 25        | 28        | 19        | 25                   | 21        |
| Not too important                    | 12        | 12        | 14        | 5         | 13        | 11                   | 12        |
| <b><u>DK</u></b>                     | <b>9</b>  | <b>9</b>  | <b>13</b> | <b>7</b>  | <b>15</b> | <b>8</b>             | <b>11</b> |
| DK                                   | 9         | 9         | 13        | 7         | 15        | 8                    | 11        |



Table 67: Q12a. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing recreation and community services, enrichment programs, classes, and community and cultural events, in recreation centers and City parks

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |          |          | Q7 COMBINED CRIME |           |           |
|----------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|----------|----------|-------------------|-----------|-----------|
|                                  | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME     | DECR     | INCR              | SAME      | DECR      |
|                                  |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |           |           |                   |          |          |                   |           |           |
| Column n-Size                    | 323                                     | 147       | 176       | 105       | 65        | 5            | 74                 | 202         | 42              | 114                       | 155            | 43          | 97                 | 134       | 25        | 0                 | 0        | 0        | 97                | 134       | 25        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>70</b>                               | <b>74</b> | <b>67</b> | <b>64</b> | <b>74</b> | <b>24</b>    | <b>73</b>          | <b>76</b>   | <b>33</b>       | <b>70</b>                 | <b>79</b>      | <b>46</b>   | <b>66</b>          | <b>81</b> | <b>66</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>66</b>         | <b>81</b> | <b>66</b> |
| Very satisfied                   | 24                                      | 28        | 21        | 21        | 21        | 0            | 23                 | 27          | 11              | 25                        | 26             | 16          | 25                 | 29        | 18        | 0                 | 0        | 0        | 25                | 29        | 18        |
| Somewhat satisfied               | 46                                      | 46        | 46        | 43        | 53        | 24           | 50                 | 49          | 23              | 46                        | 53             | 30          | 41                 | 52        | 47        | 0                 | 0        | 0        | 41                | 52        | 47        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>15</b>                               | <b>14</b> | <b>17</b> | <b>16</b> | <b>13</b> | <b>76</b>    | <b>11</b>          | <b>10</b>   | <b>50</b>       | <b>16</b>                 | <b>10</b>      | <b>36</b>   | <b>20</b>          | <b>13</b> | <b>16</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>20</b>         | <b>13</b> | <b>16</b> |
| Somewhat dissatisfied            | 10                                      | 11        | 10        | 11        | 5         | 44           | 9                  | 8           | 24              | 8                         | 9              | 25          | 12                 | 11        | 16        | 0                 | 0        | 0        | 12                | 11        | 16        |
| Very dissatisfied                | 5                                       | 3         | 7         | 5         | 8         | 32           | 2                  | 2           | 26              | 7                         | 2              | 12          | 8                  | 2         | 0         | 0                 | 0        | 0        | 8                 | 2         | 0         |
| <b><u>NO OPINION/DK</u></b>      | <b>15</b>                               | <b>12</b> | <b>17</b> | <b>20</b> | <b>13</b> | <b>0</b>     | <b>17</b>          | <b>14</b>   | <b>16</b>       | <b>14</b>                 | <b>11</b>      | <b>18</b>   | <b>14</b>          | <b>7</b>  | <b>18</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>14</b>         | <b>7</b>  | <b>18</b> |
| No opinion/DK                    | 15                                      | 12        | 17        | 20        | 13        | 0            | 17                 | 14          | 16              | 14                        | 11             | 18          | 14                 | 7         | 18        | 0                 | 0        | 0        | 14                | 7         | 18        |

  

|                                  | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|----------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                  | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                  |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                    | 323              | 39          | 219         | 258          | 54              | 39                   | 112       | 151           | 145               | 26        | 59                     | 247       | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70           | 67           | 111        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>70</b>        | <b>90</b>   | <b>77</b>   | <b>79</b>    | <b>34</b>       | <b>76</b>            | <b>84</b> | <b>82</b>     | <b>66</b>         | <b>22</b> | <b>82</b>              | <b>69</b> | <b>70</b>                    | <b>70</b> | <b>77</b>                     | <b>40</b>         | <b>67</b>                           | <b>67</b>   | <b>75</b>    | <b>69</b>    | <b>71</b>  |
| Very satisfied                   | 24               | 52          | 25          | 29           | 0               | 39                   | 31        | 33            | 18                | 3         | 29                     | 23        | 24                           | 24        | 27                            | 10                | 26                                  | 19          | 23           | 23           | 25         |
| Somewhat satisfied               | 46               | 37          | 52          | 50           | 34              | 37                   | 53        | 49            | 49                | 18        | 53                     | 46        | 46                           | 46        | 50                            | 30                | 40                                  | 48          | 52           | 45           | 45         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>15</b>        | <b>6</b>    | <b>11</b>   | <b>10</b>    | <b>41</b>       | <b>18</b>            | <b>10</b> | <b>12</b>     | <b>19</b>         | <b>17</b> | <b>11</b>              | <b>17</b> | <b>19</b>                    | <b>13</b> | <b>15</b>                     | <b>36</b>         | <b>16</b>                           | <b>20</b>   | <b>16</b>    | <b>15</b>    | <b>14</b>  |
| Somewhat dissatisfied            | 10               | 6           | 10          | 9            | 17              | 18                   | 7         | 10            | 11                | 12        | 11                     | 10        | 12                           | 9         | 13                            | 9                 | 8                                   | 20          | 11           | 11           | 8          |
| Very dissatisfied                | 5                | 0           | 1           | 1            | 25              | 0                    | 3         | 2             | 8                 | 5         | 0                      | 6         | 7                            | 4         | 2                             | 27                | 8                                   | 0           | 5            | 4            | 6          |
| <b><u>NO OPINION/DK</u></b>      | <b>15</b>        | <b>4</b>    | <b>12</b>   | <b>11</b>    | <b>25</b>       | <b>6</b>             | <b>7</b>  | <b>6</b>      | <b>15</b>         | <b>61</b> | <b>7</b>               | <b>14</b> | <b>11</b>                    | <b>17</b> | <b>8</b>                      | <b>25</b>         | <b>17</b>                           | <b>12</b>   | <b>10</b>    | <b>16</b>    | <b>16</b>  |
| No opinion/DK                    | 15               | 4           | 12          | 11           | 25              | 6                    | 7         | 6             | 15                | 61        | 7                      | 14        | 11                           | 17        | 8                             | 25                | 17                                  | 12          | 10           | 16           | 16         |

Table 67: Q12a. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing recreation and community services, enrichment programs, classes, and community and cultural events, in recreation centers and City parks

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>70</b>     | <b>70</b> | <b>71</b> | <b>76</b>          | <b>65</b> | <b>78</b>  | <b>79</b>            | <b>47</b> | <b>79</b>           | <b>100</b> | <b>61</b>    | <b>0</b>  | <b>80</b>            | <b>72</b>    | <b>79</b>     | <b>62</b> |           |           |           |           |
| Very satisfied                   | 24            | 19        | 27        | 38                 | 24        | 16         | 34                   | 13        | 35                  | 24         | 9            | 0         | 30                   | 24           | 23            | 27        |           |           |           |           |
| Somewhat satisfied               | 46            | 51        | 44        | 38                 | 41        | 62         | 45                   | 34        | 44                  | 76         | 52           | 0         | 50                   | 48           | 56            | 35        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>15</b>     | <b>11</b> | <b>21</b> | <b>12</b>          | <b>20</b> | <b>8</b>   | <b>14</b>            | <b>27</b> | <b>14</b>           | <b>0</b>   | <b>39</b>    | <b>0</b>  | <b>12</b>            | <b>19</b>    | <b>11</b>     | <b>15</b> |           |           |           |           |
| Somewhat dissatisfied            | 10            | 7         | 18        | 9                  | 13        | 6          | 11                   | 16        | 10                  | 0          | 39           | 0         | 10                   | 12           | 8             | 7         |           |           |           |           |
| Very dissatisfied                | 5             | 5         | 4         | 3                  | 7         | 2          | 4                    | 11        | 4                   | 0          | 0            | 0         | 2                    | 7            | 3             | 8         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>15</b>     | <b>19</b> | <b>7</b>  | <b>13</b>          | <b>15</b> | <b>14</b>  | <b>6</b>             | <b>26</b> | <b>7</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>8</b>             | <b>9</b>     | <b>10</b>     | <b>23</b> |           |           |           |           |
| No opinion/DK                    | 15            | 19        | 7         | 13                 | 15        | 14         | 6                    | 26        | 7                   | 0          | 0            | 0         | 8                    | 9            | 10            | 23        |           |           |           |           |
|                                  |               |           |           |                    |           |            |                      |           |                     |            |              |           |                      |              |               |           |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>70</b>     | <b>69</b> | <b>71</b> | <b>86</b>          | <b>65</b> | <b>70</b>  | <b>64</b>            | <b>64</b> | <b>77</b>           | <b>73</b>  | <b>67</b>    | <b>74</b> | <b>66</b>            | <b>70</b>    | <b>73</b>     | <b>73</b> | <b>73</b> | <b>60</b> | <b>73</b> | <b>67</b> |
| Very satisfied                   | 24            | 27        | 20        | 29                 | 34        | 19         | 22                   | 11        | 15                  | 28         | 17           | 32        | 21                   | 13           | 22            | 24        | 33        | 12        | 23        | 24        |
| Somewhat satisfied               | 46            | 42        | 51        | 57                 | 32        | 51         | 42                   | 54        | 62                  | 45         | 50           | 43        | 46                   | 58           | 51            | 48        | 40        | 48        | 50        | 44        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>15</b>     | <b>17</b> | <b>13</b> | <b>11</b>          | <b>25</b> | <b>15</b>  | <b>14</b>            | <b>6</b>  | <b>7</b>            | <b>18</b>  | <b>10</b>    | <b>19</b> | <b>14</b>            | <b>6</b>     | <b>10</b>     | <b>20</b> | <b>14</b> | <b>19</b> | <b>15</b> | <b>16</b> |
| Somewhat dissatisfied            | 10            | 10        | 11        | 8                  | 15        | 13         | 9                    | 3         | 1                   | 12         | 6            | 12        | 11                   | 2            | 4             | 18        | 11        | 9         | 11        | 10        |
| Very dissatisfied                | 5             | 7         | 3         | 3                  | 10        | 2          | 4                    | 2         | 6                   | 6          | 4            | 7         | 3                    | 4            | 6             | 2         | 2         | 10        | 4         | 6         |
| <b><u>NO OPINION/DK</u></b>      | <b>15</b>     | <b>14</b> | <b>16</b> | <b>3</b>           | <b>10</b> | <b>15</b>  | <b>23</b>            | <b>30</b> | <b>16</b>           | <b>9</b>   | <b>23</b>    | <b>7</b>  | <b>20</b>            | <b>23</b>    | <b>17</b>     | <b>7</b>  | <b>14</b> | <b>21</b> | <b>12</b> | <b>17</b> |
| No opinion/DK                    | 15            | 14        | 16        | 3                  | 10        | 15         | 23                   | 30        | 16                  | 9          | 23           | 7         | 20                   | 23           | 17            | 7         | 14        | 21        | 12        | 17        |

Table 67: Q12a. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing recreation and community services, enrichment programs, classes, and community and cultural events, in recreation centers and City parks

|                                  | Total     | GENDER BY AGE |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|-----------|---------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  |           | MEN<br>18-49  | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 323       | 101           | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>70</b> | <b>70</b>     | <b>70</b>  | <b>77</b>      | <b>66</b>    | <b>71</b>           | <b>67</b>    | <b>75</b>      | <b>68</b>      | <b>64</b>         | <b>87</b> | <b>68</b> | <b>67</b> | <b>77</b>      | <b>63</b>    | <b>69</b>    | <b>71</b>    |
| Very satisfied                   | 24        | 36            | 12         | 18             | 21           | 26                  | 28           | 20             | 20             | 18                | 35        | 24        | 16        | 24             | 16           | 20           | 24           |
| Somewhat satisfied               | 46        | 34            | 57         | 59             | 44           | 45                  | 40           | 55             | 48             | 46                | 53        | 44        | 51        | 53             | 47           | 49           | 47           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>15</b> | <b>21</b>     | <b>8</b>   | <b>14</b>      | <b>11</b>    | <b>15</b>           | <b>18</b>    | <b>14</b>      | <b>13</b>      | <b>21</b>         | <b>5</b>  | <b>11</b> | <b>15</b> | <b>17</b>      | <b>19</b>    | <b>16</b>    | <b>14</b>    |
| Somewhat dissatisfied            | 10        | 12            | 4          | 11             | 8            | 8                   | 12           | 14             | 9              | 16                | 5         | 4         | 8         | 16             | 7            | 9            | 9            |
| Very dissatisfied                | 5         | 9             | 4          | 2              | 3            | 7                   | 7            | 1              | 4              | 5                 | 0         | 7         | 7         | 1              | 11           | 6            | 5            |
| <b><u>NO OPINION/DK</u></b>      | <b>15</b> | <b>9</b>      | <b>23</b>  | <b>9</b>       | <b>23</b>    | <b>13</b>           | <b>14</b>    | <b>10</b>      | <b>19</b>      | <b>15</b>         | <b>8</b>  | <b>21</b> | <b>18</b> | <b>6</b>       | <b>19</b>    | <b>15</b>    | <b>15</b>    |
| No opinion/DK                    | 15        | 9             | 23         | 9              | 23           | 13                  | 14           | 10             | 19             | 15                | 8         | 21        | 18        | 6              | 19           | 15           | 15           |

|                                  | Total     | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                  |           | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                    | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>70</b> | <b>69</b> | <b>79</b> | <b>80</b> | <b>72</b> | <b>70</b>            | <b>0</b> |
| Very satisfied                   | 24        | 23        | 48        | 25        | 18        | 24                   | 0        |
| Somewhat satisfied               | 46        | 46        | 31        | 55        | 53        | 46                   | 0        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>15</b> | <b>17</b> | <b>0</b>  | <b>0</b>  | <b>18</b> | <b>15</b>            | <b>0</b> |
| Somewhat dissatisfied            | 10        | 11        | 0         | 0         | 6         | 10                   | 0        |
| Very dissatisfied                | 5         | 5         | 0         | 0         | 12        | 5                    | 0        |
| <b><u>NO OPINION/DK</u></b>      | <b>15</b> | <b>14</b> | <b>21</b> | <b>20</b> | <b>10</b> | <b>15</b>            | <b>0</b> |
| No opinion/DK                    | 15        | 14        | 21        | 20        | 10        | 15                   | 0        |

Table 68: Q12b. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Maintaining public parks in good physical condition

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| Column n-Size                    | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>80</b>                               | <b>79</b>   | <b>81</b>   | <b>79</b>    | <b>89</b>       | <b>43</b>            | <b>88</b>          | <b>84</b>     | <b>51</b>         | <b>81</b>                 | <b>86</b>              | <b>59</b>   | <b>76</b>                    | <b>85</b> | <b>61</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>76</b>         | <b>85</b>    | <b>61</b>  |
| Very satisfied                   | 30                                      | 30          | 30          | 27           | 36              | 13                   | 30                 | 32            | 19                | 32                        | 34                     | 11          | 27                           | 32        | 33                            | 0                 | 0                                   | 0           | 27                | 32           | 33         |
| Somewhat satisfied               | 50                                      | 49          | 51          | 52           | 52              | 30                   | 58                 | 52            | 33                | 49                        | 52                     | 48          | 50                           | 53        | 28                            | 0                 | 0                                   | 0           | 50                | 53           | 28         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>16</b>                               | <b>19</b>   | <b>13</b>   | <b>14</b>    | <b>9</b>        | <b>57</b>            | <b>7</b>           | <b>15</b>     | <b>37</b>         | <b>16</b>                 | <b>11</b>              | <b>29</b>   | <b>21</b>                    | <b>13</b> | <b>36</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>21</b>         | <b>13</b>    | <b>36</b>  |
| Somewhat dissatisfied            | 12                                      | 14          | 10          | 10           | 8               | 18                   | 3                  | 13            | 23                | 12                        | 9                      | 17          | 12                           | 11        | 36                            | 0                 | 0                                   | 0           | 12                | 11           | 36         |
| Very dissatisfied                | 4                                       | 5           | 4           | 3            | 1               | 39                   | 4                  | 2             | 15                | 4                         | 2                      | 12          | 9                            | 2         | 0                             | 0                 | 0                                   | 0           | 9                 | 2            | 0          |
| <b><u>NO OPINION/DK</u></b>      | <b>4</b>                                | <b>2</b>    | <b>5</b>    | <b>8</b>     | <b>2</b>        | <b>0</b>             | <b>6</b>           | <b>1</b>      | <b>11</b>         | <b>3</b>                  | <b>3</b>               | <b>12</b>   | <b>3</b>                     | <b>2</b>  | <b>3</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>3</b>          | <b>2</b>     | <b>3</b>   |
| No opinion/DK                    | 4                                       | 2           | 5           | 8            | 2               | 0                    | 6                  | 1             | 11                | 3                         | 3                      | 12          | 3                            | 2         | 3                             | 0                 | 0                                   | 0           | 3                 | 2            | 3          |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                    | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>80</b>                               | <b>94</b>   | <b>86</b>   | <b>87</b>    | <b>53</b>       | <b>81</b>            | <b>82</b>          | <b>82</b>     | <b>79</b>         | <b>74</b>                 | <b>79</b>              | <b>80</b>   | <b>79</b>                    | <b>81</b> | <b>84</b>                     | <b>55</b>         | <b>69</b>                           | <b>72</b>   | <b>88</b>         | <b>75</b>    | <b>85</b>  |
| Very satisfied                   | 30                                      | 58          | 32          | 36           | 5               | 25                   | 37                 | 34            | 24                | 42                        | 32                     | 28          | 28                           | 31        | 32                            | 11                | 36                                  | 13          | 28                | 36           | 30         |
| Somewhat satisfied               | 50                                      | 36          | 54          | 51           | 47              | 56                   | 45                 | 48            | 56                | 32                        | 47                     | 51          | 51                           | 50        | 52                            | 45                | 33                                  | 59          | 60                | 39           | 54         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>16</b>                               | <b>2</b>    | <b>13</b>   | <b>11</b>    | <b>38</b>       | <b>19</b>            | <b>16</b>          | <b>17</b>     | <b>14</b>         | <b>18</b>                 | <b>18</b>              | <b>16</b>   | <b>17</b>                    | <b>15</b> | <b>15</b>                     | <b>28</b>         | <b>15</b>                           | <b>28</b>   | <b>7</b>          | <b>25</b>    | <b>13</b>  |
| Somewhat dissatisfied            | 12                                      | 2           | 11          | 10           | 21              | 6                    | 13                 | 12            | 12                | 13                        | 16                     | 11          | 11                           | 12        | 12                            | 6                 | 7                                   | 26          | 2                 | 22           | 10         |
| Very dissatisfied                | 4                                       | 0           | 2           | 2            | 17              | 12                   | 3                  | 5             | 3                 | 5                         | 3                      | 4           | 6                            | 3         | 2                             | 21                | 9                                   | 2           | 5                 | 3            | 3          |
| <b><u>NO OPINION/DK</u></b>      | <b>4</b>                                | <b>5</b>    | <b>1</b>    | <b>2</b>     | <b>9</b>        | <b>0</b>             | <b>1</b>           | <b>1</b>      | <b>6</b>          | <b>9</b>                  | <b>3</b>               | <b>5</b>    | <b>4</b>                     | <b>4</b>  | <b>1</b>                      | <b>17</b>         | <b>16</b>                           | <b>0</b>    | <b>5</b>          | <b>0</b>     | <b>2</b>   |
| No opinion/DK                    | 4                                       | 5           | 1           | 2            | 9               | 0                    | 1                  | 1             | 6                 | 9                         | 3                      | 5           | 4                            | 4         | 1                             | 17                | 16                                  | 0           | 5                 | 0            | 2          |

Table 68: Q12b. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Maintaining public parks in good physical condition

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |               |                |              |           |           |           |           |  |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|---------------|----------------|--------------|-----------|-----------|-----------|-----------|--|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+      |           |           |           |           |  |
| Column n-Size                    | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106           | 79             | 76           |           |           |           |           |  |
| <b><u>TOTAL SATISFIED</u></b>    | <b>80</b>     | <b>77</b> | <b>82</b> | <b>79</b>          | <b>77</b> | <b>90</b>  | <b>84</b>            | <b>70</b> | <b>86</b>           | <b>45</b>  | <b>66</b>    | <b>0</b>  | <b>90</b>            | <b>81</b>     | <b>81</b>      | <b>74</b>    |           |           |           |           |  |
| Very satisfied                   | 30            | 25        | 38        | 43                 | 25        | 34         | 31                   | 19        | 32                  | 0          | 13           | 0         | 39                   | 32            | 31             | 25           |           |           |           |           |  |
| Somewhat satisfied               | 50            | 52        | 44        | 36                 | 53        | 55         | 53                   | 50        | 54                  | 45         | 54           | 0         | 51                   | 49            | 49             | 49           |           |           |           |           |  |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>16</b>     | <b>18</b> | <b>15</b> | <b>21</b>          | <b>18</b> | <b>6</b>   | <b>13</b>            | <b>23</b> | <b>11</b>           | <b>55</b>  | <b>34</b>    | <b>0</b>  | <b>10</b>            | <b>17</b>     | <b>16</b>      | <b>17</b>    |           |           |           |           |  |
| Somewhat dissatisfied            | 12            | 13        | 13        | 17                 | 13        | 6          | 12                   | 15        | 9                   | 55         | 34           | 0         | 10                   | 14            | 14             | 8            |           |           |           |           |  |
| Very dissatisfied                | 4             | 5         | 2         | 4                  | 4         | 1          | 1                    | 8         | 1                   | 0          | 0            | 0         | 0                    | 3             | 3              | 10           |           |           |           |           |  |
| <b><u>NO OPINION/DK</u></b>      | <b>4</b>      | <b>5</b>  | <b>3</b>  | <b>0</b>           | <b>5</b>  | <b>4</b>   | <b>3</b>             | <b>7</b>  | <b>3</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>0</b>             | <b>2</b>      | <b>3</b>       | <b>8</b>     |           |           |           |           |  |
| No opinion/DK                    | 4             | 5         | 3         | 0                  | 5         | 4          | 3                    | 7         | 3                   | 0          | 0            | 0         | 0                    | 2             | 3              | 8            |           |           |           |           |  |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |               |                | QE EDUCATION |           |           |           |           |  |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+           | HS OR LESS     | SOME COLL    | COLL GRAD | POST GRAD | NCOLL     | COLL+     |  |
| Column n-Size                    | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71            | 73             | 65           | 103       | 81        | 138       | 184       |  |
| <b><u>TOTAL SATISFIED</u></b>    | <b>80</b>     | <b>79</b> | <b>81</b> | <b>90</b>          | <b>80</b> | <b>64</b>  | <b>84</b>            | <b>84</b> | <b>81</b>           | <b>79</b>  | <b>83</b>    | <b>84</b> | <b>76</b>            | <b>83</b>     | <b>89</b>      | <b>74</b>    | <b>83</b> | <b>73</b> | <b>82</b> | <b>79</b> |  |
| Very satisfied                   | 30            | 31        | 28        | 35                 | 45        | 19         | 17                   | 26        | 28                  | 35         | 22           | 41        | 18                   | 27            | 45             | 31           | 25        | 21        | 39        | 23        |  |
| Somewhat satisfied               | 50            | 48        | 53        | 54                 | 35        | 45         | 68                   | 57        | 53                  | 44         | 61           | 43        | 58                   | 55            | 43             | 44           | 59        | 52        | 43        | 56        |  |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>16</b>     | <b>16</b> | <b>16</b> | <b>10</b>          | <b>15</b> | <b>34</b>  | <b>11</b>            | <b>13</b> | <b>8</b>            | <b>18</b>  | <b>11</b>    | <b>13</b> | <b>21</b>            | <b>11</b>     | <b>9</b>       | <b>24</b>    | <b>13</b> | <b>20</b> | <b>16</b> | <b>16</b> |  |
| Somewhat dissatisfied            | 12            | 11        | 13        | 7                  | 11        | 28         | 9                    | 9         | 5                   | 14         | 8            | 9         | 17                   | 7             | 8              | 22           | 10        | 10        | 15        | 10        |  |
| Very dissatisfied                | 4             | 5         | 2         | 4                  | 3         | 5          | 2                    | 4         | 3                   | 4          | 3            | 4         | 4                    | 4             | 1              | 1            | 4         | 10        | 1         | 6         |  |
| <b><u>NO OPINION/DK</u></b>      | <b>4</b>      | <b>5</b>  | <b>3</b>  | <b>0</b>           | <b>5</b>  | <b>2</b>   | <b>4</b>             | <b>3</b>  | <b>11</b>           | <b>3</b>   | <b>6</b>     | <b>3</b>  | <b>3</b>             | <b>7</b>      | <b>3</b>       | <b>2</b>     | <b>3</b>  | <b>7</b>  | <b>2</b>  | <b>5</b>  |  |
| No opinion/DK                    | 4             | 5         | 3         | 0                  | 5         | 2          | 4                    | 3         | 11                  | 3          | 6            | 3         | 3                    | 7             | 3              | 2            | 3         | 7         | 2         | 5         |  |

Table 68: Q12b. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Maintaining public parks in good physical condition

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>80</b>     | <b>80</b>    | <b>81</b>  | <b>78</b>      | <b>86</b>    | <b>85</b>           | <b>75</b>    | <b>78</b>      | <b>83</b>      | <b>76</b>         | <b>81</b> | <b>78</b> | <b>78</b> | <b>72</b>      | <b>88</b>    | <b>79</b>    | <b>81</b>    |
| Very satisfied                   | 30            | 37           | 22         | 34             | 22           | 35                  | 28           | 42             | 18             | 40                | 35        | 18        | 24        | 21             | 28           | 23           | 28           |
| Somewhat satisfied               | 50            | 43           | 59         | 44             | 64           | 50                  | 47           | 36             | 65             | 35                | 46        | 60        | 54        | 51             | 59           | 56           | 53           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>16</b>     | <b>16</b>    | <b>12</b>  | <b>20</b>      | <b>9</b>     | <b>14</b>           | <b>17</b>    | <b>18</b>      | <b>14</b>      | <b>15</b>         | <b>16</b> | <b>16</b> | <b>15</b> | <b>25</b>      | <b>11</b>    | <b>17</b>    | <b>15</b>    |
| Somewhat dissatisfied            | 12            | 12           | 8          | 16             | 8            | 13                  | 9            | 17             | 11             | 10                | 16        | 7         | 13        | 19             | 8            | 12           | 12           |
| Very dissatisfied                | 4             | 4            | 5          | 4              | 1            | 1                   | 9            | 1              | 3              | 5                 | 0         | 9         | 2         | 6              | 3            | 5            | 4            |
| <b><u>NO OPINION/DK</u></b>      | <b>4</b>      | <b>3</b>     | <b>7</b>   | <b>2</b>       | <b>5</b>     | <b>2</b>            | <b>8</b>     | <b>3</b>       | <b>3</b>       | <b>9</b>          | <b>2</b>  | <b>5</b>  | <b>7</b>  | <b>3</b>       | <b>1</b>     | <b>4</b>     | <b>3</b>     |
| No opinion/DK                    | 4             | 3            | 7          | 2              | 5            | 2                   | 8            | 3              | 3              | 9                 | 2         | 5         | 7         | 3              | 1            | 4            | 3            |

|                                  | LANGUAGE  |           |           |            |           | A/B SPLIT<br>SAMPLES |          |
|----------------------------------|-----------|-----------|-----------|------------|-----------|----------------------|----------|
|                                  | Total     | ENG       | SPAN      | VIET       | CHIN      | A                    | B        |
| Column n-Size                    | 323       | 288       | 10        | 16         | 10        | 323                  | 0        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>80</b> | <b>80</b> | <b>64</b> | <b>100</b> | <b>75</b> | <b>80</b>            | <b>0</b> |
| Very satisfied                   | 30        | 28        | 45        | 64         | 10        | 30                   | 0        |
| Somewhat satisfied               | 50        | 52        | 19        | 36         | 66        | 50                   | 0        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>16</b> | <b>16</b> | <b>26</b> | <b>0</b>   | <b>25</b> | <b>16</b>            | <b>0</b> |
| Somewhat dissatisfied            | 12        | 12        | 26        | 0          | 25        | 12                   | 0        |
| Very dissatisfied                | 4         | 5         | 0         | 0          | 0         | 4                    | 0        |
| <b><u>NO OPINION/DK</u></b>      | <b>4</b>  | <b>4</b>  | <b>10</b> | <b>0</b>   | <b>0</b>  | <b>4</b>             | <b>0</b> |
| No opinion/DK                    | 4         | 4         | 10        | 0          | 0         | 4                    | 0        |

Table 69: Q12c. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing police services

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>80</b>                               | <b>78</b>   | <b>82</b>   | <b>80</b>    | <b>83</b>       | <b>100</b>           | <b>86</b>          | <b>83</b>     | <b>57</b>         | <b>80</b>                 | <b>84</b>              | <b>70</b>   | <b>69</b>                    | <b>87</b> | <b>92</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>69</b>         | <b>87</b>    | <b>92</b>  |
| Very satisfied                   | 35                                      | 35          | 34          | 39           | 29              | 11                   | 52                 | 30            | 25                | 39                        | 35                     | 23          | 29                           | 37        | 42                            | 0                 | 0                                   | 0           | 29                | 37           | 42         |
| Somewhat satisfied               | 45                                      | 43          | 48          | 41           | 54              | 89                   | 34                 | 53            | 32                | 41                        | 49                     | 48          | 41                           | 50        | 50                            | 0                 | 0                                   | 0           | 41                | 50           | 50         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>15</b>                               | <b>20</b>   | <b>11</b>   | <b>11</b>    | <b>13</b>       | <b>0</b>             | <b>9</b>           | <b>12</b>     | <b>40</b>         | <b>15</b>                 | <b>12</b>              | <b>23</b>   | <b>26</b>                    | <b>11</b> | <b>3</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>26</b>         | <b>11</b>    | <b>3</b>   |
| Somewhat dissatisfied            | 9                                       | 14          | 5           | 6            | 5               | 0                    | 9                  | 9             | 11                | 8                         | 11                     | 8           | 16                           | 11        | 0                             | 0                 | 0                                   | 0           | 16                | 11           | 0          |
| Very dissatisfied                | 6                                       | 6           | 6           | 5            | 8               | 0                    | 0                  | 3             | 28                | 7                         | 1                      | 15          | 10                           | 1         | 3                             | 0                 | 0                                   | 0           | 10                | 1            | 3          |
| <b><u>NO OPINION/DK</u></b>      | <b>5</b>                                | <b>2</b>    | <b>7</b>    | <b>9</b>     | <b>4</b>        | <b>0</b>             | <b>5</b>           | <b>5</b>      | <b>3</b>          | <b>5</b>                  | <b>3</b>               | <b>6</b>    | <b>5</b>                     | <b>2</b>  | <b>5</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>5</b>          | <b>2</b>     | <b>5</b>   |
| No opinion/DK                    | 5                                       | 2           | 7           | 9            | 4               | 0                    | 5                  | 5             | 3                 | 5                         | 3                      | 6           | 5                            | 2         | 5                             | 0                 | 0                                   | 0           | 5                 | 2            | 5          |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>80</b>                               | <b>93</b>   | <b>86</b>   | <b>87</b>    | <b>53</b>       | <b>84</b>            | <b>85</b>          | <b>85</b>     | <b>75</b>         | <b>81</b>                 | <b>88</b>              | <b>77</b>   | <b>83</b>                    | <b>77</b> | <b>86</b>                     | <b>69</b>         | <b>72</b>                           | <b>91</b>   | <b>72</b>         | <b>85</b>    | <b>83</b>  |
| Very satisfied                   | 35                                      | 75          | 32          | 39           | 15              | 43                   | 32                 | 35            | 33                | 40                        | 34                     | 34          | 34                           | 35        | 35                            | 26                | 37                                  | 40          | 24                | 29           | 43         |
| Somewhat satisfied               | 45                                      | 18          | 53          | 48           | 37              | 41                   | 53                 | 50            | 41                | 40                        | 54                     | 43          | 49                           | 42        | 50                            | 43                | 35                                  | 51          | 48                | 56           | 40         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>15</b>                               | <b>2</b>    | <b>11</b>   | <b>10</b>    | <b>45</b>       | <b>16</b>            | <b>14</b>          | <b>14</b>     | <b>19</b>         | <b>0</b>                  | <b>7</b>               | <b>18</b>   | <b>12</b>                    | <b>19</b> | <b>9</b>                      | <b>28</b>         | <b>18</b>                           | <b>9</b>    | <b>22</b>         | <b>13</b>    | <b>11</b>  |
| Somewhat dissatisfied            | 9                                       | 2           | 10          | 9            | 12              | 4                    | 10                 | 9             | 11                | 0                         | 4                      | 11          | 6                            | 13        | 6                             | 4                 | 8                                   | 4           | 19                | 8            | 6          |
| Very dissatisfied                | 6                                       | 0           | 0           | 0            | 33              | 12                   | 3                  | 5             | 7                 | 0                         | 3                      | 7           | 6                            | 6         | 2                             | 25                | 10                                  | 5           | 3                 | 6            | 5          |
| <b><u>NO OPINION/DK</u></b>      | <b>5</b>                                | <b>4</b>    | <b>4</b>    | <b>4</b>     | <b>2</b>        | <b>0</b>             | <b>1</b>           | <b>1</b>      | <b>7</b>          | <b>19</b>                 | <b>5</b>               | <b>5</b>    | <b>5</b>                     | <b>5</b>  | <b>6</b>                      | <b>3</b>          | <b>11</b>                           | <b>0</b>    | <b>6</b>          | <b>1</b>     | <b>5</b>   |
| No opinion/DK                    | 5                                       | 4           | 4           | 4            | 2               | 0                    | 1                  | 1             | 7                 | 19                        | 5                      | 5           | 5                            | 5         | 6                             | 3                 | 11                                  | 0           | 6                 | 1            | 5          |

Table 69: Q12c. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing police services

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106           | 79             | 76        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>80</b>     | <b>85</b> | <b>71</b> | <b>83</b>          | <b>77</b> | <b>84</b>  | <b>81</b>            | <b>71</b> | <b>83</b>           | <b>21</b>  | <b>70</b>    | <b>0</b>  | <b>90</b>            | <b>76</b>     | <b>81</b>      | <b>78</b> |           |           |           |           |
| Very satisfied                   | 35            | 35        | 37        | 40                 | 26        | 53         | 22                   | 29        | 23                  | 0          | 0            | 0         | 51                   | 32            | 30             | 34        |           |           |           |           |
| Somewhat satisfied               | 45            | 50        | 33        | 43                 | 51        | 31         | 60                   | 42        | 60                  | 21         | 70           | 0         | 39                   | 45            | 50             | 44        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>15</b>     | <b>10</b> | <b>27</b> | <b>13</b>          | <b>18</b> | <b>11</b>  | <b>13</b>            | <b>24</b> | <b>11</b>           | <b>79</b>  | <b>15</b>    | <b>0</b>  | <b>10</b>            | <b>20</b>     | <b>12</b>      | <b>17</b> |           |           |           |           |
| Somewhat dissatisfied            | 9             | 7         | 18        | 12                 | 9         | 9          | 9                    | 9         | 8                   | 45         | 15           | 0         | 5                    | 13            | 9              | 10        |           |           |           |           |
| Very dissatisfied                | 6             | 3         | 9         | 1                  | 9         | 1          | 4                    | 15        | 3                   | 34         | 0            | 0         | 5                    | 7             | 3              | 8         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>5</b>      | <b>5</b>  | <b>3</b>  | <b>4</b>           | <b>5</b>  | <b>5</b>   | <b>6</b>             | <b>5</b>  | <b>6</b>            | <b>0</b>   | <b>15</b>    | <b>0</b>  | <b>0</b>             | <b>4</b>      | <b>7</b>       | <b>5</b>  |           |           |           |           |
| No opinion/DK                    | 5             | 5         | 3         | 4                  | 5         | 5          | 6                    | 5         | 6                   | 0          | 15           | 0         | 0                    | 4             | 7              | 5         |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION  |                |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71            | 73             | 65        | 103       | 81        | 138       | 184       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>80</b>     | <b>83</b> | <b>77</b> | <b>74</b>          | <b>72</b> | <b>78</b>  | <b>88</b>            | <b>82</b> | <b>97</b>           | <b>74</b>  | <b>88</b>    | <b>73</b> | <b>84</b>            | <b>89</b>     | <b>81</b>      | <b>83</b> | <b>78</b> | <b>79</b> | <b>82</b> | <b>78</b> |
| Very satisfied                   | 35            | 32        | 38        | 27                 | 27        | 27         | 40                   | 38        | 63                  | 27         | 45           | 27        | 35                   | 49            | 34             | 30        | 41        | 31        | 32        | 36        |
| Somewhat satisfied               | 45            | 51        | 39        | 47                 | 45        | 51         | 48                   | 44        | 34                  | 47         | 44           | 46        | 49                   | 39            | 47             | 54        | 37        | 48        | 50        | 42        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>15</b>     | <b>16</b> | <b>15</b> | <b>26</b>          | <b>20</b> | <b>13</b>  | <b>9</b>             | <b>9</b>  | <b>3</b>            | <b>20</b>  | <b>8</b>     | <b>23</b> | <b>11</b>            | <b>6</b>      | <b>16</b>      | <b>14</b> | <b>14</b> | <b>17</b> | <b>15</b> | <b>15</b> |
| Somewhat dissatisfied            | 9             | 8         | 11        | 20                 | 12        | 9          | 6                    | 3         | 0                   | 14         | 4            | 15        | 7                    | 2             | 11             | 8         | 11        | 7         | 9         | 9         |
| Very dissatisfied                | 6             | 8         | 4         | 6                  | 8         | 4          | 3                    | 6         | 3                   | 6          | 4            | 7         | 3                    | 5             | 5              | 6         | 3         | 10        | 5         | 6         |
| <b><u>NO OPINION/DK</u></b>      | <b>5</b>      | <b>1</b>  | <b>9</b>  | <b>0</b>           | <b>8</b>  | <b>9</b>   | <b>3</b>             | <b>9</b>  | <b>0</b>            | <b>6</b>   | <b>4</b>     | <b>5</b>  | <b>6</b>             | <b>5</b>      | <b>4</b>       | <b>3</b>  | <b>8</b>  | <b>4</b>  | <b>3</b>  | <b>6</b>  |
| No opinion/DK                    | 5             | 1         | 9         | 0                  | 8         | 9          | 3                    | 9         | 0                   | 6          | 4            | 5         | 6                    | 5             | 4              | 3         | 8         | 4         | 3         | 6         |



Table 69: Q12c. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing police services

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>80</b>     | <b>79</b>    | <b>92</b>  | <b>68</b>      | <b>85</b>    | <b>87</b>           | <b>79</b>    | <b>76</b>      | <b>77</b>      | <b>83</b>         | <b>80</b> | <b>88</b> | <b>75</b> | <b>86</b>      | <b>68</b>    | <b>79</b>    | <b>79</b>    |
| Very satisfied                   | 35            | 30           | 35         | 23             | 53           | 27                  | 36           | 38             | 37             | 52                | 33        | 31        | 31        | 25             | 27           | 28           | 32           |
| Somewhat satisfied               | 45            | 48           | 58         | 45             | 32           | 60                  | 44           | 38             | 40             | 31                | 47        | 56        | 45        | 60             | 42           | 51           | 47           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>15</b>     | <b>19</b>    | <b>8</b>   | <b>22</b>      | <b>8</b>     | <b>13</b>           | <b>19</b>    | <b>17</b>      | <b>13</b>      | <b>6</b>          | <b>16</b> | <b>7</b>  | <b>20</b> | <b>11</b>      | <b>30</b>    | <b>17</b>    | <b>16</b>    |
| Somewhat dissatisfied            | 9             | 11           | 4          | 18             | 4            | 6                   | 10           | 14             | 9              | 4                 | 14        | 6         | 6         | 4              | 21           | 10           | 10           |
| Very dissatisfied                | 6             | 9            | 4          | 4              | 4            | 7                   | 9            | 3              | 4              | 3                 | 2         | 1         | 14        | 6              | 9            | 8            | 6            |
| <b><u>NO OPINION/DK</u></b>      | <b>5</b>      | <b>2</b>     | <b>0</b>   | <b>11</b>      | <b>7</b>     | <b>0</b>            | <b>2</b>     | <b>7</b>       | <b>10</b>      | <b>11</b>         | <b>4</b>  | <b>5</b>  | <b>4</b>  | <b>3</b>       | <b>2</b>     | <b>4</b>     | <b>4</b>     |
| No opinion/DK                    | 5             | 2            | 0          | 11             | 7            | 0                   | 2            | 7              | 10             | 11                | 4         | 5         | 4         | 3              | 2            | 4            | 4            |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                    | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>80</b> | <b>81</b> | <b>90</b> | <b>64</b> | <b>76</b> | <b>80</b>            | <b>0</b> |
| Very satisfied                   | 35        | 36        | 44        | 30        | 8         | 35                   | 0        |
| Somewhat satisfied               | 45        | 45        | 46        | 34        | 67        | 45                   | 0        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>15</b> | <b>14</b> | <b>0</b>  | <b>36</b> | <b>24</b> | <b>15</b>            | <b>0</b> |
| Somewhat dissatisfied            | 9         | 8         | 0         | 36        | 6         | 9                    | 0        |
| Very dissatisfied                | 6         | 6         | 0         | 0         | 18        | 6                    | 0        |
| <b><u>NO OPINION/DK</u></b>      | <b>5</b>  | <b>5</b>  | <b>10</b> | <b>0</b>  | <b>0</b>  | <b>5</b>             | <b>0</b> |
| No opinion/DK                    | 5         | 5         | 10        | 0         | 0         | 5                    | 0        |

Table 70: Q12d. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Preparing for emergencies and natural disasters

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>59</b>                               | <b>68</b>   | <b>50</b>   | <b>49</b>    | <b>55</b>       | <b>11</b>            | <b>62</b>          | <b>65</b>     | <b>24</b>         | <b>65</b>                 | <b>61</b>              | <b>42</b>   | <b>55</b>                    | <b>71</b> | <b>73</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>55</b>         | <b>71</b>    | <b>73</b>  |
| Very satisfied                   | 17                                      | 22          | 14          | 17           | 10              | 0                    | 23                 | 17            | 11                | 17                        | 18                     | 16          | 18                           | 21        | 9                             | 0                 | 0                                   | 0           | 18                | 21           | 9          |
| Somewhat satisfied               | 41                                      | 47          | 37          | 32           | 45              | 11                   | 39                 | 48            | 14                | 48                        | 42                     | 26          | 37                           | 51        | 64                            | 0                 | 0                                   | 0           | 37                | 51           | 64         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>                               | <b>15</b>   | <b>14</b>   | <b>10</b>    | <b>18</b>       | <b>49</b>            | <b>6</b>           | <b>13</b>     | <b>36</b>         | <b>10</b>                 | <b>15</b>              | <b>23</b>   | <b>16</b>                    | <b>17</b> | <b>9</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>16</b>         | <b>17</b>    | <b>9</b>   |
| Somewhat dissatisfied            | 11                                      | 9           | 12          | 7            | 18              | 37                   | 3                  | 11            | 26                | 7                         | 13                     | 11          | 7                            | 15        | 9                             | 0                 | 0                                   | 0           | 7                 | 15           | 9          |
| Very dissatisfied                | 4                                       | 5           | 2           | 3            | 0               | 11                   | 3                  | 3             | 10                | 3                         | 2                      | 12          | 9                            | 1         | 0                             | 0                 | 0                                   | 0           | 9                 | 1            | 0          |
| <b><u>NO OPINION/DK</u></b>      | <b>27</b>                               | <b>17</b>   | <b>36</b>   | <b>41</b>    | <b>27</b>       | <b>40</b>            | <b>32</b>          | <b>22</b>     | <b>40</b>         | <b>25</b>                 | <b>24</b>              | <b>35</b>   | <b>29</b>                    | <b>12</b> | <b>18</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>29</b>         | <b>12</b>    | <b>18</b>  |
| No opinion/DK                    | 27                                      | 17          | 36          | 41           | 27              | 40                   | 32                 | 22            | 40                | 25                        | 24                     | 35          | 29                           | 12        | 18                            | 0                 | 0                                   | 0           | 29                | 12           | 18         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                    | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>59</b>                               | <b>73</b>   | <b>64</b>   | <b>65</b>    | <b>31</b>       | <b>52</b>            | <b>71</b>          | <b>66</b>     | <b>54</b>         | <b>41</b>                 | <b>83</b>              | <b>54</b>   | <b>61</b>                    | <b>58</b> | <b>68</b>                     | <b>30</b>         | <b>44</b>                           | <b>61</b>   | <b>45</b>         | <b>74</b>    | <b>64</b>  |
| Very satisfied                   | 17                                      | 31          | 19          | 21           | 3               | 13                   | 24                 | 21            | 14                | 14                        | 20                     | 18          | 20                           | 15        | 23                            | 7                 | 13                                  | 10          | 19                | 17           | 21         |
| Somewhat satisfied               | 41                                      | 42          | 45          | 44           | 28              | 39                   | 47                 | 45            | 40                | 27                        | 63                     | 36          | 41                           | 43        | 46                            | 23                | 31                                  | 51          | 27                | 56           | 43         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>                               | <b>4</b>    | <b>13</b>   | <b>12</b>    | <b>28</b>       | <b>17</b>            | <b>17</b>          | <b>17</b>     | <b>13</b>         | <b>5</b>                  | <b>5</b>               | <b>16</b>   | <b>11</b>                    | <b>18</b> | <b>10</b>                     | <b>14</b>         | <b>13</b>                           | <b>19</b>   | <b>28</b>         | <b>9</b>     | <b>8</b>   |
| Somewhat dissatisfied            | 11                                      | 2           | 11          | 9            | 19              | 12                   | 15                 | 14            | 8                 | 5                         | 5                      | 12          | 9                            | 12        | 8                             | 12                | 7                                   | 17          | 21                | 6            | 7          |
| Very dissatisfied                | 4                                       | 3           | 2           | 3            | 9               | 4                    | 2                  | 2             | 5                 | 0                         | 0                      | 4           | 2                            | 5         | 2                             | 2                 | 6                                   | 2           | 7                 | 3            | 1          |
| <b><u>NO OPINION/DK</u></b>      | <b>27</b>                               | <b>23</b>   | <b>23</b>   | <b>23</b>    | <b>41</b>       | <b>31</b>            | <b>12</b>          | <b>17</b>     | <b>33</b>         | <b>54</b>                 | <b>12</b>              | <b>30</b>   | <b>28</b>                    | <b>24</b> | <b>22</b>                     | <b>56</b>         | <b>43</b>                           | <b>20</b>   | <b>26</b>         | <b>17</b>    | <b>28</b>  |
| No opinion/DK                    | 27                                      | 23          | 23          | 23           | 41              | 31                   | 12                 | 17            | 33                | 54                        | 12                     | 30          | 28                           | 24        | 22                            | 56                | 43                                  | 20          | 26                | 17           | 28         |

Table 70: Q12d. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Preparing for emergencies and natural disasters

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>59</b>     | <b>59</b> | <b>62</b> | <b>69</b>          | <b>61</b> | <b>48</b>  | <b>76</b>            | <b>42</b> | <b>74</b>           | <b>79</b>  | <b>85</b>    | <b>0</b>  | <b>81</b>            | <b>62</b>    | <b>68</b>     | <b>49</b> |           |           |           |           |
| Very satisfied                   | 17            | 16        | 21        | 18                 | 20        | 17         | 27                   | 13        | 26                  | 0          | 70           | 0         | 27                   | 20           | 22            | 13        |           |           |           |           |
| Somewhat satisfied               | 41            | 43        | 41        | 52                 | 41        | 31         | 49                   | 29        | 48                  | 79         | 15           | 0         | 54                   | 42           | 46            | 35        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>     | <b>14</b> | <b>16</b> | <b>8</b>           | <b>15</b> | <b>17</b>  | <b>15</b>            | <b>15</b> | <b>16</b>           | <b>0</b>   | <b>15</b>    | <b>0</b>  | <b>9</b>             | <b>14</b>    | <b>16</b>     | <b>14</b> |           |           |           |           |
| Somewhat dissatisfied            | 11            | 10        | 10        | 7                  | 11        | 11         | 11                   | 11        | 12                  | 0          | 15           | 0         | 9                    | 8            | 13            | 10        |           |           |           |           |
| Very dissatisfied                | 4             | 3         | 6         | 1                  | 4         | 6          | 4                    | 4         | 4                   | 0          | 0            | 0         | 0                    | 6            | 3             | 4         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>27</b>     | <b>27</b> | <b>22</b> | <b>23</b>          | <b>24</b> | <b>35</b>  | <b>9</b>             | <b>42</b> | <b>10</b>           | <b>21</b>  | <b>0</b>     | <b>0</b>  | <b>10</b>            | <b>24</b>    | <b>16</b>     | <b>38</b> |           |           |           |           |
| No opinion/DK                    | 27            | 27        | 22        | 23                 | 24        | 35         | 9                    | 42        | 10                  | 21         | 0            | 0         | 10                   | 24           | 16            | 38        |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>59</b>     | <b>61</b> | <b>56</b> | <b>52</b>          | <b>62</b> | <b>60</b>  | <b>61</b>            | <b>51</b> | <b>67</b>           | <b>58</b>  | <b>59</b>    | <b>57</b> | <b>61</b>            | <b>58</b>    | <b>51</b>     | <b>70</b> | <b>68</b> | <b>43</b> | <b>60</b> | <b>57</b> |
| Very satisfied                   | 17            | 21        | 12        | 17                 | 26        | 16         | 9                    | 12        | 22                  | 21         | 13           | 22        | 12                   | 16           | 15            | 20        | 20        | 13        | 17        | 17        |
| Somewhat satisfied               | 41            | 39        | 44        | 34                 | 35        | 43         | 52                   | 39        | 45                  | 37         | 47           | 35        | 49                   | 42           | 36            | 51        | 48        | 30        | 43        | 40        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>     | <b>12</b> | <b>17</b> | <b>30</b>          | <b>14</b> | <b>16</b>  | <b>6</b>             | <b>15</b> | <b>3</b>            | <b>19</b>  | <b>8</b>     | <b>21</b> | <b>10</b>            | <b>10</b>    | <b>18</b>     | <b>11</b> | <b>12</b> | <b>17</b> | <b>15</b> | <b>14</b> |
| Somewhat dissatisfied            | 11            | 11        | 11        | 20                 | 14        | 12         | 4                    | 10        | 3                   | 15         | 5            | 16        | 7                    | 7            | 12            | 10        | 9         | 11        | 11        | 10        |
| Very dissatisfied                | 4             | 1         | 6         | 10                 | 0         | 4          | 3                    | 5         | 0                   | 4          | 3            | 4         | 3                    | 3            | 5             | 1         | 2         | 5         | 3         | 4         |
| <b><u>NO OPINION/DK</u></b>      | <b>27</b>     | <b>28</b> | <b>27</b> | <b>19</b>          | <b>25</b> | <b>24</b>  | <b>33</b>            | <b>34</b> | <b>30</b>           | <b>23</b>  | <b>33</b>    | <b>22</b> | <b>29</b>            | <b>32</b>    | <b>32</b>     | <b>18</b> | <b>20</b> | <b>40</b> | <b>25</b> | <b>29</b> |
| No opinion/DK                    | 27            | 28        | 27        | 19                 | 25        | 24         | 33                   | 34        | 30                  | 23         | 33           | 22        | 29                   | 32           | 32            | 18        | 20        | 40        | 25        | 29        |

Table 70: Q12d. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Preparing for emergencies and natural disasters

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>59</b>     | <b>59</b>    | <b>66</b>  | <b>56</b>      | <b>55</b>    | <b>62</b>           | <b>59</b>    | <b>56</b>      | <b>56</b>      | <b>44</b>         | <b>71</b> | <b>58</b> | <b>63</b> | <b>49</b>      | <b>64</b>    | <b>58</b>    | <b>60</b>    |
| Very satisfied                   | 17            | 27           | 13         | 12             | 12           | 20                  | 22           | 13             | 12             | 12                | 13        | 18        | 24        | 6              | 21           | 17           | 18           |
| Somewhat satisfied               | 41            | 32           | 53         | 44             | 42           | 43                  | 37           | 44             | 44             | 32                | 58        | 40        | 39        | 43             | 42           | 41           | 42           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>     | <b>16</b>    | <b>4</b>   | <b>23</b>      | <b>10</b>    | <b>9</b>            | <b>14</b>    | <b>22</b>      | <b>13</b>      | <b>12</b>         | <b>10</b> | <b>14</b> | <b>8</b>  | <b>22</b>      | <b>21</b>    | <b>17</b>    | <b>14</b>    |
| Somewhat dissatisfied            | 11            | 15           | 4          | 15             | 6            | 8                   | 13           | 15             | 7              | 12                | 10        | 7         | 6         | 21             | 11           | 12           | 11           |
| Very dissatisfied                | 4             | 1            | 0          | 8              | 4            | 1                   | 1            | 6              | 6              | 0                 | 0         | 6         | 2         | 2              | 10           | 5            | 4            |
| <b><u>NO OPINION/DK</u></b>      | <b>27</b>     | <b>25</b>    | <b>30</b>  | <b>21</b>      | <b>35</b>    | <b>29</b>           | <b>27</b>    | <b>22</b>      | <b>31</b>      | <b>45</b>         | <b>20</b> | <b>28</b> | <b>29</b> | <b>29</b>      | <b>16</b>    | <b>25</b>    | <b>26</b>    |
| No opinion/DK                    | 27            | 25           | 30         | 21             | 35           | 29                  | 27           | 22             | 31             | 45                | 20        | 28        | 29        | 29             | 16           | 25           | 26           |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                    | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>59</b> | <b>57</b> | <b>82</b> | <b>72</b> | <b>60</b> | <b>59</b>            | <b>0</b> |
| Very satisfied                   | 17        | 16        | 23        | 31        | 20        | 17                   | 0        |
| Somewhat satisfied               | 41        | 41        | 60        | 41        | 40        | 41                   | 0        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b> | <b>14</b> | <b>0</b>  | <b>24</b> | <b>18</b> | <b>14</b>            | <b>0</b> |
| Somewhat dissatisfied            | 11        | 12        | 0         | 0         | 0         | 11                   | 0        |
| Very dissatisfied                | 4         | 2         | 0         | 24        | 18        | 4                    | 0        |
| <b><u>NO OPINION/DK</u></b>      | <b>27</b> | <b>29</b> | <b>18</b> | <b>4</b>  | <b>22</b> | <b>27</b>            | <b>0</b> |
| No opinion/DK                    | 27        | 29        | 18        | 4         | 22        | 27                   | 0        |

Table 71: Q12e. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing programs to help seniors

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>55</b>                               | <b>59</b>   | <b>52</b>   | <b>46</b>    | <b>64</b>       | <b>18</b>            | <b>57</b>          | <b>61</b>     | <b>27</b>         | <b>52</b>                 | <b>65</b>              | <b>38</b>   | <b>54</b>                    | <b>66</b> | <b>51</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>54</b>         | <b>66</b>    | <b>51</b>  |
| Very satisfied                   | 19                                      | 16          | 21          | 17           | 29              | 0                    | 19                 | 22            | 6                 | 21                        | 20                     | 15          | 16                           | 25        | 9                             | 0                 | 0                                   | 0           | 16                | 25           | 9          |
| Somewhat satisfied               | 36                                      | 43          | 31          | 30           | 35              | 18                   | 38                 | 39            | 22                | 31                        | 45                     | 23          | 37                           | 42        | 42                            | 0                 | 0                                   | 0           | 37                | 42           | 42         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>17</b>                               | <b>20</b>   | <b>15</b>   | <b>15</b>    | <b>14</b>       | <b>11</b>            | <b>9</b>           | <b>17</b>     | <b>32</b>         | <b>21</b>                 | <b>13</b>              | <b>16</b>   | <b>17</b>                    | <b>14</b> | <b>26</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>17</b>         | <b>14</b>    | <b>26</b>  |
| Somewhat dissatisfied            | 14                                      | 18          | 10          | 12           | 6               | 0                    | 9                  | 14            | 19                | 16                        | 11                     | 14          | 15                           | 13        | 22                            | 0                 | 0                                   | 0           | 15                | 13           | 22         |
| Very dissatisfied                | 3                                       | 2           | 5           | 3            | 8               | 11                   | 0                  | 3             | 13                | 4                         | 2                      | 2           | 1                            | 1         | 5                             | 0                 | 0                                   | 0           | 1                 | 1            | 5          |
| <b><u>NO OPINION/DK</u></b>      | <b>28</b>                               | <b>21</b>   | <b>33</b>   | <b>39</b>    | <b>22</b>       | <b>71</b>            | <b>35</b>          | <b>22</b>     | <b>41</b>         | <b>28</b>                 | <b>23</b>              | <b>46</b>   | <b>30</b>                    | <b>20</b> | <b>22</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>30</b>         | <b>20</b>    | <b>22</b>  |
| No opinion/DK                    | 28                                      | 21          | 33          | 39           | 22              | 71                   | 35                 | 22            | 41                | 28                        | 23                     | 46          | 30                           | 20        | 22                            | 0                 | 0                                   | 0           | 30                | 20           | 22         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>55</b>                               | <b>72</b>   | <b>61</b>   | <b>63</b>    | <b>26</b>       | <b>55</b>            | <b>73</b>          | <b>69</b>     | <b>45</b>         | <b>32</b>                 | <b>71</b>              | <b>51</b>   | <b>55</b>                    | <b>56</b> | <b>63</b>                     | <b>19</b>         | <b>48</b>                           | <b>43</b>   | <b>49</b>         | <b>64</b>    | <b>60</b>  |
| Very satisfied                   | 19                                      | 29          | 20          | 21           | 7               | 24                   | 27                 | 26            | 13                | 8                         | 20                     | 18          | 15                           | 21        | 17                            | 7                 | 15                                  | 21          | 22                | 14           | 21         |
| Somewhat satisfied               | 36                                      | 43          | 41          | 41           | 19              | 31                   | 47                 | 43            | 32                | 25                        | 50                     | 33          | 40                           | 35        | 46                            | 12                | 33                                  | 23          | 27                | 50           | 39         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>17</b>                               | <b>0</b>    | <b>18</b>   | <b>15</b>    | <b>28</b>       | <b>7</b>             | <b>15</b>          | <b>13</b>     | <b>23</b>         | <b>9</b>                  | <b>18</b>              | <b>17</b>   | <b>17</b>                    | <b>17</b> | <b>15</b>                     | <b>31</b>         | <b>4</b>                            | <b>20</b>   | <b>17</b>         | <b>14</b>    | <b>22</b>  |
| Somewhat dissatisfied            | 14                                      | 0           | 17          | 15           | 11              | 7                    | 14                 | 12            | 16                | 9                         | 17                     | 13          | 14                           | 13        | 15                            | 13                | 1                                   | 15          | 16                | 13           | 18         |
| Very dissatisfied                | 3                                       | 0           | 1           | 1            | 17              | 0                    | 1                  | 1             | 7                 | 0                         | 1                      | 4           | 3                            | 4         | 0                             | 18                | 3                                   | 5           | 2                 | 1            | 4          |
| <b><u>NO OPINION/DK</u></b>      | <b>28</b>                               | <b>28</b>   | <b>21</b>   | <b>22</b>    | <b>45</b>       | <b>38</b>            | <b>12</b>          | <b>19</b>     | <b>32</b>         | <b>59</b>                 | <b>11</b>              | <b>32</b>   | <b>27</b>                    | <b>27</b> | <b>22</b>                     | <b>50</b>         | <b>47</b>                           | <b>37</b>   | <b>34</b>         | <b>22</b>    | <b>18</b>  |
| No opinion/DK                    | 28                                      | 28          | 21          | 22           | 45              | 38                   | 12                 | 19            | 32                | 59                        | 11                     | 32          | 27                           | 27        | 22                            | 50                | 47                                  | 37          | 34                | 22           | 18         |

Table 71: Q12e. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing programs to help seniors

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |              |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|--------------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+      |           |           |           |           |
| Column n-Size                    | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76           |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>55</b>     | <b>55</b> | <b>56</b> | <b>63</b>          | <b>56</b> | <b>49</b>  | <b>75</b>            | <b>34</b> | <b>75</b>           | <b>66</b>  | <b>75</b>    | <b>0</b>  | <b>67</b>            | <b>60</b>    | <b>65</b>     | <b>45</b>    |           |           |           |           |
| Very satisfied                   | 19            | 18        | 16        | 25                 | 19        | 15         | 26                   | 12        | 25                  | 21         | 24           | 0         | 19                   | 22           | 19            | 21           |           |           |           |           |
| Somewhat satisfied               | 36            | 37        | 40        | 38                 | 37        | 35         | 50                   | 22        | 50                  | 45         | 51           | 0         | 48                   | 38           | 46            | 24           |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>17</b>     | <b>15</b> | <b>20</b> | <b>10</b>          | <b>17</b> | <b>21</b>  | <b>17</b>            | <b>18</b> | <b>16</b>           | <b>34</b>  | <b>25</b>    | <b>0</b>  | <b>26</b>            | <b>23</b>    | <b>17</b>     | <b>8</b>     |           |           |           |           |
| Somewhat dissatisfied            | 14            | 12        | 18        | 9                  | 12        | 21         | 14                   | 11        | 14                  | 0          | 25           | 0         | 24                   | 17           | 15            | 5            |           |           |           |           |
| Very dissatisfied                | 3             | 3         | 2         | 1                  | 5         | 1          | 3                    | 7         | 3                   | 34         | 0            | 0         | 2                    | 6            | 2             | 3            |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>28</b>     | <b>30</b> | <b>24</b> | <b>28</b>          | <b>27</b> | <b>29</b>  | <b>8</b>             | <b>48</b> | <b>9</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>7</b>             | <b>17</b>    | <b>18</b>     | <b>47</b>    |           |           |           |           |
| No opinion/DK                    | 28            | 30        | 24        | 28                 | 27        | 29         | 8                    | 48        | 9                   | 0          | 0            | 0         | 7                    | 17           | 18            | 47           |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              |               | QE EDUCATION |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL    | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65           | 103       | 81        | 138       | 184       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>55</b>     | <b>56</b> | <b>54</b> | <b>61</b>          | <b>50</b> | <b>49</b>  | <b>56</b>            | <b>58</b> | <b>61</b>           | <b>53</b>  | <b>57</b>    | <b>55</b> | <b>53</b>            | <b>59</b>    | <b>49</b>     | <b>61</b>    | <b>65</b> | <b>43</b> | <b>55</b> | <b>55</b> |
| Very satisfied                   | 19            | 18        | 18        | 21                 | 20        | 18         | 16                   | 26        | 7                   | 20         | 16           | 21        | 17                   | 17           | 24            | 14           | 27        | 7         | 19        | 18        |
| Somewhat satisfied               | 36            | 37        | 36        | 40                 | 30        | 31         | 40                   | 32        | 54                  | 33         | 41           | 34        | 36                   | 42           | 25            | 47           | 38        | 36        | 36        | 37        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>17</b>     | <b>12</b> | <b>22</b> | <b>21</b>          | <b>20</b> | <b>13</b>  | <b>12</b>            | <b>17</b> | <b>21</b>           | <b>19</b>  | <b>16</b>    | <b>20</b> | <b>13</b>            | <b>19</b>    | <b>25</b>     | <b>19</b>    | <b>13</b> | <b>14</b> | <b>22</b> | <b>13</b> |
| Somewhat dissatisfied            | 14            | 8         | 20        | 20                 | 13        | 13         | 8                    | 13        | 19                  | 15         | 12           | 16        | 10                   | 16           | 20            | 16           | 10        | 10        | 18        | 10        |
| Very dissatisfied                | 3             | 4         | 3         | 1                  | 7         | 0          | 4                    | 4         | 1                   | 4          | 3            | 5         | 2                    | 3            | 5             | 3            | 3         | 3         | 4         | 3         |
| <b><u>NO OPINION/DK</u></b>      | <b>28</b>     | <b>32</b> | <b>24</b> | <b>18</b>          | <b>30</b> | <b>38</b>  | <b>32</b>            | <b>25</b> | <b>19</b>           | <b>28</b>  | <b>27</b>    | <b>25</b> | <b>34</b>            | <b>22</b>    | <b>26</b>     | <b>20</b>    | <b>23</b> | <b>43</b> | <b>23</b> | <b>32</b> |
| No opinion/DK                    | 28            | 32        | 24        | 18                 | 30        | 38         | 32                   | 25        | 19                  | 28         | 27           | 25        | 34                   | 22           | 26            | 20           | 23        | 43        | 23        | 32        |

Table 71: Q12e. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing programs to help seniors

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>55</b>     | <b>54</b>    | <b>60</b>  | <b>52</b>      | <b>55</b>    | <b>57</b>           | <b>55</b>    | <b>52</b>      | <b>55</b>      | <b>51</b>         | <b>56</b> | <b>60</b> | <b>64</b> | <b>48</b>      | <b>53</b>    | <b>55</b>    | <b>55</b>    |
| Very satisfied                   | 19            | 21           | 14         | 18             | 19           | 22                  | 15           | 16             | 20             | 16                | 26        | 21        | 17        | 15             | 8            | 15           | 18           |
| Somewhat satisfied               | 36            | 33           | 47         | 34             | 36           | 34                  | 40           | 37             | 35             | 35                | 30        | 39        | 47        | 33             | 45           | 41           | 37           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>17</b>     | <b>14</b>    | <b>9</b>   | <b>25</b>      | <b>21</b>    | <b>15</b>           | <b>9</b>     | <b>31</b>      | <b>17</b>      | <b>21</b>         | <b>19</b> | <b>12</b> | <b>12</b> | <b>17</b>      | <b>25</b>    | <b>17</b>    | <b>17</b>    |
| Somewhat dissatisfied            | 14            | 8            | 8          | 24             | 16           | 8                   | 8            | 30             | 13             | 20                | 17        | 10        | 6         | 15             | 17           | 13           | 13           |
| Very dissatisfied                | 3             | 6            | 1          | 1              | 5            | 6                   | 1            | 1              | 4              | 1                 | 2         | 2         | 6         | 2              | 7            | 4            | 4            |
| <b><u>NO OPINION/DK</u></b>      | <b>28</b>     | <b>32</b>    | <b>31</b>  | <b>23</b>      | <b>24</b>    | <b>29</b>           | <b>36</b>    | <b>17</b>      | <b>28</b>      | <b>27</b>         | <b>25</b> | <b>28</b> | <b>24</b> | <b>35</b>      | <b>22</b>    | <b>28</b>    | <b>28</b>    |
| No opinion/DK                    | 28            | 32           | 31         | 23             | 24           | 29                  | 36           | 17             | 28             | 27                | 25        | 28        | 24        | 35             | 22           | 28           | 28           |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                    | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>55</b> | <b>55</b> | <b>63</b> | <b>58</b> | <b>48</b> | <b>55</b>            | <b>0</b> |
| Very satisfied                   | 19        | 19        | 36        | 7         | 0         | 19                   | 0        |
| Somewhat satisfied               | 36        | 36        | 26        | 51        | 48        | 36                   | 0        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>17</b> | <b>17</b> | <b>0</b>  | <b>24</b> | <b>24</b> | <b>17</b>            | <b>0</b> |
| Somewhat dissatisfied            | 14        | 13        | 0         | 24        | 24        | 14                   | 0        |
| Very dissatisfied                | 3         | 4         | 0         | 0         | 0         | 3                    | 0        |
| <b><u>NO OPINION/DK</u></b>      | <b>28</b> | <b>28</b> | <b>37</b> | <b>18</b> | <b>28</b> | <b>28</b>            | <b>0</b> |
| No opinion/DK                    | 28        | 28        | 37        | 18        | 28        | 28                   | 0        |

Table 72: Q12f. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing bicycle lanes and paths

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>64</b>                               | <b>71</b>   | <b>58</b>   | <b>59</b>    | <b>61</b>       | <b>0</b>             | <b>67</b>          | <b>68</b>     | <b>43</b>         | <b>64</b>                 | <b>71</b>              | <b>54</b>   | <b>62</b>                    | <b>73</b> | <b>69</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>62</b>         | <b>73</b>    | <b>69</b>  |
| Very satisfied                   | 17                                      | 23          | 12          | 15           | 7               | 0                    | 22                 | 14            | 19                | 17                        | 19                     | 12          | 18                           | 19        | 17                            | 0                 | 0                                   | 0           | 18                | 19           | 17         |
| Somewhat satisfied               | 47                                      | 49          | 46          | 44           | 54              | 0                    | 44                 | 53            | 24                | 47                        | 52                     | 42          | 44                           | 54        | 51                            | 0                 | 0                                   | 0           | 44                | 54           | 51         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>23</b>                               | <b>17</b>   | <b>28</b>   | <b>25</b>    | <b>30</b>       | <b>57</b>            | <b>14</b>          | <b>24</b>     | <b>33</b>         | <b>25</b>                 | <b>18</b>              | <b>27</b>   | <b>22</b>                    | <b>20</b> | <b>26</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>22</b>         | <b>20</b>    | <b>26</b>  |
| Somewhat dissatisfied            | 16                                      | 12          | 20          | 19           | 21              | 18                   | 11                 | 20            | 9                 | 18                        | 14                     | 9           | 14                           | 16        | 24                            | 0                 | 0                                   | 0           | 14                | 16           | 24         |
| Very dissatisfied                | 7                                       | 5           | 8           | 6            | 8               | 39                   | 3                  | 5             | 24                | 8                         | 4                      | 18          | 8                            | 4         | 2                             | 0                 | 0                                   | 0           | 8                 | 4            | 2          |
| <b><u>NO OPINION/DK</u></b>      | <b>13</b>                               | <b>12</b>   | <b>14</b>   | <b>16</b>    | <b>9</b>        | <b>43</b>            | <b>19</b>          | <b>8</b>      | <b>24</b>         | <b>10</b>                 | <b>11</b>              | <b>19</b>   | <b>16</b>                    | <b>7</b>  | <b>5</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>16</b>         | <b>7</b>     | <b>5</b>   |
| No opinion/DK                    | 13                                      | 12          | 14          | 16           | 9               | 43                   | 19                 | 8             | 24                | 10                        | 11                     | 19          | 16                           | 7         | 5                             | 0                 | 0                                   | 0           | 16                | 7            | 5          |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>64</b>                               | <b>77</b>   | <b>71</b>   | <b>72</b>    | <b>37</b>       | <b>74</b>            | <b>75</b>          | <b>75</b>     | <b>57</b>         | <b>40</b>                 | <b>76</b>              | <b>62</b>   | <b>59</b>                    | <b>70</b> | <b>66</b>                     | <b>26</b>         | <b>56</b>                           | <b>43</b>   | <b>67</b>         | <b>71</b>    | <b>67</b>  |
| Very satisfied                   | 17                                      | 48          | 14          | 19           | 10              | 31                   | 17                 | 21            | 14                | 10                        | 19                     | 17          | 16                           | 17        | 18                            | 9                 | 25                                  | 5           | 11                | 19           | 19         |
| Somewhat satisfied               | 47                                      | 29          | 57          | 53           | 27              | 44                   | 58                 | 54            | 43                | 30                        | 57                     | 45          | 42                           | 53        | 48                            | 16                | 31                                  | 38          | 56                | 52           | 48         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>23</b>                               | <b>9</b>    | <b>20</b>   | <b>18</b>    | <b>47</b>       | <b>16</b>            | <b>21</b>          | <b>20</b>     | <b>25</b>         | <b>28</b>                 | <b>20</b>              | <b>23</b>   | <b>23</b>                    | <b>22</b> | <b>18</b>                     | <b>46</b>         | <b>21</b>                           | <b>51</b>   | <b>23</b>         | <b>17</b>    | <b>19</b>  |
| Somewhat dissatisfied            | 16                                      | 9           | 15          | 14           | 23              | 8                    | 18                 | 16            | 16                | 17                        | 19                     | 15          | 16                           | 15        | 16                            | 15                | 12                                  | 41          | 13                | 11           | 15         |
| Very dissatisfied                | 7                                       | 0           | 4           | 4            | 23              | 7                    | 3                  | 4             | 9                 | 10                        | 1                      | 8           | 7                            | 6         | 2                             | 31                | 10                                  | 10          | 10                | 6            | 4          |
| <b><u>NO OPINION/DK</u></b>      | <b>13</b>                               | <b>14</b>   | <b>10</b>   | <b>10</b>    | <b>16</b>       | <b>10</b>            | <b>3</b>           | <b>5</b>      | <b>18</b>         | <b>32</b>                 | <b>4</b>               | <b>15</b>   | <b>18</b>                    | <b>8</b>  | <b>16</b>                     | <b>29</b>         | <b>23</b>                           | <b>6</b>    | <b>10</b>         | <b>12</b>    | <b>13</b>  |
| No opinion/DK                    | 13                                      | 14          | 10          | 10           | 16              | 10                   | 3                  | 5             | 18                | 32                        | 4                      | 15          | 18                           | 8         | 16                            | 29                | 23                                  | 6           | 10                | 12           | 13         |



Table 72: Q12f. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing bicycle lanes and paths

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |               |                |              |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|---------------|----------------|--------------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+      |           |           |           |           |
| Column n-Size                    | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106           | 79             | 76           |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>64</b>     | <b>61</b> | <b>72</b> | <b>70</b>          | <b>67</b> | <b>55</b>  | <b>83</b>            | <b>48</b> | <b>82</b>           | <b>79</b>  | <b>100</b>   | <b>0</b>  | <b>69</b>            | <b>69</b>     | <b>73</b>      | <b>55</b>    |           |           |           |           |
| Very satisfied                   | 17            | 16        | 18        | 20                 | 17        | 14         | 16                   | 19        | 17                  | 0          | 0            | 0         | 24                   | 10            | 20             | 23           |           |           |           |           |
| Somewhat satisfied               | 47            | 45        | 54        | 50                 | 50        | 42         | 67                   | 29        | 65                  | 79         | 100          | 0         | 45                   | 60            | 52             | 33           |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>23</b>     | <b>20</b> | <b>25</b> | <b>21</b>          | <b>26</b> | <b>19</b>  | <b>12</b>            | <b>42</b> | <b>12</b>           | <b>21</b>  | <b>0</b>     | <b>0</b>  | <b>14</b>            | <b>21</b>     | <b>19</b>      | <b>31</b>    |           |           |           |           |
| Somewhat dissatisfied            | 16            | 15        | 18        | 16                 | 14        | 19         | 10                   | 20        | 10                  | 21         | 0            | 0         | 12                   | 15            | 16             | 16           |           |           |           |           |
| Very dissatisfied                | 7             | 5         | 7         | 5                  | 11        | 0          | 2                    | 21        | 2                   | 0          | 0            | 0         | 2                    | 6             | 4              | 15           |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>13</b>     | <b>19</b> | <b>4</b>  | <b>9</b>           | <b>7</b>  | <b>26</b>  | <b>5</b>             | <b>10</b> | <b>5</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>17</b>            | <b>10</b>     | <b>8</b>       | <b>13</b>    |           |           |           |           |
| No opinion/DK                    | 13            | 19        | 4         | 9                  | 7         | 26         | 5                    | 10        | 5                   | 0          | 0            | 0         | 17                   | 10            | 8              | 13           |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |               |                | QE EDUCATION |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+           | HS OR LESS     | SOME COLL    | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71            | 73             | 65           | 103       | 81        | 138       | 184       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>64</b>     | <b>71</b> | <b>56</b> | <b>78</b>          | <b>64</b> | <b>64</b>  | <b>65</b>            | <b>54</b> | <b>57</b>           | <b>68</b>  | <b>60</b>    | <b>70</b> | <b>64</b>            | <b>55</b>     | <b>66</b>      | <b>73</b>    | <b>67</b> | <b>52</b> | <b>69</b> | <b>60</b> |
| Very satisfied                   | 17            | 19        | 14        | 18                 | 14        | 14         | 24                   | 8         | 17                  | 15         | 18           | 16        | 20                   | 13            | 15             | 19           | 22        | 9         | 17        | 16        |
| Somewhat satisfied               | 47            | 53        | 42        | 61                 | 50        | 49         | 40                   | 45        | 40                  | 53         | 42           | 55        | 44                   | 43            | 50             | 54           | 45        | 43        | 52        | 44        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>23</b>     | <b>19</b> | <b>27</b> | <b>22</b>          | <b>28</b> | <b>27</b>  | <b>14</b>            | <b>25</b> | <b>15</b>           | <b>26</b>  | <b>17</b>    | <b>25</b> | <b>20</b>            | <b>20</b>     | <b>22</b>      | <b>19</b>    | <b>21</b> | <b>30</b> | <b>21</b> | <b>25</b> |
| Somewhat dissatisfied            | 16            | 10        | 23        | 18                 | 14        | 19         | 10                   | 22        | 15                  | 17         | 15           | 16        | 14                   | 19            | 17             | 14           | 17        | 16        | 16        | 16        |
| Very dissatisfied                | 7             | 9         | 4         | 3                  | 14        | 8          | 4                    | 2         | 0                   | 9          | 3            | 10        | 6                    | 1             | 5              | 5            | 4         | 14        | 5         | 8         |
| <b><u>NO OPINION/DK</u></b>      | <b>13</b>     | <b>10</b> | <b>17</b> | <b>0</b>           | <b>8</b>  | <b>9</b>   | <b>21</b>            | <b>22</b> | <b>28</b>           | <b>6</b>   | <b>23</b>    | <b>5</b>  | <b>16</b>            | <b>25</b>     | <b>12</b>      | <b>8</b>     | <b>13</b> | <b>19</b> | <b>10</b> | <b>15</b> |
| No opinion/DK                    | 13            | 10        | 17        | 0                  | 8         | 9          | 21                   | 22        | 28                  | 6          | 23           | 5         | 16                   | 25            | 12             | 8            | 13        | 19        | 10        | 15        |

Table 72: Q12f. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing bicycle lanes and paths

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>64</b>     | <b>76</b>    | <b>68</b>  | <b>59</b>      | <b>54</b>    | <b>81</b>           | <b>64</b>    | <b>55</b>      | <b>57</b>      | <b>49</b>         | <b>72</b> | <b>72</b> | <b>70</b> | <b>58</b>      | <b>68</b>    | <b>66</b>    | <b>66</b>    |
| Very satisfied                   | 17            | 21           | 16         | 7              | 20           | 22                  | 17           | 11             | 16             | 17                | 12        | 17        | 21        | 14             | 14           | 16           | 17           |
| Somewhat satisfied               | 47            | 54           | 52         | 52             | 33           | 59                  | 47           | 44             | 41             | 32                | 60        | 55        | 49        | 44             | 54           | 50           | 49           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>23</b>     | <b>20</b>    | <b>15</b>  | <b>33</b>      | <b>19</b>    | <b>12</b>           | <b>25</b>    | <b>31</b>      | <b>24</b>      | <b>26</b>         | <b>18</b> | <b>18</b> | <b>19</b> | <b>29</b>      | <b>23</b>    | <b>23</b>    | <b>22</b>    |
| Somewhat dissatisfied            | 16            | 9            | 11         | 26             | 18           | 5                   | 14           | 29             | 19             | 25                | 15        | 11        | 16        | 23             | 8            | 15           | 15           |
| Very dissatisfied                | 7             | 11           | 3          | 7              | 1            | 7                   | 11           | 2              | 5              | 1                 | 3         | 7         | 2         | 7              | 15           | 8            | 7            |
| <b><u>NO OPINION/DK</u></b>      | <b>13</b>     | <b>4</b>     | <b>18</b>  | <b>8</b>       | <b>27</b>    | <b>7</b>            | <b>12</b>    | <b>14</b>      | <b>19</b>      | <b>25</b>         | <b>9</b>  | <b>10</b> | <b>11</b> | <b>12</b>      | <b>10</b>    | <b>11</b>    | <b>12</b>    |
| No opinion/DK                    | 13            | 4            | 18         | 8              | 27           | 7                   | 12           | 14             | 19             | 25                | 9         | 10        | 11        | 12             | 10           | 11           | 12           |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                    | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>64</b> | <b>61</b> | <b>79</b> | <b>90</b> | <b>82</b> | <b>64</b>            | <b>0</b> |
| Very satisfied                   | 17        | 17        | 23        | 21        | 10        | 17                   | 0        |
| Somewhat satisfied               | 47        | 45        | 55        | 69        | 72        | 47                   | 0        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>23</b> | <b>25</b> | <b>0</b>  | <b>0</b>  | <b>6</b>  | <b>23</b>            | <b>0</b> |
| Somewhat dissatisfied            | 16        | 18        | 0         | 0         | 6         | 16                   | 0        |
| Very dissatisfied                | 7         | 8         | 0         | 0         | 0         | 7                    | 0        |
| <b><u>NO OPINION/DK</u></b>      | <b>13</b> | <b>13</b> | <b>21</b> | <b>10</b> | <b>12</b> | <b>13</b>            | <b>0</b> |
| No opinion/DK                    | 13        | 13        | 21        | 10        | 12        | 13                   | 0        |

Table 73: Q12g. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Paving and repairing streets and roads

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>61</b>                               | <b>66</b>   | <b>56</b>   | <b>50</b>    | <b>68</b>       | <b>24</b>            | <b>71</b>          | <b>62</b>     | <b>37</b>         | <b>59</b>                 | <b>70</b>              | <b>41</b>   | <b>49</b>                    | <b>72</b> | <b>65</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>49</b>         | <b>72</b>    | <b>65</b>  |
| Very satisfied                   | 14                                      | 17          | 12          | 9            | 18              | 0                    | 23                 | 13            | 5                 | 9                         | 21                     | 4           | 7                            | 22        | 15                            | 0                 | 0                                   | 0           | 7                 | 22           | 15         |
| Somewhat satisfied               | 47                                      | 50          | 44          | 41           | 50              | 24                   | 49                 | 49            | 31                | 50                        | 48                     | 37          | 41                           | 50        | 50                            | 0                 | 0                                   | 0           | 41                | 50           | 50         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>37</b>                               | <b>32</b>   | <b>42</b>   | <b>46</b>    | <b>32</b>       | <b>76</b>            | <b>23</b>          | <b>38</b>     | <b>61</b>         | <b>41</b>                 | <b>28</b>              | <b>55</b>   | <b>48</b>                    | <b>27</b> | <b>35</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>48</b>         | <b>27</b>    | <b>35</b>  |
| Somewhat dissatisfied            | 24                                      | 24          | 25          | 28           | 17              | 46                   | 16                 | 28            | 28                | 24                        | 22                     | 32          | 25                           | 23        | 23                            | 0                 | 0                                   | 0           | 25                | 23           | 23         |
| Very dissatisfied                | 13                                      | 8           | 17          | 17           | 15              | 30                   | 7                  | 11            | 34                | 16                        | 6                      | 23          | 24                           | 4         | 12                            | 0                 | 0                                   | 0           | 24                | 4            | 12         |
| <b><u>NO OPINION/DK</u></b>      | <b>2</b>                                | <b>2</b>    | <b>3</b>    | <b>4</b>     | <b>0</b>        | <b>0</b>             | <b>6</b>           | <b>0</b>      | <b>2</b>          | <b>1</b>                  | <b>2</b>               | <b>3</b>    | <b>3</b>                     | <b>2</b>  | <b>0</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>3</b>          | <b>2</b>     | <b>0</b>   |
| No opinion/DK                    | 2                                       | 2           | 3           | 4            | 0               | 0                    | 6                  | 0             | 2                 | 1                         | 2                      | 3           | 3                            | 2         | 0                             | 0                 | 0                                   | 0           | 3                 | 2            | 0          |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>61</b>                               | <b>77</b>   | <b>67</b>   | <b>69</b>    | <b>25</b>       | <b>66</b>            | <b>67</b>          | <b>66</b>     | <b>56</b>         | <b>54</b>                 | <b>72</b>              | <b>57</b>   | <b>60</b>                    | <b>62</b> | <b>66</b>                     | <b>33</b>         | <b>51</b>                           | <b>53</b>   | <b>62</b>         | <b>67</b>    | <b>62</b>  |
| Very satisfied                   | 14                                      | 36          | 14          | 17           | 1               | 25                   | 15                 | 18            | 11                | 9                         | 20                     | 13          | 14                           | 15        | 17                            | 0                 | 10                                  | 15          | 11                | 19           | 15         |
| Somewhat satisfied               | 47                                      | 41          | 53          | 51           | 24              | 41                   | 51                 | 49            | 45                | 44                        | 51                     | 44          | 46                           | 47        | 49                            | 33                | 41                                  | 38          | 51                | 47           | 48         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>37</b>                               | <b>19</b>   | <b>32</b>   | <b>30</b>    | <b>75</b>       | <b>34</b>            | <b>32</b>          | <b>32</b>     | <b>42</b>         | <b>36</b>                 | <b>26</b>              | <b>41</b>   | <b>39</b>                    | <b>35</b> | <b>33</b>                     | <b>64</b>         | <b>45</b>                           | <b>45</b>   | <b>36</b>         | <b>29</b>    | <b>37</b>  |
| Somewhat dissatisfied            | 24                                      | 9           | 27          | 24           | 30              | 18                   | 23                 | 22            | 27                | 27                        | 23                     | 26          | 24                           | 26        | 26                            | 16                | 26                                  | 14          | 31                | 22           | 25         |
| Very dissatisfied                | 13                                      | 10          | 5           | 6            | 45              | 16                   | 9                  | 11            | 15                | 9                         | 3                      | 15          | 15                           | 10        | 8                             | 48                | 20                                  | 31          | 5                 | 8            | 12         |
| <b><u>NO OPINION/DK</u></b>      | <b>2</b>                                | <b>4</b>    | <b>0</b>    | <b>1</b>     | <b>0</b>        | <b>0</b>             | <b>2</b>           | <b>1</b>      | <b>2</b>          | <b>10</b>                 | <b>3</b>               | <b>2</b>    | <b>1</b>                     | <b>2</b>  | <b>0</b>                      | <b>3</b>          | <b>3</b>                            | <b>2</b>    | <b>2</b>          | <b>4</b>     | <b>1</b>   |
| No opinion/DK                    | 2                                       | 4           | 0           | 1            | 0               | 0                    | 2                  | 1             | 2                 | 10                        | 3                      | 2           | 1                            | 2         | 0                             | 3                 | 3                                   | 2           | 2                 | 4            | 1          |

Table 73: Q12g. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Paving and repairing streets and roads

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106           | 79             | 76        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>61</b>     | <b>65</b> | <b>51</b> | <b>64</b>          | <b>65</b> | <b>57</b>  | <b>77</b>            | <b>50</b> | <b>76</b>           | <b>79</b>  | <b>76</b>    | <b>0</b>  | <b>67</b>            | <b>62</b>     | <b>67</b>      | <b>55</b> |           |           |           |           |
| Very satisfied                   | 14            | 14        | 18        | 11                 | 15        | 20         | 16                   | 14        | 13                  | 58         | 13           | 0         | 11                   | 14            | 18             | 15        |           |           |           |           |
| Somewhat satisfied               | 47            | 51        | 33        | 53                 | 50        | 37         | 60                   | 36        | 64                  | 21         | 63           | 0         | 56                   | 48            | 49             | 40        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>37</b>     | <b>33</b> | <b>47</b> | <b>35</b>          | <b>32</b> | <b>41</b>  | <b>20</b>            | <b>47</b> | <b>20</b>           | <b>21</b>  | <b>24</b>    | <b>0</b>  | <b>33</b>            | <b>38</b>     | <b>30</b>      | <b>41</b> |           |           |           |           |
| Somewhat dissatisfied            | 24            | 23        | 32        | 22                 | 21        | 33         | 16                   | 27        | 16                  | 21         | 24           | 0         | 13                   | 27            | 24             | 24        |           |           |           |           |
| Very dissatisfied                | 13            | 10        | 16        | 13                 | 11        | 8          | 4                    | 20        | 4                   | 0          | 0            | 0         | 19                   | 11            | 6              | 18        |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>2</b>      | <b>2</b>  | <b>1</b>  | <b>1</b>           | <b>3</b>  | <b>2</b>   | <b>3</b>             | <b>3</b>  | <b>3</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>0</b>             | <b>0</b>      | <b>3</b>       | <b>4</b>  |           |           |           |           |
| No opinion/DK                    | 2             | 2         | 1         | 1                  | 3         | 2          | 3                    | 3         | 3                   | 0          | 0            | 0         | 0                    | 0             | 3              | 4         |           |           |           |           |
|                                  |               |           |           |                    |           |            |                      |           |                     |            |              |           |                      |               |                |           |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |               | QE EDUCATION   |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71            | 73             | 65        | 103       | 81        | 138       | 184       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>61</b>     | <b>60</b> | <b>61</b> | <b>61</b>          | <b>59</b> | <b>57</b>  | <b>58</b>            | <b>65</b> | <b>68</b>           | <b>59</b>  | <b>62</b>    | <b>60</b> | <b>58</b>            | <b>66</b>     | <b>53</b>      | <b>69</b> | <b>60</b> | <b>60</b> | <b>61</b> | <b>60</b> |
| Very satisfied                   | 14            | 14        | 13        | 9                  | 17        | 19         | 11                   | 15        | 14                  | 15         | 13           | 14        | 14                   | 14            | 10             | 21        | 17        | 8         | 15        | 13        |
| Somewhat satisfied               | 47            | 46        | 48        | 52                 | 42        | 39         | 47                   | 50        | 54                  | 44         | 50           | 46        | 44                   | 52            | 43             | 49        | 43        | 53        | 46        | 47        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>37</b>     | <b>39</b> | <b>35</b> | <b>36</b>          | <b>39</b> | <b>40</b>  | <b>39</b>            | <b>33</b> | <b>32</b>           | <b>38</b>  | <b>36</b>    | <b>38</b> | <b>39</b>            | <b>33</b>     | <b>47</b>      | <b>27</b> | <b>37</b> | <b>38</b> | <b>37</b> | <b>37</b> |
| Somewhat dissatisfied            | 24            | 24        | 25        | 28                 | 21        | 31         | 21                   | 24        | 22                  | 26         | 22           | 24        | 25                   | 23            | 35             | 17        | 26        | 20        | 27        | 23        |
| Very dissatisfied                | 13            | 15        | 10        | 8                  | 18        | 9          | 18                   | 9         | 10                  | 13         | 14           | 14        | 14                   | 10            | 12             | 10        | 12        | 18        | 11        | 14        |
| <b><u>NO OPINION/DK</u></b>      | <b>2</b>      | <b>1</b>  | <b>3</b>  | <b>3</b>           | <b>2</b>  | <b>2</b>   | <b>3</b>             | <b>2</b>  | <b>0</b>            | <b>2</b>   | <b>2</b>     | <b>2</b>  | <b>3</b>             | <b>1</b>      | <b>0</b>       | <b>4</b>  | <b>3</b>  | <b>2</b>  | <b>2</b>  | <b>2</b>  |
| No opinion/DK                    | 2             | 1         | 3         | 3                  | 2         | 2          | 3                    | 2         | 0                   | 2          | 2            | 2         | 3                    | 1             | 0              | 4         | 3         | 2         | 2         | 2         |

Table 73: Q12g. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Paving and repairing streets and roads

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>61</b>     | <b>58</b>    | <b>62</b>  | <b>61</b>      | <b>63</b>    | <b>62</b>           | <b>58</b>    | <b>59</b>      | <b>63</b>      | <b>51</b>         | <b>61</b> | <b>68</b> | <b>64</b> | <b>58</b>      | <b>62</b>    | <b>63</b>    | <b>62</b>    |
| Very satisfied                   | 14            | 16           | 11         | 14             | 13           | 16                  | 12           | 13             | 13             | 10                | 23        | 9         | 19        | 10             | 10           | 12           | 14           |
| Somewhat satisfied               | 47            | 42           | 51         | 47             | 50           | 46                  | 45           | 46             | 50             | 41                | 38        | 59        | 45        | 48             | 52           | 51           | 48           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>37</b>     | <b>40</b>    | <b>38</b>  | <b>36</b>      | <b>33</b>    | <b>36</b>           | <b>42</b>    | <b>39</b>      | <b>33</b>      | <b>49</b>         | <b>36</b> | <b>32</b> | <b>34</b> | <b>37</b>      | <b>38</b>    | <b>35</b>    | <b>36</b>    |
| Somewhat dissatisfied            | 24            | 24           | 24         | 29             | 20           | 19                  | 28           | 36             | 18             | 28                | 30        | 15        | 21        | 22             | 28           | 22           | 24           |
| Very dissatisfied                | 13            | 16           | 14         | 8              | 13           | 17                  | 14           | 3              | 15             | 21                | 7         | 16        | 13        | 15             | 9            | 13           | 12           |
| <b><u>NO OPINION/DK</u></b>      | <b>2</b>      | <b>2</b>     | <b>0</b>   | <b>3</b>       | <b>4</b>     | <b>2</b>            | <b>1</b>     | <b>2</b>       | <b>4</b>       | <b>0</b>          | <b>2</b>  | <b>0</b>  | <b>2</b>  | <b>5</b>       | <b>0</b>     | <b>2</b>     | <b>2</b>     |
| No opinion/DK                    | 2             | 2            | 0          | 3              | 4            | 2                   | 1            | 2              | 4              | 0                 | 2         | 0         | 2         | 5              | 0            | 2            | 2            |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                    | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>61</b> | <b>59</b> | <b>64</b> | <b>76</b> | <b>76</b> | <b>61</b>            | <b>0</b> |
| Very satisfied                   | 14        | 14        | 22        | 17        | 8         | 14                   | 0        |
| Somewhat satisfied               | 47        | 45        | 42        | 59        | 67        | 47                   | 0        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>37</b> | <b>39</b> | <b>26</b> | <b>24</b> | <b>24</b> | <b>37</b>            | <b>0</b> |
| Somewhat dissatisfied            | 24        | 25        | 15        | 24        | 6         | 24                   | 0        |
| Very dissatisfied                | 13        | 13        | 11        | 0         | 18        | 13                   | 0        |
| <b><u>NO OPINION/DK</u></b>      | <b>2</b>  | <b>2</b>  | <b>10</b> | <b>0</b>  | <b>0</b>  | <b>2</b>             | <b>0</b> |
| No opinion/DK                    | 2         | 2         | 10        | 0         | 0         | 2                    | 0        |

Table 74: Q12h. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing opportunities to be involved in City government

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>57</b>                               | <b>63</b>   | <b>52</b>   | <b>51</b>    | <b>56</b>       | <b>18</b>            | <b>67</b>          | <b>60</b>     | <b>24</b>         | <b>57</b>                 | <b>66</b>              | <b>36</b>   | <b>43</b>                    | <b>72</b> | <b>61</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>43</b>         | <b>72</b>    | <b>61</b>  |
| Very satisfied                   | 16                                      | 20          | 12          | 8            | 20              | 0                    | 20                 | 17            | 5                 | 12                        | 22                     | 7           | 11                           | 27        | 14                            | 0                 | 0                                   | 0           | 11                | 27           | 14         |
| Somewhat satisfied               | 41                                      | 43          | 39          | 43           | 36              | 18                   | 47                 | 43            | 19                | 45                        | 44                     | 29          | 32                           | 46        | 47                            | 0                 | 0                                   | 0           | 32                | 46           | 47         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>21</b>                               | <b>23</b>   | <b>20</b>   | <b>20</b>    | <b>20</b>       | <b>11</b>            | <b>11</b>          | <b>18</b>     | <b>56</b>         | <b>25</b>                 | <b>13</b>              | <b>43</b>   | <b>34</b>                    | <b>16</b> | <b>18</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>34</b>         | <b>16</b>    | <b>18</b>  |
| Somewhat dissatisfied            | 14                                      | 17          | 12          | 13           | 10              | 0                    | 10                 | 15            | 16                | 16                        | 11                     | 24          | 24                           | 13        | 7                             | 0                 | 0                                   | 0           | 24                | 13           | 7          |
| Very dissatisfied                | 7                                       | 6           | 8           | 7            | 10              | 11                   | 2                  | 3             | 40                | 9                         | 3                      | 19          | 9                            | 3         | 11                            | 0                 | 0                                   | 0           | 9                 | 3            | 11         |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>                               | <b>14</b>   | <b>29</b>   | <b>29</b>    | <b>25</b>       | <b>71</b>            | <b>22</b>          | <b>23</b>     | <b>20</b>         | <b>19</b>                 | <b>21</b>              | <b>21</b>   | <b>24</b>                    | <b>11</b> | <b>20</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>24</b>         | <b>11</b>    | <b>20</b>  |
| No opinion/DK                    | 22                                      | 14          | 29          | 29           | 25              | 71                   | 22                 | 23            | 20                | 19                        | 21                     | 21          | 24                           | 11        | 20                            | 0                 | 0                                   | 0           | 24                | 11           | 20         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>57</b>                               | <b>63</b>   | <b>64</b>   | <b>64</b>    | <b>28</b>       | <b>51</b>            | <b>78</b>          | <b>71</b>     | <b>46</b>         | <b>39</b>                 | <b>80</b>              | <b>52</b>   | <b>56</b>                    | <b>58</b> | <b>63</b>                     | <b>22</b>         | <b>28</b>                           | <b>50</b>   | <b>62</b>         | <b>64</b>    | <b>64</b>  |
| Very satisfied                   | 16                                      | 28          | 17          | 19           | 4               | 11                   | 24                 | 20            | 11                | 16                        | 20                     | 14          | 13                           | 19        | 14                            | 5                 | 5                                   | 9           | 25                | 24           | 11         |
| Somewhat satisfied               | 41                                      | 35          | 47          | 45           | 24              | 40                   | 54                 | 50            | 35                | 22                        | 60                     | 38          | 43                           | 39        | 49                            | 17                | 23                                  | 41          | 37                | 39           | 52         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>21</b>                               | <b>16</b>   | <b>17</b>   | <b>17</b>    | <b>49</b>       | <b>31</b>            | <b>14</b>          | <b>18</b>     | <b>29</b>         | <b>0</b>                  | <b>13</b>              | <b>24</b>   | <b>23</b>                    | <b>21</b> | <b>16</b>                     | <b>54</b>         | <b>23</b>                           | <b>31</b>   | <b>24</b>         | <b>19</b>    | <b>18</b>  |
| Somewhat dissatisfied            | 14                                      | 16          | 14          | 14           | 16              | 19                   | 11                 | 13            | 17                | 0                         | 13                     | 14          | 16                           | 13        | 15                            | 17                | 13                                  | 24          | 15                | 13           | 12         |
| Very dissatisfied                | 7                                       | 0           | 3           | 3            | 33              | 12                   | 3                  | 5             | 11                | 0                         | 1                      | 9           | 7                            | 8         | 0                             | 38                | 10                                  | 7           | 9                 | 6            | 7          |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>                               | <b>21</b>   | <b>19</b>   | <b>19</b>    | <b>23</b>       | <b>18</b>            | <b>9</b>           | <b>11</b>     | <b>25</b>         | <b>61</b>                 | <b>6</b>               | <b>25</b>   | <b>22</b>                    | <b>21</b> | <b>21</b>                     | <b>23</b>         | <b>49</b>                           | <b>19</b>   | <b>14</b>         | <b>18</b>    | <b>18</b>  |
| No opinion/DK                    | 22                                      | 21          | 19          | 19           | 23              | 18                   | 9                  | 11            | 25                | 61                        | 6                      | 25          | 22                           | 21        | 21                            | 23                | 49                                  | 19          | 14                | 18           | 18         |

Table 74: Q12h. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing opportunities to be involved in City government

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>57</b>     | <b>59</b> | <b>50</b> | <b>53</b>          | <b>60</b> | <b>56</b>  | <b>78</b>            | <b>40</b> | <b>78</b>           | <b>100</b> | <b>61</b>    | <b>0</b>  | <b>73</b>            | <b>59</b>    | <b>71</b>     | <b>42</b> |           |           |           |           |
| Very satisfied                   | 16            | 13        | 22        | 12                 | 19        | 17         | 32                   | 5         | 32                  | 34         | 9            | 0         | 22                   | 16           | 25            | 10        |           |           |           |           |
| Somewhat satisfied               | 41            | 47        | 28        | 41                 | 41        | 38         | 45                   | 34        | 46                  | 66         | 52           | 0         | 52                   | 43           | 46            | 32        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>21</b>     | <b>18</b> | <b>31</b> | <b>24</b>          | <b>20</b> | <b>20</b>  | <b>17</b>            | <b>25</b> | <b>16</b>           | <b>0</b>   | <b>39</b>    | <b>0</b>  | <b>13</b>            | <b>25</b>    | <b>16</b>     | <b>29</b> |           |           |           |           |
| Somewhat dissatisfied            | 14            | 11        | 23        | 20                 | 11        | 18         | 13                   | 8         | 12                  | 0          | 39           | 0         | 9                    | 18           | 10            | 17        |           |           |           |           |
| Very dissatisfied                | 7             | 7         | 8         | 5                  | 10        | 2          | 4                    | 17        | 4                   | 0          | 0            | 0         | 5                    | 7            | 6             | 12        |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>     | <b>23</b> | <b>19</b> | <b>23</b>          | <b>19</b> | <b>24</b>  | <b>6</b>             | <b>35</b> | <b>6</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>13</b>            | <b>16</b>    | <b>13</b>     | <b>28</b> |           |           |           |           |
| No opinion/DK                    | 22            | 23        | 19        | 23                 | 19        | 24         | 6                    | 35        | 6                   | 0          | 0            | 0         | 13                   | 16           | 13            | 28        |           |           |           |           |
|                                  |               |           |           |                    |           |            |                      |           |                     |            |              |           |                      |              |               |           |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>57</b>     | <b>58</b> | <b>55</b> | <b>75</b>          | <b>53</b> | <b>44</b>  | <b>51</b>            | <b>55</b> | <b>65</b>           | <b>58</b>  | <b>55</b>    | <b>63</b> | <b>48</b>            | <b>60</b>    | <b>56</b>     | <b>62</b> | <b>65</b> | <b>43</b> | <b>59</b> | <b>55</b> |
| Very satisfied                   | 16            | 21        | 10        | 30                 | 22        | 12         | 5                    | 10        | 10                  | 22         | 8            | 25        | 8                    | 10           | 15            | 19        | 18        | 9         | 17        | 14        |
| Somewhat satisfied               | 41            | 38        | 45        | 46                 | 31        | 32         | 46                   | 44        | 56                  | 36         | 48           | 37        | 40                   | 49           | 40            | 43        | 47        | 33        | 42        | 41        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>21</b>     | <b>23</b> | <b>20</b> | <b>18</b>          | <b>26</b> | <b>24</b>  | <b>21</b>            | <b>16</b> | <b>18</b>           | <b>23</b>  | <b>19</b>    | <b>22</b> | <b>22</b>            | <b>17</b>    | <b>18</b>     | <b>20</b> | <b>19</b> | <b>28</b> | <b>19</b> | <b>23</b> |
| Somewhat dissatisfied            | 14            | 12        | 17        | 16                 | 11        | 20         | 14                   | 11        | 11                  | 15         | 13           | 14        | 17                   | 11           | 12            | 17        | 13        | 15        | 14        | 14        |
| Very dissatisfied                | 7             | 11        | 3         | 1                  | 15        | 4          | 7                    | 5         | 7                   | 8          | 6            | 9         | 6                    | 6            | 6             | 3         | 6         | 13        | 5         | 9         |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>     | <b>19</b> | <b>26</b> | <b>7</b>           | <b>21</b> | <b>32</b>  | <b>28</b>            | <b>29</b> | <b>16</b>           | <b>19</b>  | <b>25</b>    | <b>15</b> | <b>30</b>            | <b>23</b>    | <b>26</b>     | <b>18</b> | <b>16</b> | <b>29</b> | <b>22</b> | <b>22</b> |
| No opinion/DK                    | 22            | 19        | 26        | 7                  | 21        | 32         | 28                   | 29        | 16                  | 19         | 25           | 15        | 30                   | 23           | 26            | 18        | 16        | 29        | 22        | 22        |

Table 74: Q12h. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing opportunities to be involved in City government

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>57</b>     | <b>57</b>    | <b>63</b>  | <b>59</b>      | <b>49</b>    | <b>66</b>           | <b>52</b>    | <b>50</b>      | <b>58</b>      | <b>44</b>         | <b>75</b> | <b>62</b> | <b>62</b> | <b>56</b>      | <b>51</b>    | <b>57</b>    | <b>59</b>    |
| Very satisfied                   | 16            | 27           | 11         | 15             | 5            | 18                  | 23           | 17             | 6              | 10                | 28        | 12        | 6         | 12             | 24           | 14           | 16           |
| Somewhat satisfied               | 41            | 30           | 52         | 43             | 44           | 49                  | 28           | 33             | 52             | 33                | 47        | 50        | 56        | 44             | 27           | 43           | 42           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>21</b>     | <b>26</b>    | <b>16</b>  | <b>20</b>      | <b>21</b>    | <b>15</b>           | <b>30</b>    | <b>24</b>      | <b>17</b>      | <b>14</b>         | <b>5</b>  | <b>27</b> | <b>19</b> | <b>27</b>      | <b>30</b>    | <b>26</b>    | <b>22</b>    |
| Somewhat dissatisfied            | 14            | 13           | 10         | 19             | 15           | 9                   | 14           | 21             | 14             | 8                 | 3         | 22        | 13        | 15             | 17           | 17           | 14           |
| Very dissatisfied                | 7             | 13           | 6          | 1              | 6            | 6                   | 15           | 3              | 3              | 6                 | 2         | 5         | 6         | 12             | 12           | 10           | 8            |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>     | <b>17</b>    | <b>20</b>  | <b>22</b>      | <b>30</b>    | <b>19</b>           | <b>19</b>    | <b>26</b>      | <b>25</b>      | <b>42</b>         | <b>20</b> | <b>11</b> | <b>19</b> | <b>16</b>      | <b>19</b>    | <b>16</b>    | <b>19</b>    |
| No opinion/DK                    | 22            | 17           | 20         | 22             | 30           | 19                  | 19           | 26             | 25             | 42                | 20        | 11        | 19        | 16             | 19           | 16           | 19           |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                    | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>57</b> | <b>56</b> | <b>79</b> | <b>60</b> | <b>54</b> | <b>57</b>            | <b>0</b> |
| Very satisfied                   | 16        | 14        | 28        | 36        | 12        | 16                   | 0        |
| Somewhat satisfied               | 41        | 42        | 50        | 23        | 42        | 41                   | 0        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>21</b> | <b>22</b> | <b>0</b>  | <b>24</b> | <b>24</b> | <b>21</b>            | <b>0</b> |
| Somewhat dissatisfied            | 14        | 13        | 0         | 24        | 24        | 14                   | 0        |
| Very dissatisfied                | 7         | 8         | 0         | 0         | 0         | 7                    | 0        |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b> | <b>22</b> | <b>21</b> | <b>17</b> | <b>22</b> | <b>22</b>            | <b>0</b> |
| No opinion/DK                    | 22        | 22        | 21        | 17        | 22        | 22                   | 0        |



Table 75: Q12i. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Recruiting new businesses and companies to the city

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>53</b>                               | <b>58</b>   | <b>49</b>   | <b>48</b>    | <b>52</b>       | <b>39</b>            | <b>52</b>          | <b>59</b>     | <b>26</b>         | <b>58</b>                 | <b>59</b>              | <b>29</b>   | <b>42</b>                    | <b>66</b> | <b>49</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>42</b>         | <b>66</b>    | <b>49</b>  |
| Very satisfied                   | 11                                      | 14          | 9           | 7            | 11              | 7                    | 10                 | 13            | 3                 | 11                        | 12                     | 8           | 8                            | 18        | 8                             | 0                 | 0                                   | 0           | 8                 | 18           | 8          |
| Somewhat satisfied               | 42                                      | 43          | 41          | 41           | 41              | 32                   | 42                 | 46            | 23                | 47                        | 47                     | 21          | 34                           | 48        | 40                            | 0                 | 0                                   | 0           | 34                | 48           | 40         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>24</b>                               | <b>24</b>   | <b>23</b>   | <b>26</b>    | <b>19</b>       | <b>41</b>            | <b>18</b>          | <b>23</b>     | <b>39</b>         | <b>19</b>                 | <b>19</b>              | <b>55</b>   | <b>35</b>                    | <b>21</b> | <b>33</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>35</b>         | <b>21</b>    | <b>33</b>  |
| Somewhat dissatisfied            | 19                                      | 21          | 18          | 18           | 16              | 41                   | 14                 | 21            | 22                | 15                        | 19                     | 36          | 26                           | 19        | 25                            | 0                 | 0                                   | 0           | 26                | 19           | 25         |
| Very dissatisfied                | 4                                       | 3           | 6           | 8            | 3               | 0                    | 4                  | 2             | 17                | 4                         | 1                      | 19          | 8                            | 2         | 8                             | 0                 | 0                                   | 0           | 8                 | 2            | 8          |
| <b><u>NO OPINION/DK</u></b>      | <b>23</b>                               | <b>18</b>   | <b>27</b>   | <b>26</b>    | <b>29</b>       | <b>20</b>            | <b>30</b>          | <b>18</b>     | <b>35</b>         | <b>23</b>                 | <b>22</b>              | <b>16</b>   | <b>23</b>                    | <b>14</b> | <b>18</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>23</b>         | <b>14</b>    | <b>18</b>  |
| No opinion/DK                    | 23                                      | 18          | 27          | 26           | 29              | 20                   | 30                 | 18            | 35                | 23                        | 22                     | 16          | 23                           | 14        | 18                            | 0                 | 0                                   | 0           | 23                | 14           | 18         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>53</b>                               | <b>54</b>   | <b>60</b>   | <b>59</b>    | <b>30</b>       | <b>49</b>            | <b>69</b>          | <b>63</b>     | <b>46</b>         | <b>33</b>                 | <b>70</b>              | <b>50</b>   | <b>49</b>                    | <b>59</b> | <b>55</b>                     | <b>25</b>         | <b>41</b>                           | <b>59</b>   | <b>59</b>         | <b>57</b>    | <b>51</b>  |
| Very satisfied                   | 11                                      | 10          | 14          | 14           | 2               | 17                   | 15                 | 15            | 9                 | 0                         | 21                     | 8           | 10                           | 13        | 12                            | 0                 | 5                                   | 20          | 14                | 13           | 9          |
| Somewhat satisfied               | 42                                      | 44          | 46          | 46           | 28              | 32                   | 54                 | 48            | 37                | 33                        | 49                     | 41          | 39                           | 46        | 42                            | 25                | 36                                  | 39          | 45                | 44           | 42         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>24</b>                               | <b>17</b>   | <b>23</b>   | <b>22</b>    | <b>36</b>       | <b>33</b>            | <b>18</b>          | <b>22</b>     | <b>27</b>         | <b>14</b>                 | <b>18</b>              | <b>25</b>   | <b>26</b>                    | <b>22</b> | <b>26</b>                     | <b>25</b>         | <b>30</b>                           | <b>31</b>   | <b>23</b>         | <b>20</b>    | <b>22</b>  |
| Somewhat dissatisfied            | 19                                      | 14          | 20          | 19           | 21              | 30                   | 14                 | 18            | 21                | 14                        | 18                     | 20          | 24                           | 16        | 25                            | 20                | 24                                  | 29          | 21                | 15           | 18         |
| Very dissatisfied                | 4                                       | 3           | 2           | 2            | 14              | 3                    | 4                  | 3             | 6                 | 0                         | 0                      | 5           | 2                            | 7         | 2                             | 5                 | 6                                   | 2           | 3                 | 6            | 5          |
| <b><u>NO OPINION/DK</u></b>      | <b>23</b>                               | <b>29</b>   | <b>17</b>   | <b>19</b>    | <b>34</b>       | <b>19</b>            | <b>13</b>          | <b>15</b>     | <b>26</b>         | <b>53</b>                 | <b>11</b>              | <b>25</b>   | <b>25</b>                    | <b>19</b> | <b>19</b>                     | <b>50</b>         | <b>29</b>                           | <b>10</b>   | <b>18</b>         | <b>22</b>    | <b>26</b>  |
| No opinion/DK                    | 23                                      | 29          | 17          | 19           | 34              | 19                   | 13                 | 15            | 26                | 53                        | 11                     | 25          | 25                           | 19        | 19                            | 50                | 29                                  | 10          | 18                | 22           | 26         |

Table 75: Q12i. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Recruiting new businesses and companies to the city

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106           | 79             | 76        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>53</b>     | <b>53</b> | <b>59</b> | <b>58</b>          | <b>53</b> | <b>51</b>  | <b>70</b>            | <b>32</b> | <b>70</b>           | <b>79</b>  | <b>61</b>    | <b>0</b>  | <b>63</b>            | <b>62</b>     | <b>61</b>      | <b>42</b> |           |           |           |           |
| Very satisfied                   | 11            | 9         | 18        | 7                  | 15        | 9          | 24                   | 7         | 23                  | 0          | 27           | 0         | 15                   | 13            | 16             | 6         |           |           |           |           |
| Somewhat satisfied               | 42            | 44        | 40        | 51                 | 37        | 42         | 47                   | 25        | 47                  | 79         | 34           | 0         | 47                   | 49            | 46             | 35        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>24</b>     | <b>22</b> | <b>24</b> | <b>21</b>          | <b>26</b> | <b>21</b>  | <b>26</b>            | <b>27</b> | <b>25</b>           | <b>21</b>  | <b>39</b>    | <b>0</b>  | <b>22</b>            | <b>19</b>     | <b>28</b>      | <b>28</b> |           |           |           |           |
| Somewhat dissatisfied            | 19            | 18        | 19        | 20                 | 21        | 17         | 22                   | 20        | 21                  | 21         | 39           | 0         | 14                   | 16            | 24             | 20        |           |           |           |           |
| Very dissatisfied                | 4             | 4         | 5         | 2                  | 5         | 4          | 4                    | 7         | 4                   | 0          | 0            | 0         | 8                    | 3             | 4              | 8         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>23</b>     | <b>25</b> | <b>17</b> | <b>21</b>          | <b>21</b> | <b>29</b>  | <b>4</b>             | <b>41</b> | <b>5</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>16</b>            | <b>19</b>     | <b>11</b>      | <b>31</b> |           |           |           |           |
| No opinion/DK                    | 23            | 25        | 17        | 21                 | 21        | 29         | 4                    | 41        | 5                   | 0          | 0            | 0         | 16                   | 19            | 11             | 31        |           |           |           |           |
|                                  |               |           |           |                    |           |            |                      |           |                     |            |              |           |                      |               |                |           |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |               | QE EDUCATION   |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71            | 73             | 65        | 103       | 81        | 138       | 184       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>53</b>     | <b>55</b> | <b>50</b> | <b>63</b>          | <b>54</b> | <b>56</b>  | <b>48</b>            | <b>50</b> | <b>54</b>           | <b>57</b>  | <b>50</b>    | <b>58</b> | <b>51</b>            | <b>52</b>     | <b>53</b>      | <b>54</b> | <b>62</b> | <b>41</b> | <b>53</b> | <b>53</b> |
| Very satisfied                   | 11            | 7         | 15        | 19                 | 11        | 13         | 7                    | 4         | 11                  | 14         | 7            | 14        | 10                   | 7             | 9              | 9         | 16        | 8         | 9         | 12        |
| Somewhat satisfied               | 42            | 48        | 36        | 44                 | 43        | 42         | 40                   | 45        | 44                  | 43         | 43           | 43        | 41                   | 44            | 44             | 45        | 47        | 33        | 44        | 41        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>24</b>     | <b>24</b> | <b>24</b> | <b>29</b>          | <b>26</b> | <b>25</b>  | <b>21</b>            | <b>19</b> | <b>19</b>           | <b>27</b>  | <b>20</b>    | <b>27</b> | <b>23</b>            | <b>19</b>     | <b>22</b>      | <b>29</b> | <b>20</b> | <b>26</b> | <b>25</b> | <b>23</b> |
| Somewhat dissatisfied            | 19            | 21        | 18        | 28                 | 21        | 22         | 18                   | 11        | 11                  | 23         | 14           | 24        | 20                   | 11            | 20             | 24        | 15        | 20        | 22        | 17        |
| Very dissatisfied                | 4             | 3         | 5         | 1                  | 5         | 3          | 4                    | 8         | 8                   | 3          | 6            | 3         | 3                    | 8             | 1              | 4         | 5         | 6         | 3         | 5         |
| <b><u>NO OPINION/DK</u></b>      | <b>23</b>     | <b>21</b> | <b>26</b> | <b>8</b>           | <b>21</b> | <b>19</b>  | <b>31</b>            | <b>31</b> | <b>27</b>           | <b>16</b>  | <b>30</b>    | <b>15</b> | <b>26</b>            | <b>30</b>     | <b>26</b>      | <b>17</b> | <b>18</b> | <b>33</b> | <b>22</b> | <b>24</b> |
| No opinion/DK                    | 23            | 21        | 26        | 8                  | 21        | 19         | 31                   | 31        | 27                  | 16         | 30           | 15        | 26                   | 30            | 26             | 17        | 18        | 33        | 22        | 24        |

Table 75: Q12i. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Recruiting new businesses and companies to the city

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>53</b>     | <b>51</b>    | <b>63</b>  | <b>64</b>      | <b>38</b>    | <b>54</b>           | <b>56</b>    | <b>52</b>      | <b>50</b>      | <b>42</b>         | <b>67</b> | <b>57</b> | <b>64</b> | <b>44</b>      | <b>56</b>    | <b>54</b>    | <b>54</b>    |
| Very satisfied                   | 11            | 10           | 2          | 19             | 11           | 5                   | 9            | 13             | 16             | 8                 | 36        | 8         | 7         | 8              | 6            | 7            | 11           |
| Somewhat satisfied               | 42            | 41           | 62         | 45             | 27           | 49                  | 47           | 38             | 34             | 34                | 32        | 49        | 57        | 35             | 50           | 47           | 43           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>24</b>     | <b>33</b>    | <b>11</b>  | <b>19</b>      | <b>28</b>    | <b>27</b>           | <b>22</b>    | <b>23</b>      | <b>24</b>      | <b>20</b>         | <b>12</b> | <b>27</b> | <b>13</b> | <b>36</b>      | <b>23</b>    | <b>25</b>    | <b>24</b>    |
| Somewhat dissatisfied            | 19            | 28           | 10         | 18             | 17           | 26                  | 17           | 18             | 18             | 12                | 9         | 19        | 6         | 34             | 18           | 21           | 20           |
| Very dissatisfied                | 4             | 5            | 1          | 1              | 10           | 2                   | 5            | 4              | 6              | 8                 | 2         | 7         | 7         | 2              | 5            | 5            | 4            |
| <b><u>NO OPINION/DK</u></b>      | <b>23</b>     | <b>16</b>    | <b>26</b>  | <b>17</b>      | <b>35</b>    | <b>19</b>           | <b>22</b>    | <b>25</b>      | <b>26</b>      | <b>38</b>         | <b>21</b> | <b>16</b> | <b>23</b> | <b>21</b>      | <b>22</b>    | <b>20</b>    | <b>22</b>    |
| No opinion/DK                    | 23            | 16           | 26         | 17             | 35           | 19                  | 22           | 25             | 26             | 38                | 21        | 16        | 23        | 21             | 22           | 20           | 22           |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                    | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>53</b> | <b>52</b> | <b>63</b> | <b>70</b> | <b>54</b> | <b>53</b>            | <b>0</b> |
| Very satisfied                   | 11        | 11        | 18        | 12        | 10        | 11                   | 0        |
| Somewhat satisfied               | 42        | 41        | 45        | 58        | 44        | 42                   | 0        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>24</b> | <b>26</b> | <b>0</b>  | <b>4</b>  | <b>24</b> | <b>24</b>            | <b>0</b> |
| Somewhat dissatisfied            | 19        | 21        | 0         | 4         | 24        | 19                   | 0        |
| Very dissatisfied                | 4         | 5         | 0         | 0         | 0         | 4                    | 0        |
| <b><u>NO OPINION/DK</u></b>      | <b>23</b> | <b>22</b> | <b>37</b> | <b>27</b> | <b>22</b> | <b>23</b>            | <b>0</b> |
| No opinion/DK                    | 23        | 22        | 37        | 27        | 22        | 23                   | 0        |

Table 76: Q12j. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Developing policies to support affordable housing

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>53</b>                               | <b>57</b>   | <b>49</b>   | <b>45</b>    | <b>56</b>       | <b>33</b>            | <b>54</b>          | <b>59</b>     | <b>19</b>         | <b>52</b>                 | <b>60</b>              | <b>41</b>   | <b>46</b>                    | <b>67</b> | <b>49</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>46</b>         | <b>67</b>    | <b>49</b>  |
| Very satisfied                   | 15                                      | 17          | 13          | 10           | 17              | 13                   | 17                 | 16            | 4                 | 17                        | 16                     | 9           | 22                           | 17        | 16                            | 0                 | 0                                   | 0           | 22                | 17           | 16         |
| Somewhat satisfied               | 38                                      | 40          | 36          | 35           | 39              | 20                   | 37                 | 43            | 15                | 35                        | 44                     | 33          | 25                           | 50        | 33                            | 0                 | 0                                   | 0           | 25                | 50           | 33         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>29</b>                               | <b>28</b>   | <b>29</b>   | <b>31</b>    | <b>27</b>       | <b>29</b>            | <b>23</b>          | <b>24</b>     | <b>62</b>         | <b>31</b>                 | <b>23</b>              | <b>40</b>   | <b>33</b>                    | <b>20</b> | <b>41</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>33</b>         | <b>20</b>    | <b>41</b>  |
| Somewhat dissatisfied            | 14                                      | 13          | 15          | 16           | 13              | 11                   | 16                 | 13            | 16                | 15                        | 13                     | 14          | 10                           | 15        | 27                            | 0                 | 0                                   | 0           | 10                | 15           | 27         |
| Very dissatisfied                | 15                                      | 15          | 15          | 15           | 14              | 18                   | 7                  | 11            | 46                | 16                        | 10                     | 27          | 24                           | 4         | 14                            | 0                 | 0                                   | 0           | 24                | 4            | 14         |
| <b><u>NO OPINION/DK</u></b>      | <b>19</b>                               | <b>15</b>   | <b>22</b>   | <b>24</b>    | <b>17</b>       | <b>38</b>            | <b>23</b>          | <b>17</b>     | <b>20</b>         | <b>17</b>                 | <b>17</b>              | <b>18</b>   | <b>20</b>                    | <b>14</b> | <b>10</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>20</b>         | <b>14</b>    | <b>10</b>  |
| No opinion/DK                    | 19                                      | 15          | 22          | 24           | 17              | 38                   | 23                 | 17            | 20                | 17                        | 17                     | 18          | 20                           | 14        | 10                            | 0                 | 0                                   | 0           | 20                | 14           | 10         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>53</b>                               | <b>71</b>   | <b>57</b>   | <b>59</b>    | <b>27</b>       | <b>51</b>            | <b>73</b>          | <b>67</b>     | <b>42</b>         | <b>29</b>                 | <b>74</b>              | <b>49</b>   | <b>51</b>                    | <b>56</b> | <b>53</b>                     | <b>42</b>         | <b>49</b>                           | <b>54</b>   | <b>57</b>         | <b>54</b>    | <b>51</b>  |
| Very satisfied                   | 15                                      | 24          | 16          | 17           | 7               | 14                   | 18                 | 17            | 13                | 12                        | 24                     | 12          | 10                           | 20        | 11                            | 7                 | 11                                  | 7           | 20                | 21           | 11         |
| Somewhat satisfied               | 38                                      | 47          | 42          | 42           | 20              | 37                   | 55                 | 50            | 29                | 17                        | 50                     | 36          | 41                           | 36        | 42                            | 35                | 38                                  | 47          | 37                | 32           | 40         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>29</b>                               | <b>10</b>   | <b>25</b>   | <b>23</b>    | <b>57</b>       | <b>40</b>            | <b>18</b>          | <b>24</b>     | <b>33</b>         | <b>29</b>                 | <b>21</b>              | <b>30</b>   | <b>30</b>                    | <b>28</b> | <b>28</b>                     | <b>41</b>         | <b>25</b>                           | <b>21</b>   | <b>28</b>         | <b>29</b>    | <b>31</b>  |
| Somewhat dissatisfied            | 14                                      | 7           | 15          | 14           | 14              | 19                   | 12                 | 14            | 14                | 10                        | 13                     | 14          | 16                           | 13        | 17                            | 8                 | 13                                  | 12          | 10                | 16           | 16         |
| Very dissatisfied                | 15                                      | 3           | 10          | 9            | 43              | 21                   | 6                  | 10            | 19                | 19                        | 8                      | 16          | 14                           | 16        | 10                            | 33                | 12                                  | 9           | 17                | 13           | 16         |
| <b><u>NO OPINION/DK</u></b>      | <b>19</b>                               | <b>19</b>   | <b>17</b>   | <b>18</b>    | <b>16</b>       | <b>9</b>             | <b>9</b>           | <b>9</b>      | <b>25</b>         | <b>42</b>                 | <b>5</b>               | <b>22</b>   | <b>19</b>                    | <b>16</b> | <b>19</b>                     | <b>17</b>         | <b>26</b>                           | <b>26</b>   | <b>15</b>         | <b>17</b>    | <b>17</b>  |
| No opinion/DK                    | 19                                      | 19          | 17          | 18           | 16              | 9                    | 9                  | 9             | 25                | 42                        | 5                      | 22          | 19                           | 16        | 19                            | 17                | 26                                  | 26          | 15                | 17           | 17         |

Table 76: Q12j. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Developing policies to support affordable housing

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |          | Q23 HOUSEHOLD INCOME |              |               |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|----------|----------------------|--------------|---------------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK     | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |
| Column n-Size                    | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0        | 23                   | 106          | 79            | 76        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>53</b>     | <b>54</b> | <b>51</b> | <b>53</b>          | <b>58</b> | <b>44</b>  | <b>78</b>            | <b>38</b> | <b>78</b>           | <b>55</b>  | <b>73</b>    | <b>0</b> | <b>63</b>            | <b>55</b>    | <b>60</b>     | <b>48</b> |
| Very satisfied                   | 15            | 14        | 22        | 16                 | 16        | 12         | 24                   | 8         | 23                  | 0          | 39           | 0        | 21                   | 17           | 18            | 12        |
| Somewhat satisfied               | 38            | 41        | 29        | 37                 | 42        | 32         | 54                   | 30        | 55                  | 55         | 34           | 0        | 42                   | 38           | 43            | 37        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>29</b>     | <b>23</b> | <b>38</b> | <b>34</b>          | <b>26</b> | <b>26</b>  | <b>16</b>            | <b>35</b> | <b>15</b>           | <b>45</b>  | <b>27</b>    | <b>0</b> | <b>12</b>            | <b>34</b>    | <b>30</b>     | <b>28</b> |
| Somewhat dissatisfied            | 14            | 14        | 14        | 19                 | 11        | 16         | 9                    | 10        | 7                   | 45         | 27           | 0        | 6                    | 15           | 21            | 11        |
| Very dissatisfied                | 15            | 10        | 24        | 15                 | 15        | 10         | 7                    | 25        | 8                   | 0          | 0            | 0        | 6                    | 19           | 8             | 17        |
| <b><u>NO OPINION/DK</u></b>      | <b>19</b>     | <b>22</b> | <b>10</b> | <b>13</b>          | <b>16</b> | <b>30</b>  | <b>6</b>             | <b>27</b> | <b>7</b>            | <b>0</b>   | <b>0</b>     | <b>0</b> | <b>25</b>            | <b>11</b>    | <b>10</b>     | <b>24</b> |
| No opinion/DK                    | 19            | 22        | 10        | 13                 | 16        | 30         | 6                    | 27        | 7                   | 0          | 0            | 0        | 25                   | 11           | 10            | 24        |

|                                  | QD GENDER |           |           | QB AGE    |           |           |           |           |           |           |           |           |           | QE EDUCATION |            |           |           |           |           |           |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+       | 18-49     | 50+       | 18-39     | 40-64     | 65+          | HS OR LESS | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 323       | 165       | 155       | 58        | 78        | 45        | 65        | 39        | 32        | 181       | 136       | 136       | 110       | 71           | 73         | 65        | 103       | 81        | 138       | 184       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>53</b> | <b>55</b> | <b>50</b> | <b>66</b> | <b>58</b> | <b>46</b> | <b>48</b> | <b>40</b> | <b>54</b> | <b>58</b> | <b>47</b> | <b>62</b> | <b>47</b> | <b>46</b>    | <b>47</b>  | <b>54</b> | <b>64</b> | <b>42</b> | <b>50</b> | <b>54</b> |
| Very satisfied                   | 15        | 15        | 14        | 22        | 24        | 14        | 8         | 5         | 8         | 21        | 7         | 23        | 10        | 6            | 11         | 20        | 17        | 10        | 15        | 14        |
| Somewhat satisfied               | 38        | 40        | 36        | 44        | 35        | 32        | 40        | 35        | 46        | 37        | 40        | 39        | 37        | 40           | 36         | 34        | 48        | 31        | 35        | 40        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>29</b> | <b>30</b> | <b>26</b> | <b>28</b> | <b>33</b> | <b>30</b> | <b>22</b> | <b>26</b> | <b>27</b> | <b>30</b> | <b>24</b> | <b>31</b> | <b>25</b> | <b>26</b>    | <b>37</b>  | <b>30</b> | <b>23</b> | <b>27</b> | <b>34</b> | <b>25</b> |
| Somewhat dissatisfied            | 14        | 14        | 13        | 9         | 9         | 20        | 12        | 18        | 19        | 12        | 15        | 9         | 15        | 19           | 15         | 20        | 12        | 10        | 17        | 11        |
| Very dissatisfied                | 15        | 16        | 13        | 19        | 24        | 10        | 10        | 8         | 8         | 19        | 9         | 21        | 10        | 8            | 22         | 10        | 10        | 17        | 17        | 13        |
| <b><u>NO OPINION/DK</u></b>      | <b>19</b> | <b>14</b> | <b>24</b> | <b>6</b>  | <b>9</b>  | <b>24</b> | <b>30</b> | <b>34</b> | <b>19</b> | <b>12</b> | <b>28</b> | <b>8</b>  | <b>27</b> | <b>27</b>    | <b>16</b>  | <b>16</b> | <b>13</b> | <b>31</b> | <b>16</b> | <b>21</b> |
| No opinion/DK                    | 19        | 14        | 24        | 6         | 9         | 24        | 30        | 34        | 19        | 12        | 28        | 8         | 27        | 27           | 16         | 16        | 13        | 31        | 16        | 21        |

Table 76: Q12j. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Developing policies to support affordable housing

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>53</b>     | <b>59</b>    | <b>52</b>  | <b>56</b>      | <b>44</b>    | <b>53</b>           | <b>58</b>    | <b>48</b>      | <b>51</b>      | <b>41</b>         | <b>67</b> | <b>64</b> | <b>54</b> | <b>52</b>      | <b>43</b>    | <b>53</b>    | <b>54</b>    |
| Very satisfied                   | 15            | 22           | 5          | 19             | 9            | 12                  | 18           | 19             | 11             | 13                | 29        | 11        | 17        | 12             | 11           | 13           | 15           |
| Somewhat satisfied               | 38            | 37           | 47         | 37             | 35           | 40                  | 40           | 29             | 41             | 28                | 38        | 53        | 37        | 39             | 32           | 40           | 39           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>29</b>     | <b>30</b>    | <b>28</b>  | <b>31</b>      | <b>20</b>    | <b>33</b>           | <b>28</b>    | <b>35</b>      | <b>21</b>      | <b>32</b>         | <b>14</b> | <b>18</b> | <b>36</b> | <b>29</b>      | <b>45</b>    | <b>33</b>    | <b>28</b>    |
| Somewhat dissatisfied            | 14            | 9            | 22         | 16             | 9            | 18                  | 11           | 16             | 12             | 10                | 10        | 17        | 13        | 17             | 17           | 16           | 14           |
| Very dissatisfied                | 15            | 21           | 6          | 15             | 11           | 15                  | 17           | 19             | 9              | 22                | 4         | 1         | 23        | 13             | 28           | 16           | 14           |
| <b><u>NO OPINION/DK</u></b>      | <b>19</b>     | <b>11</b>    | <b>20</b>  | <b>13</b>      | <b>36</b>    | <b>14</b>           | <b>14</b>    | <b>18</b>      | <b>28</b>      | <b>27</b>         | <b>19</b> | <b>18</b> | <b>10</b> | <b>19</b>      | <b>12</b>    | <b>15</b>    | <b>18</b>    |
| No opinion/DK                    | 19            | 11           | 20         | 13             | 36           | 14                  | 14           | 18             | 28             | 27                | 19        | 18        | 10        | 19             | 12           | 15           | 18           |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                    | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>53</b> | <b>53</b> | <b>56</b> | <b>44</b> | <b>48</b> | <b>53</b>            | <b>0</b> |
| Very satisfied                   | 15        | 14        | 32        | 23        | 20        | 15                   | 0        |
| Somewhat satisfied               | 38        | 40        | 24        | 21        | 28        | 38                   | 0        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>29</b> | <b>29</b> | <b>15</b> | <b>36</b> | <b>24</b> | <b>29</b>            | <b>0</b> |
| Somewhat dissatisfied            | 14        | 14        | 15        | 0         | 24        | 14                   | 0        |
| Very dissatisfied                | 15        | 15        | 0         | 36        | 0         | 15                   | 0        |
| <b><u>NO OPINION/DK</u></b>      | <b>19</b> | <b>18</b> | <b>29</b> | <b>20</b> | <b>28</b> | <b>19</b>            | <b>0</b> |
| No opinion/DK                    | 19        | 18        | 29        | 20        | 28        | 19                   | 0        |

Table 77: Q12k. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Removing blight and illegal dumping

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>62</b>                               | <b>73</b>   | <b>52</b>   | <b>49</b>    | <b>59</b>       | <b>35</b>            | <b>63</b>          | <b>66</b>     | <b>37</b>         | <b>57</b>                 | <b>72</b>              | <b>45</b>   | <b>51</b>                    | <b>80</b> | <b>60</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>51</b>         | <b>80</b>    | <b>60</b>  |
| Very satisfied                   | 14                                      | 18          | 12          | 8            | 18              | 0                    | 20                 | 15            | 2                 | 16                        | 17                     | 4           | 15                           | 20        | 15                            | 0                 | 0                                   | 0           | 15                | 20           | 15         |
| Somewhat satisfied               | 47                                      | 55          | 40          | 41           | 40              | 35                   | 43                 | 51            | 35                | 40                        | 55                     | 41          | 36                           | 60        | 45                            | 0                 | 0                                   | 0           | 36                | 60           | 45         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>21</b>                               | <b>15</b>   | <b>26</b>   | <b>30</b>    | <b>19</b>       | <b>37</b>            | <b>13</b>          | <b>20</b>     | <b>44</b>         | <b>23</b>                 | <b>13</b>              | <b>41</b>   | <b>31</b>                    | <b>13</b> | <b>30</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>31</b>         | <b>13</b>    | <b>30</b>  |
| Somewhat dissatisfied            | 13                                      | 9           | 16          | 17           | 12              | 30                   | 8                  | 13            | 19                | 11                        | 11                     | 23          | 11                           | 10        | 26                            | 0                 | 0                                   | 0           | 11                | 10           | 26         |
| Very dissatisfied                | 8                                       | 6           | 11          | 13           | 7               | 7                    | 5                  | 6             | 25                | 12                        | 2                      | 18          | 19                           | 3         | 3                             | 0                 | 0                                   | 0           | 19                | 3            | 3          |
| <b><u>NO OPINION/DK</u></b>      | <b>17</b>                               | <b>12</b>   | <b>22</b>   | <b>21</b>    | <b>22</b>       | <b>28</b>            | <b>24</b>          | <b>14</b>     | <b>18</b>         | <b>21</b>                 | <b>15</b>              | <b>15</b>   | <b>18</b>                    | <b>8</b>  | <b>10</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>18</b>         | <b>8</b>     | <b>10</b>  |
| No opinion/DK                    | 17                                      | 12          | 22          | 21           | 22              | 28                   | 24                 | 14            | 18                | 21                        | 15                     | 15          | 18                           | 8         | 10                            | 0                 | 0                                   | 0           | 18                | 8            | 10         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>62</b>                               | <b>81</b>   | <b>68</b>   | <b>70</b>    | <b>28</b>       | <b>69</b>            | <b>73</b>          | <b>72</b>     | <b>54</b>         | <b>40</b>                 | <b>80</b>              | <b>56</b>   | <b>61</b>                    | <b>65</b> | <b>68</b>                     | <b>28</b>         | <b>48</b>                           | <b>54</b>   | <b>65</b>         | <b>73</b>    | <b>60</b>  |
| Very satisfied                   | 14                                      | 30          | 15          | 18           | 0               | 20                   | 18                 | 18            | 11                | 12                        | 25                     | 11          | 14                           | 16        | 17                            | 0                 | 12                                  | 10          | 16                | 19           | 13         |
| Somewhat satisfied               | 47                                      | 51          | 53          | 52           | 28              | 49                   | 56                 | 54            | 43                | 29                        | 56                     | 46          | 47                           | 49        | 51                            | 28                | 36                                  | 44          | 49                | 54           | 47         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>21</b>                               | <b>6</b>    | <b>16</b>   | <b>14</b>    | <b>51</b>       | <b>16</b>            | <b>21</b>          | <b>19</b>     | <b>24</b>         | <b>17</b>                 | <b>8</b>               | <b>25</b>   | <b>24</b>                    | <b>17</b> | <b>21</b>                     | <b>37</b>         | <b>28</b>                           | <b>39</b>   | <b>16</b>         | <b>14</b>    | <b>20</b>  |
| Somewhat dissatisfied            | 13                                      | 6           | 12          | 11           | 18              | 10                   | 15                 | 14            | 13                | 5                         | 5                      | 15          | 16                           | 10        | 16                            | 15                | 12                                  | 28          | 11                | 9            | 13         |
| Very dissatisfied                | 8                                       | 0           | 3           | 3            | 32              | 6                    | 6                  | 6             | 11                | 12                        | 3                      | 10          | 8                            | 7         | 5                             | 22                | 16                                  | 11          | 5                 | 6            | 7          |
| <b><u>NO OPINION/DK</u></b>      | <b>17</b>                               | <b>14</b>   | <b>16</b>   | <b>16</b>    | <b>21</b>       | <b>15</b>            | <b>6</b>           | <b>9</b>      | <b>22</b>         | <b>42</b>                 | <b>11</b>              | <b>18</b>   | <b>16</b>                    | <b>18</b> | <b>11</b>                     | <b>35</b>         | <b>24</b>                           | <b>7</b>    | <b>18</b>         | <b>13</b>    | <b>20</b>  |
| No opinion/DK                    | 17                                      | 14          | 16          | 16           | 21              | 15                   | 6                  | 9             | 22                | 42                        | 11                     | 18          | 16                           | 18        | 11                            | 35                | 24                                  | 7           | 18                | 13           | 20         |

Table 77: Q12k. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Removing blight and illegal dumping

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |               |                |              |           |           |           |           |  |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|---------------|----------------|--------------|-----------|-----------|-----------|-----------|--|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+      |           |           |           |           |  |
| Column n-Size                    | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106           | 79             | 76           |           |           |           |           |  |
| <b><u>TOTAL SATISFIED</u></b>    | <b>62</b>     | <b>58</b> | <b>75</b> | <b>59</b>          | <b>65</b> | <b>64</b>  | <b>80</b>            | <b>47</b> | <b>78</b>           | <b>66</b>  | <b>100</b>   | <b>0</b>  | <b>72</b>            | <b>73</b>     | <b>69</b>      | <b>48</b>    |           |           |           |           |  |
| Very satisfied                   | 14            | 13        | 21        | 14                 | 18        | 12         | 24                   | 12        | 21                  | 21         | 39           | 0         | 23                   | 19            | 16             | 8            |           |           |           |           |  |
| Somewhat satisfied               | 47            | 44        | 54        | 45                 | 47        | 52         | 56                   | 35        | 57                  | 45         | 61           | 0         | 49                   | 54            | 53             | 40           |           |           |           |           |  |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>21</b>     | <b>23</b> | <b>19</b> | <b>26</b>          | <b>17</b> | <b>18</b>  | <b>12</b>            | <b>23</b> | <b>13</b>           | <b>34</b>  | <b>0</b>     | <b>0</b>  | <b>24</b>            | <b>14</b>     | <b>15</b>      | <b>30</b>    |           |           |           |           |  |
| Somewhat dissatisfied            | 13            | 13        | 12        | 17                 | 11        | 13         | 7                    | 15        | 8                   | 0          | 0            | 0         | 16                   | 10            | 11             | 14           |           |           |           |           |  |
| Very dissatisfied                | 8             | 9         | 7         | 9                  | 7         | 5          | 5                    | 8         | 5                   | 34         | 0            | 0         | 8                    | 4             | 4              | 16           |           |           |           |           |  |
| <b><u>NO OPINION/DK</u></b>      | <b>17</b>     | <b>19</b> | <b>6</b>  | <b>15</b>          | <b>18</b> | <b>18</b>  | <b>8</b>             | <b>30</b> | <b>9</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>4</b>             | <b>12</b>     | <b>16</b>      | <b>23</b>    |           |           |           |           |  |
| No opinion/DK                    | 17            | 19        | 6         | 15                 | 18        | 18         | 8                    | 30        | 9                   | 0          | 0            | 0         | 4                    | 12            | 16             | 23           |           |           |           |           |  |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |               |                | QE EDUCATION |           |           |           |           |  |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+           | HS OR LESS     | SOME COLL    | COLL GRAD | POST GRAD | NCOLL     | COLL+     |  |
| Column n-Size                    | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71            | 73             | 65           | 103       | 81        | 138       | 184       |  |
| <b><u>TOTAL SATISFIED</u></b>    | <b>62</b>     | <b>62</b> | <b>61</b> | <b>70</b>          | <b>58</b> | <b>58</b>  | <b>59</b>            | <b>58</b> | <b>63</b>           | <b>62</b>  | <b>60</b>    | <b>63</b> | <b>59</b>            | <b>60</b>     | <b>60</b>      | <b>75</b>    | <b>69</b> | <b>42</b> | <b>67</b> | <b>57</b> |  |
| Very satisfied                   | 14            | 16        | 12        | 23                 | 24        | 14         | 6                    | 6         | 2                   | 21         | 5            | 23        | 9                    | 4             | 12             | 21           | 17        | 7         | 16        | 13        |  |
| Somewhat satisfied               | 47            | 46        | 48        | 47                 | 34        | 44         | 53                   | 51        | 61                  | 41         | 54           | 40        | 49                   | 56            | 48             | 54           | 52        | 35        | 51        | 44        |  |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>21</b>     | <b>22</b> | <b>20</b> | <b>17</b>          | <b>22</b> | <b>27</b>  | <b>24</b>            | <b>17</b> | <b>22</b>           | <b>22</b>  | <b>21</b>    | <b>20</b> | <b>25</b>            | <b>20</b>     | <b>18</b>      | <b>16</b>    | <b>15</b> | <b>37</b> | <b>17</b> | <b>25</b> |  |
| Somewhat dissatisfied            | 13            | 13        | 12        | 13                 | 15        | 17         | 12                   | 7         | 11                  | 15         | 10           | 14        | 14                   | 9             | 15             | 9            | 7         | 20        | 12        | 13        |  |
| Very dissatisfied                | 8             | 9         | 8         | 4                  | 7         | 10         | 12                   | 10        | 11                  | 7          | 11           | 6         | 11                   | 11            | 3              | 6            | 8         | 17        | 4         | 12        |  |
| <b><u>NO OPINION/DK</u></b>      | <b>17</b>     | <b>16</b> | <b>19</b> | <b>13</b>          | <b>20</b> | <b>15</b>  | <b>17</b>            | <b>25</b> | <b>14</b>           | <b>17</b>  | <b>19</b>    | <b>17</b> | <b>16</b>            | <b>20</b>     | <b>23</b>      | <b>9</b>     | <b>16</b> | <b>21</b> | <b>16</b> | <b>18</b> |  |
| No opinion/DK                    | 17            | 16        | 19        | 13                 | 20        | 15         | 17                   | 25        | 14                  | 17         | 19           | 17        | 16                   | 20            | 23             | 9            | 16        | 21        | 16        | 18        |  |



Table 77: Q12k. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Removing blight and illegal dumping

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>62</b>     | <b>56</b>    | <b>70</b>  | <b>69</b>      | <b>50</b>    | <b>66</b>           | <b>59</b>    | <b>68</b>      | <b>55</b>      | <b>49</b>         | <b>73</b> | <b>54</b> | <b>67</b> | <b>59</b>      | <b>71</b>    | <b>63</b>    | <b>63</b>    |
| Very satisfied                   | 14            | 20           | 8          | 21             | 3            | 12                  | 19           | 21             | 7              | 9                 | 21        | 10        | 3         | 9              | 29           | 14           | 15           |
| Somewhat satisfied               | 47            | 36           | 62         | 48             | 47           | 53                  | 40           | 47             | 49             | 41                | 52        | 44        | 64        | 50             | 43           | 49           | 48           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>21</b>     | <b>23</b>    | <b>22</b>  | <b>20</b>      | <b>21</b>    | <b>19</b>           | <b>25</b>    | <b>13</b>      | <b>24</b>      | <b>30</b>         | <b>21</b> | <b>22</b> | <b>23</b> | <b>22</b>      | <b>8</b>     | <b>18</b>    | <b>19</b>    |
| Somewhat dissatisfied            | 13            | 17           | 8          | 13             | 13           | 14                  | 13           | 11             | 14             | 19                | 15        | 13        | 6         | 12             | 7            | 9            | 12           |
| Very dissatisfied                | 8             | 6            | 15         | 7              | 8            | 6                   | 12           | 3              | 11             | 10                | 6         | 10        | 17        | 10             | 1            | 9            | 8            |
| <b><u>NO OPINION/DK</u></b>      | <b>17</b>     | <b>21</b>    | <b>8</b>   | <b>11</b>      | <b>29</b>    | <b>15</b>           | <b>16</b>    | <b>18</b>      | <b>20</b>      | <b>21</b>         | <b>6</b>  | <b>24</b> | <b>10</b> | <b>19</b>      | <b>21</b>    | <b>19</b>    | <b>17</b>    |
| No opinion/DK                    | 17            | 21           | 8          | 11             | 29           | 15                  | 16           | 18             | 20             | 21                | 6         | 24        | 10        | 19             | 21           | 19           | 17           |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                    | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>62</b> | <b>61</b> | <b>79</b> | <b>78</b> | <b>48</b> | <b>62</b>            | <b>0</b> |
| Very satisfied                   | 14        | 12        | 27        | 41        | 22        | 14                   | 0        |
| Somewhat satisfied               | 47        | 48        | 52        | 37        | 26        | 47                   | 0        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>21</b> | <b>22</b> | <b>11</b> | <b>0</b>  | <b>30</b> | <b>21</b>            | <b>0</b> |
| Somewhat dissatisfied            | 13        | 13        | 0         | 0         | 30        | 13                   | 0        |
| Very dissatisfied                | 8         | 9         | 11        | 0         | 0         | 8                    | 0        |
| <b><u>NO OPINION/DK</u></b>      | <b>17</b> | <b>17</b> | <b>10</b> | <b>22</b> | <b>22</b> | <b>17</b>            | <b>0</b> |
| No opinion/DK                    | 17        | 17        | 10        | 22        | 22        | 17                   | 0        |

Table 78: Q12I. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|----------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                  | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
| Column n-Size                    | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>72</b>                               | <b>72</b> | <b>71</b> | <b>73</b> | <b>70</b> | <b>65</b>    | <b>79</b>          | <b>74</b>   | <b>50</b>       | <b>67</b>                 | <b>77</b>      | <b>65</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>69</b>         | <b>76</b> | <b>78</b> | <b>69</b>         | <b>76</b> | <b>78</b> |
| Very satisfied                   | 23                                      | 28        | 18        | 24        | 12        | 7            | 38                 | 20          | 12              | 25                        | 24             | 13          | 0                  | 0        | 0        | 14                | 29        | 19        | 14                | 29        | 19        |
| Somewhat satisfied               | 49                                      | 45        | 53        | 48        | 58        | 58           | 42                 | 54          | 38              | 42                        | 53             | 52          | 0                  | 0        | 0        | 55                | 47        | 59        | 55                | 47        | 59        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>20</b>                               | <b>22</b> | <b>18</b> | <b>16</b> | <b>17</b> | <b>35</b>    | <b>13</b>          | <b>19</b>   | <b>32</b>       | <b>19</b>                 | <b>18</b>      | <b>28</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>27</b>         | <b>19</b> | <b>12</b> | <b>27</b>         | <b>19</b> | <b>12</b> |
| Somewhat dissatisfied            | 13                                      | 13        | 13        | 12        | 13        | 18           | 13                 | 14          | 10              | 13                        | 14             | 15          | 0                  | 0        | 0        | 11                | 14        | 12        | 11                | 14        | 12        |
| Very dissatisfied                | 7                                       | 9         | 5         | 4         | 4         | 17           | 1                  | 5           | 22              | 6                         | 4              | 13          | 0                  | 0        | 0        | 15                | 5         | 0         | 15                | 5         | 0         |
| <b><u>NO OPINION/DK</u></b>      | <b>9</b>                                | <b>5</b>  | <b>11</b> | <b>11</b> | <b>13</b> | <b>0</b>     | <b>7</b>           | <b>7</b>    | <b>18</b>       | <b>14</b>                 | <b>5</b>       | <b>7</b>    | <b>0</b>           | <b>0</b> | <b>0</b> | <b>5</b>          | <b>5</b>  | <b>9</b>  | <b>5</b>          | <b>5</b>  | <b>9</b>  |
| No opinion/DK                    | 9                                       | 5         | 11        | 11        | 13        | 0            | 7                  | 7           | 18              | 14                        | 5              | 7           | 0                  | 0        | 0        | 5                 | 5         | 9         | 5                 | 5         | 9         |

|                                  | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|----------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                  | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                    | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>72</b>        | <b>82</b>   | <b>78</b>   | <b>79</b>    | <b>50</b>       | <b>66</b>            | <b>74</b> | <b>72</b>     | <b>73</b>         | <b>59</b> | <b>80</b>              | <b>69</b> | <b>68</b>                    | <b>76</b> | <b>74</b>                     | <b>44</b>         | <b>63</b>                           | <b>75</b>   | <b>71</b>    | <b>77</b>    | <b>73</b>  |
| Very satisfied                   | 23               | 41          | 26          | 29           | 2               | 32                   | 20        | 23            | 23                | 15        | 19                     | 25        | 21                           | 24        | 24                            | 8                 | 12                                  | 19          | 28           | 27           | 26         |
| Somewhat satisfied               | 49               | 41          | 52          | 50           | 48              | 34                   | 54        | 49            | 50                | 44        | 61                     | 44        | 47                           | 52        | 50                            | 37                | 51                                  | 56          | 44           | 50           | 47         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>20</b>        | <b>13</b>   | <b>18</b>   | <b>17</b>    | <b>41</b>       | <b>25</b>            | <b>18</b> | <b>20</b>     | <b>19</b>         | <b>18</b> | <b>13</b>              | <b>22</b> | <b>22</b>                    | <b>17</b> | <b>19</b>                     | <b>39</b>         | <b>24</b>                           | <b>20</b>   | <b>15</b>    | <b>18</b>    | <b>20</b>  |
| Somewhat dissatisfied            | 13               | 11          | 14          | 14           | 17              | 17                   | 14        | 15            | 10                | 18        | 11                     | 14        | 15                           | 11        | 15                            | 18                | 13                                  | 13          | 5            | 16           | 15         |
| Very dissatisfied                | 7                | 2           | 4           | 3            | 24              | 9                    | 4         | 5             | 9                 | 0         | 2                      | 8         | 7                            | 6         | 4                             | 21                | 10                                  | 7           | 10           | 2            | 5          |
| <b><u>NO OPINION/DK</u></b>      | <b>9</b>         | <b>5</b>    | <b>4</b>    | <b>4</b>     | <b>10</b>       | <b>9</b>             | <b>7</b>  | <b>8</b>      | <b>7</b>          | <b>23</b> | <b>7</b>               | <b>9</b>  | <b>10</b>                    | <b>7</b>  | <b>7</b>                      | <b>17</b>         | <b>14</b>                           | <b>5</b>    | <b>14</b>    | <b>5</b>     | <b>7</b>   |
| No opinion/DK                    | 9                | 5           | 4           | 4            | 10              | 9                    | 7         | 8             | 7                 | 23        | 7                      | 9         | 10                           | 7         | 7                             | 17                | 14                                  | 5           | 14           | 5            | 7          |

Table 78: Q12I. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>72</b>     | <b>69</b> | <b>78</b> | <b>76</b>          | <b>73</b> | <b>67</b>  | <b>75</b>            | <b>69</b> | <b>77</b>           | <b>100</b> | <b>55</b>    | <b>54</b> | <b>73</b>            | <b>79</b>    | <b>73</b>     | <b>71</b> |           |           |           |           |
| Very satisfied                   | 23            | 21        | 26        | 19                 | 20        | 31         | 22                   | 17        | 20                  | 0          | 13           | 54        | 52                   | 28           | 24            | 15        |           |           |           |           |
| Somewhat satisfied               | 49            | 48        | 51        | 56                 | 53        | 36         | 53                   | 52        | 57                  | 100        | 42           | 0         | 21                   | 51           | 49            | 56        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>20</b>     | <b>21</b> | <b>19</b> | <b>16</b>          | <b>18</b> | <b>28</b>  | <b>18</b>            | <b>18</b> | <b>18</b>           | <b>0</b>   | <b>45</b>    | <b>0</b>  | <b>14</b>            | <b>15</b>    | <b>25</b>     | <b>17</b> |           |           |           |           |
| Somewhat dissatisfied            | 13            | 16        | 10        | 9                  | 11        | 23         | 13                   | 10        | 11                  | 0          | 45           | 0         | 5                    | 10           | 18            | 11        |           |           |           |           |
| Very dissatisfied                | 7             | 5         | 9         | 6                  | 7         | 5          | 6                    | 8         | 7                   | 0          | 0            | 0         | 9                    | 5            | 8             | 6         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>9</b>      | <b>10</b> | <b>4</b>  | <b>9</b>           | <b>9</b>  | <b>6</b>   | <b>6</b>             | <b>13</b> | <b>5</b>            | <b>0</b>   | <b>0</b>     | <b>46</b> | <b>13</b>            | <b>7</b>     | <b>1</b>      | <b>12</b> |           |           |           |           |
| No opinion/DK                    | 9             | 10        | 4         | 9                  | 9         | 6          | 6                    | 13        | 5                   | 0          | 0            | 46        | 13                   | 7            | 1             | 12        |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>72</b>     | <b>71</b> | <b>72</b> | <b>73</b>          | <b>73</b> | <b>79</b>  | <b>65</b>            | <b>70</b> | <b>72</b>           | <b>74</b>  | <b>68</b>    | <b>73</b> | <b>71</b>            | <b>71</b>    | <b>67</b>     | <b>72</b> | <b>79</b> | <b>66</b> | <b>70</b> | <b>73</b> |
| Very satisfied                   | 23            | 21        | 25        | 23                 | 22        | 14         | 24                   | 25        | 33                  | 21         | 27           | 23        | 20                   | 29           | 25            | 24        | 25        | 17        | 24        | 22        |
| Somewhat satisfied               | 49            | 50        | 47        | 50                 | 50        | 65         | 41                   | 45        | 39                  | 54         | 41           | 50        | 51                   | 42           | 43            | 48        | 54        | 49        | 45        | 52        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>20</b>     | <b>21</b> | <b>18</b> | <b>19</b>          | <b>17</b> | <b>19</b>  | <b>21</b>            | <b>24</b> | <b>21</b>           | <b>18</b>  | <b>21</b>    | <b>18</b> | <b>20</b>            | <b>22</b>    | <b>19</b>     | <b>22</b> | <b>14</b> | <b>26</b> | <b>20</b> | <b>19</b> |
| Somewhat dissatisfied            | 13            | 14        | 12        | 12                 | 11        | 11         | 9                    | 24        | 15                  | 11         | 15           | 11        | 10                   | 20           | 14            | 11        | 11        | 16        | 12        | 14        |
| Very dissatisfied                | 7             | 7         | 6         | 7                  | 6         | 7          | 12                   | 0         | 6                   | 7          | 7            | 6         | 10                   | 3            | 5             | 11        | 3         | 10        | 8         | 6         |
| <b><u>NO OPINION/DK</u></b>      | <b>9</b>      | <b>8</b>  | <b>10</b> | <b>8</b>           | <b>11</b> | <b>2</b>   | <b>14</b>            | <b>6</b>  | <b>7</b>            | <b>8</b>   | <b>10</b>    | <b>10</b> | <b>9</b>             | <b>7</b>     | <b>14</b>     | <b>6</b>  | <b>7</b>  | <b>8</b>  | <b>10</b> | <b>7</b>  |
| No opinion/DK                    | 9             | 8         | 10        | 8                  | 11        | 2          | 14                   | 6         | 7                   | 8          | 10           | 10        | 9                    | 7            | 14            | 6         | 7         | 8         | 10        | 7         |

Table 78: Q12I. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>72</b>     | <b>74</b>    | <b>69</b>  | <b>75</b>      | <b>68</b>    | <b>70</b>           | <b>71</b>    | <b>69</b>      | <b>76</b>      | <b>64</b>         | <b>83</b> | <b>66</b> | <b>78</b> | <b>64</b>      | <b>70</b>    | <b>69</b>    | <b>72</b>    |
| Very satisfied                   | 23            | 21           | 22         | 21             | 32           | 27                  | 18           | 23             | 28             | 31                | 32        | 19        | 20        | 12             | 16           | 16           | 22           |
| Somewhat satisfied               | 49            | 53           | 47         | 54             | 36           | 44                  | 54           | 46             | 49             | 33                | 52        | 47        | 57        | 52             | 54           | 52           | 51           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>20</b>     | <b>20</b>    | <b>21</b>  | <b>15</b>      | <b>22</b>    | <b>21</b>           | <b>21</b>    | <b>19</b>      | <b>16</b>      | <b>27</b>         | <b>10</b> | <b>21</b> | <b>17</b> | <b>25</b>      | <b>18</b>    | <b>21</b>    | <b>19</b>    |
| Somewhat dissatisfied            | 13            | 13           | 13         | 9              | 16           | 12                  | 16           | 13             | 10             | 21                | 6         | 16        | 10        | 18             | 9            | 14           | 12           |
| Very dissatisfied                | 7             | 6            | 8          | 7              | 6            | 10                  | 5            | 6              | 6              | 6                 | 4         | 5         | 7         | 8              | 9            | 7            | 6            |
| <b><u>NO OPINION/DK</u></b>      | <b>9</b>      | <b>6</b>     | <b>10</b>  | <b>10</b>      | <b>10</b>    | <b>8</b>            | <b>8</b>     | <b>12</b>      | <b>7</b>       | <b>9</b>          | <b>7</b>  | <b>13</b> | <b>5</b>  | <b>11</b>      | <b>12</b>    | <b>11</b>    | <b>9</b>     |
| No opinion/DK                    | 9             | 6            | 10         | 10             | 10           | 8                   | 8            | 12             | 7              | 9                 | 7         | 13        | 5         | 11             | 12           | 11           | 9            |

|                                  | LANGUAGE  |           |            |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------------|-----------|-----------|------------|-----------|-----------|----------------------|-----------|
|                                  | Total     | ENG       | SPAN       | VIET      | CHIN      | A                    | B         |
| Column n-Size                    | 324       | 299       | 5          | 11        | 9         | 0                    | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>72</b> | <b>71</b> | <b>100</b> | <b>69</b> | <b>80</b> | <b>0</b>             | <b>72</b> |
| Very satisfied                   | 23        | 22        | 45         | 37        | 0         | 0                    | 23        |
| Somewhat satisfied               | 49        | 49        | 55         | 32        | 80        | 0                    | 49        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>20</b> | <b>20</b> | <b>0</b>   | <b>23</b> | <b>20</b> | <b>0</b>             | <b>20</b> |
| Somewhat dissatisfied            | 13        | 14        | 0          | 0         | 20        | 0                    | 13        |
| Very dissatisfied                | 7         | 6         | 0          | 23        | 0         | 0                    | 7         |
| <b><u>NO OPINION/DK</u></b>      | <b>9</b>  | <b>9</b>  | <b>0</b>   | <b>8</b>  | <b>0</b>  | <b>0</b>             | <b>9</b>  |
| No opinion/DK                    | 9         | 9         | 0          | 8         | 0         | 0                    | 9         |

Table 79: Q12m. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing afterschool programs for young people

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>57</b>                               | <b>63</b>   | <b>52</b>   | <b>50</b>    | <b>56</b>       | <b>52</b>            | <b>54</b>          | <b>64</b>     | <b>32</b>         | <b>56</b>                 | <b>68</b>              | <b>33</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>50</b>         | <b>72</b>                           | <b>66</b>   | <b>50</b>         | <b>72</b>    | <b>66</b>  |
| Very satisfied                   | 21                                      | 25          | 17          | 21           | 14              | 0                    | 25                 | 21            | 11                | 18                        | 28                     | 7           | 0                            | 0         | 0                             | 17                | 25                                  | 32          | 17                | 25           | 32         |
| Somewhat satisfied               | 36                                      | 38          | 35          | 28           | 42              | 52                   | 29                 | 42            | 21                | 38                        | 40                     | 26          | 0                            | 0         | 0                             | 33                | 47                                  | 34          | 33                | 47           | 34         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>                               | <b>13</b>   | <b>13</b>   | <b>15</b>    | <b>8</b>        | <b>18</b>            | <b>3</b>           | <b>13</b>     | <b>26</b>         | <b>12</b>                 | <b>7</b>               | <b>32</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>18</b>         | <b>10</b>                           | <b>8</b>    | <b>18</b>         | <b>10</b>    | <b>8</b>   |
| Somewhat dissatisfied            | 10                                      | 9           | 10          | 12           | 7               | 9                    | 3                  | 10            | 18                | 11                        | 4                      | 24          | 0                            | 0         | 0                             | 15                | 7                                   | 6           | 15                | 7            | 6          |
| Very dissatisfied                | 3                                       | 4           | 3           | 3            | 2               | 9                    | 0                  | 3             | 8                 | 1                         | 3                      | 8           | 0                            | 0         | 0                             | 3                 | 3                                   | 2           | 3                 | 3            | 2          |
| <b><u>NO OPINION/DK</u></b>      | <b>30</b>                               | <b>24</b>   | <b>35</b>   | <b>35</b>    | <b>36</b>       | <b>30</b>            | <b>43</b>          | <b>24</b>     | <b>42</b>         | <b>32</b>                 | <b>25</b>              | <b>35</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>32</b>         | <b>18</b>                           | <b>26</b>   | <b>32</b>         | <b>18</b>    | <b>26</b>  |
| No opinion/DK                    | 30                                      | 24          | 35          | 35           | 36              | 30                   | 43                 | 24            | 42                | 32                        | 25                     | 35          | 0                            | 0         | 0                             | 32                | 18                                  | 26          | 32                | 18           | 26         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                    | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>57</b>                               | <b>64</b>   | <b>67</b>   | <b>66</b>    | <b>36</b>       | <b>66</b>            | <b>69</b>          | <b>68</b>     | <b>46</b>         | <b>35</b>                 | <b>78</b>              | <b>52</b>   | <b>62</b>                    | <b>54</b> | <b>70</b>                     | <b>27</b>         | <b>44</b>                           | <b>57</b>   | <b>50</b>         | <b>69</b>    | <b>59</b>  |
| Very satisfied                   | 21                                      | 48          | 19          | 24           | 12              | 36                   | 31                 | 32            | 10                | 0                         | 25                     | 20          | 22                           | 20        | 25                            | 6                 | 17                                  | 22          | 22                | 28           | 16         |
| Somewhat satisfied               | 36                                      | 17          | 48          | 43           | 24              | 30                   | 39                 | 36            | 37                | 35                        | 53                     | 32          | 40                           | 34        | 44                            | 21                | 27                                  | 35          | 28                | 41           | 43         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>                               | <b>11</b>   | <b>9</b>    | <b>10</b>    | <b>27</b>       | <b>3</b>             | <b>11</b>          | <b>9</b>      | <b>19</b>         | <b>5</b>                  | <b>7</b>               | <b>15</b>   | <b>16</b>                    | <b>10</b> | <b>10</b>                     | <b>38</b>         | <b>20</b>                           | <b>14</b>   | <b>13</b>         | <b>7</b>     | <b>12</b>  |
| Somewhat dissatisfied            | 10                                      | 6           | 7           | 7            | 21              | 3                    | 10                 | 8             | 13                | 5                         | 6                      | 11          | 11                           | 8         | 6                             | 30                | 12                                  | 12          | 11                | 5            | 10         |
| Very dissatisfied                | 3                                       | 5           | 2           | 3            | 6               | 0                    | 2                  | 1             | 6                 | 0                         | 1                      | 4           | 5                            | 2         | 4                             | 9                 | 8                                   | 3           | 2                 | 1            | 2          |
| <b><u>NO OPINION/DK</u></b>      | <b>30</b>                               | <b>25</b>   | <b>24</b>   | <b>24</b>    | <b>36</b>       | <b>32</b>            | <b>20</b>          | <b>23</b>     | <b>35</b>         | <b>59</b>                 | <b>15</b>              | <b>34</b>   | <b>23</b>                    | <b>36</b> | <b>20</b>                     | <b>35</b>         | <b>36</b>                           | <b>28</b>   | <b>36</b>         | <b>25</b>    | <b>29</b>  |
| No opinion/DK                    | 30                                      | 25          | 24          | 24           | 36              | 32                   | 20                 | 23            | 35                | 59                        | 15                     | 34          | 23                           | 36        | 20                            | 35                | 36                                  | 28          | 36                | 25           | 29         |

Table 79: Q12m. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing afterschool programs for young people

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>57</b>     | <b>50</b> | <b>72</b> | <b>53</b>          | <b>68</b> | <b>41</b>  | <b>74</b>            | <b>61</b> | <b>75</b>           | <b>100</b> | <b>54</b>    | <b>54</b> | <b>62</b>            | <b>64</b>    | <b>69</b>     | <b>52</b> |           |           |           |           |
| Very satisfied                   | 21            | 16        | 28        | 19                 | 23        | 16         | 27                   | 19        | 24                  | 0          | 12           | 54        | 37                   | 24           | 25            | 13        |           |           |           |           |
| Somewhat satisfied               | 36            | 33        | 43        | 34                 | 45        | 25         | 48                   | 42        | 51                  | 100        | 42           | 0         | 25                   | 40           | 44            | 39        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>     | <b>14</b> | <b>9</b>  | <b>16</b>          | <b>14</b> | <b>6</b>   | <b>15</b>            | <b>14</b> | <b>14</b>           | <b>0</b>   | <b>46</b>    | <b>0</b>  | <b>3</b>             | <b>13</b>    | <b>14</b>     | <b>18</b> |           |           |           |           |
| Somewhat dissatisfied            | 10            | 12        | 6         | 14                 | 9         | 6          | 9                    | 10        | 7                   | 0          | 46           | 0         | 0                    | 10           | 10            | 15        |           |           |           |           |
| Very dissatisfied                | 3             | 2         | 3         | 1                  | 5         | 0          | 6                    | 4         | 7                   | 0          | 0            | 0         | 3                    | 4            | 4             | 3         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>30</b>     | <b>36</b> | <b>19</b> | <b>32</b>          | <b>17</b> | <b>53</b>  | <b>11</b>            | <b>25</b> | <b>10</b>           | <b>0</b>   | <b>0</b>     | <b>46</b> | <b>35</b>            | <b>23</b>    | <b>17</b>     | <b>30</b> |           |           |           |           |
| No opinion/DK                    | 30            | 36        | 19        | 32                 | 17        | 53         | 11                   | 25        | 10                  | 0          | 0            | 46        | 35                   | 23           | 17            | 30        |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>57</b>     | <b>61</b> | <b>54</b> | <b>69</b>          | <b>60</b> | <b>59</b>  | <b>52</b>            | <b>63</b> | <b>38</b>           | <b>63</b>  | <b>52</b>    | <b>64</b> | <b>55</b>            | <b>51</b>    | <b>52</b>     | <b>65</b> | <b>68</b> | <b>42</b> | <b>58</b> | <b>56</b> |
| Very satisfied                   | 21            | 24        | 18        | 31                 | 24        | 19         | 19                   | 16        | 9                   | 25         | 16           | 27        | 19                   | 13           | 21            | 18        | 29        | 12        | 20        | 21        |
| Somewhat satisfied               | 36            | 37        | 36        | 38                 | 37        | 40         | 33                   | 46        | 29                  | 38         | 36           | 37        | 36                   | 38           | 31            | 47        | 39        | 30        | 38        | 35        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>     | <b>12</b> | <b>14</b> | <b>18</b>          | <b>15</b> | <b>16</b>  | <b>14</b>            | <b>3</b>  | <b>0</b>            | <b>16</b>  | <b>7</b>     | <b>16</b> | <b>15</b>            | <b>2</b>     | <b>13</b>     | <b>14</b> | <b>5</b>  | <b>21</b> | <b>13</b> | <b>12</b> |
| Somewhat dissatisfied            | 10            | 8         | 12        | 14                 | 12        | 14         | 9                    | 3         | 0                   | 13         | 5            | 13        | 11                   | 2            | 12            | 7         | 4         | 16        | 9         | 10        |
| Very dissatisfied                | 3             | 4         | 2         | 3                  | 3         | 2          | 5                    | 0         | 0                   | 3          | 2            | 3         | 4                    | 0            | 1             | 7         | 1         | 5         | 4         | 3         |
| <b><u>NO OPINION/DK</u></b>      | <b>30</b>     | <b>27</b> | <b>32</b> | <b>13</b>          | <b>25</b> | <b>25</b>  | <b>34</b>            | <b>34</b> | <b>62</b>           | <b>21</b>  | <b>41</b>    | <b>20</b> | <b>30</b>            | <b>47</b>    | <b>35</b>     | <b>21</b> | <b>27</b> | <b>37</b> | <b>29</b> | <b>31</b> |
| No opinion/DK                    | 30            | 27        | 32        | 13                 | 25        | 25         | 34                   | 34        | 62                  | 21         | 41           | 20        | 30                   | 47           | 35            | 21        | 27        | 37        | 29        | 31        |

Table 79: Q12m. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing afterschool programs for young people

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>57</b>     | <b>65</b>    | <b>57</b>  | <b>62</b>      | <b>46</b>    | <b>64</b>           | <b>59</b>    | <b>54</b>      | <b>54</b>      | <b>38</b>         | <b>66</b> | <b>47</b> | <b>73</b> | <b>58</b>      | <b>58</b>    | <b>59</b>    | <b>61</b>    |
| Very satisfied                   | 21            | 30           | 16         | 20             | 16           | 21                  | 25           | 19             | 17             | 8                 | 27        | 5         | 35        | 22             | 16           | 19           | 23           |
| Somewhat satisfied               | 36            | 35           | 41         | 42             | 31           | 43                  | 34           | 35             | 37             | 30                | 38        | 43        | 39        | 36             | 42           | 40           | 38           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>     | <b>14</b>    | <b>6</b>   | <b>19</b>      | <b>9</b>     | <b>12</b>           | <b>12</b>    | <b>14</b>      | <b>13</b>      | <b>12</b>         | <b>6</b>  | <b>13</b> | <b>3</b>  | <b>19</b>      | <b>18</b>    | <b>14</b>    | <b>13</b>    |
| Somewhat dissatisfied            | 10            | 10           | 5          | 18             | 5            | 5                   | 9            | 13             | 11             | 6                 | 4         | 10        | 3         | 16             | 13           | 11           | 10           |
| Very dissatisfied                | 3             | 5            | 1          | 1              | 3            | 7                   | 3            | 2              | 2              | 6                 | 2         | 2         | 0         | 3              | 5            | 3            | 3            |
| <b><u>NO OPINION/DK</u></b>      | <b>30</b>     | <b>21</b>    | <b>36</b>  | <b>19</b>      | <b>45</b>    | <b>24</b>           | <b>29</b>    | <b>32</b>      | <b>33</b>      | <b>50</b>         | <b>28</b> | <b>40</b> | <b>23</b> | <b>23</b>      | <b>24</b>    | <b>27</b>    | <b>26</b>    |
| No opinion/DK                    | 30            | 21           | 36         | 19             | 45           | 24                  | 29           | 32             | 33             | 50                | 28        | 40        | 23        | 23             | 24           | 27           | 26           |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                    | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>57</b> | <b>56</b> | <b>59</b> | <b>59</b> | <b>93</b> | <b>0</b>             | <b>57</b> |
| Very satisfied                   | 21        | 21        | 25        | 22        | 8         | 0                    | 21        |
| Somewhat satisfied               | 36        | 35        | 34        | 38        | 85        | 0                    | 36        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b> | <b>13</b> | <b>0</b>  | <b>23</b> | <b>0</b>  | <b>0</b>             | <b>13</b> |
| Somewhat dissatisfied            | 10        | 10        | 0         | 10        | 0         | 0                    | 10        |
| Very dissatisfied                | 3         | 3         | 0         | 13        | 0         | 0                    | 3         |
| <b><u>NO OPINION/DK</u></b>      | <b>30</b> | <b>31</b> | <b>41</b> | <b>18</b> | <b>7</b>  | <b>0</b>             | <b>30</b> |
| No opinion/DK                    | 30        | 31        | 41        | 18        | 7         | 0                    | 30        |

Table 80: Q12n. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Maintaining the sewer and wastewater system

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  | Column n-Size                           | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>79</b>                               | <b>85</b>   | <b>73</b>   | <b>76</b>    | <b>68</b>       | <b>87</b>            | <b>88</b>          | <b>80</b>     | <b>61</b>         | <b>76</b>                 | <b>86</b>              | <b>64</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>72</b>         | <b>82</b>                           | <b>85</b>   | <b>72</b>         | <b>82</b>    | <b>85</b>  |
| Very satisfied                   | 28                                      | 31          | 25          | 30           | 21              | 7                    | 45                 | 25            | 14                | 21                        | 34                     | 16          | 0                            | 0         | 0                             | 21                | 31                                  | 23          | 21                | 31           | 23         |
| Somewhat satisfied               | 51                                      | 54          | 48          | 46           | 47              | 80                   | 43                 | 54            | 48                | 55                        | 52                     | 48          | 0                            | 0         | 0                             | 51                | 51                                  | 62          | 51                | 51           | 62         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>9</b>                                | <b>8</b>    | <b>10</b>   | <b>8</b>     | <b>12</b>       | <b>8</b>             | <b>2</b>           | <b>8</b>      | <b>21</b>         | <b>7</b>                  | <b>8</b>               | <b>12</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>14</b>         | <b>8</b>                            | <b>4</b>    | <b>14</b>         | <b>8</b>     | <b>4</b>   |
| Somewhat dissatisfied            | 6                                       | 6           | 7           | 5            | 9               | 8                    | 0                  | 6             | 15                | 4                         | 5                      | 10          | 0                            | 0         | 0                             | 10                | 5                                   | 4           | 10                | 5            | 4          |
| Very dissatisfied                | 3                                       | 2           | 3           | 4            | 3               | 0                    | 2                  | 2             | 6                 | 3                         | 3                      | 2           | 0                            | 0         | 0                             | 3                 | 4                                   | 0           | 3                 | 4            | 0          |
| <b><u>NO OPINION/DK</u></b>      | <b>12</b>                               | <b>7</b>    | <b>17</b>   | <b>16</b>    | <b>20</b>       | <b>5</b>             | <b>10</b>          | <b>12</b>     | <b>18</b>         | <b>17</b>                 | <b>6</b>               | <b>24</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>14</b>         | <b>9</b>                            | <b>11</b>   | <b>14</b>         | <b>9</b>     | <b>11</b>  |
| No opinion/DK                    | 12                                      | 7           | 17          | 16           | 20              | 5                    | 10                 | 12            | 18                | 17                        | 6                      | 24          | 0                            | 0         | 0                             | 14                | 9                                   | 11          | 14                | 9            | 11         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  | Column n-Size                           | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>79</b>                               | <b>93</b>   | <b>86</b>   | <b>87</b>    | <b>57</b>       | <b>69</b>            | <b>82</b>          | <b>78</b>     | <b>79</b>         | <b>77</b>                 | <b>84</b>              | <b>77</b>   | <b>75</b>                    | <b>83</b> | <b>83</b>                     | <b>44</b>         | <b>60</b>                           | <b>79</b>   | <b>82</b>         | <b>79</b>    | <b>86</b>  |
| Very satisfied                   | 28                                      | 49          | 29          | 33           | 12              | 19                   | 26                 | 24            | 33                | 27                        | 33                     | 26          | 22                           | 32        | 24                            | 14                | 23                                  | 17          | 39                | 28           | 28         |
| Somewhat satisfied               | 51                                      | 44          | 57          | 55           | 45              | 50                   | 56                 | 54            | 47                | 50                        | 51                     | 51          | 53                           | 51        | 58                            | 30                | 38                                  | 62          | 43                | 51           | 58         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>9</b>                                | <b>7</b>    | <b>6</b>    | <b>6</b>     | <b>28</b>       | <b>8</b>             | <b>9</b>           | <b>9</b>      | <b>10</b>         | <b>8</b>                  | <b>7</b>               | <b>10</b>   | <b>11</b>                    | <b>7</b>  | <b>6</b>                      | <b>34</b>         | <b>20</b>                           | <b>14</b>   | <b>8</b>          | <b>6</b>     | <b>4</b>   |
| Somewhat dissatisfied            | 6                                       | 5           | 3           | 4            | 20              | 7                    | 6                  | 6             | 6                 | 4                         | 6                      | 6           | 7                            | 6         | 4                             | 17                | 13                                  | 13          | 7                 | 1            | 3          |
| Very dissatisfied                | 3                                       | 2           | 2           | 2            | 7               | 2                    | 2                  | 2             | 3                 | 4                         | 1                      | 3           | 4                            | 1         | 2                             | 17                | 7                                   | 1           | 1                 | 4            | 1          |
| <b><u>NO OPINION/DK</u></b>      | <b>12</b>                               | <b>0</b>    | <b>8</b>    | <b>7</b>     | <b>15</b>       | <b>22</b>            | <b>9</b>           | <b>13</b>     | <b>11</b>         | <b>15</b>                 | <b>9</b>               | <b>13</b>   | <b>14</b>                    | <b>10</b> | <b>11</b>                     | <b>22</b>         | <b>19</b>                           | <b>7</b>    | <b>10</b>         | <b>15</b>    | <b>10</b>  |
| No opinion/DK                    | 12                                      | 0           | 8           | 7            | 15              | 22                   | 9                  | 13            | 11                | 15                        | 9                      | 13          | 14                           | 10        | 11                            | 22                | 19                                  | 7           | 10                | 15           | 10         |



Table 80: Q12n. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Maintaining the sewer and wastewater system

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4          | 31                   | 94            | 75             | 70        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>79</b>     | <b>81</b> | <b>76</b> | <b>79</b>          | <b>75</b> | <b>92</b>  | <b>78</b>            | <b>71</b> | <b>83</b>           | <b>100</b> | <b>90</b>    | <b>0</b>   | <b>68</b>            | <b>80</b>     | <b>87</b>      | <b>74</b> |           |           |           |           |
| Very satisfied                   | 28            | 29        | 25        | 20                 | 25        | 45         | 28                   | 20        | 29                  | 100        | 20           | 0          | 19                   | 34            | 27             | 31        |           |           |           |           |
| Somewhat satisfied               | 51            | 52        | 51        | 59                 | 51        | 47         | 50                   | 51        | 54                  | 0          | 70           | 0          | 50                   | 46            | 60             | 44        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>9</b>      | <b>9</b>  | <b>11</b> | <b>13</b>          | <b>10</b> | <b>4</b>   | <b>10</b>            | <b>11</b> | <b>8</b>            | <b>0</b>   | <b>10</b>    | <b>0</b>   | <b>10</b>            | <b>11</b>     | <b>8</b>       | <b>11</b> |           |           |           |           |
| Somewhat dissatisfied            | 6             | 6         | 7         | 8                  | 7         | 3          | 7                    | 6         | 6                   | 0          | 0            | 0          | 7                    | 6             | 7              | 8         |           |           |           |           |
| Very dissatisfied                | 3             | 3         | 4         | 5                  | 3         | 0          | 2                    | 5         | 2                   | 0          | 10           | 0          | 3                    | 5             | 1              | 4         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>12</b>     | <b>11</b> | <b>14</b> | <b>9</b>           | <b>15</b> | <b>5</b>   | <b>12</b>            | <b>18</b> | <b>8</b>            | <b>0</b>   | <b>0</b>     | <b>100</b> | <b>22</b>            | <b>9</b>      | <b>6</b>       | <b>15</b> |           |           |           |           |
| No opinion/DK                    | 12            | 11        | 14        | 9                  | 15        | 5          | 12                   | 18        | 8                   | 0          | 0            | 100        | 22                   | 9             | 6              | 15        |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      | QE EDUCATION  |                |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136        | 110                  | 71            | 75             | 65        | 104       | 81        | 139       | 185       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>79</b>     | <b>81</b> | <b>76</b> | <b>72</b>          | <b>74</b> | <b>82</b>  | <b>73</b>            | <b>94</b> | <b>87</b>           | <b>75</b>  | <b>82</b>    | <b>73</b>  | <b>76</b>            | <b>91</b>     | <b>79</b>      | <b>74</b> | <b>82</b> | <b>78</b> | <b>77</b> | <b>80</b> |
| Very satisfied                   | 28            | 28        | 28        | 36                 | 21        | 16         | 21                   | 46        | 36                  | 25         | 32           | 28         | 19                   | 42            | 31             | 27        | 32        | 20        | 29        | 27        |
| Somewhat satisfied               | 51            | 53        | 49        | 36                 | 53        | 66         | 52                   | 47        | 51                  | 51         | 50           | 46         | 57                   | 49            | 48             | 47        | 50        | 58        | 48        | 53        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>9</b>      | <b>9</b>  | <b>9</b>  | <b>12</b>          | <b>12</b> | <b>16</b>  | <b>9</b>             | <b>0</b>  | <b>0</b>            | <b>13</b>  | <b>4</b>     | <b>12</b>  | <b>12</b>            | <b>0</b>      | <b>5</b>       | <b>14</b> | <b>8</b>  | <b>10</b> | <b>9</b>  | <b>9</b>  |
| Somewhat dissatisfied            | 6             | 5         | 7         | 6                  | 10        | 11         | 6                    | 0         | 0                   | 9          | 3            | 8          | 8                    | 0             | 4              | 10        | 4         | 8         | 6         | 6         |
| Very dissatisfied                | 3             | 3         | 2         | 6                  | 2         | 5          | 3                    | 0         | 0                   | 4          | 1            | 4          | 4                    | 0             | 1              | 5         | 4         | 1         | 3         | 3         |
| <b><u>NO OPINION/DK</u></b>      | <b>12</b>     | <b>10</b> | <b>14</b> | <b>15</b>          | <b>14</b> | <b>3</b>   | <b>19</b>            | <b>6</b>  | <b>13</b>           | <b>12</b>  | <b>14</b>    | <b>15</b>  | <b>12</b>            | <b>9</b>      | <b>16</b>      | <b>12</b> | <b>10</b> | <b>12</b> | <b>14</b> | <b>11</b> |
| No opinion/DK                    | 12            | 10        | 14        | 15                 | 14        | 3          | 19                   | 6         | 13                  | 12         | 14           | 15         | 12                   | 9             | 16             | 12        | 10        | 12        | 14        | 11        |

Table 80: Q12n. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Maintaining the sewer and wastewater system

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>79</b>     | <b>77</b>    | <b>86</b>  | <b>74</b>      | <b>78</b>    | <b>77</b>           | <b>83</b>    | <b>76</b>      | <b>77</b>      | <b>85</b>         | <b>86</b> | <b>78</b> | <b>71</b> | <b>71</b>      | <b>83</b>    | <b>76</b>    | <b>78</b>    |
| Very satisfied                   | 28            | 23           | 33         | 27             | 30           | 28                  | 28           | 30             | 26             | 48                | 23        | 22        | 31        | 20             | 27           | 25           | 26           |
| Somewhat satisfied               | 51            | 54           | 53         | 47             | 48           | 49                  | 55           | 46             | 51             | 37                | 63        | 56        | 40        | 51             | 56           | 51           | 52           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>9</b>      | <b>13</b>    | <b>4</b>   | <b>13</b>      | <b>5</b>     | <b>11</b>           | <b>7</b>     | <b>8</b>       | <b>11</b>      | <b>5</b>          | <b>9</b>  | <b>8</b>  | <b>13</b> | <b>7</b>       | <b>12</b>    | <b>10</b>    | <b>9</b>     |
| Somewhat dissatisfied            | 6             | 9            | 1          | 10             | 4            | 6                   | 5            | 7              | 7              | 3                 | 5         | 6         | 7         | 5              | 8            | 6            | 6            |
| Very dissatisfied                | 3             | 4            | 2          | 4              | 0            | 6                   | 2            | 1              | 4              | 2                 | 4         | 2         | 6         | 2              | 4            | 3            | 3            |
| <b><u>NO OPINION/DK</u></b>      | <b>12</b>     | <b>10</b>    | <b>10</b>  | <b>13</b>      | <b>17</b>    | <b>11</b>           | <b>10</b>    | <b>17</b>      | <b>12</b>      | <b>10</b>         | <b>5</b>  | <b>14</b> | <b>16</b> | <b>22</b>      | <b>6</b>     | <b>14</b>    | <b>13</b>    |
| No opinion/DK                    | 12            | 10           | 10         | 13             | 17           | 11                  | 10           | 17             | 12             | 10                | 5         | 14        | 16        | 22             | 6            | 14           | 13           |

|                                  | LANGUAGE  |           |            |            |            | A/B SPLIT<br>SAMPLES |           |
|----------------------------------|-----------|-----------|------------|------------|------------|----------------------|-----------|
|                                  | Total     | ENG       | SPAN       | VIET       | CHIN       | A                    | B         |
| Column n-Size                    | 324       | 299       | 5          | 11         | 9          | 0                    | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>79</b> | <b>77</b> | <b>100</b> | <b>100</b> | <b>100</b> | <b>0</b>             | <b>79</b> |
| Very satisfied                   | 28        | 28        | 0          | 37         | 36         | 0                    | 28        |
| Somewhat satisfied               | 51        | 49        | 100        | 63         | 64         | 0                    | 51        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>9</b>  | <b>10</b> | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>             | <b>9</b>  |
| Somewhat dissatisfied            | 6         | 7         | 0          | 0          | 0          | 0                    | 6         |
| Very dissatisfied                | 3         | 3         | 0          | 0          | 0          | 0                    | 3         |
| <b><u>NO OPINION/DK</u></b>      | <b>12</b> | <b>13</b> | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>             | <b>12</b> |
| No opinion/DK                    | 12        | 13        | 0          | 0          | 0          | 0                    | 12        |

Table 81: Q12o. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Supporting a diverse range of arts and cultural activities

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| Column n-Size                    | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>66</b>                               | <b>71</b>   | <b>62</b>   | <b>62</b>    | <b>63</b>       | <b>52</b>            | <b>66</b>          | <b>71</b>     | <b>41</b>         | <b>60</b>                 | <b>75</b>              | <b>54</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>58</b>         | <b>73</b>                           | <b>67</b>   | <b>58</b>         | <b>73</b>    | <b>67</b>  |
| Very satisfied                   | 17                                      | 19          | 15          | 14           | 17              | 10                   | 23                 | 17            | 9                 | 15                        | 21                     | 8           | 0                            | 0         | 0                             | 16                | 21                                  | 4           | 16                | 21           | 4          |
| Somewhat satisfied               | 49                                      | 52          | 47          | 48           | 45              | 42                   | 43                 | 55            | 32                | 45                        | 54                     | 47          | 0                            | 0         | 0                             | 43                | 52                                  | 63          | 43                | 52           | 63         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>                               | <b>15</b>   | <b>13</b>   | <b>12</b>    | <b>12</b>       | <b>27</b>            | <b>1</b>           | <b>14</b>     | <b>30</b>         | <b>15</b>                 | <b>9</b>               | <b>25</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>22</b>         | <b>12</b>                           | <b>12</b>   | <b>22</b>         | <b>12</b>    | <b>12</b>  |
| Somewhat dissatisfied            | 11                                      | 12          | 10          | 9            | 7               | 27                   | 1                  | 13            | 13                | 13                        | 6                      | 18          | 0                            | 0         | 0                             | 13                | 10                                  | 11          | 13                | 10           | 11         |
| Very dissatisfied                | 3                                       | 3           | 4           | 3            | 5               | 0                    | 0                  | 1             | 17                | 2                         | 3                      | 7           | 0                            | 0         | 0                             | 9                 | 2                                   | 1           | 9                 | 2            | 1          |
| <b><u>NO OPINION/DK</u></b>      | <b>20</b>                               | <b>15</b>   | <b>25</b>   | <b>26</b>    | <b>25</b>       | <b>21</b>            | <b>33</b>          | <b>14</b>     | <b>29</b>         | <b>25</b>                 | <b>16</b>              | <b>20</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>20</b>         | <b>15</b>                           | <b>21</b>   | <b>20</b>         | <b>15</b>    | <b>21</b>  |
| No opinion/DK                    | 20                                      | 15          | 25          | 26           | 25              | 21                   | 33                 | 14            | 29                | 25                        | 16                     | 20          | 0                            | 0         | 0                             | 20                | 15                                  | 21          | 20                | 15           | 21         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| Column n-Size                    | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>66</b>                               | <b>76</b>   | <b>71</b>   | <b>72</b>    | <b>45</b>       | <b>85</b>            | <b>71</b>          | <b>75</b>     | <b>58</b>         | <b>45</b>                 | <b>77</b>              | <b>63</b>   | <b>68</b>                    | <b>63</b> | <b>74</b>                     | <b>42</b>         | <b>66</b>                           | <b>48</b>   | <b>58</b>         | <b>80</b>    | <b>66</b>  |
| Very satisfied                   | 17                                      | 39          | 17          | 21           | 5               | 21                   | 24                 | 23            | 9                 | 13                        | 21                     | 16          | 19                           | 16        | 20                            | 9                 | 16                                  | 14          | 23                | 14           | 18         |
| Somewhat satisfied               | 49                                      | 37          | 54          | 51           | 41              | 64                   | 47                 | 52            | 48                | 32                        | 56                     | 47          | 50                           | 47        | 54                            | 33                | 50                                  | 34          | 35                | 67           | 48         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>                               | <b>1</b>    | <b>13</b>   | <b>11</b>    | <b>33</b>       | <b>3</b>             | <b>16</b>          | <b>12</b>     | <b>16</b>         | <b>12</b>                 | <b>15</b>              | <b>14</b>   | <b>14</b>                    | <b>14</b> | <b>12</b>                     | <b>24</b>         | <b>12</b>                           | <b>37</b>   | <b>10</b>         | <b>6</b>     | <b>14</b>  |
| Somewhat dissatisfied            | 11                                      | 1           | 10          | 9            | 22              | 3                    | 13                 | 11            | 12                | 0                         | 13                     | 10          | 11                           | 11        | 10                            | 16                | 8                                   | 26          | 9                 | 6            | 12         |
| Very dissatisfied                | 3                                       | 0           | 2           | 2            | 11              | 0                    | 2                  | 1             | 4                 | 12                        | 2                      | 4           | 3                            | 4         | 2                             | 9                 | 4                                   | 11          | 1                 | 0            | 3          |
| <b><u>NO OPINION/DK</u></b>      | <b>20</b>                               | <b>23</b>   | <b>16</b>   | <b>17</b>    | <b>22</b>       | <b>11</b>            | <b>13</b>          | <b>13</b>     | <b>26</b>         | <b>42</b>                 | <b>8</b>               | <b>23</b>   | <b>18</b>                    | <b>23</b> | <b>14</b>                     | <b>34</b>         | <b>21</b>                           | <b>15</b>   | <b>32</b>         | <b>13</b>    | <b>20</b>  |
| No opinion/DK                    | 20                                      | 23          | 16          | 17           | 22              | 11                   | 13                 | 13            | 26                | 42                        | 8                      | 23          | 18                           | 23        | 14                            | 34                | 21                                  | 15          | 32                | 13           | 20         |

Table 81: Q12o. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Supporting a diverse range of arts and cultural activities

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4          | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>66</b>     | <b>62</b> | <b>78</b> | <b>69</b>          | <b>72</b> | <b>54</b>  | <b>81</b>            | <b>61</b> | <b>80</b>           | <b>100</b> | <b>78</b>    | <b>100</b> | <b>64</b>            | <b>65</b>    | <b>78</b>     | <b>61</b> |           |           |           |           |
| Very satisfied                   | 17            | 18        | 17        | 14                 | 18        | 15         | 23                   | 11        | 23                  | 0          | 20           | 0          | 5                    | 22           | 23            | 15        |           |           |           |           |
| Somewhat satisfied               | 49            | 44        | 61        | 55                 | 54        | 39         | 57                   | 50        | 57                  | 100        | 57           | 100        | 59                   | 43           | 54            | 46        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>     | <b>16</b> | <b>8</b>  | <b>15</b>          | <b>12</b> | <b>12</b>  | <b>9</b>             | <b>16</b> | <b>8</b>            | <b>0</b>   | <b>22</b>    | <b>0</b>   | <b>7</b>             | <b>16</b>    | <b>14</b>     | <b>14</b> |           |           |           |           |
| Somewhat dissatisfied            | 11            | 13        | 8         | 14                 | 10        | 9          | 6                    | 16        | 4                   | 0          | 22           | 0          | 6                    | 13           | 12            | 13        |           |           |           |           |
| Very dissatisfied                | 3             | 4         | 0         | 1                  | 2         | 3          | 4                    | 0         | 4                   | 0          | 0            | 0          | 1                    | 4            | 2             | 1         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>20</b>     | <b>22</b> | <b>14</b> | <b>16</b>          | <b>16</b> | <b>34</b>  | <b>10</b>            | <b>22</b> | <b>12</b>           | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>30</b>            | <b>18</b>    | <b>8</b>      | <b>24</b> |           |           |           |           |
| No opinion/DK                    | 20            | 22        | 14        | 16                 | 16        | 34         | 10                   | 22        | 12                  | 0          | 0            | 0          | 30                   | 18           | 8             | 24        |           |           |           |           |
| QD GENDER                        |               |           | QB AGE    |                    |           |            |                      |           |                     |            |              |            |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136        | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>66</b>     | <b>66</b> | <b>66</b> | <b>68</b>          | <b>65</b> | <b>69</b>  | <b>63</b>            | <b>75</b> | <b>55</b>           | <b>67</b>  | <b>65</b>    | <b>66</b>  | <b>65</b>            | <b>66</b>    | <b>62</b>     | <b>64</b> | <b>77</b> | <b>56</b> | <b>63</b> | <b>68</b> |
| Very satisfied                   | 17            | 16        | 18        | 21                 | 20        | 18         | 11                   | 15        | 12                  | 20         | 12           | 20         | 13                   | 14           | 19            | 17        | 23        | 8         | 18        | 16        |
| Somewhat satisfied               | 49            | 50        | 48        | 47                 | 45        | 51         | 53                   | 60        | 43                  | 47         | 52           | 46         | 52                   | 52           | 43            | 47        | 55        | 49        | 45        | 52        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>     | <b>13</b> | <b>16</b> | <b>15</b>          | <b>18</b> | <b>17</b>  | <b>11</b>            | <b>8</b>  | <b>5</b>            | <b>17</b>  | <b>9</b>     | <b>17</b>  | <b>13</b>            | <b>7</b>     | <b>10</b>     | <b>25</b> | <b>5</b>  | <b>19</b> | <b>17</b> | <b>12</b> |
| Somewhat dissatisfied            | 11            | 10        | 12        | 15                 | 16        | 15         | 6                    | 8         | 0                   | 15         | 5            | 15         | 10                   | 4            | 10            | 20        | 4         | 13        | 15        | 8         |
| Very dissatisfied                | 3             | 3         | 4         | 0                  | 2         | 2          | 5                    | 0         | 5                   | 2          | 4            | 2          | 4                    | 2            | 0             | 5         | 2         | 7         | 2         | 4         |
| <b><u>NO OPINION/DK</u></b>      | <b>20</b>     | <b>22</b> | <b>18</b> | <b>17</b>          | <b>17</b> | <b>14</b>  | <b>26</b>            | <b>17</b> | <b>39</b>           | <b>16</b>  | <b>27</b>    | <b>17</b>  | <b>21</b>            | <b>27</b>    | <b>29</b>     | <b>11</b> | <b>17</b> | <b>24</b> | <b>20</b> | <b>20</b> |
| No opinion/DK                    | 20            | 22        | 18        | 17                 | 17        | 14         | 26                   | 17        | 39                  | 16         | 27           | 17         | 21                   | 27           | 29            | 11        | 17        | 24        | 20        | 20        |

Table 81: Q12o. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Supporting a diverse range of arts and cultural activities

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>66</b>     | <b>65</b>    | <b>66</b>  | <b>70</b>      | <b>64</b>    | <b>67</b>           | <b>65</b>    | <b>60</b>      | <b>72</b>      | <b>57</b>         | <b>62</b> | <b>55</b> | <b>76</b> | <b>65</b>      | <b>71</b>    | <b>67</b>    | <b>67</b>    |
| Very satisfied                   | 17            | 20           | 9          | 20             | 16           | 16                  | 16           | 19             | 16             | 17                | 26        | 9         | 31        | 13             | 10           | 15           | 17           |
| Somewhat satisfied               | 49            | 46           | 57         | 49             | 48           | 51                  | 49           | 40             | 56             | 40                | 36        | 47        | 45        | 53             | 61           | 52           | 51           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>     | <b>18</b>    | <b>5</b>   | <b>16</b>      | <b>12</b>    | <b>12</b>           | <b>13</b>    | <b>21</b>      | <b>10</b>      | <b>4</b>          | <b>17</b> | <b>15</b> | <b>5</b>  | <b>15</b>      | <b>20</b>    | <b>14</b>    | <b>14</b>    |
| Somewhat dissatisfied            | 11            | 17           | 1          | 15             | 8            | 10                  | 10           | 19             | 5              | 2                 | 17        | 14        | 5         | 12             | 15           | 12           | 12           |
| Very dissatisfied                | 3             | 2            | 4          | 2              | 3            | 2                   | 3            | 3              | 5              | 2                 | 0         | 1         | 0         | 3              | 5            | 3            | 3            |
| <b><u>NO OPINION/DK</u></b>      | <b>20</b>     | <b>17</b>    | <b>29</b>  | <b>14</b>      | <b>25</b>    | <b>21</b>           | <b>22</b>    | <b>19</b>      | <b>18</b>      | <b>38</b>         | <b>21</b> | <b>29</b> | <b>20</b> | <b>20</b>      | <b>9</b>     | <b>19</b>    | <b>18</b>    |
| No opinion/DK                    | 20            | 17           | 29         | 14             | 25           | 21                  | 22           | 19             | 18             | 38                | 21        | 29        | 20        | 20             | 9            | 19           | 18           |

|                                  | LANGUAGE  |           |           |           |            | A/B SPLIT<br>SAMPLES |           |
|----------------------------------|-----------|-----------|-----------|-----------|------------|----------------------|-----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN       | A                    | B         |
| Column n-Size                    | 324       | 299       | 5         | 11        | 9          | 0                    | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>66</b> | <b>65</b> | <b>59</b> | <b>68</b> | <b>100</b> | <b>0</b>             | <b>66</b> |
| Very satisfied                   | 17        | 17        | 33        | 8         | 8          | 0                    | 17        |
| Somewhat satisfied               | 49        | 48        | 25        | 60        | 92         | 0                    | 49        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b> | <b>13</b> | <b>41</b> | <b>23</b> | <b>0</b>   | <b>0</b>             | <b>14</b> |
| Somewhat dissatisfied            | 11        | 10        | 41        | 10        | 0          | 0                    | 11        |
| Very dissatisfied                | 3         | 3         | 0         | 13        | 0          | 0                    | 3         |
| <b><u>NO OPINION/DK</u></b>      | <b>20</b> | <b>22</b> | <b>0</b>  | <b>9</b>  | <b>0</b>   | <b>0</b>             | <b>20</b> |
| No opinion/DK                    | 20        | 22        | 0         | 9         | 0          | 0                    | 20        |

Table 82: Q12p. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Keeping the community informed about important City programs and events

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|----------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                  | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                  |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |          |          |                   |           |           |                   |           |           |
| Column n-Size                    | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>69</b>                               | <b>71</b> | <b>67</b> | <b>65</b> | <b>71</b> | <b>57</b>    | <b>69</b>          | <b>74</b>   | <b>44</b>       | <b>71</b>                 | <b>75</b>      | <b>51</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>63</b>         | <b>77</b> | <b>70</b> | <b>63</b>         | <b>77</b> | <b>70</b> |
| Very satisfied                   | 19                                      | 19        | 20        | 20        | 22        | 5            | 31                 | 19          | 3               | 19                        | 23             | 7           | 0                  | 0        | 0        | 18                | 22        | 16        | 18                | 22        | 16        |
| Somewhat satisfied               | 49                                      | 52        | 47        | 45        | 49        | 52           | 38                 | 55          | 42              | 52                        | 52             | 44          | 0                  | 0        | 0        | 45                | 55        | 54        | 45                | 55        | 54        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>                               | <b>15</b> | <b>20</b> | <b>19</b> | <b>19</b> | <b>33</b>    | <b>10</b>          | <b>16</b>   | <b>36</b>       | <b>13</b>                 | <b>14</b>      | <b>33</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>21</b>         | <b>12</b> | <b>17</b> | <b>21</b>         | <b>12</b> | <b>17</b> |
| Somewhat dissatisfied            | 13                                      | 10        | 15        | 14        | 15        | 17           | 8                  | 14          | 12              | 8                         | 12             | 21          | 0                  | 0        | 0        | 10                | 11        | 14        | 10                | 11        | 14        |
| Very dissatisfied                | 5                                       | 5         | 5         | 5         | 4         | 16           | 3                  | 2           | 24              | 5                         | 2              | 11          | 0                  | 0        | 0        | 12                | 1         | 4         | 12                | 1         | 4         |
| <b><u>NO OPINION/DK</u></b>      | <b>14</b>                               | <b>14</b> | <b>13</b> | <b>16</b> | <b>10</b> | <b>10</b>    | <b>20</b>          | <b>10</b>   | <b>19</b>       | <b>16</b>                 | <b>11</b>      | <b>17</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>16</b>         | <b>11</b> | <b>12</b> | <b>16</b>         | <b>11</b> | <b>12</b> |
| No opinion/DK                    | 14                                      | 14        | 13        | 16        | 10        | 10           | 20                 | 10          | 19              | 16                        | 11             | 17          | 0                  | 0        | 0        | 16                | 11        | 12        | 16                | 11        | 12        |

|                                  | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|----------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                  | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                  |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                    | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>69</b>        | <b>86</b>   | <b>78</b>   | <b>79</b>    | <b>38</b>       | <b>78</b>            | <b>78</b> | <b>78</b>     | <b>60</b>         | <b>54</b> | <b>76</b>              | <b>67</b> | <b>75</b>                    | <b>65</b> | <b>82</b>                     | <b>44</b>         | <b>52</b>                           | <b>64</b>   | <b>64</b>    | <b>78</b>    | <b>76</b>  |
| Very satisfied                   | 19               | 42          | 20          | 23           | 7               | 27                   | 25        | 25            | 13                | 16        | 24                     | 18        | 16                           | 23        | 19                            | 3                 | 9                                   | 23          | 31           | 20           | 19         |
| Somewhat satisfied               | 49               | 44          | 58          | 56           | 32              | 51                   | 54        | 53            | 47                | 37        | 52                     | 49        | 58                           | 42        | 62                            | 41                | 43                                  | 41          | 33           | 58           | 57         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>        | <b>4</b>    | <b>13</b>   | <b>12</b>    | <b>48</b>       | <b>6</b>             | <b>15</b> | <b>13</b>     | <b>22</b>         | <b>27</b> | <b>10</b>              | <b>20</b> | <b>18</b>                    | <b>16</b> | <b>12</b>                     | <b>43</b>         | <b>20</b>                           | <b>31</b>   | <b>16</b>    | <b>13</b>    | <b>16</b>  |
| Somewhat dissatisfied            | 13               | 4           | 12          | 11           | 24              | 2                    | 11        | 8             | 17                | 14        | 7                      | 14        | 13                           | 11        | 11                            | 20                | 16                                  | 24          | 7            | 13           | 10         |
| Very dissatisfied                | 5                | 0           | 1           | 1            | 23              | 4                    | 4         | 4             | 5                 | 13        | 3                      | 5         | 5                            | 5         | 1                             | 23                | 4                                   | 8           | 9            | 0            | 6          |
| <b><u>NO OPINION/DK</u></b>      | <b>14</b>        | <b>10</b>   | <b>9</b>    | <b>9</b>     | <b>14</b>       | <b>17</b>            | <b>6</b>  | <b>9</b>      | <b>18</b>         | <b>20</b> | <b>14</b>              | <b>13</b> | <b>7</b>                     | <b>19</b> | <b>6</b>                      | <b>13</b>         | <b>28</b>                           | <b>4</b>    | <b>20</b>    | <b>9</b>     | <b>9</b>   |
| No opinion/DK                    | 14               | 10          | 9           | 9            | 14              | 17                   | 6         | 9             | 18                | 20        | 14                     | 13        | 7                            | 19        | 6                             | 13                | 28                                  | 4           | 20           | 9            | 9          |

Table 82: Q12p. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Keeping the community informed about important City programs and events

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>69</b>     | <b>67</b> | <b>72</b> | <b>57</b>          | <b>74</b> | <b>69</b>  | <b>83</b>            | <b>63</b> | <b>85</b>           | <b>100</b> | <b>82</b>    | <b>54</b> | <b>62</b>            | <b>72</b>    | <b>82</b>     | <b>60</b> |           |           |           |           |
| Very satisfied                   | 19            | 19        | 22        | 10                 | 23        | 20         | 34                   | 9         | 32                  | 0          | 22           | 54        | 20                   | 19           | 25            | 22        |           |           |           |           |
| Somewhat satisfied               | 49            | 48        | 50        | 47                 | 52        | 49         | 50                   | 54        | 52                  | 100        | 60           | 0         | 42                   | 53           | 57            | 38        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>     | <b>19</b> | <b>14</b> | <b>25</b>          | <b>15</b> | <b>15</b>  | <b>9</b>             | <b>22</b> | <b>9</b>            | <b>0</b>   | <b>10</b>    | <b>0</b>  | <b>15</b>            | <b>13</b>    | <b>13</b>     | <b>27</b> |           |           |           |           |
| Somewhat dissatisfied            | 13            | 14        | 10        | 19                 | 10        | 10         | 5                    | 17        | 5                   | 0          | 10           | 0         | 13                   | 10           | 9             | 18        |           |           |           |           |
| Very dissatisfied                | 5             | 5         | 4         | 6                  | 4         | 4          | 4                    | 5         | 4                   | 0          | 0            | 0         | 3                    | 2            | 4             | 9         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>14</b>     | <b>14</b> | <b>14</b> | <b>18</b>          | <b>11</b> | <b>16</b>  | <b>8</b>             | <b>15</b> | <b>6</b>            | <b>0</b>   | <b>8</b>     | <b>46</b> | <b>22</b>            | <b>15</b>    | <b>5</b>      | <b>13</b> |           |           |           |           |
| No opinion/DK                    | 14            | 14        | 14        | 18                 | 11        | 16         | 8                    | 15        | 6                   | 0          | 8            | 46        | 22                   | 15           | 5             | 13        |           |           |           |           |
|                                  |               |           |           |                    |           |            |                      |           |                     |            |              |           |                      |              |               |           |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>69</b>     | <b>67</b> | <b>71</b> | <b>59</b>          | <b>66</b> | <b>79</b>  | <b>69</b>            | <b>75</b> | <b>80</b>           | <b>67</b>  | <b>73</b>    | <b>63</b> | <b>73</b>            | <b>77</b>    | <b>69</b>     | <b>77</b> | <b>78</b> | <b>50</b> | <b>73</b> | <b>66</b> |
| Very satisfied                   | 19            | 22        | 17        | 17                 | 26        | 18         | 19                   | 18        | 18                  | 21         | 18           | 22        | 18                   | 18           | 18            | 20        | 28        | 9         | 19        | 20        |
| Somewhat satisfied               | 49            | 45        | 55        | 42                 | 40        | 61         | 50                   | 56        | 62                  | 46         | 55           | 41        | 55                   | 59           | 50            | 57        | 49        | 41        | 54        | 46        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>     | <b>17</b> | <b>18</b> | <b>19</b>          | <b>18</b> | <b>15</b>  | <b>23</b>            | <b>14</b> | <b>3</b>            | <b>17</b>  | <b>16</b>    | <b>18</b> | <b>19</b>            | <b>9</b>     | <b>12</b>     | <b>14</b> | <b>12</b> | <b>33</b> | <b>13</b> | <b>21</b> |
| Somewhat dissatisfied            | 13            | 13        | 11        | 15                 | 12        | 7          | 16                   | 14        | 3                   | 12         | 13           | 13        | 13                   | 9            | 6             | 10        | 10        | 24        | 8         | 16        |
| Very dissatisfied                | 5             | 3         | 7         | 5                  | 6         | 7          | 6                    | 0         | 0                   | 6          | 3            | 5         | 7                    | 0            | 5             | 4         | 2         | 9         | 5         | 5         |
| <b><u>NO OPINION/DK</u></b>      | <b>14</b>     | <b>17</b> | <b>10</b> | <b>22</b>          | <b>17</b> | <b>6</b>   | <b>8</b>             | <b>11</b> | <b>18</b>           | <b>16</b>  | <b>11</b>    | <b>19</b> | <b>8</b>             | <b>14</b>    | <b>20</b>     | <b>9</b>  | <b>10</b> | <b>17</b> | <b>15</b> | <b>13</b> |
| No opinion/DK                    | 14            | 17        | 10        | 22                 | 17        | 6          | 8                    | 11        | 18                  | 16         | 11           | 19        | 8                    | 14           | 20            | 9         | 10        | 17        | 15        | 13        |

Table 82: Q12p. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Keeping the community informed about important City programs and events

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>69</b>     | <b>66</b>    | <b>67</b>  | <b>69</b>      | <b>79</b>    | <b>71</b>           | <b>64</b>    | <b>75</b>      | <b>68</b>      | <b>59</b>         | <b>67</b> | <b>67</b> | <b>82</b> | <b>77</b>      | <b>57</b>    | <b>70</b>    | <b>71</b>    |
| Very satisfied                   | 19            | 26           | 17         | 15             | 20           | 24                  | 21           | 15             | 18             | 10                | 29        | 16        | 34        | 17             | 13           | 19           | 21           |
| Somewhat satisfied               | 49            | 40           | 50         | 54             | 59           | 47                  | 44           | 60             | 50             | 49                | 37        | 51        | 49        | 60             | 44           | 51           | 50           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>     | <b>15</b>    | <b>19</b>  | <b>19</b>      | <b>13</b>    | <b>12</b>           | <b>19</b>    | <b>13</b>      | <b>24</b>      | <b>13</b>         | <b>17</b> | <b>20</b> | <b>5</b>  | <b>15</b>      | <b>24</b>    | <b>17</b>    | <b>17</b>    |
| Somewhat dissatisfied            | 13            | 13           | 14         | 8              | 12           | 9                   | 16           | 7              | 16             | 13                | 13        | 11        | 1         | 13             | 17           | 12           | 11           |
| Very dissatisfied                | 5             | 2            | 5          | 10             | 1            | 3                   | 3            | 6              | 8              | 0                 | 4         | 9         | 4         | 2              | 6            | 5            | 6            |
| <b><u>NO OPINION/DK</u></b>      | <b>14</b>     | <b>19</b>    | <b>14</b>  | <b>12</b>      | <b>8</b>     | <b>16</b>           | <b>17</b>    | <b>12</b>      | <b>8</b>       | <b>28</b>         | <b>16</b> | <b>13</b> | <b>12</b> | <b>8</b>       | <b>19</b>    | <b>13</b>    | <b>12</b>    |
| No opinion/DK                    | 14            | 19           | 14         | 12             | 8            | 16                  | 17           | 12             | 8              | 28                | 16        | 13        | 12        | 8              | 19           | 13           | 12           |

|                                  | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |           |
|----------------------------------|-----------|-----------|-----------|-----------|----------------------|----------|-----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN                 | A        | B         |
| Column n-Size                    | 324       | 299       | 5         | 11        | 9                    | 0        | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>69</b> | <b>68</b> | <b>74</b> | <b>59</b> | <b>100</b>           | <b>0</b> | <b>69</b> |
| Very satisfied                   | 19        | 19        | 19        | 8         | 37                   | 0        | 19        |
| Somewhat satisfied               | 49        | 49        | 55        | 52        | 63                   | 0        | 49        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b> | <b>17</b> | <b>26</b> | <b>32</b> | <b>0</b>             | <b>0</b> | <b>18</b> |
| Somewhat dissatisfied            | 13        | 12        | 26        | 18        | 0                    | 0        | 13        |
| Very dissatisfied                | 5         | 5         | 0         | 13        | 0                    | 0        | 5         |
| <b><u>NO OPINION/DK</u></b>      | <b>14</b> | <b>14</b> | <b>0</b>  | <b>9</b>  | <b>0</b>             | <b>0</b> | <b>14</b> |
| No opinion/DK                    | 14        | 14        | 0         | 9         | 0                    | 0        | 14        |



Table 83: Q12q. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing programs that celebrate diversity and inclusion of different cultures

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|----------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                  | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
| Column n-Size                    | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>65</b>                               | <b>66</b> | <b>64</b> | <b>61</b> | <b>69</b> | <b>61</b>    | <b>67</b>          | <b>69</b>   | <b>45</b>       | <b>65</b>                 | <b>71</b>      | <b>55</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>52</b>         | <b>76</b> | <b>56</b> | <b>52</b>         | <b>76</b> | <b>56</b> |
| Very satisfied                   | 22                                      | 28        | 16        | 17        | 16        | 7            | 29                 | 22          | 9               | 21                        | 26             | 11          | 0                  | 0        | 0        | 20                | 26        | 20        | 20                | 26        | 20        |
| Somewhat satisfied               | 43                                      | 38        | 48        | 44        | 53        | 54           | 38                 | 47          | 36              | 44                        | 44             | 44          | 0                  | 0        | 0        | 32                | 51        | 37        | 32                | 51        | 37        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>                               | <b>16</b> | <b>14</b> | <b>15</b> | <b>12</b> | <b>8</b>     | <b>2</b>           | <b>14</b>   | <b>34</b>       | <b>15</b>                 | <b>10</b>      | <b>26</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>22</b>         | <b>11</b> | <b>15</b> | <b>22</b>         | <b>11</b> | <b>15</b> |
| Somewhat dissatisfied            | 10                                      | 13        | 9         | 13        | 3         | 8            | 2                  | 11          | 20              | 13                        | 7              | 17          | 0                  | 0        | 0        | 16                | 7         | 12        | 16                | 7         | 12        |
| Very dissatisfied                | 4                                       | 3         | 5         | 2         | 9         | 0            | 0                  | 3           | 14              | 2                         | 4              | 10          | 0                  | 0        | 0        | 6                 | 4         | 3         | 6                 | 4         | 3         |
| <b><u>NO OPINION/DK</u></b>      | <b>21</b>                               | <b>19</b> | <b>22</b> | <b>24</b> | <b>18</b> | <b>31</b>    | <b>31</b>          | <b>17</b>   | <b>20</b>       | <b>21</b>                 | <b>19</b>      | <b>19</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>25</b>         | <b>13</b> | <b>29</b> | <b>25</b>         | <b>13</b> | <b>29</b> |
| No opinion/DK                    | 21                                      | 19        | 22        | 24        | 18        | 31           | 31                 | 17          | 20              | 21                        | 19             | 19          | 0                  | 0        | 0        | 25                | 13        | 29        | 25                | 13        | 29        |

|                                  | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|----------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                  | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                    | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>65</b>        | <b>76</b>   | <b>71</b>   | <b>72</b>    | <b>51</b>       | <b>81</b>            | <b>73</b> | <b>75</b>     | <b>58</b>         | <b>27</b> | <b>79</b>              | <b>61</b> | <b>69</b>                    | <b>62</b> | <b>74</b>                     | <b>51</b>         | <b>55</b>                           | <b>60</b>   | <b>57</b>    | <b>77</b>    | <b>68</b>  |
| Very satisfied                   | 22               | 52          | 23          | 28           | 5               | 39                   | 26        | 30            | 14                | 8         | 25                     | 21        | 24                           | 20        | 28                            | 9                 | 20                                  | 10          | 22           | 27           | 23         |
| Somewhat satisfied               | 43               | 24          | 48          | 44           | 46              | 41                   | 47        | 46            | 45                | 19        | 54                     | 40        | 45                           | 42        | 46                            | 42                | 35                                  | 51          | 35           | 50           | 45         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>        | <b>4</b>    | <b>13</b>   | <b>12</b>    | <b>34</b>       | <b>3</b>             | <b>14</b> | <b>11</b>     | <b>19</b>         | <b>16</b> | <b>7</b>               | <b>17</b> | <b>18</b>                    | <b>11</b> | <b>14</b>                     | <b>34</b>         | <b>14</b>                           | <b>24</b>   | <b>7</b>     | <b>10</b>    | <b>18</b>  |
| Somewhat dissatisfied            | 10               | 4           | 9           | 8            | 25              | 0                    | 12        | 9             | 14                | 0         | 7                      | 12        | 13                           | 7         | 10                            | 26                | 8                                   | 15          | 7            | 7            | 13         |
| Very dissatisfied                | 4                | 0           | 4           | 3            | 9               | 3                    | 1         | 2             | 5                 | 16        | 0                      | 5         | 5                            | 3         | 4                             | 9                 | 6                                   | 9           | 0            | 3            | 4          |
| <b><u>NO OPINION/DK</u></b>      | <b>21</b>        | <b>21</b>   | <b>16</b>   | <b>17</b>    | <b>15</b>       | <b>17</b>            | <b>13</b> | <b>14</b>     | <b>23</b>         | <b>56</b> | <b>14</b>              | <b>22</b> | <b>13</b>                    | <b>27</b> | <b>12</b>                     | <b>15</b>         | <b>31</b>                           | <b>16</b>   | <b>36</b>    | <b>13</b>    | <b>15</b>  |
| No opinion/DK                    | 21               | 21          | 16          | 17           | 15              | 17                   | 13        | 14            | 23                | 56        | 14                     | 22        | 13                           | 27        | 12                            | 15                | 31                                  | 16          | 36           | 13           | 15         |

Table 83: Q12q. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing programs that celebrate diversity and inclusion of different cultures

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>65</b>     | <b>62</b> | <b>71</b> | <b>63</b>          | <b>73</b> | <b>51</b>  | <b>80</b>            | <b>64</b> | <b>81</b>           | <b>100</b> | <b>87</b>    | <b>54</b> | <b>64</b>            | <b>67</b>    | <b>72</b>     | <b>66</b> |           |           |           |           |
| Very satisfied                   | 22            | 20        | 29        | 21                 | 22        | 19         | 29                   | 15        | 29                  | 0          | 23           | 0         | 31                   | 23           | 34            | 13        |           |           |           |           |
| Somewhat satisfied               | 43            | 42        | 42        | 42                 | 50        | 32         | 51                   | 49        | 51                  | 100        | 65           | 54        | 33                   | 44           | 38            | 53        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>     | <b>17</b> | <b>10</b> | <b>17</b>          | <b>11</b> | <b>15</b>  | <b>10</b>            | <b>14</b> | <b>9</b>            | <b>0</b>   | <b>13</b>    | <b>0</b>  | <b>6</b>             | <b>15</b>    | <b>18</b>     | <b>11</b> |           |           |           |           |
| Somewhat dissatisfied            | 10            | 12        | 9         | 15                 | 8         | 11         | 6                    | 11        | 5                   | 0          | 13           | 0         | 6                    | 10           | 15            | 8         |           |           |           |           |
| Very dissatisfied                | 4             | 5         | 1         | 1                  | 3         | 4          | 4                    | 3         | 4                   | 0          | 0            | 0         | 0                    | 5            | 3             | 3         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>21</b>     | <b>21</b> | <b>19</b> | <b>21</b>          | <b>16</b> | <b>33</b>  | <b>11</b>            | <b>22</b> | <b>10</b>           | <b>0</b>   | <b>0</b>     | <b>46</b> | <b>29</b>            | <b>18</b>    | <b>10</b>     | <b>23</b> |           |           |           |           |
| No opinion/DK                    | 21            | 21        | 19        | 21                 | 16        | 33         | 11                   | 22        | 10                  | 0          | 0            | 46        | 29                   | 18           | 10            | 23        |           |           |           |           |
|                                  |               |           |           |                    |           |            |                      |           |                     |            |              |           |                      |              |               |           |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>65</b>     | <b>61</b> | <b>70</b> | <b>66</b>          | <b>68</b> | <b>68</b>  | <b>59</b>            | <b>69</b> | <b>60</b>           | <b>67</b>  | <b>62</b>    | <b>67</b> | <b>63</b>            | <b>65</b>    | <b>65</b>     | <b>67</b> | <b>78</b> | <b>46</b> | <b>66</b> | <b>64</b> |
| Very satisfied                   | 22            | 25        | 19        | 21                 | 23        | 30         | 16                   | 19        | 23                  | 24         | 18           | 22        | 22                   | 21           | 28            | 19        | 26        | 13        | 24        | 20        |
| Somewhat satisfied               | 43            | 37        | 51        | 46                 | 45        | 39         | 43                   | 51        | 37                  | 44         | 44           | 45        | 41                   | 44           | 37            | 48        | 52        | 34        | 42        | 44        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>     | <b>13</b> | <b>16</b> | <b>9</b>           | <b>16</b> | <b>19</b>  | <b>19</b>            | <b>9</b>  | <b>5</b>            | <b>15</b>  | <b>13</b>    | <b>13</b> | <b>19</b>            | <b>7</b>     | <b>9</b>      | <b>22</b> | <b>7</b>  | <b>24</b> | <b>15</b> | <b>14</b> |
| Somewhat dissatisfied            | 10            | 9         | 12        | 6                  | 13        | 19         | 14                   | 7         | 0                   | 12         | 9            | 10        | 16                   | 4            | 7             | 18        | 6         | 14        | 12        | 9         |
| Very dissatisfied                | 4             | 4         | 4         | 3                  | 3         | 0          | 5                    | 2         | 5                   | 2          | 4            | 3         | 3                    | 4            | 2             | 4         | 1         | 10        | 3         | 5         |
| <b><u>NO OPINION/DK</u></b>      | <b>21</b>     | <b>26</b> | <b>14</b> | <b>25</b>          | <b>17</b> | <b>12</b>  | <b>22</b>            | <b>22</b> | <b>35</b>           | <b>18</b>  | <b>25</b>    | <b>20</b> | <b>18</b>            | <b>28</b>    | <b>25</b>     | <b>12</b> | <b>15</b> | <b>30</b> | <b>19</b> | <b>22</b> |
| No opinion/DK                    | 21            | 26        | 14        | 25                 | 17        | 12         | 22                   | 22        | 35                  | 18         | 25           | 20        | 18                   | 28           | 25            | 12        | 15        | 30        | 19        | 22        |

Table 83: Q12q. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing programs that celebrate diversity and inclusion of different cultures

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>65</b>     | <b>66</b>    | <b>53</b>  | <b>70</b>      | <b>72</b>    | <b>65</b>           | <b>59</b>    | <b>68</b>      | <b>71</b>      | <b>52</b>         | <b>73</b> | <b>50</b> | <b>79</b> | <b>72</b>      | <b>57</b>    | <b>64</b>    | <b>68</b>    |
| Very satisfied                   | 22            | 29           | 17         | 19             | 20           | 29                  | 22           | 20             | 18             | 22                | 33        | 12        | 33        | 13             | 16           | 18           | 22           |
| Somewhat satisfied               | 43            | 38           | 36         | 51             | 52           | 36                  | 37           | 48             | 53             | 30                | 40        | 38        | 46        | 59             | 41           | 46           | 46           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b>     | <b>13</b>    | <b>14</b>  | <b>17</b>      | <b>12</b>    | <b>10</b>           | <b>16</b>    | <b>20</b>      | <b>12</b>      | <b>15</b>         | <b>15</b> | <b>20</b> | <b>2</b>  | <b>14</b>      | <b>17</b>    | <b>14</b>    | <b>13</b>    |
| Somewhat dissatisfied            | 10            | 8            | 10         | 17             | 7            | 7                   | 11           | 17             | 8              | 13                | 12        | 13        | 2         | 11             | 14           | 10           | 10           |
| Very dissatisfied                | 4             | 5            | 4          | 0              | 5            | 3                   | 5            | 3              | 5              | 2                 | 2         | 7         | 0         | 3              | 2            | 3            | 3            |
| <b><u>NO OPINION/DK</u></b>      | <b>21</b>     | <b>21</b>    | <b>33</b>  | <b>14</b>      | <b>16</b>    | <b>25</b>           | <b>26</b>    | <b>12</b>      | <b>16</b>      | <b>33</b>         | <b>12</b> | <b>30</b> | <b>19</b> | <b>14</b>      | <b>26</b>    | <b>22</b>    | <b>19</b>    |
| No opinion/DK                    | 21            | 21           | 33         | 14             | 16           | 25                  | 26           | 12             | 16             | 33                | 12        | 30        | 19        | 14             | 26           | 22           | 19           |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                    | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>65</b> | <b>65</b> | <b>44</b> | <b>68</b> | <b>67</b> | <b>0</b>             | <b>65</b> |
| Very satisfied                   | 22        | 21        | 44        | 23        | 37        | 0                    | 22        |
| Somewhat satisfied               | 43        | 44        | 0         | 45        | 30        | 0                    | 43        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>14</b> | <b>13</b> | <b>56</b> | <b>23</b> | <b>13</b> | <b>0</b>             | <b>14</b> |
| Somewhat dissatisfied            | 10        | 9         | 56        | 23        | 13        | 0                    | 10        |
| Very dissatisfied                | 4         | 4         | 0         | 0         | 0         | 0                    | 4         |
| <b><u>NO OPINION/DK</u></b>      | <b>21</b> | <b>21</b> | <b>0</b>  | <b>9</b>  | <b>20</b> | <b>0</b>             | <b>21</b> |
| No opinion/DK                    | 21        | 21        | 0         | 9         | 20        | 0                    | 21        |

Table 84: Q12r. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Supporting local businesses

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>63</b>                               | <b>64</b>   | <b>61</b>   | <b>61</b>    | <b>61</b>       | <b>62</b>            | <b>78</b>          | <b>63</b>     | <b>40</b>         | <b>67</b>                 | <b>68</b>              | <b>37</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>49</b>         | <b>77</b>                           | <b>65</b>   | <b>49</b>         | <b>77</b>    | <b>65</b>  |
| Very satisfied                   | 17                                      | 17          | 17          | 20           | 17              | 0                    | 37                 | 13            | 10                | 20                        | 19                     | 7           | 0                            | 0         | 0                             | 20                | 19                                  | 11          | 20                | 19           | 11         |
| Somewhat satisfied               | 45                                      | 47          | 44          | 41           | 44              | 62                   | 41                 | 50            | 30                | 47                        | 50                     | 30          | 0                            | 0         | 0                             | 28                | 58                                  | 54          | 28                | 58           | 54         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>16</b>                               | <b>16</b>   | <b>16</b>   | <b>13</b>    | <b>19</b>       | <b>17</b>            | <b>2</b>           | <b>15</b>     | <b>39</b>         | <b>14</b>                 | <b>12</b>              | <b>31</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>29</b>         | <b>12</b>                           | <b>9</b>    | <b>29</b>         | <b>12</b>    | <b>9</b>   |
| Somewhat dissatisfied            | 12                                      | 14          | 11          | 9            | 11              | 17                   | 1                  | 12            | 28                | 12                        | 9                      | 22          | 0                            | 0         | 0                             | 24                | 10                                  | 5           | 24                | 10           | 5          |
| Very dissatisfied                | 3                                       | 1           | 5           | 3            | 8               | 0                    | 1                  | 2             | 11                | 2                         | 3                      | 9           | 0                            | 0         | 0                             | 5                 | 3                                   | 5           | 5                 | 3            | 5          |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>                               | <b>20</b>   | <b>23</b>   | <b>26</b>    | <b>19</b>       | <b>21</b>            | <b>21</b>          | <b>22</b>     | <b>22</b>         | <b>19</b>                 | <b>20</b>              | <b>32</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>22</b>         | <b>11</b>                           | <b>25</b>   | <b>22</b>         | <b>11</b>    | <b>25</b>  |
| No opinion/DK                    | 22                                      | 20          | 23          | 26           | 19              | 21                   | 21                 | 22            | 22                | 19                        | 20                     | 32          | 0                            | 0         | 0                             | 22                | 11                                  | 25          | 22                | 11           | 25         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                    | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>63</b>                               | <b>74</b>   | <b>74</b>   | <b>74</b>    | <b>29</b>       | <b>64</b>            | <b>67</b>          | <b>66</b>     | <b>61</b>         | <b>43</b>                 | <b>74</b>              | <b>60</b>   | <b>64</b>                    | <b>61</b> | <b>70</b>                     | <b>34</b>         | <b>51</b>                           | <b>49</b>   | <b>65</b>         | <b>77</b>    | <b>63</b>  |
| Very satisfied                   | 17                                      | 32          | 19          | 21           | 5               | 21                   | 16                 | 18            | 18                | 11                        | 29                     | 14          | 16                           | 20        | 19                            | 0                 | 4                                   | 12          | 30                | 21           | 18         |
| Somewhat satisfied               | 45                                      | 42          | 55          | 53           | 24              | 43                   | 51                 | 49            | 43                | 32                        | 45                     | 46          | 48                           | 42        | 51                            | 34                | 47                                  | 37          | 35                | 56           | 45         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>16</b>                               | <b>1</b>    | <b>14</b>   | <b>12</b>    | <b>41</b>       | <b>12</b>            | <b>16</b>          | <b>15</b>     | <b>15</b>         | <b>23</b>                 | <b>11</b>              | <b>17</b>   | <b>17</b>                    | <b>15</b> | <b>14</b>                     | <b>29</b>         | <b>12</b>                           | <b>30</b>   | <b>11</b>         | <b>9</b>     | <b>18</b>  |
| Somewhat dissatisfied            | 12                                      | 1           | 11          | 10           | 29              | 12                   | 14                 | 14            | 11                | 8                         | 9                      | 13          | 14                           | 11        | 13                            | 19                | 8                                   | 15          | 10                | 7            | 16         |
| Very dissatisfied                | 3                                       | 0           | 2           | 2            | 12              | 0                    | 2                  | 1             | 4                 | 16                        | 2                      | 4           | 3                            | 4         | 1                             | 11                | 4                                   | 14          | 1                 | 2            | 2          |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>                               | <b>25</b>   | <b>13</b>   | <b>15</b>    | <b>30</b>       | <b>23</b>            | <b>17</b>          | <b>19</b>     | <b>24</b>         | <b>33</b>                 | <b>15</b>              | <b>23</b>   | <b>20</b>                    | <b>23</b> | <b>15</b>                     | <b>37</b>         | <b>37</b>                           | <b>21</b>   | <b>24</b>         | <b>14</b>    | <b>19</b>  |
| No opinion/DK                    | 22                                      | 25          | 13          | 15           | 30              | 23                   | 17                 | 19            | 24                | 33                        | 15                     | 23          | 20                           | 23        | 15                            | 37                | 37                                  | 21          | 24                | 14           | 19         |

Table 84: Q12r. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Supporting local businesses

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>63</b>     | <b>58</b> | <b>74</b> | <b>60</b>          | <b>70</b> | <b>53</b>  | <b>75</b>            | <b>63</b> | <b>76</b>           | <b>100</b> | <b>63</b>    | <b>54</b> | <b>67</b>            | <b>69</b>    | <b>70</b>     | <b>61</b> |           |           |           |           |
| Very satisfied                   | 17            | 14        | 27        | 11                 | 19        | 20         | 26                   | 11        | 24                  | 0          | 20           | 54        | 36                   | 21           | 18            | 13        |           |           |           |           |
| Somewhat satisfied               | 45            | 44        | 46        | 49                 | 51        | 33         | 49                   | 52        | 52                  | 100        | 43           | 0         | 32                   | 48           | 52            | 48        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>16</b>     | <b>18</b> | <b>9</b>  | <b>17</b>          | <b>13</b> | <b>15</b>  | <b>12</b>            | <b>14</b> | <b>11</b>           | <b>0</b>   | <b>37</b>    | <b>0</b>  | <b>5</b>             | <b>14</b>    | <b>20</b>     | <b>14</b> |           |           |           |           |
| Somewhat dissatisfied            | 12            | 14        | 9         | 15                 | 10        | 14         | 9                    | 12        | 8                   | 0          | 27           | 0         | 3                    | 12           | 18            | 10        |           |           |           |           |
| Very dissatisfied                | 3             | 5         | 0         | 3                  | 3         | 1          | 4                    | 3         | 4                   | 0          | 10           | 0         | 3                    | 2            | 2             | 5         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>     | <b>24</b> | <b>17</b> | <b>23</b>          | <b>17</b> | <b>32</b>  | <b>12</b>            | <b>22</b> | <b>12</b>           | <b>0</b>   | <b>0</b>     | <b>46</b> | <b>27</b>            | <b>17</b>    | <b>10</b>     | <b>25</b> |           |           |           |           |
| No opinion/DK                    | 22            | 24        | 17        | 23                 | 17        | 32         | 12                   | 22        | 12                  | 0          | 0            | 46        | 27                   | 17           | 10            | 25        |           |           |           |           |
| QD GENDER                        |               |           | QB AGE    |                    |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>63</b>     | <b>65</b> | <b>60</b> | <b>67</b>          | <b>68</b> | <b>70</b>  | <b>55</b>            | <b>60</b> | <b>60</b>           | <b>68</b>  | <b>58</b>    | <b>68</b> | <b>62</b>            | <b>60</b>    | <b>66</b>     | <b>64</b> | <b>72</b> | <b>46</b> | <b>65</b> | <b>61</b> |
| Very satisfied                   | 17            | 18        | 18        | 24                 | 24        | 7          | 10                   | 13        | 27                  | 20         | 15           | 24        | 9                    | 19           | 23            | 14        | 26        | 4         | 19        | 17        |
| Somewhat satisfied               | 45            | 47        | 43        | 43                 | 44        | 63         | 45                   | 47        | 33                  | 49         | 43           | 44        | 53                   | 41           | 44            | 50        | 45        | 42        | 47        | 44        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>16</b>     | <b>15</b> | <b>17</b> | <b>10</b>          | <b>18</b> | <b>18</b>  | <b>18</b>            | <b>11</b> | <b>12</b>           | <b>15</b>  | <b>14</b>    | <b>15</b> | <b>18</b>            | <b>11</b>    | <b>9</b>      | <b>20</b> | <b>11</b> | <b>24</b> | <b>14</b> | <b>16</b> |
| Somewhat dissatisfied            | 12            | 12        | 13        | 9                  | 14        | 17         | 13                   | 11        | 9                   | 13         | 12           | 12        | 14                   | 10           | 9             | 16        | 8         | 18        | 12        | 12        |
| Very dissatisfied                | 3             | 3         | 4         | 1                  | 4         | 1          | 5                    | 0         | 2                   | 2          | 3            | 3         | 3                    | 1            | 0             | 4         | 3         | 6         | 2         | 4         |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>     | <b>21</b> | <b>23</b> | <b>23</b>          | <b>14</b> | <b>11</b>  | <b>27</b>            | <b>28</b> | <b>29</b>           | <b>16</b>  | <b>28</b>    | <b>18</b> | <b>21</b>            | <b>29</b>    | <b>24</b>     | <b>16</b> | <b>18</b> | <b>30</b> | <b>20</b> | <b>23</b> |
| No opinion/DK                    | 22            | 21        | 23        | 23                 | 14        | 11         | 27                   | 28        | 29                  | 16         | 28           | 18        | 21                   | 29           | 24            | 16        | 18        | 30        | 20        | 23        |

Table 84: Q12r. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Supporting local businesses

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>63</b>     | <b>69</b>    | <b>60</b>  | <b>67</b>      | <b>56</b>    | <b>69</b>           | <b>62</b>    | <b>62</b>      | <b>59</b>      | <b>51</b>         | <b>70</b> | <b>49</b> | <b>77</b> | <b>68</b>      | <b>60</b>    | <b>63</b>    | <b>65</b>    |
| Very satisfied                   | 17            | 25           | 8          | 14             | 23           | 24                  | 14           | 15             | 20             | 11                | 19        | 19        | 28        | 11             | 15           | 17           | 19           |
| Somewhat satisfied               | 45            | 44           | 52         | 53             | 33           | 45                  | 48           | 47             | 39             | 39                | 51        | 30        | 50        | 57             | 45           | 46           | 47           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>16</b>     | <b>16</b>    | <b>13</b>  | <b>16</b>      | <b>15</b>    | <b>11</b>           | <b>16</b>    | <b>17</b>      | <b>17</b>      | <b>7</b>          | <b>18</b> | <b>29</b> | <b>3</b>  | <b>19</b>      | <b>13</b>    | <b>16</b>    | <b>15</b>    |
| Somewhat dissatisfied            | 12            | 12           | 12         | 15             | 11           | 9                   | 13           | 15             | 11             | 5                 | 18        | 26        | 2         | 14             | 10           | 13           | 13           |
| Very dissatisfied                | 3             | 4            | 1          | 1              | 4            | 2                   | 3            | 2              | 6              | 2                 | 0         | 2         | 1         | 5              | 3            | 3            | 3            |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>     | <b>15</b>    | <b>27</b>  | <b>17</b>      | <b>29</b>    | <b>19</b>           | <b>22</b>    | <b>21</b>      | <b>24</b>      | <b>42</b>         | <b>12</b> | <b>23</b> | <b>19</b> | <b>13</b>      | <b>26</b>    | <b>20</b>    | <b>19</b>    |
| No opinion/DK                    | 22            | 15           | 27         | 17             | 29           | 19                  | 22           | 21             | 24             | 42                | 12        | 23        | 19        | 13             | 26           | 20           | 19           |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                    | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>63</b> | <b>62</b> | <b>74</b> | <b>68</b> | <b>73</b> | <b>0</b>             | <b>63</b> |
| Very satisfied                   | 17        | 16        | 19        | 22        | 45        | 0                    | 17        |
| Somewhat satisfied               | 45        | 45        | 55        | 46        | 27        | 0                    | 45        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>16</b> | <b>15</b> | <b>26</b> | <b>23</b> | <b>20</b> | <b>0</b>             | <b>16</b> |
| Somewhat dissatisfied            | 12        | 11        | 26        | 23        | 20        | 0                    | 12        |
| Very dissatisfied                | 3         | 4         | 0         | 0         | 0         | 0                    | 3         |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b> | <b>23</b> | <b>0</b>  | <b>9</b>  | <b>7</b>  | <b>0</b>             | <b>22</b> |
| No opinion/DK                    | 22        | 23        | 0         | 9         | 7         | 0                    | 22        |

Table 85: Q12s. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Developing programs that promote clean energy, water conservation, and recycling

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|----------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                  | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
| Column n-Size                    | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>60</b>                               | <b>63</b> | <b>58</b> | <b>55</b> | <b>61</b> | <b>64</b>    | <b>75</b>          | <b>63</b>   | <b>28</b>       | <b>65</b>                 | <b>68</b>      | <b>26</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>49</b>         | <b>73</b> | <b>66</b> | <b>49</b>         | <b>73</b> | <b>66</b> |
| Very satisfied                   | 19                                      | 21        | 17        | 17        | 20        | 0            | 38                 | 17          | 3               | 23                        | 22             | 2           | 0                  | 0        | 0        | 18                | 20        | 22        | 18                | 20        | 22        |
| Somewhat satisfied               | 41                                      | 42        | 41        | 38        | 41        | 64           | 38                 | 46          | 25              | 42                        | 47             | 25          | 0                  | 0        | 0        | 31                | 53        | 44        | 31                | 53        | 44        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>                               | <b>18</b> | <b>18</b> | <b>22</b> | <b>14</b> | <b>8</b>     | <b>4</b>           | <b>17</b>   | <b>39</b>       | <b>13</b>                 | <b>15</b>      | <b>34</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>27</b>         | <b>13</b> | <b>16</b> | <b>27</b>         | <b>13</b> | <b>16</b> |
| Somewhat dissatisfied            | 15                                      | 17        | 13        | 19        | 5         | 8            | 4                  | 16          | 26              | 12                        | 14             | 22          | 0                  | 0        | 0        | 18                | 13        | 13        | 18                | 13        | 13        |
| Very dissatisfied                | 3                                       | 1         | 5         | 3         | 9         | 0            | 0                  | 2           | 13              | 1                         | 1              | 12          | 0                  | 0        | 0        | 10                | 1         | 3         | 10                | 1         | 3         |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>                               | <b>19</b> | <b>24</b> | <b>23</b> | <b>25</b> | <b>28</b>    | <b>20</b>          | <b>20</b>   | <b>33</b>       | <b>22</b>                 | <b>16</b>      | <b>40</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>24</b>         | <b>13</b> | <b>17</b> | <b>24</b>         | <b>13</b> | <b>17</b> |
| No opinion/DK                    | 22                                      | 19        | 24        | 23        | 25        | 28           | 20                 | 20          | 33              | 22                        | 16             | 40          | 0                  | 0        | 0        | 24                | 13        | 17        | 24                | 13        | 17        |

  

|                                  | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|----------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                  | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                    | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>60</b>        | <b>80</b>   | <b>72</b>   | <b>73</b>    | <b>26</b>       | <b>64</b>            | <b>65</b> | <b>64</b>     | <b>58</b>         | <b>47</b> | <b>73</b>              | <b>57</b> | <b>62</b>                    | <b>60</b> | <b>71</b>                     | <b>25</b>         | <b>44</b>                           | <b>59</b>   | <b>65</b>    | <b>65</b>    | <b>64</b>  |
| Very satisfied                   | 19               | 42          | 20          | 24           | 5               | 35                   | 22        | 25            | 11                | 18        | 24                     | 17        | 19                           | 20        | 22                            | 3                 | 10                                  | 16          | 31           | 20           | 18         |
| Somewhat satisfied               | 41               | 38          | 51          | 49           | 21              | 29                   | 43        | 39            | 46                | 28        | 49                     | 40        | 43                           | 40        | 48                            | 21                | 34                                  | 44          | 34           | 45           | 46         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>        | <b>6</b>    | <b>14</b>   | <b>12</b>    | <b>51</b>       | <b>11</b>            | <b>20</b> | <b>17</b>     | <b>19</b>         | <b>14</b> | <b>12</b>              | <b>20</b> | <b>19</b>                    | <b>17</b> | <b>12</b>                     | <b>52</b>         | <b>24</b>                           | <b>28</b>   | <b>9</b>     | <b>12</b>    | <b>19</b>  |
| Somewhat dissatisfied            | 15               | 6           | 12          | 11           | 37              | 11                   | 16        | 15            | 16                | 1         | 10                     | 17        | 17                           | 12        | 12                            | 42                | 18                                  | 10          | 9            | 12           | 18         |
| Very dissatisfied                | 3                | 0           | 1           | 1            | 14              | 0                    | 3         | 2             | 3                 | 12        | 2                      | 4         | 2                            | 4         | 0                             | 10                | 6                                   | 18          | 0            | 0            | 1          |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>        | <b>15</b>   | <b>15</b>   | <b>15</b>    | <b>23</b>       | <b>25</b>            | <b>16</b> | <b>18</b>     | <b>23</b>         | <b>39</b> | <b>15</b>              | <b>23</b> | <b>19</b>                    | <b>23</b> | <b>18</b>                     | <b>24</b>         | <b>31</b>                           | <b>13</b>   | <b>25</b>    | <b>23</b>    | <b>17</b>  |
| No opinion/DK                    | 22               | 15          | 15          | 15           | 23              | 25                   | 16        | 18            | 23                | 39        | 15                     | 23        | 19                           | 23        | 18                            | 24                | 31                                  | 13          | 25           | 23           | 17         |

Table 85: Q12s. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Developing programs that promote clean energy, water conservation, and recycling

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4          | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>60</b>     | <b>58</b> | <b>69</b> | <b>56</b>          | <b>59</b> | <b>72</b>  | <b>66</b>            | <b>51</b> | <b>69</b>           | <b>100</b> | <b>49</b>    | <b>0</b>   | <b>55</b>            | <b>63</b>    | <b>74</b>     | <b>56</b> |           |           |           |           |
| Very satisfied                   | 19            | 17        | 26        | 15                 | 19        | 25         | 26                   | 10        | 27                  | 0          | 10           | 0          | 38                   | 18           | 23            | 16        |           |           |           |           |
| Somewhat satisfied               | 41            | 41        | 43        | 41                 | 40        | 47         | 40                   | 41        | 42                  | 100        | 39           | 0          | 17                   | 45           | 51            | 40        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>     | <b>19</b> | <b>11</b> | <b>22</b>          | <b>17</b> | <b>12</b>  | <b>14</b>            | <b>20</b> | <b>15</b>           | <b>0</b>   | <b>23</b>    | <b>0</b>   | <b>18</b>            | <b>19</b>    | <b>15</b>     | <b>16</b> |           |           |           |           |
| Somewhat dissatisfied            | 15            | 14        | 10        | 17                 | 15        | 12         | 12                   | 19        | 12                  | 0          | 23           | 0          | 14                   | 19           | 12            | 13        |           |           |           |           |
| Very dissatisfied                | 3             | 4         | 2         | 5                  | 2         | 0          | 2                    | 1         | 2                   | 0          | 0            | 0          | 4                    | 0            | 3             | 4         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>     | <b>24</b> | <b>20</b> | <b>22</b>          | <b>24</b> | <b>16</b>  | <b>20</b>            | <b>29</b> | <b>16</b>           | <b>0</b>   | <b>29</b>    | <b>100</b> | <b>27</b>            | <b>18</b>    | <b>11</b>     | <b>28</b> |           |           |           |           |
| No opinion/DK                    | 22            | 24        | 20        | 22                 | 24        | 16         | 20                   | 29        | 16                  | 0          | 29           | 100        | 27                   | 18           | 11            | 28        |           |           |           |           |
|                                  |               |           |           |                    |           |            |                      |           |                     |            |              |            |                      |              |               |           |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      | QE EDUCATION |               |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136        | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>60</b>     | <b>65</b> | <b>56</b> | <b>58</b>          | <b>66</b> | <b>65</b>  | <b>49</b>            | <b>63</b> | <b>76</b>           | <b>63</b>  | <b>59</b>    | <b>63</b>  | <b>56</b>            | <b>69</b>    | <b>58</b>     | <b>72</b> | <b>69</b> | <b>42</b> | <b>64</b> | <b>57</b> |
| Very satisfied                   | 19            | 23        | 15        | 22                 | 22        | 12         | 16                   | 18        | 29                  | 19         | 20           | 22         | 14                   | 23           | 22            | 16        | 29        | 7         | 19        | 19        |
| Somewhat satisfied               | 41            | 42        | 41        | 36                 | 44        | 54         | 33                   | 45        | 47                  | 44         | 40           | 41         | 41                   | 46           | 35            | 56        | 41        | 35        | 45        | 38        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>     | <b>14</b> | <b>22</b> | <b>23</b>          | <b>16</b> | <b>17</b>  | <b>21</b>            | <b>9</b>  | <b>9</b>            | <b>18</b>  | <b>15</b>    | <b>19</b>  | <b>19</b>            | <b>9</b>     | <b>12</b>     | <b>21</b> | <b>11</b> | <b>29</b> | <b>16</b> | <b>19</b> |
| Somewhat dissatisfied            | 15            | 13        | 16        | 22                 | 11        | 14         | 18                   | 9         | 9                   | 15         | 13           | 16         | 16                   | 9            | 12            | 17        | 11        | 19        | 14        | 15        |
| Very dissatisfied                | 3             | 1         | 6         | 1                  | 5         | 4          | 3                    | 0         | 0                   | 3          | 1            | 3          | 3                    | 0            | 0             | 4         | 0         | 10        | 2         | 4         |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>     | <b>21</b> | <b>22</b> | <b>19</b>          | <b>18</b> | <b>17</b>  | <b>31</b>            | <b>28</b> | <b>15</b>           | <b>18</b>  | <b>26</b>    | <b>19</b>  | <b>25</b>            | <b>22</b>    | <b>30</b>     | <b>7</b>  | <b>19</b> | <b>29</b> | <b>19</b> | <b>24</b> |
| No opinion/DK                    | 22            | 21        | 22        | 19                 | 18        | 17         | 31                   | 28        | 15                  | 18         | 26           | 19         | 25                   | 22           | 30            | 7         | 19        | 29        | 19        | 24        |



Table 85: Q12s. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Developing programs that promote clean energy, water conservation, and recycling

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>60</b>     | <b>71</b>    | <b>59</b>  | <b>56</b>      | <b>60</b>    | <b>71</b>           | <b>61</b>    | <b>58</b>      | <b>53</b>      | <b>42</b>         | <b>77</b> | <b>61</b> | <b>70</b> | <b>61</b>      | <b>60</b>    | <b>62</b>    | <b>64</b>    |
| Very satisfied                   | 19            | 29           | 16         | 9              | 23           | 24                  | 23           | 16             | 15             | 12                | 31        | 16        | 39        | 15             | 10           | 19           | 21           |
| Somewhat satisfied               | 41            | 42           | 43         | 46             | 36           | 47                  | 39           | 43             | 39             | 31                | 46        | 44        | 31        | 46             | 50           | 44           | 44           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>     | <b>14</b>    | <b>15</b>  | <b>24</b>      | <b>14</b>    | <b>14</b>           | <b>14</b>    | <b>18</b>      | <b>25</b>      | <b>18</b>         | <b>8</b>  | <b>17</b> | <b>15</b> | <b>18</b>      | <b>16</b>    | <b>17</b>    | <b>16</b>    |
| Somewhat dissatisfied            | 15            | 13           | 14         | 17             | 13           | 13                  | 13           | 15             | 17             | 17                | 4         | 15        | 15        | 15             | 16           | 15           | 15           |
| Very dissatisfied                | 3             | 1            | 1          | 6              | 1            | 1                   | 1            | 3              | 9              | 1                 | 4         | 2         | 0         | 3              | 0            | 1            | 2            |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b>     | <b>16</b>    | <b>26</b>  | <b>21</b>      | <b>26</b>    | <b>15</b>           | <b>25</b>    | <b>23</b>      | <b>22</b>      | <b>40</b>         | <b>15</b> | <b>22</b> | <b>15</b> | <b>22</b>      | <b>23</b>    | <b>21</b>    | <b>19</b>    |
| No opinion/DK                    | 22            | 16           | 26         | 21             | 26           | 15                  | 25           | 23             | 22             | 40                | 15        | 22        | 15        | 22             | 23           | 21           | 19           |

|                                  | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |          |           |
|----------------------------------|-----------|-----------|-----------|-----------|----------------------|----------|-----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN                 | A        | B         |
| Column n-Size                    | 324       | 299       | 5         | 11        | 9                    | 0        | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>60</b> | <b>59</b> | <b>74</b> | <b>69</b> | <b>87</b>            | <b>0</b> | <b>60</b> |
| Very satisfied                   | 19        | 19        | 0         | 9         | 37                   | 0        | 19        |
| Somewhat satisfied               | 41        | 40        | 74        | 60        | 50                   | 0        | 41        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b> | <b>18</b> | <b>0</b>  | <b>23</b> | <b>13</b>            | <b>0</b> | <b>18</b> |
| Somewhat dissatisfied            | 15        | 15        | 0         | 23        | 13                   | 0        | 15        |
| Very dissatisfied                | 3         | 3         | 0         | 0         | 0                    | 0        | 3         |
| <b><u>NO OPINION/DK</u></b>      | <b>22</b> | <b>23</b> | <b>26</b> | <b>8</b>  | <b>0</b>             | <b>0</b> | <b>22</b> |
| No opinion/DK                    | 22        | 23        | 26        | 8         | 0                    | 0        | 22        |

Table 86: Q12t. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing emergency 911 and fire response

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>82</b>                               | <b>81</b>   | <b>83</b>   | <b>84</b>    | <b>81</b>       | <b>86</b>            | <b>94</b>          | <b>81</b>     | <b>72</b>         | <b>86</b>                 | <b>85</b>              | <b>67</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>75</b>         | <b>88</b>                           | <b>83</b>   | <b>75</b>         | <b>88</b>    | <b>83</b>  |
| Very satisfied                   | 46                                      | 46          | 47          | 51           | 47              | 10                   | 72                 | 39            | 42                | 45                        | 51                     | 33          | 0                            | 0         | 0                             | 43                | 46                                  | 43          | 43                | 46           | 43         |
| Somewhat satisfied               | 36                                      | 36          | 36          | 32           | 34              | 76                   | 22                 | 41            | 29                | 41                        | 33                     | 34          | 0                            | 0         | 0                             | 32                | 42                                  | 39          | 32                | 42           | 39         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>8</b>                                | <b>10</b>   | <b>6</b>    | <b>5</b>     | <b>9</b>        | <b>5</b>             | <b>0</b>           | <b>8</b>      | <b>17</b>         | <b>7</b>                  | <b>9</b>               | <b>7</b>    | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>13</b>         | <b>10</b>                           | <b>2</b>    | <b>13</b>         | <b>10</b>    | <b>2</b>   |
| Somewhat dissatisfied            | 6                                       | 9           | 3           | 5            | 2               | 0                    | 0                  | 7             | 9                 | 7                         | 7                      | 2           | 0                            | 0         | 0                             | 8                 | 8                                   | 2           | 8                 | 8            | 2          |
| Very dissatisfied                | 2                                       | 1           | 3           | 0            | 6               | 5                    | 0                  | 1             | 8                 | 0                         | 2                      | 5           | 0                            | 0         | 0                             | 5                 | 1                                   | 0           | 5                 | 1            | 0          |
| <b><u>NO OPINION/DK</u></b>      | <b>10</b>                               | <b>9</b>    | <b>11</b>   | <b>12</b>    | <b>10</b>       | <b>9</b>             | <b>6</b>           | <b>11</b>     | <b>11</b>         | <b>8</b>                  | <b>6</b>               | <b>26</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>12</b>         | <b>2</b>                            | <b>15</b>   | <b>12</b>         | <b>2</b>     | <b>15</b>  |
| No opinion/DK                    | 10                                      | 9           | 11          | 12           | 10              | 9                    | 6                  | 11            | 11                | 8                         | 6                      | 26          | 0                            | 0         | 0                             | 12                | 2                                   | 15          | 12                | 2            | 15         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                    | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>82</b>                               | <b>88</b>   | <b>88</b>   | <b>88</b>    | <b>69</b>       | <b>77</b>            | <b>87</b>          | <b>84</b>     | <b>81</b>         | <b>75</b>                 | <b>83</b>              | <b>82</b>   | <b>86</b>                    | <b>80</b> | <b>89</b>                     | <b>67</b>         | <b>82</b>                           | <b>80</b>   | <b>81</b>         | <b>87</b>    | <b>81</b>  |
| Very satisfied                   | 46                                      | 61          | 48          | 50           | 29              | 38                   | 43                 | 42            | 50                | 55                        | 38                     | 50          | 47                           | 46        | 51                            | 28                | 43                                  | 38          | 58                | 49           | 43         |
| Somewhat satisfied               | 36                                      | 26          | 40          | 37           | 40              | 39                   | 44                 | 43            | 30                | 20                        | 44                     | 33          | 38                           | 34        | 39                            | 39                | 39                                  | 41          | 23                | 38           | 38         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>8</b>                                | <b>1</b>    | <b>7</b>    | <b>6</b>     | <b>19</b>       | <b>2</b>             | <b>6</b>           | <b>5</b>      | <b>10</b>         | <b>14</b>                 | <b>11</b>              | <b>7</b>    | <b>6</b>                     | <b>9</b>  | <b>5</b>                      | <b>11</b>         | <b>3</b>                            | <b>16</b>   | <b>7</b>          | <b>6</b>     | <b>8</b>   |
| Somewhat dissatisfied            | 6                                       | 1           | 6           | 5            | 13              | 2                    | 6                  | 5             | 8                 | 1                         | 10                     | 5           | 5                            | 7         | 4                             | 11                | 2                                   | 8           | 5                 | 5            | 7          |
| Very dissatisfied                | 2                                       | 0           | 1           | 1            | 6               | 0                    | 1                  | 0             | 2                 | 12                        | 1                      | 2           | 1                            | 2         | 2                             | 0                 | 1                                   | 9           | 1                 | 1            | 1          |
| <b><u>NO OPINION/DK</u></b>      | <b>10</b>                               | <b>11</b>   | <b>5</b>    | <b>6</b>     | <b>12</b>       | <b>20</b>            | <b>6</b>           | <b>10</b>     | <b>9</b>          | <b>11</b>                 | <b>7</b>               | <b>10</b>   | <b>8</b>                     | <b>11</b> | <b>5</b>                      | <b>22</b>         | <b>15</b>                           | <b>4</b>    | <b>13</b>         | <b>6</b>     | <b>10</b>  |
| No opinion/DK                    | 10                                      | 11          | 5           | 6            | 12              | 20                   | 6                  | 10            | 9                 | 11                        | 7                      | 10          | 8                            | 11        | 5                             | 22                | 15                                  | 4           | 13                | 6            | 10         |

Table 86: Q12t. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing emergency 911 and fire response

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94            | 75             | 70        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>82</b>     | <b>81</b> | <b>87</b> | <b>83</b>          | <b>83</b> | <b>86</b>  | <b>84</b>            | <b>82</b> | <b>83</b>           | <b>100</b> | <b>100</b>   | <b>54</b> | <b>88</b>            | <b>79</b>     | <b>89</b>      | <b>85</b> |           |           |           |           |
| Very satisfied                   | 46            | 44        | 51        | 43                 | 40        | 70         | 42                   | 37        | 40                  | 100        | 54           | 54        | 67                   | 44            | 45             | 41        |           |           |           |           |
| Somewhat satisfied               | 36            | 37        | 35        | 39                 | 43        | 16         | 42                   | 45        | 43                  | 0          | 46           | 0         | 22                   | 34            | 45             | 44        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>8</b>      | <b>8</b>  | <b>7</b>  | <b>5</b>           | <b>9</b>  | <b>5</b>   | <b>10</b>            | <b>7</b>  | <b>12</b>           | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>3</b>             | <b>11</b>     | <b>8</b>       | <b>2</b>  |           |           |           |           |
| Somewhat dissatisfied            | 6             | 6         | 5         | 5                  | 7         | 5          | 8                    | 5         | 10                  | 0          | 0            | 0         | 3                    | 9             | 7              | 2         |           |           |           |           |
| Very dissatisfied                | 2             | 2         | 1         | 0                  | 2         | 0          | 2                    | 1         | 2                   | 0          | 0            | 0         | 0                    | 2             | 1              | 0         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>10</b>     | <b>11</b> | <b>7</b>  | <b>12</b>          | <b>9</b>  | <b>9</b>   | <b>6</b>             | <b>12</b> | <b>5</b>            | <b>0</b>   | <b>0</b>     | <b>46</b> | <b>9</b>             | <b>10</b>     | <b>2</b>       | <b>13</b> |           |           |           |           |
| No opinion/DK                    | 10            | 11        | 7         | 12                 | 9         | 9          | 6                    | 12        | 5                   | 0          | 0            | 46        | 9                    | 10            | 2              | 13        |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |               | QE EDUCATION   |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71            | 75             | 65        | 104       | 81        | 139       | 185       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>82</b>     | <b>85</b> | <b>80</b> | <b>77</b>          | <b>82</b> | <b>85</b>  | <b>82</b>            | <b>88</b> | <b>87</b>           | <b>81</b>  | <b>85</b>    | <b>80</b> | <b>83</b>            | <b>88</b>     | <b>83</b>      | <b>82</b> | <b>81</b> | <b>83</b> | <b>82</b> | <b>82</b> |
| Very satisfied                   | 46            | 43        | 50        | 41                 | 38        | 42         | 49                   | 61        | 57                  | 40         | 54           | 39        | 46                   | 59            | 56             | 39        | 39        | 53        | 48        | 45        |
| Somewhat satisfied               | 36            | 41        | 30        | 36                 | 44        | 43         | 32                   | 27        | 31                  | 41         | 30           | 41        | 37                   | 29            | 27             | 43        | 42        | 30        | 35        | 37        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>8</b>      | <b>5</b>  | <b>11</b> | <b>10</b>          | <b>12</b> | <b>3</b>   | <b>9</b>             | <b>3</b>  | <b>0</b>            | <b>9</b>   | <b>5</b>     | <b>11</b> | <b>6</b>             | <b>2</b>      | <b>5</b>       | <b>12</b> | <b>8</b>  | <b>7</b>  | <b>8</b>  | <b>8</b>  |
| Somewhat dissatisfied            | 6             | 4         | 9         | 6                  | 11        | 1          | 9                    | 3         | 0                   | 7          | 5            | 9         | 6                    | 2             | 4              | 11        | 7         | 3         | 7         | 5         |
| Very dissatisfied                | 2             | 1         | 2         | 3                  | 1         | 2          | 0                    | 0         | 0                   | 2          | 0            | 2         | 1                    | 0             | 1              | 2         | 1         | 4         | 1         | 2         |
| <b><u>NO OPINION/DK</u></b>      | <b>10</b>     | <b>11</b> | <b>9</b>  | <b>13</b>          | <b>7</b>  | <b>11</b>  | <b>10</b>            | <b>8</b>  | <b>13</b>           | <b>10</b>  | <b>10</b>    | <b>10</b> | <b>10</b>            | <b>10</b>     | <b>12</b>      | <b>6</b>  | <b>11</b> | <b>10</b> | <b>9</b>  | <b>10</b> |
| No opinion/DK                    | 10            | 11        | 9         | 13                 | 7         | 11         | 10                   | 8         | 13                  | 10         | 10           | 10        | 10                   | 10            | 12             | 6         | 11        | 10        | 9         | 10        |

Table 86: Q12t. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing emergency 911 and fire response

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>82</b>     | <b>82</b>    | <b>88</b>  | <b>81</b>      | <b>82</b>    | <b>84</b>           | <b>85</b>    | <b>81</b>      | <b>79</b>      | <b>86</b>         | <b>88</b> | <b>85</b> | <b>90</b> | <b>75</b>      | <b>76</b>    | <b>81</b>    | <b>82</b>    |
| Very satisfied                   | 46            | 36           | 53         | 45             | 56           | 46                  | 42           | 48             | 50             | 71                | 41        | 39        | 50        | 29             | 53           | 42           | 44           |
| Somewhat satisfied               | 36            | 46           | 35         | 36             | 26           | 38                  | 43           | 32             | 29             | 16                | 46        | 46        | 40        | 46             | 23           | 39           | 38           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>8</b>      | <b>7</b>     | <b>2</b>   | <b>11</b>      | <b>8</b>     | <b>7</b>            | <b>4</b>     | <b>10</b>      | <b>12</b>      | <b>5</b>          | <b>7</b>  | <b>7</b>  | <b>3</b>  | <b>9</b>       | <b>14</b>    | <b>8</b>     | <b>7</b>     |
| Somewhat dissatisfied            | 6             | 5            | 2          | 10             | 8            | 4                   | 4            | 10             | 8              | 5                 | 5         | 3         | 3         | 9              | 14           | 8            | 6            |
| Very dissatisfied                | 2             | 2            | 0          | 1              | 0            | 3                   | 0            | 0              | 4              | 0                 | 2         | 4         | 0         | 0              | 0            | 1            | 1            |
| <b><u>NO OPINION/DK</u></b>      | <b>10</b>     | <b>11</b>    | <b>10</b>  | <b>9</b>       | <b>10</b>    | <b>9</b>            | <b>12</b>    | <b>10</b>      | <b>9</b>       | <b>8</b>          | <b>5</b>  | <b>8</b>  | <b>7</b>  | <b>16</b>      | <b>10</b>    | <b>11</b>    | <b>10</b>    |
| No opinion/DK                    | 10            | 11           | 10         | 9              | 10           | 9                   | 12           | 10             | 9              | 8                 | 5         | 8         | 7         | 16             | 10           | 11           | 10           |

|                                  | LANGUAGE  |           |            |           |            | A/B SPLIT<br>SAMPLES |           |
|----------------------------------|-----------|-----------|------------|-----------|------------|----------------------|-----------|
|                                  | Total     | ENG       | SPAN       | VIET      | CHIN       | A                    | B         |
| Column n-Size                    | 324       | 299       | 5          | 11        | 9          | 0                    | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>82</b> | <b>82</b> | <b>100</b> | <b>64</b> | <b>100</b> | <b>0</b>             | <b>82</b> |
| Very satisfied                   | 46        | 46        | 66         | 54        | 37         | 0                    | 46        |
| Somewhat satisfied               | 36        | 36        | 34         | 10        | 63         | 0                    | 36        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>8</b>  | <b>8</b>  | <b>0</b>   | <b>28</b> | <b>0</b>   | <b>0</b>             | <b>8</b>  |
| Somewhat dissatisfied            | 6         | 6         | 0          | 28        | 0          | 0                    | 6         |
| Very dissatisfied                | 2         | 2         | 0          | 0         | 0          | 0                    | 2         |
| <b><u>NO OPINION/DK</u></b>      | <b>10</b> | <b>10</b> | <b>0</b>   | <b>9</b>  | <b>0</b>   | <b>0</b>             | <b>10</b> |
| No opinion/DK                    | 10        | 10        | 0          | 9         | 0          | 0                    | 10        |

Table 87: Q12u. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing rent relief to prevent residents from becoming homeless

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>49</b>                               | <b>50</b>   | <b>48</b>   | <b>43</b>    | <b>55</b>       | <b>41</b>            | <b>53</b>          | <b>52</b>     | <b>27</b>         | <b>50</b>                 | <b>57</b>              | <b>25</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>46</b>         | <b>63</b>                           | <b>50</b>   | <b>46</b>         | <b>63</b>    | <b>50</b>  |
| Very satisfied                   | 20                                      | 16          | 22          | 21           | 27              | 0                    | 22                 | 21            | 10                | 15                        | 26                     | 9           | 0                            | 0         | 0                             | 21                | 21                                  | 25          | 21                | 21           | 25         |
| Somewhat satisfied               | 29                                      | 34          | 25          | 21           | 28              | 41                   | 31                 | 31            | 17                | 34                        | 32                     | 17          | 0                            | 0         | 0                             | 25                | 41                                  | 25          | 25                | 41           | 25         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>                               | <b>22</b>   | <b>15</b>   | <b>16</b>    | <b>14</b>       | <b>8</b>             | <b>11</b>          | <b>18</b>     | <b>28</b>         | <b>14</b>                 | <b>18</b>              | <b>24</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>27</b>         | <b>16</b>                           | <b>19</b>   | <b>27</b>         | <b>16</b>    | <b>19</b>  |
| Somewhat dissatisfied            | 13                                      | 17          | 10          | 11           | 10              | 8                    | 9                  | 16            | 9                 | 12                        | 13                     | 17          | 0                            | 0         | 0                             | 18                | 12                                  | 18          | 18                | 12           | 18         |
| Very dissatisfied                | 4                                       | 5           | 4           | 4            | 5               | 0                    | 2                  | 2             | 19                | 2                         | 5                      | 7           | 0                            | 0         | 0                             | 10                | 4                                   | 1           | 10                | 4            | 1          |
| <b><u>NO OPINION/DK</u></b>      | <b>33</b>                               | <b>28</b>   | <b>38</b>   | <b>42</b>    | <b>30</b>       | <b>51</b>            | <b>36</b>          | <b>30</b>     | <b>45</b>         | <b>36</b>                 | <b>24</b>              | <b>51</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>26</b>         | <b>21</b>                           | <b>31</b>   | <b>26</b>         | <b>21</b>    | <b>31</b>  |
| No opinion/DK                    | 33                                      | 28          | 38          | 42           | 30              | 51                   | 36                 | 30            | 45                | 36                        | 24                     | 51          | 0                            | 0         | 0                             | 26                | 21                                  | 31          | 26                | 21           | 31         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                    | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>49</b>                               | <b>51</b>   | <b>60</b>   | <b>58</b>    | <b>23</b>       | <b>52</b>            | <b>57</b>          | <b>55</b>     | <b>45</b>         | <b>22</b>                 | <b>69</b>              | <b>43</b>   | <b>47</b>                    | <b>52</b> | <b>53</b>                     | <b>21</b>         | <b>38</b>                           | <b>49</b>   | <b>62</b>         | <b>51</b>    | <b>48</b>  |
| Very satisfied                   | 20                                      | 39          | 21          | 24           | 5               | 29                   | 20                 | 22            | 17                | 11                        | 25                     | 18          | 18                           | 22        | 21                            | 8                 | 10                                  | 22          | 25                | 27           | 17         |
| Somewhat satisfied               | 29                                      | 12          | 39          | 34           | 18              | 23                   | 37                 | 33            | 27                | 11                        | 44                     | 25          | 29                           | 31        | 32                            | 13                | 28                                  | 27          | 37                | 24           | 31         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>                               | <b>7</b>    | <b>18</b>   | <b>16</b>    | <b>27</b>       | <b>18</b>            | <b>16</b>          | <b>17</b>     | <b>19</b>         | <b>16</b>                 | <b>17</b>              | <b>18</b>   | <b>22</b>                    | <b>14</b> | <b>22</b>                     | <b>19</b>         | <b>23</b>                           | <b>20</b>   | <b>11</b>         | <b>13</b>    | <b>19</b>  |
| Somewhat dissatisfied            | 13                                      | 7           | 15          | 13           | 14              | 18                   | 13                 | 15            | 13                | 4                         | 15                     | 13          | 18                           | 9         | 20                            | 8                 | 16                                  | 10          | 4                 | 13           | 16         |
| Very dissatisfied                | 4                                       | 0           | 4           | 3            | 13              | 0                    | 3                  | 2             | 6                 | 12                        | 2                      | 5           | 4                            | 5         | 3                             | 11                | 7                                   | 10          | 8                 | 0            | 3          |
| <b><u>NO OPINION/DK</u></b>      | <b>33</b>                               | <b>42</b>   | <b>22</b>   | <b>25</b>    | <b>50</b>       | <b>30</b>            | <b>27</b>          | <b>28</b>     | <b>36</b>         | <b>62</b>                 | <b>14</b>              | <b>39</b>   | <b>31</b>                    | <b>34</b> | <b>25</b>                     | <b>60</b>         | <b>39</b>                           | <b>31</b>   | <b>27</b>         | <b>36</b>    | <b>33</b>  |
| No opinion/DK                    | 33                                      | 42          | 22          | 25           | 50              | 30                   | 27                 | 28            | 36                | 62                        | 14                     | 39          | 31                           | 34        | 25                            | 60                | 39                                  | 31          | 27                | 36           | 33         |

Table 87: Q12u. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing rent relief to prevent residents from becoming homeless

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>49</b>     | <b>42</b> | <b>64</b> | <b>43</b>          | <b>55</b> | <b>43</b>  | <b>73</b>            | <b>32</b> | <b>73</b>           | <b>100</b> | <b>70</b>    | <b>54</b> | <b>51</b>            | <b>56</b>    | <b>60</b>     | <b>42</b> |           |           |           |           |
| Very satisfied                   | 20            | 15        | 30        | 20                 | 20        | 16         | 28                   | 11        | 23                  | 100        | 27           | 54        | 34                   | 23           | 25            | 10        |           |           |           |           |
| Somewhat satisfied               | 29            | 27        | 35        | 23                 | 35        | 27         | 45                   | 21        | 50                  | 0          | 43           | 0         | 16                   | 32           | 35            | 32        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>     | <b>17</b> | <b>19</b> | <b>17</b>          | <b>20</b> | <b>11</b>  | <b>15</b>            | <b>28</b> | <b>15</b>           | <b>0</b>   | <b>22</b>    | <b>0</b>  | <b>21</b>            | <b>18</b>    | <b>17</b>     | <b>12</b> |           |           |           |           |
| Somewhat dissatisfied            | 13            | 12        | 15        | 14                 | 17        | 5          | 11                   | 25        | 11                  | 0          | 22           | 0         | 11                   | 13           | 14            | 10        |           |           |           |           |
| Very dissatisfied                | 4             | 5         | 4         | 3                  | 3         | 6          | 4                    | 3         | 4                   | 0          | 0            | 0         | 10                   | 6            | 3             | 1         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>33</b>     | <b>41</b> | <b>16</b> | <b>39</b>          | <b>25</b> | <b>45</b>  | <b>12</b>            | <b>40</b> | <b>11</b>           | <b>0</b>   | <b>8</b>     | <b>46</b> | <b>28</b>            | <b>26</b>    | <b>23</b>     | <b>46</b> |           |           |           |           |
| No opinion/DK                    | 33            | 41        | 16        | 39                 | 25        | 45         | 12                   | 40        | 11                  | 0          | 8            | 46        | 28                   | 26           | 23            | 46        |           |           |           |           |
|                                  |               |           |           |                    |           |            |                      |           |                     |            |              |           |                      |              |               |           |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>49</b>     | <b>49</b> | <b>48</b> | <b>58</b>          | <b>51</b> | <b>49</b>  | <b>48</b>            | <b>40</b> | <b>47</b>           | <b>53</b>  | <b>46</b>    | <b>54</b> | <b>49</b>            | <b>43</b>    | <b>51</b>     | <b>56</b> | <b>55</b> | <b>32</b> | <b>54</b> | <b>45</b> |
| Very satisfied                   | 20            | 21        | 19        | 20                 | 25        | 18         | 21                   | 10        | 19                  | 22         | 18           | 23        | 20                   | 14           | 22            | 15        | 27        | 11        | 19        | 20        |
| Somewhat satisfied               | 29            | 29        | 29        | 38                 | 26        | 31         | 27                   | 30        | 28                  | 31         | 28           | 31        | 29                   | 29           | 30            | 41        | 28        | 21        | 35        | 25        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>     | <b>18</b> | <b>18</b> | <b>19</b>          | <b>24</b> | <b>16</b>  | <b>15</b>            | <b>12</b> | <b>11</b>           | <b>20</b>  | <b>13</b>    | <b>22</b> | <b>15</b>            | <b>11</b>    | <b>13</b>     | <b>23</b> | <b>13</b> | <b>25</b> | <b>18</b> | <b>18</b> |
| Somewhat dissatisfied            | 13            | 16        | 11        | 13                 | 22        | 13         | 10                   | 12        | 6                   | 17         | 9            | 18        | 11                   | 9            | 7             | 20        | 10        | 18        | 13        | 13        |
| Very dissatisfied                | 4             | 3         | 6         | 6                  | 2         | 3          | 5                    | 0         | 5                   | 4          | 4            | 4         | 4                    | 2            | 6             | 3         | 3         | 7         | 4         | 4         |
| <b><u>NO OPINION/DK</u></b>      | <b>33</b>     | <b>33</b> | <b>34</b> | <b>23</b>          | <b>25</b> | <b>35</b>  | <b>37</b>            | <b>48</b> | <b>42</b>           | <b>27</b>  | <b>41</b>    | <b>24</b> | <b>36</b>            | <b>45</b>    | <b>36</b>     | <b>21</b> | <b>32</b> | <b>43</b> | <b>29</b> | <b>37</b> |
| No opinion/DK                    | 33            | 33        | 34        | 23                 | 25        | 35         | 37                   | 48        | 42                  | 27         | 41           | 24        | 36                   | 45           | 36            | 21        | 32        | 43        | 29        | 37        |

Table 87: Q12u. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing rent relief to prevent residents from becoming homeless

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>49</b>     | <b>53</b>    | <b>46</b>  | <b>54</b>      | <b>45</b>    | <b>51</b>           | <b>48</b>    | <b>55</b>      | <b>42</b>      | <b>26</b>         | <b>63</b> | <b>41</b> | <b>59</b> | <b>49</b>      | <b>49</b>    | <b>49</b>    | <b>52</b>    |
| Very satisfied                   | 20            | 22           | 19         | 23             | 16           | 24                  | 19           | 15             | 23             | 9                 | 23        | 12        | 29        | 18             | 24           | 20           | 21           |
| Somewhat satisfied               | 29            | 31           | 27         | 31             | 30           | 28                  | 29           | 40             | 19             | 18                | 40        | 29        | 30        | 30             | 25           | 29           | 31           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b>     | <b>22</b>    | <b>14</b>  | <b>20</b>      | <b>12</b>    | <b>19</b>           | <b>18</b>    | <b>17</b>      | <b>18</b>      | <b>8</b>          | <b>18</b> | <b>15</b> | <b>14</b> | <b>21</b>      | <b>25</b>    | <b>19</b>    | <b>19</b>    |
| Somewhat dissatisfied            | 13            | 20           | 10         | 14             | 9            | 16                  | 15           | 11             | 12             | 5                 | 18        | 13        | 10        | 18             | 17           | 15           | 15           |
| Very dissatisfied                | 4             | 2            | 4          | 6              | 3            | 2                   | 3            | 6              | 7              | 3                 | 0         | 1         | 4         | 3              | 8            | 4            | 4            |
| <b><u>NO OPINION/DK</u></b>      | <b>33</b>     | <b>26</b>    | <b>40</b>  | <b>27</b>      | <b>43</b>    | <b>30</b>           | <b>34</b>    | <b>28</b>      | <b>39</b>      | <b>66</b>         | <b>19</b> | <b>44</b> | <b>27</b> | <b>30</b>      | <b>26</b>    | <b>32</b>    | <b>29</b>    |
| No opinion/DK                    | 33            | 26           | 40         | 27             | 43           | 30                  | 34           | 28             | 39             | 66                | 19        | 44        | 27        | 30             | 26           | 32           | 29           |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                    | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>49</b> | <b>47</b> | <b>44</b> | <b>60</b> | <b>80</b> | <b>0</b>             | <b>49</b> |
| Very satisfied                   | 20        | 19        | 25        | 37        | 8         | 0                    | 20        |
| Somewhat satisfied               | 29        | 28        | 19        | 23        | 72        | 0                    | 29        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>18</b> | <b>17</b> | <b>56</b> | <b>23</b> | <b>13</b> | <b>0</b>             | <b>18</b> |
| Somewhat dissatisfied            | 13        | 12        | 56        | 23        | 13        | 0                    | 13        |
| Very dissatisfied                | 4         | 5         | 0         | 0         | 0         | 0                    | 4         |
| <b><u>NO OPINION/DK</u></b>      | <b>33</b> | <b>35</b> | <b>0</b>  | <b>16</b> | <b>7</b>  | <b>0</b>             | <b>33</b> |
| No opinion/DK                    | 33        | 35        | 0         | 16        | 7         | 0                    | 33        |

Table 88: Q12v. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing social service support, programs and resources

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>61</b>                               | <b>59</b>   | <b>62</b>   | <b>64</b>    | <b>59</b>       | <b>59</b>            | <b>64</b>          | <b>66</b>     | <b>33</b>         | <b>58</b>                 | <b>70</b>              | <b>37</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>51</b>         | <b>74</b>                           | <b>67</b>   | <b>51</b>         | <b>74</b>    | <b>67</b>  |
| Very satisfied                   | 17                                      | 17          | 17          | 19           | 17              | 0                    | 23                 | 17            | 4                 | 12                        | 23                     | 5           | 0                            | 0         | 0                             | 16                | 21                                  | 9           | 16                | 21           | 9          |
| Somewhat satisfied               | 44                                      | 42          | 45          | 46           | 42              | 59                   | 40                 | 48            | 29                | 45                        | 47                     | 33          | 0                            | 0         | 0                             | 35                | 53                                  | 59          | 35                | 53           | 59         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>                               | <b>17</b>   | <b>10</b>   | <b>9</b>     | <b>13</b>       | <b>8</b>             | <b>3</b>           | <b>11</b>     | <b>38</b>         | <b>13</b>                 | <b>12</b>              | <b>17</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>24</b>         | <b>11</b>                           | <b>9</b>    | <b>24</b>         | <b>11</b>    | <b>9</b>   |
| Somewhat dissatisfied            | 10                                      | 14          | 6           | 4            | 8               | 8                    | 2                  | 9             | 23                | 10                        | 9                      | 10          | 0                            | 0         | 0                             | 18                | 8                                   | 7           | 18                | 8            | 7          |
| Very dissatisfied                | 3                                       | 2           | 4           | 5            | 4               | 0                    | 2                  | 2             | 15                | 3                         | 3                      | 7           | 0                            | 0         | 0                             | 6                 | 3                                   | 2           | 6                 | 3            | 2          |
| <b><u>NO OPINION/DK</u></b>      | <b>26</b>                               | <b>24</b>   | <b>28</b>   | <b>27</b>    | <b>28</b>       | <b>33</b>            | <b>33</b>          | <b>24</b>     | <b>29</b>         | <b>30</b>                 | <b>18</b>              | <b>45</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>24</b>         | <b>15</b>                           | <b>24</b>   | <b>24</b>         | <b>15</b>    | <b>24</b>  |
| No opinion/DK                    | 26                                      | 24          | 28          | 27           | 28              | 33                   | 33                 | 24            | 29                | 30                        | 18                     | 45          | 0                            | 0         | 0                             | 24                | 15                                  | 24          | 24                | 15           | 24         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>61</b>                               | <b>72</b>   | <b>71</b>   | <b>71</b>    | <b>29</b>       | <b>62</b>            | <b>69</b>          | <b>67</b>     | <b>55</b>         | <b>44</b>                 | <b>78</b>              | <b>56</b>   | <b>60</b>                    | <b>60</b> | <b>69</b>                     | <b>21</b>         | <b>58</b>                           | <b>51</b>   | <b>60</b>         | <b>67</b>    | <b>61</b>  |
| Very satisfied                   | 17                                      | 26          | 19          | 20           | 5               | 23                   | 19                 | 20            | 12                | 23                        | 20                     | 16          | 15                           | 19        | 18                            | 0                 | 6                                   | 18          | 18                | 21           | 19         |
| Somewhat satisfied               | 44                                      | 46          | 52          | 51           | 24              | 40                   | 50                 | 47            | 43                | 21                        | 58                     | 40          | 45                           | 41        | 51                            | 21                | 52                                  | 33          | 42                | 46           | 42         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>                               | <b>1</b>    | <b>11</b>   | <b>9</b>     | <b>38</b>       | <b>7</b>             | <b>16</b>          | <b>14</b>     | <b>12</b>         | <b>14</b>                 | <b>11</b>              | <b>14</b>   | <b>17</b>                    | <b>10</b> | <b>14</b>                     | <b>31</b>         | <b>13</b>                           | <b>21</b>   | <b>9</b>          | <b>12</b>    | <b>13</b>  |
| Somewhat dissatisfied            | 10                                      | 1           | 9           | 7            | 26              | 7                    | 13                 | 12            | 9                 | 1                         | 10                     | 10          | 13                           | 7         | 12                            | 21                | 9                                   | 9           | 7                 | 10           | 12         |
| Very dissatisfied                | 3                                       | 0           | 2           | 2            | 12              | 0                    | 3                  | 2             | 3                 | 12                        | 1                      | 4           | 3                            | 4         | 2                             | 10                | 4                                   | 11          | 2                 | 2            | 1          |
| <b><u>NO OPINION/DK</u></b>      | <b>26</b>                               | <b>27</b>   | <b>18</b>   | <b>19</b>    | <b>33</b>       | <b>31</b>            | <b>15</b>          | <b>19</b>     | <b>32</b>         | <b>42</b>                 | <b>11</b>              | <b>30</b>   | <b>23</b>                    | <b>29</b> | <b>17</b>                     | <b>48</b>         | <b>29</b>                           | <b>28</b>   | <b>31</b>         | <b>21</b>    | <b>26</b>  |
| No opinion/DK                    | 26                                      | 27          | 18          | 19           | 33              | 31                   | 15                 | 19            | 32                | 42                        | 11                     | 30          | 23                           | 29        | 17                            | 48                | 29                                  | 28          | 31                | 21           | 26         |



Table 88: Q12v. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing social service support, programs and resources

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>61</b>     | <b>55</b> | <b>73</b> | <b>59</b>          | <b>65</b> | <b>56</b>  | <b>69</b>            | <b>60</b> | <b>72</b>           | <b>100</b> | <b>25</b>    | <b>54</b> | <b>60</b>            | <b>65</b>    | <b>72</b>     | <b>54</b> |           |           |           |           |
| Very satisfied                   | 17            | 15        | 25        | 16                 | 13        | 26         | 21                   | 4         | 17                  | 100        | 12           | 54        | 24                   | 17           | 23            | 11        |           |           |           |           |
| Somewhat satisfied               | 44            | 41        | 48        | 43                 | 52        | 30         | 48                   | 56        | 55                  | 0          | 13           | 0         | 36                   | 48           | 49            | 43        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>     | <b>15</b> | <b>10</b> | <b>13</b>          | <b>14</b> | <b>9</b>   | <b>13</b>            | <b>14</b> | <b>11</b>           | <b>0</b>   | <b>66</b>    | <b>0</b>  | <b>23</b>            | <b>15</b>    | <b>12</b>     | <b>12</b> |           |           |           |           |
| Somewhat dissatisfied            | 10            | 11        | 10        | 10                 | 11        | 9          | 11                   | 11        | 8                   | 0          | 66           | 0         | 15                   | 13           | 10            | 9         |           |           |           |           |
| Very dissatisfied                | 3             | 4         | 0         | 3                  | 3         | 0          | 2                    | 3         | 3                   | 0          | 0            | 0         | 8                    | 1            | 1             | 3         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>26</b>     | <b>30</b> | <b>17</b> | <b>28</b>          | <b>21</b> | <b>34</b>  | <b>17</b>            | <b>26</b> | <b>18</b>           | <b>0</b>   | <b>8</b>     | <b>46</b> | <b>17</b>            | <b>21</b>    | <b>17</b>     | <b>34</b> |           |           |           |           |
| No opinion/DK                    | 26            | 30        | 17        | 28                 | 21        | 34         | 17                   | 26        | 18                  | 0          | 8            | 46        | 17                   | 21           | 17            | 34        |           |           |           |           |
|                                  |               |           |           |                    |           |            |                      |           |                     |            |              |           |                      |              |               |           |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>61</b>     | <b>59</b> | <b>62</b> | <b>63</b>          | <b>67</b> | <b>69</b>  | <b>53</b>            | <b>64</b> | <b>53</b>           | <b>66</b>  | <b>56</b>    | <b>65</b> | <b>60</b>            | <b>59</b>    | <b>63</b>     | <b>60</b> | <b>67</b> | <b>52</b> | <b>61</b> | <b>60</b> |
| Very satisfied                   | 17            | 14        | 20        | 12                 | 23        | 21         | 11                   | 21        | 16                  | 19         | 15           | 18        | 15                   | 18           | 24            | 21        | 21        | 1         | 23        | 12        |
| Somewhat satisfied               | 44            | 45        | 43        | 51                 | 44        | 47         | 43                   | 44        | 37                  | 47         | 42           | 47        | 45                   | 41           | 38            | 39        | 46        | 50        | 39        | 48        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>     | <b>13</b> | <b>14</b> | <b>18</b>          | <b>12</b> | <b>13</b>  | <b>18</b>            | <b>4</b>  | <b>5</b>            | <b>14</b>  | <b>11</b>    | <b>14</b> | <b>16</b>            | <b>5</b>     | <b>10</b>     | <b>21</b> | <b>7</b>  | <b>17</b> | <b>15</b> | <b>11</b> |
| Somewhat dissatisfied            | 10            | 11        | 9         | 18                 | 7         | 13         | 10                   | 4         | 5                   | 12         | 7            | 12        | 11                   | 5            | 9             | 15        | 5         | 13        | 12        | 8         |
| Very dissatisfied                | 3             | 2         | 5         | 0                  | 4         | 0          | 8                    | 0         | 0                   | 2          | 4            | 3         | 4                    | 0            | 2             | 6         | 2         | 5         | 4         | 3         |
| <b><u>NO OPINION/DK</u></b>      | <b>26</b>     | <b>28</b> | <b>24</b> | <b>19</b>          | <b>22</b> | <b>19</b>  | <b>29</b>            | <b>32</b> | <b>41</b>           | <b>20</b>  | <b>33</b>    | <b>20</b> | <b>25</b>            | <b>36</b>    | <b>27</b>     | <b>19</b> | <b>26</b> | <b>31</b> | <b>23</b> | <b>28</b> |
| No opinion/DK                    | 26            | 28        | 24        | 19                 | 22        | 19         | 29                   | 32        | 41                  | 20         | 33           | 20        | 25                   | 36           | 27            | 19        | 26        | 31        | 23        | 28        |

Table 88: Q12v. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Providing social service support, programs and resources

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>61</b>     | <b>64</b>    | <b>54</b>  | <b>68</b>      | <b>59</b>    | <b>59</b>           | <b>59</b>    | <b>63</b>      | <b>62</b>      | <b>44</b>         | <b>64</b> | <b>49</b> | <b>64</b> | <b>66</b>      | <b>66</b>    | <b>62</b>    | <b>63</b>    |
| Very satisfied                   | 17            | 18           | 9          | 20             | 20           | 21                  | 10           | 24             | 15             | 12                | 19        | 13        | 31        | 7              | 19           | 17           | 18           |
| Somewhat satisfied               | 44            | 45           | 45         | 48             | 38           | 38                  | 49           | 39             | 46             | 33                | 45        | 36        | 33        | 59             | 47           | 45           | 45           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b>     | <b>16</b>    | <b>9</b>   | <b>12</b>      | <b>13</b>    | <b>18</b>           | <b>10</b>    | <b>14</b>      | <b>14</b>      | <b>9</b>          | <b>11</b> | <b>20</b> | <b>10</b> | <b>11</b>      | <b>14</b>    | <b>14</b>    | <b>13</b>    |
| Somewhat dissatisfied            | 10            | 13           | 8          | 11             | 7            | 14                  | 9            | 10             | 8              | 8                 | 11        | 17        | 10        | 8              | 7            | 10           | 10           |
| Very dissatisfied                | 3             | 2            | 1          | 1              | 6            | 4                   | 1            | 4              | 6              | 1                 | 0         | 3         | 0         | 3              | 7            | 3            | 3            |
| <b><u>NO OPINION/DK</u></b>      | <b>26</b>     | <b>21</b>    | <b>37</b>  | <b>19</b>      | <b>29</b>    | <b>23</b>           | <b>32</b>    | <b>23</b>      | <b>24</b>      | <b>47</b>         | <b>25</b> | <b>30</b> | <b>26</b> | <b>23</b>      | <b>20</b>    | <b>24</b>    | <b>24</b>    |
| No opinion/DK                    | 26            | 21           | 37         | 19             | 29           | 23                  | 32           | 23             | 24             | 47                | 25        | 30        | 26        | 23             | 20           | 24           | 24           |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                    | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>61</b> | <b>60</b> | <b>44</b> | <b>68</b> | <b>80</b> | <b>0</b>             | <b>61</b> |
| Very satisfied                   | 17        | 17        | 0         | 23        | 28        | 0                    | 17        |
| Somewhat satisfied               | 44        | 44        | 44        | 45        | 52        | 0                    | 44        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>13</b> | <b>13</b> | <b>14</b> | <b>23</b> | <b>13</b> | <b>0</b>             | <b>13</b> |
| Somewhat dissatisfied            | 10        | 10        | 14        | 10        | 13        | 0                    | 10        |
| Very dissatisfied                | 3         | 3         | 0         | 13        | 0         | 0                    | 3         |
| <b><u>NO OPINION/DK</u></b>      | <b>26</b> | <b>27</b> | <b>41</b> | <b>9</b>  | <b>7</b>  | <b>0</b>             | <b>26</b> |
| No opinion/DK                    | 26        | 27        | 41        | 9         | 7         | 0                    | 26        |

Table 89: Q12w. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Maintaining landscaping in public areas and along city streets

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>70</b>                               | <b>74</b>   | <b>67</b>   | <b>65</b>    | <b>72</b>       | <b>50</b>            | <b>80</b>          | <b>73</b>     | <b>44</b>         | <b>70</b>                 | <b>78</b>              | <b>47</b>   | <b>61</b>                    | <b>81</b> | <b>62</b>                     | <b>59</b>         | <b>74</b>                           | <b>75</b>   | <b>60</b>         | <b>78</b>    | <b>70</b>  |
| Very satisfied                   | 19                                      | 25          | 14          | 16           | 14              | 0                    | 30                 | 19            | 7                 | 19                        | 22                     | 11          | 20                           | 25        | 23                            | 14                | 23                                  | 17          | 17                | 24           | 19         |
| Somewhat satisfied               | 51                                      | 48          | 53          | 49           | 58              | 50                   | 50                 | 54            | 37                | 51                        | 56                     | 36          | 42                           | 56        | 40                            | 45                | 51                                  | 59          | 43                | 53           | 52         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>24</b>                               | <b>21</b>   | <b>25</b>   | <b>27</b>    | <b>20</b>       | <b>50</b>            | <b>11</b>          | <b>21</b>     | <b>54</b>         | <b>26</b>                 | <b>15</b>              | <b>45</b>   | <b>34</b>                    | <b>16</b> | <b>32</b>                     | <b>30</b>         | <b>19</b>                           | <b>22</b>   | <b>32</b>         | <b>17</b>    | <b>26</b>  |
| Somewhat dissatisfied            | 17                                      | 16          | 18          | 19           | 14              | 30                   | 8                  | 17            | 33                | 18                        | 12                     | 32          | 20                           | 14        | 29                            | 19                | 15                                  | 22          | 19                | 14           | 25         |
| Very dissatisfied                | 6                                       | 5           | 8           | 7            | 6               | 19                   | 3                  | 5             | 20                | 8                         | 3                      | 13          | 15                           | 2         | 3                             | 11                | 4                                   | 0           | 13                | 3            | 1          |
| <b><u>NO OPINION/DK</u></b>      | <b>6</b>                                | <b>5</b>    | <b>8</b>    | <b>8</b>     | <b>8</b>        | <b>0</b>             | <b>9</b>           | <b>6</b>      | <b>2</b>          | <b>4</b>                  | <b>7</b>               | <b>8</b>    | <b>4</b>                     | <b>3</b>  | <b>5</b>                      | <b>12</b>         | <b>6</b>                            | <b>3</b>    | <b>8</b>          | <b>5</b>     | <b>4</b>   |
| No opinion/DK                    | 6                                       | 5           | 8           | 8            | 8               | 0                    | 9                  | 6             | 2                 | 4                         | 7                      | 8           | 4                            | 3         | 5                             | 12                | 6                                   | 3           | 8                 | 5            | 4          |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>70</b>                               | <b>86</b>   | <b>78</b>   | <b>79</b>    | <b>38</b>       | <b>72</b>            | <b>76</b>          | <b>75</b>     | <b>66</b>         | <b>65</b>                 | <b>75</b>              | <b>68</b>   | <b>66</b>                    | <b>75</b> | <b>72</b>                     | <b>39</b>         | <b>58</b>                           | <b>62</b>   | <b>78</b>         | <b>78</b>    | <b>69</b>  |
| Very satisfied                   | 19                                      | 43          | 19          | 23           | 6               | 19                   | 18                 | 19            | 21                | 16                        | 20                     | 19          | 19                           | 21        | 21                            | 8                 | 15                                  | 10          | 29                | 21           | 18         |
| Somewhat satisfied               | 51                                      | 43          | 59          | 56           | 31              | 52                   | 57                 | 56            | 45                | 49                        | 55                     | 49          | 47                           | 54        | 51                            | 31                | 43                                  | 51          | 49                | 57           | 52         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>24</b>                               | <b>8</b>    | <b>18</b>   | <b>16</b>    | <b>61</b>       | <b>28</b>            | <b>20</b>          | <b>22</b>     | <b>25</b>         | <b>20</b>                 | <b>18</b>              | <b>25</b>   | <b>28</b>                    | <b>19</b> | <b>23</b>                     | <b>51</b>         | <b>32</b>                           | <b>35</b>   | <b>16</b>         | <b>17</b>    | <b>24</b>  |
| Somewhat dissatisfied            | 17                                      | 4           | 15          | 13           | 39              | 20                   | 15                 | 16            | 18                | 15                        | 15                     | 18          | 20                           | 14        | 18                            | 31                | 19                                  | 28          | 7                 | 14           | 20         |
| Very dissatisfied                | 6                                       | 4           | 3           | 3            | 22              | 9                    | 5                  | 6             | 7                 | 5                         | 3                      | 7           | 8                            | 5         | 4                             | 20                | 12                                  | 7           | 10                | 3            | 4          |
| <b><u>NO OPINION/DK</u></b>      | <b>6</b>                                | <b>6</b>    | <b>4</b>    | <b>5</b>     | <b>1</b>        | <b>0</b>             | <b>4</b>           | <b>3</b>      | <b>9</b>          | <b>15</b>                 | <b>6</b>               | <b>7</b>    | <b>6</b>                     | <b>6</b>  | <b>5</b>                      | <b>10</b>         | <b>11</b>                           | <b>3</b>    | <b>6</b>          | <b>5</b>     | <b>7</b>   |
| No opinion/DK                    | 6                                       | 6           | 4           | 5            | 1               | 0                    | 4                  | 3             | 9                 | 15                        | 6                      | 7           | 6                            | 6         | 5                             | 10                | 11                                  | 3           | 6                 | 5            | 7          |

Table 89: Q12w. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Maintaining landscaping in public areas and along city streets

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |           | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|-----------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DONT WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 647           | 414       | 184       | 146                | 317       | 140       | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201           | 154            | 146       |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>70</b>     | <b>69</b> | <b>74</b> | <b>71</b>          | <b>70</b> | <b>74</b> | <b>75</b>            | <b>63</b> | <b>75</b>           | <b>67</b>  | <b>82</b>    | <b>46</b> | <b>63</b>            | <b>77</b>     | <b>77</b>      | <b>61</b> |           |           |           |           |
| Very satisfied                   | 19            | 18        | 24        | 18                 | 19        | 22        | 24                   | 15        | 25                  | 0          | 6            | 0         | 28                   | 22            | 21             | 16        |           |           |           |           |
| Somewhat satisfied               | 51            | 50        | 50        | 53                 | 50        | 52        | 52                   | 48        | 50                  | 67         | 76           | 46        | 35                   | 55            | 56             | 45        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>24</b>     | <b>26</b> | <b>19</b> | <b>26</b>          | <b>23</b> | <b>19</b> | <b>18</b>            | <b>30</b> | <b>18</b>           | <b>33</b>  | <b>18</b>    | <b>0</b>  | <b>23</b>            | <b>20</b>     | <b>18</b>      | <b>33</b> |           |           |           |           |
| Somewhat dissatisfied            | 17            | 20        | 12        | 20                 | 18        | 13        | 13                   | 23        | 14                  | 0          | 18           | 0         | 17                   | 16            | 13             | 19        |           |           |           |           |
| Very dissatisfied                | 6             | 7         | 7         | 6                  | 5         | 7         | 4                    | 7         | 4                   | 33         | 0            | 0         | 6                    | 3             | 5              | 14        |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>6</b>      | <b>5</b>  | <b>7</b>  | <b>3</b>           | <b>7</b>  | <b>7</b>  | <b>7</b>             | <b>8</b>  | <b>7</b>            | <b>0</b>   | <b>0</b>     | <b>54</b> | <b>14</b>            | <b>3</b>      | <b>4</b>       | <b>6</b>  |           |           |           |           |
| No opinion/DK                    | 6             | 5         | 7         | 3                  | 7         | 7         | 7                    | 8         | 7                   | 0          | 0            | 54        | 14                   | 3             | 4              | 6         |           |           |           |           |
|                                  |               |           |           |                    |           |           |                      |           |                     |            |              |           |                      |               |                |           |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |           |                      |           |                     |            |              |           |                      | QE EDUCATION  |                |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49     | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 647           | 330       | 311       | 116                | 155       | 91        | 129                  | 78        | 65                  | 362        | 272          | 272       | 220                  | 142           | 148            | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>70</b>     | <b>72</b> | <b>68</b> | <b>76</b>          | <b>65</b> | <b>68</b> | <b>77</b>            | <b>68</b> | <b>73</b>           | <b>69</b>  | <b>73</b>    | <b>70</b> | <b>73</b>            | <b>70</b>     | <b>77</b>      | <b>70</b> | <b>77</b> | <b>55</b> | <b>73</b> | <b>68</b> |
| Very satisfied                   | 19            | 17        | 21        | 21                 | 26        | 17        | 15                   | 14        | 20                  | 22         | 16           | 24        | 16                   | 17            | 23             | 18        | 23        | 12        | 20        | 18        |
| Somewhat satisfied               | 51            | 54        | 47        | 55                 | 39        | 51        | 62                   | 54        | 52                  | 47         | 57           | 46        | 58                   | 53            | 54             | 52        | 54        | 43        | 53        | 49        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>24</b>     | <b>22</b> | <b>25</b> | <b>16</b>          | <b>27</b> | <b>28</b> | <b>20</b>            | <b>25</b> | <b>20</b>           | <b>24</b>  | <b>21</b>    | <b>22</b> | <b>23</b>            | <b>22</b>     | <b>15</b>      | <b>26</b> | <b>18</b> | <b>36</b> | <b>20</b> | <b>26</b> |
| Somewhat dissatisfied            | 17            | 15        | 20        | 9                  | 20        | 23        | 14                   | 18        | 15                  | 17         | 15           | 16        | 18                   | 17            | 11             | 21        | 14        | 23        | 16        | 18        |
| Very dissatisfied                | 6             | 7         | 5         | 6                  | 7         | 5         | 7                    | 6         | 4                   | 6          | 6            | 6         | 6                    | 5             | 4              | 5         | 5         | 12        | 4         | 8         |
| <b><u>NO OPINION/DK</u></b>      | <b>6</b>      | <b>6</b>  | <b>7</b>  | <b>9</b>           | <b>8</b>  | <b>4</b>  | <b>3</b>             | <b>8</b>  | <b>8</b>            | <b>7</b>   | <b>5</b>     | <b>8</b>  | <b>3</b>             | <b>8</b>      | <b>8</b>       | <b>4</b>  | <b>5</b>  | <b>9</b>  | <b>6</b>  | <b>6</b>  |
| No opinion/DK                    | 6             | 6         | 7         | 9                  | 8         | 4         | 3                    | 8         | 8                   | 7          | 5            | 8         | 3                    | 8             | 8              | 4         | 5         | 9         | 6         | 6         |

Table 89: Q12w. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Maintaining landscaping in public areas and along city streets

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>70</b>     | <b>69</b>    | <b>78</b>  | <b>69</b>      | <b>69</b>    | <b>76</b>           | <b>69</b>    | <b>71</b>      | <b>66</b>      | <b>62</b>         | <b>83</b> | <b>70</b> | <b>70</b> | <b>60</b>      | <b>76</b>    | <b>69</b>    | <b>72</b>    |
| Very satisfied                   | 19            | 20           | 14         | 25             | 17           | 15                  | 19           | 25             | 18             | 22                | 30        | 19        | 18        | 6              | 23           | 16           | 19           |
| Somewhat satisfied               | 51            | 49           | 64         | 45             | 51           | 61                  | 50           | 45             | 49             | 41                | 53        | 51        | 52        | 54             | 52           | 52           | 53           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>24</b>     | <b>22</b>    | <b>19</b>  | <b>25</b>      | <b>23</b>    | <b>19</b>           | <b>24</b>    | <b>22</b>      | <b>28</b>      | <b>32</b>         | <b>12</b> | <b>27</b> | <b>22</b> | <b>29</b>      | <b>20</b>    | <b>25</b>    | <b>22</b>    |
| Somewhat dissatisfied            | 17            | 15           | 14         | 20             | 17           | 16                  | 14           | 16             | 23             | 20                | 7         | 21        | 17        | 21             | 14           | 18           | 16           |
| Very dissatisfied                | 6             | 7            | 5          | 5              | 6            | 3                   | 10           | 5              | 5              | 12                | 5         | 6         | 4         | 8              | 6            | 6            | 6            |
| <b><u>NO OPINION/DK</u></b>      | <b>6</b>      | <b>9</b>     | <b>2</b>   | <b>5</b>       | <b>8</b>     | <b>5</b>            | <b>7</b>     | <b>8</b>       | <b>6</b>       | <b>6</b>          | <b>5</b>  | <b>3</b>  | <b>9</b>  | <b>11</b>      | <b>4</b>     | <b>7</b>     | <b>7</b>     |
| No opinion/DK                    | 6             | 9            | 2          | 5              | 8            | 5                   | 7            | 8              | 6              | 6                 | 5         | 3         | 9         | 11             | 4            | 7            | 7            |

|                                  | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |           |           |
|----------------------------------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN                 | A         | B         |
| Column n-Size                    | 647       | 587       | 15        | 27        | 18                   | 323       | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>70</b> | <b>69</b> | <b>71</b> | <b>95</b> | <b>81</b>            | <b>72</b> | <b>68</b> |
| Very satisfied                   | 19        | 18        | 26        | 48        | 12                   | 20        | 19        |
| Somewhat satisfied               | 51        | 51        | 46        | 47        | 69                   | 52        | 50        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>24</b> | <b>25</b> | <b>22</b> | <b>5</b>  | <b>19</b>            | <b>23</b> | <b>24</b> |
| Somewhat dissatisfied            | 17        | 18        | 22        | 0         | 19                   | 17        | 17        |
| Very dissatisfied                | 6         | 7         | 0         | 5         | 0                    | 7         | 6         |
| <b><u>NO OPINION/DK</u></b>      | <b>6</b>  | <b>7</b>  | <b>6</b>  | <b>0</b>  | <b>0</b>             | <b>5</b>  | <b>8</b>  |
| No opinion/DK                    | 6         | 7         | 6         | 0         | 0                    | 5         | 8         |

Table 90: Q12x. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Operating Milpitas SMART, an on-demand ride-sharing service

|                                  | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                  | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134       | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b><u>TOTAL SATISFIED</u></b>    | <b>50</b>                               | <b>56</b>   | <b>45</b>   | <b>41</b>    | <b>53</b>       | <b>36</b>            | <b>40</b>          | <b>59</b>     | <b>28</b>         | <b>53</b>                 | <b>55</b>              | <b>38</b>   | <b>46</b>                    | <b>66</b> | <b>54</b>                     | <b>41</b>         | <b>61</b>                           | <b>60</b>   | <b>43</b>         | <b>64</b>    | <b>57</b>  |
| Very satisfied                   | 16                                      | 19          | 14          | 11           | 18              | 14                   | 15                 | 19            | 6                 | 18                        | 18                     | 11          | 18                           | 20        | 30                            | 12                | 18                                  | 29          | 15                | 19           | 29         |
| Somewhat satisfied               | 34                                      | 37          | 31          | 30           | 35              | 22                   | 24                 | 40            | 22                | 34                        | 37                     | 27          | 28                           | 46        | 24                            | 28                | 43                                  | 31          | 28                | 45           | 28         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>9</b>                                | <b>11</b>   | <b>8</b>    | <b>7</b>     | <b>9</b>        | <b>4</b>             | <b>5</b>           | <b>8</b>      | <b>21</b>         | <b>11</b>                 | <b>9</b>               | <b>8</b>    | <b>10</b>                    | <b>6</b>  | <b>6</b>                      | <b>18</b>         | <b>8</b>                            | <b>20</b>   | <b>14</b>         | <b>7</b>     | <b>14</b>  |
| Somewhat dissatisfied            | 6                                       | 9           | 4           | 5            | 4               | 0                    | 3                  | 6             | 11                | 6                         | 7                      | 6           | 8                            | 6         | 6                             | 11                | 4                                   | 16          | 9                 | 5            | 12         |
| Very dissatisfied                | 3                                       | 3           | 3           | 2            | 5               | 4                    | 1                  | 2             | 10                | 5                         | 2                      | 2           | 2                            | 0         | 0                             | 7                 | 4                                   | 3           | 4                 | 2            | 2          |
| <b><u>NO OPINION/DK</u></b>      | <b>40</b>                               | <b>32</b>   | <b>47</b>   | <b>52</b>    | <b>39</b>       | <b>61</b>            | <b>56</b>          | <b>33</b>     | <b>51</b>         | <b>37</b>                 | <b>36</b>              | <b>54</b>   | <b>44</b>                    | <b>28</b> | <b>41</b>                     | <b>41</b>         | <b>31</b>                           | <b>21</b>   | <b>43</b>         | <b>29</b>    | <b>28</b>  |
| No opinion/DK                    | 40                                      | 32          | 47          | 52           | 39              | 61                   | 56                 | 33            | 51                | 37                        | 36                     | 54          | 44                           | 28        | 41                            | 41                | 31                                  | 21          | 43                | 29           | 28         |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                  | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                  | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                  |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                    | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324       | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b><u>TOTAL SATISFIED</u></b>    | <b>50</b>                               | <b>55</b>   | <b>56</b>   | <b>56</b>    | <b>31</b>       | <b>78</b>            | <b>76</b>          | <b>77</b>     | <b>27</b>         | <b>12</b>                 | <b>81</b>              | <b>43</b>   | <b>52</b>                    | <b>49</b> | <b>57</b>                     | <b>30</b>         | <b>37</b>                           | <b>43</b>   | <b>52</b>         | <b>59</b>    | <b>52</b>  |
| Very satisfied                   | 16                                      | 30          | 17          | 19           | 9               | 48                   | 19                 | 27            | 7                 | 3                         | 31                     | 13          | 18                           | 15        | 21                            | 5                 | 17                                  | 13          | 18                | 16           | 16         |
| Somewhat satisfied               | 34                                      | 26          | 40          | 37           | 22              | 30                   | 58                 | 50            | 20                | 9                         | 50                     | 30          | 34                           | 34        | 36                            | 25                | 20                                  | 29          | 34                | 44           | 36         |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>9</b>                                | <b>5</b>    | <b>8</b>    | <b>7</b>     | <b>22</b>       | <b>10</b>            | <b>8</b>           | <b>8</b>      | <b>12</b>         | <b>0</b>                  | <b>10</b>              | <b>10</b>   | <b>11</b>                    | <b>8</b>  | <b>9</b>                      | <b>18</b>         | <b>8</b>                            | <b>16</b>   | <b>5</b>          | <b>8</b>     | <b>12</b>  |
| Somewhat dissatisfied            | 6                                       | 5           | 5           | 5            | 13              | 9                    | 6                  | 7             | 7                 | 0                         | 8                      | 6           | 8                            | 5         | 7                             | 8                 | 5                                   | 14          | 5                 | 6            | 6          |
| Very dissatisfied                | 3                                       | 0           | 2           | 2            | 9               | 1                    | 2                  | 2             | 5                 | 0                         | 1                      | 4           | 3                            | 3         | 2                             | 10                | 3                                   | 2           | 0                 | 2            | 5          |
| <b><u>NO OPINION/DK</u></b>      | <b>40</b>                               | <b>39</b>   | <b>36</b>   | <b>37</b>    | <b>48</b>       | <b>12</b>            | <b>16</b>          | <b>15</b>     | <b>61</b>         | <b>88</b>                 | <b>10</b>              | <b>47</b>   | <b>37</b>                    | <b>43</b> | <b>33</b>                     | <b>52</b>         | <b>55</b>                           | <b>42</b>   | <b>43</b>         | <b>33</b>    | <b>36</b>  |
| No opinion/DK                    | 40                                      | 39          | 36          | 37           | 48              | 12                   | 16                 | 15            | 61                | 88                        | 10                     | 47          | 37                           | 43        | 33                            | 52                | 55                                  | 42          | 43                | 33           | 36         |

Table 90: Q12x. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Operating Milpitas SMART, an on-demand ride-sharing service

|                                  | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |           | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|----------------------------------|---------------|-----------|-----------|--------------------|-----------|-----------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                  | Total         | OWN       | RENT      | WFH                | COM MUTE  | DONT WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                    | 647           | 414       | 184       | 146                | 317       | 140       | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b><u>TOTAL SATISFIED</u></b>    | <b>50</b>     | <b>47</b> | <b>54</b> | <b>51</b>          | <b>57</b> | <b>34</b> | <b>71</b>            | <b>41</b> | <b>68</b>           | <b>100</b> | <b>90</b>    | <b>100</b> | <b>56</b>            | <b>54</b>    | <b>67</b>     | <b>38</b> |           |           |           |           |
| Very satisfied                   | 16            | 15        | 19        | 15                 | 21        | 8         | 25                   | 17        | 23                  | 75         | 22           | 46         | 13                   | 19           | 18            | 17        |           |           |           |           |
| Somewhat satisfied               | 34            | 32        | 35        | 36                 | 36        | 26        | 46                   | 23        | 44                  | 25         | 68           | 54         | 42                   | 36           | 48            | 20        |           |           |           |           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>9</b>      | <b>9</b>  | <b>11</b> | <b>8</b>           | <b>10</b> | <b>9</b>  | <b>9</b>             | <b>11</b> | <b>9</b>            | <b>0</b>   | <b>5</b>     | <b>0</b>   | <b>12</b>            | <b>14</b>    | <b>5</b>      | <b>9</b>  |           |           |           |           |
| Somewhat dissatisfied            | 6             | 6         | 9         | 7                  | 6         | 6         | 6                    | 6         | 6                   | 0          | 5            | 0          | 8                    | 10           | 4             | 5         |           |           |           |           |
| Very dissatisfied                | 3             | 3         | 1         | 1                  | 4         | 2         | 3                    | 5         | 3                   | 0          | 0            | 0          | 4                    | 4            | 1             | 4         |           |           |           |           |
| <b><u>NO OPINION/DK</u></b>      | <b>40</b>     | <b>45</b> | <b>35</b> | <b>41</b>          | <b>33</b> | <b>57</b> | <b>20</b>            | <b>48</b> | <b>23</b>           | <b>0</b>   | <b>4</b>     | <b>0</b>   | <b>32</b>            | <b>32</b>    | <b>28</b>     | <b>53</b> |           |           |           |           |
| No opinion/DK                    | 40            | 45        | 35        | 41                 | 33        | 57        | 20                   | 48        | 23                  | 0          | 4            | 0          | 32                   | 32           | 28            | 53        |           |           |           |           |
|                                  |               |           |           |                    |           |           |                      |           |                     |            |              |            |                      |              |               |           |           |           |           |           |
|                                  | QD GENDER     |           |           | QB AGE             |           |           |                      |           |                     |            |              |            |                      | QE EDUCATION |               |           |           |           |           |           |
|                                  | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49     | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                    | 647           | 330       | 311       | 116                | 155       | 91        | 129                  | 78        | 65                  | 362        | 272          | 272        | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>50</b>     | <b>53</b> | <b>47</b> | <b>61</b>          | <b>54</b> | <b>47</b> | <b>49</b>            | <b>42</b> | <b>41</b>           | <b>54</b>  | <b>45</b>    | <b>57</b>  | <b>48</b>            | <b>41</b>    | <b>51</b>     | <b>55</b> | <b>59</b> | <b>34</b> | <b>53</b> | <b>48</b> |
| Very satisfied                   | 16            | 18        | 14        | 16                 | 24        | 15        | 12                   | 16        | 10                  | 19         | 13           | 21         | 14                   | 13           | 14            | 17        | 24        | 8         | 15        | 17        |
| Somewhat satisfied               | 34            | 35        | 33        | 45                 | 29        | 32        | 37                   | 26        | 32                  | 35         | 33           | 36         | 35                   | 29           | 37            | 39        | 35        | 26        | 38        | 31        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>9</b>      | <b>10</b> | <b>9</b>  | <b>14</b>          | <b>13</b> | <b>9</b>  | <b>6</b>             | <b>4</b>  | <b>7</b>            | <b>12</b>  | <b>5</b>     | <b>13</b>  | <b>7</b>             | <b>5</b>     | <b>9</b>      | <b>12</b> | <b>5</b>  | <b>13</b> | <b>11</b> | <b>8</b>  |
| Somewhat dissatisfied            | 6             | 5         | 8         | 10                 | 8         | 9         | 3                    | 3         | 2                   | 9          | 3            | 9          | 5                    | 3            | 3             | 9         | 4         | 10        | 6         | 7         |
| Very dissatisfied                | 3             | 4         | 1         | 4                  | 5         | 1         | 3                    | 1         | 5                   | 4          | 2            | 5          | 2                    | 2            | 7             | 3         | 0         | 3         | 5         | 2         |
| <b><u>NO OPINION/DK</u></b>      | <b>40</b>     | <b>37</b> | <b>44</b> | <b>25</b>          | <b>34</b> | <b>43</b> | <b>45</b>            | <b>55</b> | <b>52</b>           | <b>33</b>  | <b>49</b>    | <b>30</b>  | <b>44</b>            | <b>53</b>    | <b>40</b>     | <b>33</b> | <b>37</b> | <b>52</b> | <b>36</b> | <b>44</b> |
| No opinion/DK                    | 40            | 37        | 44        | 25                 | 34        | 43        | 45                   | 55        | 52                  | 33         | 49           | 30         | 44                   | 53           | 40            | 33        | 37        | 52        | 36        | 44        |

Table 90: Q12x. Here is the same list of services provided to residents. This time, after each one, please indicate how satisfied you are with that service. : Operating Milpitas SMART, an on-demand ride-sharing service

|                                  | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                  | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                    | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL SATISFIED</u></b>    | <b>50</b>     | <b>55</b>    | <b>51</b>  | <b>54</b>      | <b>40</b>    | <b>57</b>           | <b>51</b>    | <b>49</b>      | <b>45</b>      | <b>32</b>         | <b>60</b> | <b>42</b> | <b>59</b> | <b>61</b>      | <b>46</b>    | <b>52</b>    | <b>53</b>    |
| Very satisfied                   | 16            | 22           | 12         | 16             | 12           | 21                  | 17           | 10             | 17             | 8                 | 26        | 13        | 23        | 14             | 10           | 14           | 17           |
| Somewhat satisfied               | 34            | 32           | 39         | 38             | 27           | 36                  | 34           | 39             | 28             | 24                | 33        | 29        | 36        | 47             | 36           | 38           | 35           |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>9</b>      | <b>12</b>    | <b>6</b>   | <b>13</b>      | <b>4</b>     | <b>11</b>           | <b>8</b>     | <b>10</b>      | <b>8</b>       | <b>9</b>          | <b>7</b>  | <b>10</b> | <b>7</b>  | <b>8</b>       | <b>13</b>    | <b>10</b>    | <b>9</b>     |
| Somewhat dissatisfied            | 6             | 7            | 2          | 11             | 3            | 3                   | 6            | 8              | 8              | 6                 | 5         | 9         | 6         | 6              | 8            | 7            | 6            |
| Very dissatisfied                | 3             | 5            | 4          | 2              | 1            | 8                   | 2            | 3              | 1              | 3                 | 2         | 1         | 2         | 2              | 5            | 3            | 3            |
| <b><u>NO OPINION/DK</u></b>      | <b>40</b>     | <b>33</b>    | <b>43</b>  | <b>33</b>      | <b>56</b>    | <b>32</b>           | <b>41</b>    | <b>41</b>      | <b>46</b>      | <b>59</b>         | <b>34</b> | <b>49</b> | <b>34</b> | <b>31</b>      | <b>40</b>    | <b>38</b>    | <b>38</b>    |
| No opinion/DK                    | 40            | 33           | 43         | 33             | 56           | 32                  | 41           | 41             | 46             | 59                | 34        | 49        | 34        | 31             | 40           | 38           | 38           |

|                                  | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                  | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                    | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>TOTAL SATISFIED</u></b>    | <b>50</b> | <b>51</b> | <b>43</b> | <b>38</b> | <b>43</b> | <b>51</b>            | <b>49</b> |
| Very satisfied                   | 16        | 17        | 17        | 12        | 4         | 17                   | 16        |
| Somewhat satisfied               | 34        | 34        | 27        | 26        | 39        | 34                   | 33        |
| <b><u>TOTAL DISSATISFIED</u></b> | <b>9</b>  | <b>9</b>  | <b>9</b>  | <b>9</b>  | <b>22</b> | <b>7</b>             | <b>12</b> |
| Somewhat dissatisfied            | 6         | 6         | 9         | 4         | 22        | 5                    | 7         |
| Very dissatisfied                | 3         | 3         | 0         | 5         | 0         | 2                    | 4         |
| <b><u>NO OPINION/DK</u></b>      | <b>40</b> | <b>40</b> | <b>48</b> | <b>53</b> | <b>35</b> | <b>42</b>            | <b>39</b> |
| No opinion/DK                    | 40        | 40        | 48        | 53        | 35        | 42                   | 39        |



Table 91: Q14. Over the last two years, have you had contact with a City department or agency in person, on the phone, or via email?

|               | DATA COLLECTION MODE/<br>CONTACT METHOD |       |        |       |      |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |      |      | Q7B VIOLENT CRIME |      |      | Q7 COMBINED CRIME |      |      |
|---------------|-----------------------------------------|-------|--------|-------|------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------|------|-------------------|------|------|-------------------|------|------|
|               | Total                                   | PHONE | ONLINE | EMAIL | TEXT | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME | DECR | INCR              | SAME | DECR | INCR              | SAME | DECR |
|               |                                         |       |        |       |      |              |                    |             |                 |                           |                |             |                    |      |      |                   |      |      |                   |      |      |
| Column n-Size | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| Yes           | 48                                      | 47    | 48     | 50    | 45   | 49           | 52                 | 45          | 55              | 59                        | 40             | 48          | 47                 | 39   | 70   | 50                | 48   | 46   | 48                | 44   | 55   |
| No            | 50                                      | 52    | 48     | 46    | 52   | 47           | 46                 | 53          | 43              | 39                        | 59             | 49          | 48                 | 60   | 30   | 49                | 52   | 50   | 48                | 56   | 43   |
| DK            | 2                                       | 1     | 4      | 4     | 3    | 3            | 2                  | 2           | 2               | 3                         | 1              | 3           | 5                  | 1    | 0    | 2                 | 0    | 4    | 3                 | 1    | 3    |

|               | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |      |               |                   |    | Q10 EVER<br>USED SMART |     | Q14 RECENT<br>CNTACT W/ CITY |     | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|---------------|------------------|-------------|-------------|--------------|-----------------|----------------------|------|---------------|-------------------|----|------------------------|-----|------------------------------|-----|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|               | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK | YES                    | NO  | YES                          | NO  | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|               |                  |             |             |              |                 |                      |      |               |                   |    |                        |     |                              |     |                               |                   |                                     |             |              |              |            |
| Column n-Size | 647              | 81          | 422         | 503          | 107             | 85                   | 234  | 318           | 280               | 49 | 136                    | 488 | 308                          | 324 | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Yes           | 48               | 58          | 46          | 47           | 49              | 74                   | 48   | 55            | 40                | 42 | 49                     | 47  | 100                          | 0   | 100                           | 100               | 51                                  | 61          | 39           | 39           | 53         |
| No            | 50               | 40          | 52          | 50           | 49              | 22                   | 50   | 43            | 58                | 56 | 48                     | 50  | 0                            | 100 | 0                             | 0                 | 44                                  | 36          | 60           | 58           | 45         |
| DK            | 2                | 3           | 2           | 3            | 2               | 4                    | 2    | 3             | 2                 | 2  | 3                      | 2   | 0                            | 0   | 0                             | 0                 | 4                                   | 3           | 1            | 3            | 1          |

|               | Q19 RESIDENCE |     |      | Q20 WORK SITUATION |             |               | Q21 WORK IN<br>MILPITAS |     | Q22 MODE OF COMMUTE |               |                 |      | Q23 HOUSEHOLD INCOME |                  |                   |         |
|---------------|---------------|-----|------|--------------------|-------------|---------------|-------------------------|-----|---------------------|---------------|-----------------|------|----------------------|------------------|-------------------|---------|
|               | Total         | OWN | RENT | WFH                | COM<br>MUTE | DON'T<br>WORK | YES                     | NO  | DRIVE               | RIDE<br>SHARE | PUBLIC<br>TRANS | WALK | <\$60K               | \$60K-<br>\$120K | \$120K-<br>\$180K | \$180K+ |
|               |               |     |      |                    |             |               |                         |     |                     |               |                 |      |                      |                  |                   |         |
| Column n-Size | 647           | 414 | 184  | 146                | 317         | 140           | 169                     | 145 | 146                 | 4             | 10              | 4    | 55                   | 201              | 154               | 146     |
| Yes           | 48            | 48  | 47   | 48                 | 46          | 46            | 39                      | 56  | 34                  | 79            | 89              | 54   | 43                   | 52               | 49                | 45      |
| No            | 50            | 49  | 52   | 49                 | 52          | 51            | 61                      | 41  | 66                  | 21            | 11              | 46   | 52                   | 48               | 51                | 51      |
| DK            | 2             | 3   | 1    | 3                  | 2           | 2             | 0                       | 3   | 0                   | 0             | 0               | 0    | 5                    | 0                | 0                 | 4       |

|               | QD GENDER |     |       | QB AGE |       |       |       |       |     |       | QE EDUCATION |       |       |     |               |              |              |              |       |       |
|---------------|-----------|-----|-------|--------|-------|-------|-------|-------|-----|-------|--------------|-------|-------|-----|---------------|--------------|--------------|--------------|-------|-------|
|               | Total     | MEN | WOMEN | 18-29  | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+          | 18-39 | 40-64 | 65+ | HS OR<br>LESS | SOME<br>COLL | COLL<br>GRAD | POST<br>GRAD | NCOLL | COLL+ |
|               |           |     |       |        |       |       |       |       |     |       |              |       |       |     |               |              |              |              |       |       |
| Column n-Size | 647       | 330 | 311   | 116    | 155   | 91    | 129   | 78    | 65  | 362   | 272          | 272   | 220   | 142 | 148           | 129          | 207          | 162          | 277   | 369   |
| Yes           | 48        | 49  | 46    | 41     | 43    | 56    | 46    | 49    | 55  | 46    | 49           | 42    | 50    | 52  | 43            | 51           | 42           | 56           | 47    | 48    |
| No            | 50        | 48  | 52    | 54     | 56    | 43    | 49    | 48    | 45  | 52    | 48           | 55    | 46    | 47  | 55            | 48           | 56           | 39           | 52    | 49    |
| DK            | 2         | 3   | 2     | 5      | 0     | 1     | 4     | 2     | 0   | 2     | 3            | 2     | 3     | 1   | 2             | 1            | 1            | 4            | 2     | 3     |

Table 91: Q14. Over the last two years, have you had contact with a City department or agency in person, on the phone, or via email?

|               | GENDER BY AGE |              |            |                | GENDER BY EDUCATION |              |              |                | QC ETHNICITY/RACE |       |        |      |     |                |              |              |              |
|---------------|---------------|--------------|------------|----------------|---------------------|--------------|--------------|----------------|-------------------|-------|--------|------|-----|----------------|--------------|--------------|--------------|
|               | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+        | NCOLL<br>MEN | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN    | WHITE | LATINO | CHIN | FIL | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size | 647           | 196          | 129        | 162            | 141                 | 137          | 193          | 138            | 172               | 71    | 84     | 97   | 84  | 123            | 116          | 420          | 562          |
| Yes           | 48            | 49           | 48         | 43             | 50                  | 50           | 49           | 44             | 48                | 64    | 41     | 42   | 49  | 47             | 41           | 45           | 46           |
| No            | 50            | 50           | 47         | 55             | 48                  | 48           | 49           | 55             | 49                | 36    | 59     | 54   | 49  | 46             | 59           | 52           | 52           |
| DK            | 2             | 2            | 4          | 2              | 2                   | 2            | 3            | 1              | 3                 | 0     | 0      | 4    | 2   | 7              | 0            | 3            | 2            |

|               | LANGUAGE |     |      |      | A/B SPLIT<br>SAMPLES |     |     |
|---------------|----------|-----|------|------|----------------------|-----|-----|
|               | Total    | ENG | SPAN | VIET | CHIN                 | A   | B   |
| Column n-Size | 647      | 587 | 15   | 27   | 18                   | 323 | 324 |
| Yes           | 48       | 49  | 44   | 21   | 43                   | 48  | 47  |
| No            | 50       | 48  | 56   | 79   | 57                   | 49  | 51  |
| DK            | 2        | 3   | 0    | 0    | 0                    | 2   | 2   |

Table 92: Q15. 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?

|                                         | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|-----------------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                         | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                         |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                           | 308                                     | 138         | 170         | 101          | 61              | 8                    | 74                 | 186           | 48                | 127                       | 125                    | 44          | 45                           | 52        | 18                            | 43                | 67                                  | 20          | 88                | 119          | 38         |
| <b><u>VERY/SMWT SATISFIED</u></b>       | <b>82</b>                               | <b>84</b>   | <b>80</b>   | <b>80</b>    | <b>76</b>       | <b>100</b>           | <b>95</b>          | <b>83</b>     | <b>58</b>         | <b>78</b>                 | <b>90</b>              | <b>75</b>   | <b>71</b>                    | <b>97</b> | <b>83</b>                     | <b>84</b>         | <b>85</b>                           | <b>91</b>   | <b>77</b>         | <b>90</b>    | <b>87</b>  |
| Very satisfied                          | 42                                      | 48          | 38          | 47           | 22              | 59                   | 63                 | 39            | 23                | 44                        | 46                     | 31          | 39                           | 48        | 42                            | 38                | 46                                  | 48          | 39                | 47           | 45         |
| Somewhat satisfied                      | 39                                      | 37          | 41          | 34           | 54              | 41                   | 32                 | 43            | 35                | 35                        | 44                     | 44          | 32                           | 49        | 41                            | 45                | 39                                  | 43          | 38                | 43           | 42         |
| <b><u>NOT TOO/ AT ALL SATISFIED</u></b> | <b>18</b>                               | <b>16</b>   | <b>19</b>   | <b>19</b>    | <b>22</b>       | <b>0</b>             | <b>5</b>           | <b>17</b>     | <b>40</b>         | <b>22</b>                 | <b>9</b>               | <b>25</b>   | <b>29</b>                    | <b>3</b>  | <b>17</b>                     | <b>16</b>         | <b>15</b>                           | <b>9</b>    | <b>23</b>         | <b>10</b>    | <b>13</b>  |
| Not too satisfied                       | 10                                      | 10          | 10          | 10           | 13              | 0                    | 3                  | 12            | 13                | 13                        | 7                      | 7           | 15                           | 3         | 7                             | 8                 | 12                                  | 9           | 12                | 8            | 8          |
| Not at all satisfied                    | 8                                       | 6           | 9           | 10           | 10              | 0                    | 1                  | 5             | 27                | 9                         | 2                      | 18          | 14                           | 0         | 10                            | 8                 | 3                                   | 0           | 11                | 1            | 5          |
| <b><u>DK</u></b>                        | <b>0</b>                                | <b>0</b>    | <b>1</b>    | <b>0</b>     | <b>2</b>        | <b>0</b>             | <b>0</b>           | <b>0</b>      | <b>2</b>          | <b>0</b>                  | <b>1</b>               | <b>0</b>    | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>0</b>          | <b>0</b>     | <b>0</b>   |
| DK                                      | 0                                       | 0           | 1           | 0            | 2               | 0                    | 0                  | 0             | 2                 | 0                         | 1                      | 0           | 0                            | 0         | 0                             | 0                 | 0                                   | 0           | 0                 | 0            | 0          |
|                                         |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                                         | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                         | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                         |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                           | 308                                     | 46          | 192         | 239          | 53              | 63                   | 112                | 175           | 113               | 20                        | 67                     | 232         | 308                          | 0         | 252                           | 55                | 52                                  | 36          | 48                | 57           | 113        |
| <b><u>VERY/SMWT SATISFIED</u></b>       | <b>82</b>                               | <b>90</b>   | <b>93</b>   | <b>92</b>    | <b>43</b>       | <b>84</b>            | <b>88</b>          | <b>86</b>     | <b>76</b>         | <b>75</b>                 | <b>91</b>              | <b>79</b>   | <b>82</b>                    | <b>0</b>  | <b>100</b>                    | <b>0</b>          | <b>76</b>                           | <b>82</b>   | <b>85</b>         | <b>89</b>    | <b>79</b>  |
| Very satisfied                          | 42                                      | 67          | 46          | 50           | 21              | 55                   | 46                 | 50            | 35                | 23                        | 42                     | 44          | 42                           | 0         | 52                            | 0                 | 40                                  | 32          | 41                | 41           | 49         |
| Somewhat satisfied                      | 39                                      | 23          | 47          | 42           | 23              | 29                   | 41                 | 37            | 41                | 52                        | 49                     | 35          | 39                           | 0         | 48                            | 0                 | 36                                  | 50          | 44                | 47           | 30         |
| <b><u>NOT TOO/ AT ALL SATISFIED</u></b> | <b>18</b>                               | <b>10</b>   | <b>7</b>    | <b>8</b>     | <b>57</b>       | <b>16</b>            | <b>12</b>          | <b>14</b>     | <b>24</b>         | <b>18</b>                 | <b>9</b>               | <b>21</b>   | <b>18</b>                    | <b>0</b>  | <b>0</b>                      | <b>100</b>        | <b>21</b>                           | <b>18</b>   | <b>15</b>         | <b>11</b>    | <b>20</b>  |
| Not too satisfied                       | 10                                      | 0           | 7           | 5            | 25              | 8                    | 11                 | 10            | 10                | 11                        | 8                      | 11          | 10                           | 0         | 0                             | 56                | 7                                   | 12          | 11                | 8            | 12         |
| Not at all satisfied                    | 8                                       | 10          | 1           | 3            | 32              | 8                    | 2                  | 4             | 14                | 6                         | 1                      | 10          | 8                            | 0         | 0                             | 44                | 15                                  | 7           | 4                 | 3            | 9          |
| <b><u>DK</u></b>                        | <b>0</b>                                | <b>0</b>    | <b>0</b>    | <b>0</b>     | <b>0</b>        | <b>0</b>             | <b>0</b>           | <b>0</b>      | <b>0</b>          | <b>8</b>                  | <b>0</b>               | <b>1</b>    | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>0</b>          | <b>2</b>                            | <b>0</b>    | <b>0</b>          | <b>0</b>     | <b>0</b>   |
| DK                                      | 0                                       | 0           | 0           | 0            | 0               | 0                    | 0                  | 0             | 0                 | 8                         | 0                      | 1           | 0                            | 0         | 0                             | 0                 | 2                                   | 0           | 0                 | 0            | 0          |

Table 92: Q15. 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?

|                                         | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |           | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |               |                |           |           |           |           |           |
|-----------------------------------------|---------------|-----------|-----------|--------------------|-----------|-----------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|---------------|----------------|-----------|-----------|-----------|-----------|-----------|
|                                         | Total         | OWN       | RENT      | WFH                | COM MUTE  | DONT WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |           |           |
| Column n-Size                           | 308           | 199       | 87        | 70                 | 147       | 65        | 66                   | 81        | 50                  | 3          | 9            | 2          | 24                   | 104           | 75             | 66        |           |           |           |           |
| <b><u>VERY/SMWT SATISFIED</u></b>       | <b>82</b>     | <b>81</b> | <b>91</b> | <b>82</b>          | <b>83</b> | <b>85</b> | <b>92</b>            | <b>75</b> | <b>91</b>           | <b>100</b> | <b>94</b>    | <b>100</b> | <b>87</b>            | <b>84</b>     | <b>89</b>      | <b>71</b> |           |           |           |           |
| Very satisfied                          | 42            | 45        | 39        | 41                 | 43        | 44        | 42                   | 43        | 36                  | 84         | 80           | 0          | 38                   | 43            | 51             | 37        |           |           |           |           |
| Somewhat satisfied                      | 39            | 36        | 52        | 41                 | 40        | 41        | 50                   | 31        | 55                  | 16         | 14           | 100        | 49                   | 41            | 38             | 34        |           |           |           |           |
| <b><u>NOT TOO/ AT ALL SATISFIED</u></b> | <b>18</b>     | <b>19</b> | <b>9</b>  | <b>18</b>          | <b>16</b> | <b>15</b> | <b>8</b>             | <b>24</b> | <b>9</b>            | <b>0</b>   | <b>6</b>     | <b>0</b>   | <b>13</b>            | <b>16</b>     | <b>11</b>      | <b>27</b> |           |           |           |           |
| Not too satisfied                       | 10            | 11        | 5         | 12                 | 7         | 6         | 8                    | 7         | 9                   | 0          | 6            | 0          | 5                    | 8             | 9              | 10        |           |           |           |           |
| Not at all satisfied                    | 8             | 8         | 3         | 7                  | 9         | 9         | 0                    | 17        | 0                   | 0          | 0            | 0          | 9                    | 7             | 2              | 18        |           |           |           |           |
| <b><u>DK</u></b>                        | <b>0</b>      | <b>1</b>  | <b>0</b>  | <b>0</b>           | <b>1</b>  | <b>1</b>  | <b>0</b>             | <b>1</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>0</b>             | <b>0</b>      | <b>0</b>       | <b>2</b>  |           |           |           |           |
| DK                                      | 0             | 1         | 0         | 0                  | 1         | 1         | 0                    | 1         | 0                   | 0          | 0            | 0          | 0                    | 0             | 0              | 2         |           |           |           |           |
|                                         | QD GENDER     |           |           | QB AGE             |           |           |                      |           |                     |            |              |            |                      |               | QE EDUCATION   |           |           |           |           |           |
|                                         | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49     | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                           | 308           | 163       | 143       | 48                 | 67        | 51        | 60                   | 38        | 35                  | 166        | 134          | 115        | 111                  | 74            | 64             | 65        | 87        | 91        | 129       | 178       |
| <b><u>VERY/SMWT SATISFIED</u></b>       | <b>82</b>     | <b>82</b> | <b>81</b> | <b>94</b>          | <b>83</b> | <b>85</b> | <b>69</b>            | <b>87</b> | <b>81</b>           | <b>87</b>  | <b>77</b>    | <b>87</b>  | <b>77</b>            | <b>84</b>     | <b>78</b>      | <b>89</b> | <b>83</b> | <b>78</b> | <b>84</b> | <b>80</b> |
| Very satisfied                          | 42            | 45        | 39        | 35                 | 53        | 48        | 31                   | 46        | 46                  | 46         | 39           | 45         | 39                   | 46            | 47             | 48        | 43        | 34        | 47        | 39        |
| Somewhat satisfied                      | 39            | 37        | 42        | 58                 | 30        | 38        | 38                   | 41        | 36                  | 40         | 38           | 42         | 38                   | 39            | 31             | 41        | 40        | 44        | 36        | 42        |
| <b><u>NOT TOO/ AT ALL SATISFIED</u></b> | <b>18</b>     | <b>18</b> | <b>18</b> | <b>6</b>           | <b>16</b> | <b>15</b> | <b>31</b>            | <b>12</b> | <b>19</b>           | <b>13</b>  | <b>22</b>    | <b>12</b>  | <b>23</b>            | <b>15</b>     | <b>22</b>      | <b>11</b> | <b>17</b> | <b>21</b> | <b>16</b> | <b>19</b> |
| Not too satisfied                       | 10            | 8         | 12        | 4                  | 8         | 9         | 22                   | 7         | 2                   | 7          | 12           | 6          | 16                   | 5             | 10             | 9         | 11        | 10        | 9         | 10        |
| Not at all satisfied                    | 8             | 10        | 6         | 3                  | 7         | 5         | 9                    | 4         | 17                  | 5          | 10           | 5          | 7                    | 10            | 12             | 2         | 6         | 11        | 7         | 8         |
| <b><u>DK</u></b>                        | <b>0</b>      | <b>0</b>  | <b>1</b>  | <b>0</b>           | <b>2</b>  | <b>0</b>  | <b>0</b>             | <b>1</b>  | <b>0</b>            | <b>1</b>   | <b>0</b>     | <b>1</b>   | <b>0</b>             | <b>1</b>      | <b>0</b>       | <b>0</b>  | <b>0</b>  | <b>2</b>  | <b>0</b>  | <b>1</b>  |
| DK                                      | 0             | 0         | 1         | 0                  | 2         | 0         | 0                    | 1         | 0                   | 1          | 0            | 1          | 0                    | 1             | 0              | 0         | 0         | 2         | 0         | 1         |

Table 92: Q15. 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?

|                                         | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                         | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                           | 308           | 95           | 63         | 70             | 71           | 68                  | 94           | 60             | 83             | 46                | 34        | 41        | 42        | 58             | 48           | 189          | 257          |
| <b><u>VERY/SMWT SATISFIED</u></b>       | <b>82</b>     | <b>86</b>    | <b>79</b>  | <b>87</b>      | <b>76</b>    | <b>87</b>           | <b>79</b>    | <b>80</b>      | <b>81</b>      | <b>75</b>         | <b>93</b> | <b>76</b> | <b>78</b> | <b>79</b>      | <b>80</b>    | <b>78</b>    | <b>83</b>    |
| Very satisfied                          | 42            | 48           | 45         | 45             | 34           | 58                  | 36           | 35             | 42             | 45                | 59        | 33        | 35        | 43             | 33           | 36           | 42           |
| Somewhat satisfied                      | 39            | 38           | 34         | 43             | 42           | 29                  | 44           | 45             | 39             | 30                | 34        | 43        | 43        | 36             | 47           | 42           | 40           |
| <b><u>NOT TOO/ AT ALL SATISFIED</u></b> | <b>18</b>     | <b>14</b>    | <b>21</b>  | <b>11</b>      | <b>23</b>    | <b>13</b>           | <b>21</b>    | <b>20</b>      | <b>17</b>      | <b>24</b>         | <b>7</b>  | <b>21</b> | <b>22</b> | <b>21</b>      | <b>20</b>    | <b>21</b>    | <b>17</b>    |
| Not too satisfied                       | 10            | 6            | 10         | 9              | 14           | 7                   | 9            | 13             | 12             | 12                | 7         | 11        | 19        | 10             | 8            | 11           | 10           |
| Not at all satisfied                    | 8             | 8            | 11         | 2              | 9            | 7                   | 12           | 7              | 4              | 13                | 0         | 11        | 4         | 12             | 12           | 10           | 7            |
| <b><u>DK</u></b>                        | <b>0</b>      | <b>0</b>     | <b>0</b>   | <b>2</b>       | <b>1</b>     | <b>0</b>            | <b>0</b>     | <b>0</b>       | <b>2</b>       | <b>1</b>          | <b>0</b>  | <b>3</b>  | <b>0</b>  | <b>0</b>       | <b>0</b>     | <b>1</b>     | <b>0</b>     |
| DK                                      | 0             | 0            | 0          | 2              | 1            | 0                   | 0            | 0              | 2              | 1                 | 0         | 3         | 0         | 0              | 0            | 1            | 0            |

|                                         | LANGUAGE  |           |           |            |           | A/B SPLIT<br>SAMPLES |           |
|-----------------------------------------|-----------|-----------|-----------|------------|-----------|----------------------|-----------|
|                                         | Total     | ENG       | SPAN      | VIET       | CHIN      | A                    | B         |
| Column n-Size                           | 308       | 288       | 6         | 6          | 8         | 155                  | 153       |
| <b><u>VERY/SMWT SATISFIED</u></b>       | <b>82</b> | <b>81</b> | <b>88</b> | <b>100</b> | <b>86</b> | <b>82</b>            | <b>82</b> |
| Very satisfied                          | 42        | 42        | 71        | 15         | 40        | 44                   | 41        |
| Somewhat satisfied                      | 39        | 39        | 17        | 85         | 45        | 38                   | 41        |
| <b><u>NOT TOO/ AT ALL SATISFIED</u></b> | <b>18</b> | <b>18</b> | <b>12</b> | <b>0</b>   | <b>14</b> | <b>18</b>            | <b>17</b> |
| Not too satisfied                       | 10        | 10        | 12        | 0          | 14        | 8                    | 12        |
| Not at all satisfied                    | 8         | 8         | 0         | 0          | 0         | 10                   | 6         |
| <b><u>DK</u></b>                        | <b>0</b>  | <b>1</b>  | <b>0</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>             | <b>1</b>  |
| DK                                      | 0         | 1         | 0         | 0          | 0         | 0                    | 1         |

Table 93: Q17a. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A Facebook post

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b>TOTAL PAY ATTENTION</b>   | <b>65</b>                               | <b>64</b>   | <b>65</b>   | <b>61</b>    | <b>73</b>       | <b>48</b>            | <b>66</b>          | <b>66</b>     | <b>64</b>         | <b>58</b>                 | <b>69</b>              | <b>68</b>   | <b>56</b>                    | <b>72</b> | <b>54</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>56</b>         | <b>72</b>    | <b>54</b>  |
| Definitely pay attention     | 17                                      | 14          | 19          | 16           | 25              | 0                    | 20                 | 14            | 25                | 11                        | 22                     | 18          | 14                           | 22        | 5                             | 0                 | 0                                   | 0           | 14                | 22           | 5          |
| Maybe pay attention          | 48                                      | 50          | 46          | 45           | 47              | 48                   | 45                 | 52            | 38                | 46                        | 47                     | 49          | 42                           | 50        | 48                            | 0                 | 0                                   | 0           | 42                | 50           | 48         |
| <b>NOT PAY ATTENTION</b>     | <b>28</b>                               | <b>32</b>   | <b>25</b>   | <b>27</b>    | <b>18</b>       | <b>52</b>            | <b>28</b>          | <b>27</b>     | <b>28</b>         | <b>37</b>                 | <b>22</b>              | <b>28</b>   | <b>34</b>                    | <b>22</b> | <b>38</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>34</b>         | <b>22</b>    | <b>38</b>  |
| Definitely not pay attention | 28                                      | 32          | 25          | 27           | 18              | 52                   | 28                 | 27            | 28                | 37                        | 22                     | 28          | 34                           | 22        | 38                            | 0                 | 0                                   | 0           | 34                | 22           | 38         |
| <b>DK</b>                    | <b>7</b>                                | <b>4</b>    | <b>10</b>   | <b>11</b>    | <b>9</b>        | <b>0</b>             | <b>6</b>           | <b>7</b>      | <b>8</b>          | <b>5</b>                  | <b>9</b>               | <b>5</b>    | <b>10</b>                    | <b>6</b>  | <b>8</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>10</b>         | <b>6</b>     | <b>8</b>   |
| DK                           | 7                                       | 4           | 10          | 11           | 9               | 0                    | 6                  | 7             | 8                 | 5                         | 9                      | 5           | 10                           | 6         | 8                             | 0                 | 0                                   | 0           | 10                | 6            | 8          |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b>TOTAL PAY ATTENTION</b>   | <b>65</b>                               | <b>55</b>   | <b>67</b>   | <b>66</b>    | <b>65</b>       | <b>66</b>            | <b>73</b>          | <b>71</b>     | <b>60</b>         | <b>54</b>                 | <b>71</b>              | <b>64</b>   | <b>62</b>                    | <b>69</b> | <b>63</b>                     | <b>61</b>         | <b>68</b>                           | <b>56</b>   | <b>64</b>         | <b>59</b>    | <b>70</b>  |
| Definitely pay attention     | 17                                      | 8           | 19          | 18           | 14              | 15                   | 19                 | 18            | 17                | 11                        | 9                      | 19          | 9                            | 24        | 10                            | 5                 | 24                                  | 14          | 17                | 12           | 18         |
| Maybe pay attention          | 48                                      | 47          | 48          | 48           | 50              | 50                   | 54                 | 53            | 43                | 43                        | 62                     | 45          | 53                           | 45        | 52                            | 56                | 44                                  | 42          | 47                | 47           | 52         |
| <b>NOT PAY ATTENTION</b>     | <b>28</b>                               | <b>37</b>   | <b>27</b>   | <b>29</b>    | <b>22</b>       | <b>33</b>            | <b>20</b>          | <b>23</b>     | <b>31</b>         | <b>40</b>                 | <b>29</b>              | <b>28</b>   | <b>32</b>                    | <b>23</b> | <b>34</b>                     | <b>25</b>         | <b>20</b>                           | <b>29</b>   | <b>32</b>         | <b>33</b>    | <b>26</b>  |
| Definitely not pay attention | 28                                      | 37          | 27          | 29           | 22              | 33                   | 20                 | 23            | 31                | 40                        | 29                     | 28          | 32                           | 23        | 34                            | 25                | 20                                  | 29          | 32                | 33           | 26         |
| <b>DK</b>                    | <b>7</b>                                | <b>8</b>    | <b>6</b>    | <b>6</b>     | <b>13</b>       | <b>2</b>             | <b>7</b>           | <b>6</b>      | <b>9</b>          | <b>6</b>                  | <b>0</b>               | <b>9</b>    | <b>5</b>                     | <b>8</b>  | <b>3</b>                      | <b>14</b>         | <b>13</b>                           | <b>15</b>   | <b>4</b>          | <b>8</b>     | <b>5</b>   |
| DK                           | 7                                       | 8           | 6           | 6            | 13              | 2                    | 7                  | 6             | 9                 | 6                         | 0                      | 9           | 5                            | 8         | 3                             | 14                | 13                                  | 15          | 4                 | 8            | 5          |

Table 93: Q17a. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A Facebook post

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |          | Q23 HOUSEHOLD INCOME |              |               |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|----------|----------------------|--------------|---------------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK     | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |
| Column n-Size                | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0        | 23                   | 106          | 79            | 76        |
| <b>TOTAL PAY ATTENTION</b>   | <b>65</b>     | <b>62</b> | <b>65</b> | <b>65</b>          | <b>70</b> | <b>56</b>  | <b>70</b>            | <b>68</b> | <b>72</b>           | <b>100</b> | <b>27</b>    | <b>0</b> | <b>67</b>            | <b>76</b>    | <b>57</b>     | <b>65</b> |
| Definitely pay attention     | 17            | 15        | 23        | 17                 | 21        | 14         | 22                   | 16        | 24                  | 0          | 0            | 0        | 27                   | 15           | 20            | 21        |
| Maybe pay attention          | 48            | 47        | 42        | 48                 | 49        | 41         | 48                   | 52        | 48                  | 100        | 27           | 0        | 40                   | 61           | 37            | 44        |
| <b>NOT PAY ATTENTION</b>     | <b>28</b>     | <b>31</b> | <b>26</b> | <b>29</b>          | <b>26</b> | <b>30</b>  | <b>27</b>            | <b>27</b> | <b>26</b>           | <b>0</b>   | <b>73</b>    | <b>0</b> | <b>25</b>            | <b>21</b>    | <b>37</b>     | <b>29</b> |
| Definitely not pay attention | 28            | 31        | 26        | 29                 | 26        | 30         | 27                   | 27        | 26                  | 0          | 73           | 0        | 25                   | 21           | 37            | 29        |
| <b>DK</b>                    | <b>7</b>      | <b>6</b>  | <b>9</b>  | <b>5</b>           | <b>4</b>  | <b>14</b>  | <b>3</b>             | <b>5</b>  | <b>2</b>            | <b>0</b>   | <b>0</b>     | <b>0</b> | <b>8</b>             | <b>4</b>     | <b>6</b>      | <b>6</b>  |
| DK                           | 7             | 6         | 9         | 5                  | 4         | 14         | 3                    | 5         | 2                   | 0          | 0            | 0        | 8                    | 4            | 6             | 6         |

|                              | QD GENDER |           |           | QB AGE    |           |           |           |           |           |           |           |           |           |           | QE EDUCATION |           |           |           |           |           |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+       | 18-49     | 50+       | 18-39     | 40-64     | 65+       | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 323       | 165       | 155       | 58        | 78        | 45        | 65        | 39        | 32        | 181       | 136       | 136       | 110       | 71        | 73           | 65        | 103       | 81        | 138       | 184       |
| <b>TOTAL PAY ATTENTION</b>   | <b>65</b> | <b>58</b> | <b>71</b> | <b>66</b> | <b>75</b> | <b>59</b> | <b>62</b> | <b>64</b> | <b>50</b> | <b>68</b> | <b>60</b> | <b>71</b> | <b>61</b> | <b>58</b> | <b>62</b>    | <b>64</b> | <b>70</b> | <b>61</b> | <b>63</b> | <b>66</b> |
| Definitely pay attention     | 17        | 15        | 19        | 14        | 15        | 19        | 24        | 14        | 16        | 16        | 19        | 15        | 22        | 15        | 14           | 16        | 18        | 19        | 15        | 19        |
| Maybe pay attention          | 48        | 43        | 52        | 51        | 60        | 39        | 38        | 50        | 34        | 52        | 41        | 56        | 39        | 43        | 48           | 48        | 51        | 42        | 48        | 47        |
| <b>NOT PAY ATTENTION</b>     | <b>28</b> | <b>32</b> | <b>24</b> | <b>29</b> | <b>22</b> | <b>33</b> | <b>22</b> | <b>33</b> | <b>42</b> | <b>27</b> | <b>30</b> | <b>25</b> | <b>27</b> | <b>37</b> | <b>28</b>    | <b>31</b> | <b>25</b> | <b>31</b> | <b>29</b> | <b>27</b> |
| Definitely not pay attention | 28        | 32        | 24        | 29        | 22        | 33        | 22        | 33        | 42        | 27        | 30        | 25        | 27        | 37        | 28           | 31        | 25        | 31        | 29        | 27        |
| <b>DK</b>                    | <b>7</b>  | <b>9</b>  | <b>5</b>  | <b>5</b>  | <b>2</b>  | <b>8</b>  | <b>15</b> | <b>3</b>  | <b>8</b>  | <b>5</b>  | <b>10</b> | <b>4</b>  | <b>12</b> | <b>5</b>  | <b>10</b>    | <b>5</b>  | <b>5</b>  | <b>9</b>  | <b>8</b>  | <b>7</b>  |
| DK                           | 7         | 9         | 5         | 5         | 2         | 8         | 15        | 3         | 8         | 5         | 10        | 4         | 12        | 5         | 10           | 5         | 5         | 9         | 8         | 7         |

Table 93: Q17a. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A Facebook post

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>65</b>     | <b>63</b>    | <b>51</b>  | <b>75</b>      | <b>67</b>    | <b>55</b>           | <b>61</b>    | <b>72</b>      | <b>70</b>      | <b>58</b>         | <b>67</b> | <b>67</b> | <b>66</b> | <b>57</b>      | <b>75</b>    | <b>66</b>    | <b>65</b>    |
| Definitely pay attention          | 17            | 13           | 19         | 19             | 19           | 14                  | 16           | 16             | 21             | 11                | 24        | 10        | 31        | 11             | 20           | 17           | 17           |
| Maybe pay attention               | 48            | 50           | 31         | 55             | 48           | 41                  | 45           | 56             | 50             | 47                | 42        | 57        | 36        | 45             | 55           | 49           | 48           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>28</b>     | <b>30</b>    | <b>37</b>  | <b>24</b>      | <b>24</b>    | <b>36</b>           | <b>29</b>    | <b>21</b>      | <b>26</b>      | <b>33</b>         | <b>27</b> | <b>27</b> | <b>26</b> | <b>34</b>      | <b>20</b>    | <b>27</b>    | <b>28</b>    |
| Definitely not pay attention      | 28            | 30           | 37         | 24             | 24           | 36                  | 29           | 21             | 26             | 33                | 27        | 27        | 26        | 34             | 20           | 27           | 28           |
| <b><u>DK</u></b>                  | <b>7</b>      | <b>7</b>     | <b>12</b>  | <b>2</b>       | <b>9</b>     | <b>9</b>            | <b>10</b>    | <b>7</b>       | <b>4</b>       | <b>9</b>          | <b>6</b>  | <b>6</b>  | <b>8</b>  | <b>9</b>       | <b>5</b>     | <b>7</b>     | <b>7</b>     |
| DK                                | 7             | 7            | 12         | 2              | 9            | 9                   | 10           | 7              | 4              | 9                 | 6         | 6         | 8         | 9              | 5            | 7            | 7            |

|                                   | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|-----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                   | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                     | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>65</b> | <b>64</b> | <b>59</b> | <b>84</b> | <b>72</b> | <b>65</b>            | <b>0</b> |
| Definitely pay attention          | 17        | 17        | 10        | 14        | 22        | 17                   | 0        |
| Maybe pay attention               | 48        | 46        | 49        | 70        | 51        | 48                   | 0        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>28</b> | <b>29</b> | <b>41</b> | <b>16</b> | <b>18</b> | <b>28</b>            | <b>0</b> |
| Definitely not pay attention      | 28        | 29        | 41        | 16        | 18        | 28                   | 0        |
| <b><u>DK</u></b>                  | <b>7</b>  | <b>8</b>  | <b>0</b>  | <b>0</b>  | <b>10</b> | <b>7</b>             | <b>0</b> |
| DK                                | 7         | 8         | 0         | 0         | 10        | 7                    | 0        |



Table 94: Q17b. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A post on Nextdoor

|                                   | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |          |          | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|-----------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|----------|----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                   | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME     | DECR     | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                                   |                                         |           |           |           |           |              |                    |             |                 |                           |                |             |                    |          |          |                   |           |           |                   |           |           |
| Column n-Size                     | 324                                     | 147       | 177       | 95        | 70        | 12           | 67                 | 211         | 44              | 103                       | 158            | 50          | 0                  | 0        | 0        | 87                | 139       | 44        | 87                | 139       | 44        |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>63</b>                               | <b>59</b> | <b>66</b> | <b>64</b> | <b>68</b> | <b>69</b>    | <b>54</b>          | <b>66</b>   | <b>63</b>       | <b>63</b>                 | <b>61</b>      | <b>74</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>69</b>         | <b>63</b> | <b>58</b> | <b>69</b>         | <b>63</b> | <b>58</b> |
| Definitely pay attention          | 16                                      | 16        | 15        | 18        | 9         | 25           | 16                 | 14          | 22              | 18                        | 14             | 21          | 0                  | 0        | 0        | 21                | 14        | 8         | 21                | 14        | 8         |
| Maybe pay attention               | 47                                      | 43        | 51        | 45        | 59        | 44           | 37                 | 52          | 41              | 46                        | 47             | 53          | 0                  | 0        | 0        | 47                | 49        | 50        | 47                | 49        | 50        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>28</b>                               | <b>37</b> | <b>21</b> | <b>23</b> | <b>19</b> | <b>19</b>    | <b>30</b>          | <b>27</b>   | <b>33</b>       | <b>24</b>                 | <b>32</b>      | <b>26</b>   | <b>0</b>           | <b>0</b> | <b>0</b> | <b>25</b>         | <b>31</b> | <b>36</b> | <b>25</b>         | <b>31</b> | <b>36</b> |
| Definitely not pay attention      | 28                                      | 37        | 21        | 23        | 19        | 19           | 30                 | 27          | 33              | 24                        | 32             | 26          | 0                  | 0        | 0        | 25                | 31        | 36        | 25                | 31        | 36        |
| <b><u>DK</u></b>                  | <b>9</b>                                | <b>4</b>  | <b>13</b> | <b>13</b> | <b>12</b> | <b>12</b>    | <b>16</b>          | <b>7</b>    | <b>4</b>        | <b>13</b>                 | <b>7</b>       | <b>0</b>    | <b>0</b>           | <b>0</b> | <b>0</b> | <b>6</b>          | <b>6</b>  | <b>6</b>  | <b>6</b>          | <b>6</b>  | <b>6</b>  |
| DK                                | 9                                       | 4         | 13        | 13        | 12        | 12           | 16                 | 7           | 4               | 13                        | 7              | 0           | 0                  | 0        | 0        | 6                 | 6         | 6         | 6                 | 6         | 6         |

|                                   | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|-----------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                                   | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                                   |                  |             |             |              |                 |                      |           |               |                   |           |                        |           |                              |           |                               |                   |                                     |             |              |              |            |
| Column n-Size                     | 324              | 41          | 203         | 245          | 54              | 45                   | 122       | 167           | 135               | 22        | 77                     | 241       | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53           | 76           | 103        |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>63</b>        | <b>54</b>   | <b>65</b>   | <b>63</b>    | <b>72</b>       | <b>63</b>            | <b>71</b> | <b>69</b>     | <b>58</b>         | <b>48</b> | <b>64</b>              | <b>63</b> | <b>66</b>                    | <b>59</b> | <b>69</b>                     | <b>59</b>         | <b>58</b>                           | <b>79</b>   | <b>42</b>    | <b>75</b>    | <b>62</b>  |
| Definitely pay attention          | 16               | 26          | 14          | 16           | 18              | 14                   | 19        | 18            | 14                | 10        | 12                     | 17        | 21                           | 10        | 23                            | 12                | 14                                  | 13          | 15           | 16           | 17         |
| Maybe pay attention               | 47               | 28          | 51          | 47           | 53              | 49                   | 52        | 51            | 44                | 38        | 52                     | 46        | 46                           | 49        | 46                            | 47                | 43                                  | 65          | 26           | 59           | 45         |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>28</b>        | <b>34</b>   | <b>27</b>   | <b>28</b>    | <b>27</b>       | <b>29</b>            | <b>21</b> | <b>23</b>     | <b>36</b>         | <b>22</b> | <b>35</b>              | <b>26</b> | <b>24</b>                    | <b>33</b> | <b>22</b>                     | <b>30</b>         | <b>35</b>                           | <b>19</b>   | <b>47</b>    | <b>18</b>    | <b>26</b>  |
| Definitely not pay attention      | 28               | 34          | 27          | 28           | 27              | 29                   | 21        | 23            | 36                | 22        | 35                     | 26        | 24                           | 33        | 22                            | 30                | 35                                  | 19          | 47           | 18           | 26         |
| <b><u>DK</u></b>                  | <b>9</b>         | <b>12</b>   | <b>9</b>    | <b>9</b>     | <b>2</b>        | <b>8</b>             | <b>9</b>  | <b>8</b>      | <b>6</b>          | <b>30</b> | <b>1</b>               | <b>11</b> | <b>9</b>                     | <b>7</b>  | <b>9</b>                      | <b>11</b>         | <b>7</b>                            | <b>2</b>    | <b>11</b>    | <b>7</b>     | <b>12</b>  |
| DK                                | 9                | 12          | 9           | 9            | 2               | 8                    | 9         | 8             | 6                 | 30        | 1                      | 11        | 9                            | 7         | 9                             | 11                | 7                                   | 2           | 11           | 7            | 12         |

Table 94: Q17b. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A post on Nextdoor

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b>TOTAL PAY ATTENTION</b>   | <b>63</b>     | <b>64</b> | <b>64</b> | <b>76</b>          | <b>64</b> | <b>52</b>  | <b>65</b>            | <b>62</b> | <b>62</b>           | <b>100</b> | <b>90</b>    | <b>54</b> | <b>53</b>            | <b>57</b>    | <b>71</b>     | <b>70</b> |           |           |           |           |
| Definitely pay attention     | 16            | 17        | 14        | 20                 | 13        | 14         | 10                   | 17        | 8                   | 0          | 47           | 0         | 6                    | 14           | 18            | 18        |           |           |           |           |
| Maybe pay attention          | 47            | 47        | 50        | 56                 | 51        | 38         | 55                   | 45        | 53                  | 100        | 43           | 54        | 46                   | 43           | 53            | 52        |           |           |           |           |
| <b>NOT PAY ATTENTION</b>     | <b>28</b>     | <b>27</b> | <b>31</b> | <b>21</b>          | <b>32</b> | <b>29</b>  | <b>32</b>            | <b>33</b> | <b>34</b>           | <b>0</b>   | <b>10</b>    | <b>46</b> | <b>25</b>            | <b>37</b>    | <b>21</b>     | <b>29</b> |           |           |           |           |
| Definitely not pay attention | 28            | 27        | 31        | 21                 | 32        | 29         | 32                   | 33        | 34                  | 0          | 10           | 46        | 25                   | 37           | 21            | 29        |           |           |           |           |
| <b>DK</b>                    | <b>9</b>      | <b>8</b>  | <b>5</b>  | <b>3</b>           | <b>4</b>  | <b>19</b>  | <b>3</b>             | <b>5</b>  | <b>4</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>23</b>            | <b>5</b>     | <b>8</b>      | <b>1</b>  |           |           |           |           |
| DK                           | 9             | 8         | 5         | 3                  | 4         | 19         | 3                    | 5         | 4                   | 0          | 0            | 0         | 23                   | 5            | 8             | 1         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b>TOTAL PAY ATTENTION</b>   | <b>63</b>     | <b>65</b> | <b>60</b> | <b>50</b>          | <b>62</b> | <b>79</b>  | <b>77</b>            | <b>68</b> | <b>34</b>           | <b>63</b>  | <b>64</b>    | <b>57</b> | <b>78</b>            | <b>52</b>    | <b>54</b>     | <b>76</b> | <b>68</b> | <b>54</b> | <b>64</b> | <b>62</b> |
| Definitely pay attention     | 16            | 17        | 14        | 8                  | 9         | 29         | 22                   | 25        | 6                   | 13         | 19           | 8         | 25                   | 16           | 15            | 14        | 12        | 22        | 14        | 16        |
| Maybe pay attention          | 47            | 48        | 46        | 43                 | 54        | 49         | 55                   | 43        | 28                  | 49         | 45           | 49        | 53                   | 36           | 40            | 62        | 56        | 32        | 50        | 45        |
| <b>NOT PAY ATTENTION</b>     | <b>28</b>     | <b>28</b> | <b>29</b> | <b>48</b>          | <b>33</b> | <b>14</b>  | <b>12</b>            | <b>25</b> | <b>32</b>           | <b>33</b>  | <b>21</b>    | <b>40</b> | <b>13</b>            | <b>28</b>    | <b>33</b>     | <b>18</b> | <b>24</b> | <b>38</b> | <b>26</b> | <b>30</b> |
| Definitely not pay attention | 28            | 28        | 29        | 48                 | 33        | 14         | 12                   | 25        | 32                  | 33         | 21           | 40        | 13                   | 28           | 33            | 18        | 24        | 38        | 26        | 30        |
| <b>DK</b>                    | <b>9</b>      | <b>7</b>  | <b>10</b> | <b>2</b>           | <b>4</b>  | <b>8</b>   | <b>11</b>            | <b>8</b>  | <b>34</b>           | <b>4</b>   | <b>15</b>    | <b>3</b>  | <b>10</b>            | <b>20</b>    | <b>12</b>     | <b>6</b>  | <b>9</b>  | <b>8</b>  | <b>10</b> | <b>8</b>  |
| DK                           | 9             | 7         | 10        | 2                  | 4         | 8          | 11                   | 8         | 34                  | 4          | 15           | 3         | 10                   | 20           | 12            | 6         | 9         | 8         | 10        | 8         |

Table 94: Q17b. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A post on Nextdoor

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>63</b>     | <b>64</b>    | <b>69</b>  | <b>61</b>      | <b>59</b>    | <b>65</b>           | <b>65</b>    | <b>63</b>      | <b>57</b>      | <b>48</b>         | <b>62</b> | <b>54</b> | <b>74</b> | <b>73</b>      | <b>64</b>    | <b>66</b>    | <b>65</b>    |
| Definitely pay attention          | 16            | 16           | 19         | 11             | 19           | 15                  | 19           | 14             | 13             | 10                | 14        | 9         | 24        | 21             | 17           | 18           | 17           |
| Maybe pay attention               | 47            | 47           | 49         | 50             | 41           | 50                  | 46           | 49             | 44             | 37                | 48        | 45        | 49        | 52             | 47           | 48           | 48           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>28</b>     | <b>33</b>    | <b>18</b>  | <b>34</b>      | <b>23</b>    | <b>27</b>           | <b>28</b>    | <b>26</b>      | <b>33</b>      | <b>41</b>         | <b>30</b> | <b>29</b> | <b>22</b> | <b>19</b>      | <b>29</b>    | <b>25</b>    | <b>27</b>    |
| Definitely not pay attention      | 28            | 33           | 18         | 34             | 23           | 27                  | 28           | 26             | 33             | 41                | 30        | 29        | 22        | 19             | 29           | 25           | 27           |
| <b><u>DK</u></b>                  | <b>9</b>      | <b>3</b>     | <b>13</b>  | <b>5</b>       | <b>17</b>    | <b>9</b>            | <b>7</b>     | <b>11</b>      | <b>10</b>      | <b>12</b>         | <b>8</b>  | <b>18</b> | <b>4</b>  | <b>8</b>       | <b>8</b>     | <b>9</b>     | <b>9</b>     |
| DK                                | 9             | 3            | 13         | 5              | 17           | 9                   | 7            | 11             | 10             | 12                | 8         | 18        | 4         | 8              | 8            | 9            | 9            |

|                                   | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|-----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                   | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                     | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>63</b> | <b>62</b> | <b>86</b> | <b>90</b> | <b>51</b> | <b>0</b>             | <b>63</b> |
| Definitely pay attention          | 16        | 15        | 25        | 15        | 28        | 0                    | 16        |
| Maybe pay attention               | 47        | 47        | 60        | 76        | 22        | 0                    | 47        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>28</b> | <b>29</b> | <b>0</b>  | <b>10</b> | <b>49</b> | <b>0</b>             | <b>28</b> |
| Definitely not pay attention      | 28        | 29        | 0         | 10        | 49        | 0                    | 28        |
| <b><u>DK</u></b>                  | <b>9</b>  | <b>9</b>  | <b>14</b> | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>9</b>  |
| DK                                | 9         | 9         | 14        | 0         | 0         | 0                    | 9         |

Table 95: Q17c. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A text from the City

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b>TOTAL PAY ATTENTION</b>   | <b>87</b>                               | <b>89</b>   | <b>86</b>   | <b>84</b>    | <b>90</b>       | <b>93</b>            | <b>93</b>          | <b>87</b>     | <b>88</b>         | <b>85</b>                 | <b>89</b>              | <b>85</b>   | <b>81</b>                    | <b>89</b> | <b>87</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>81</b>         | <b>89</b>    | <b>87</b>  |
| Definitely pay attention     | 51                                      | 55          | 48          | 47           | 51              | 38                   | 64                 | 48            | 50                | 50                        | 52                     | 54          | 51                           | 50        | 72                            | 0                 | 0                                   | 0           | 51                | 50           | 72         |
| Maybe pay attention          | 36                                      | 34          | 38          | 37           | 39              | 54                   | 29                 | 39            | 38                | 36                        | 37                     | 32          | 30                           | 40        | 15                            | 0                 | 0                                   | 0           | 30                | 40           | 15         |
| <b>NOT PAY ATTENTION</b>     | <b>9</b>                                | <b>8</b>    | <b>11</b>   | <b>13</b>    | <b>7</b>        | <b>7</b>             | <b>6</b>           | <b>10</b>     | <b>5</b>          | <b>11</b>                 | <b>9</b>               | <b>10</b>   | <b>13</b>                    | <b>8</b>  | <b>7</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>13</b>         | <b>8</b>     | <b>7</b>   |
| Definitely not pay attention | 9                                       | 8           | 11          | 13           | 7               | 7                    | 6                  | 10            | 5                 | 11                        | 9                      | 10          | 13                           | 8         | 7                             | 0                 | 0                                   | 0           | 13                | 8            | 7          |
| <b>DK</b>                    | <b>3</b>                                | <b>3</b>    | <b>3</b>    | <b>3</b>     | <b>3</b>        | <b>0</b>             | <b>2</b>           | <b>3</b>      | <b>7</b>          | <b>4</b>                  | <b>3</b>               | <b>5</b>    | <b>6</b>                     | <b>2</b>  | <b>5</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>6</b>          | <b>2</b>     | <b>5</b>   |
| DK                           | 3                                       | 3           | 3           | 3            | 3               | 0                    | 2                  | 3             | 7                 | 4                         | 3                      | 5           | 6                            | 2         | 5                             | 0                 | 0                                   | 0           | 6                 | 2            | 5          |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b>TOTAL PAY ATTENTION</b>   | <b>87</b>                               | <b>88</b>   | <b>89</b>   | <b>89</b>    | <b>83</b>       | <b>92</b>            | <b>89</b>          | <b>90</b>     | <b>86</b>         | <b>83</b>                 | <b>81</b>              | <b>89</b>   | <b>91</b>                    | <b>83</b> | <b>93</b>                     | <b>85</b>         | <b>89</b>                           | <b>87</b>   | <b>87</b>         | <b>83</b>    | <b>89</b>  |
| Definitely pay attention     | 51                                      | 59          | 52          | 53           | 40              | 65                   | 50                 | 54            | 47                | 57                        | 33                     | 56          | 53                           | 50        | 56                            | 36                | 51                                  | 56          | 56                | 48           | 50         |
| Maybe pay attention          | 36                                      | 29          | 37          | 36           | 42              | 27                   | 39                 | 36            | 39                | 27                        | 48                     | 33          | 39                           | 34        | 37                            | 48                | 38                                  | 31          | 31                | 36           | 39         |
| <b>NOT PAY ATTENTION</b>     | <b>9</b>                                | <b>9</b>    | <b>8</b>    | <b>8</b>     | <b>11</b>       | <b>8</b>             | <b>8</b>           | <b>8</b>      | <b>10</b>         | <b>13</b>                 | <b>17</b>              | <b>8</b>    | <b>6</b>                     | <b>13</b> | <b>5</b>                      | <b>9</b>          | <b>5</b>                            | <b>13</b>   | <b>12</b>         | <b>11</b>    | <b>8</b>   |
| Definitely not pay attention | 9                                       | 9           | 8           | 8            | 11              | 8                    | 8                  | 8             | 10                | 13                        | 17                     | 8           | 6                            | 13        | 5                             | 9                 | 5                                   | 13          | 12                | 11           | 8          |
| <b>DK</b>                    | <b>3</b>                                | <b>3</b>    | <b>3</b>    | <b>3</b>     | <b>6</b>        | <b>0</b>             | <b>3</b>           | <b>2</b>      | <b>4</b>          | <b>4</b>                  | <b>2</b>               | <b>3</b>    | <b>3</b>                     | <b>3</b>  | <b>2</b>                      | <b>6</b>          | <b>6</b>                            | <b>0</b>    | <b>1</b>          | <b>6</b>     | <b>3</b>   |
| DK                           | 3                                       | 3           | 3           | 3            | 6               | 0                    | 3                  | 2             | 4                 | 4                         | 2                      | 3           | 3                            | 3         | 2                             | 6                 | 6                                   | 0           | 1                 | 6            | 3          |

Table 95: Q17c. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A text from the City

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |          | Q23 HOUSEHOLD INCOME |              |               |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|----------|----------------------|--------------|---------------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK     | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |
| Column n-Size                | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0        | 23                   | 106          | 79            | 76        |
| <b>TOTAL PAY ATTENTION</b>   | <b>87</b>     | <b>87</b> | <b>88</b> | <b>93</b>          | <b>84</b> | <b>93</b>  | <b>81</b>            | <b>87</b> | <b>81</b>           | <b>100</b> | <b>100</b>   | <b>0</b> | <b>82</b>            | <b>91</b>    | <b>90</b>     | <b>85</b> |
| Definitely pay attention     | 51            | 50        | 57        | 52                 | 48        | 58         | 44                   | 51        | 42                  | 45         | 87           | 0        | 64                   | 40           | 64            | 51        |
| Maybe pay attention          | 36            | 37        | 31        | 41                 | 36        | 35         | 37                   | 36        | 39                  | 55         | 13           | 0        | 18                   | 50           | 26            | 34        |
| <b>NOT PAY ATTENTION</b>     | <b>9</b>      | <b>9</b>  | <b>9</b>  | <b>7</b>           | <b>14</b> | <b>5</b>   | <b>16</b>            | <b>12</b> | <b>17</b>           | <b>0</b>   | <b>0</b>     | <b>0</b> | <b>4</b>             | <b>8</b>     | <b>10</b>     | <b>13</b> |
| Definitely not pay attention | 9             | 9         | 9         | 7                  | 14        | 5          | 16                   | 12        | 17                  | 0          | 0            | 0        | 4                    | 8            | 10            | 13        |
| <b>DK</b>                    | <b>3</b>      | <b>3</b>  | <b>4</b>  | <b>0</b>           | <b>2</b>  | <b>2</b>   | <b>3</b>             | <b>1</b>  | <b>2</b>            | <b>0</b>   | <b>0</b>     | <b>0</b> | <b>15</b>            | <b>1</b>     | <b>0</b>      | <b>3</b>  |
| DK                           | 3             | 3         | 4         | 0                  | 2         | 2          | 3                    | 1         | 2                   | 0          | 0            | 0        | 15                   | 1            | 0             | 3         |

|                              | QD GENDER |           |           | QB AGE    |           |           |           |           |           |           |           |           |           | QE EDUCATION |            |           |           |           |           |           |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+       | 18-49     | 50+       | 18-39     | 40-64     | 65+          | HS OR LESS | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 323       | 165       | 155       | 58        | 78        | 45        | 65        | 39        | 32        | 181       | 136       | 136       | 110       | 71           | 73         | 65        | 103       | 81        | 138       | 184       |
| <b>TOTAL PAY ATTENTION</b>   | <b>87</b> | <b>85</b> | <b>90</b> | <b>87</b> | <b>89</b> | <b>81</b> | <b>89</b> | <b>84</b> | <b>93</b> | <b>87</b> | <b>88</b> | <b>88</b> | <b>85</b> | <b>88</b>    | <b>87</b>  | <b>93</b> | <b>86</b> | <b>86</b> | <b>89</b> | <b>86</b> |
| Definitely pay attention     | 51        | 53        | 49        | 61        | 43        | 42        | 53        | 51        | 61        | 49        | 54        | 51        | 49        | 55           | 43         | 51        | 55        | 54        | 47        | 55        |
| Maybe pay attention          | 36        | 32        | 40        | 26        | 46        | 38        | 35        | 33        | 33        | 38        | 34        | 37        | 36        | 33           | 44         | 41        | 30        | 32        | 43        | 31        |
| <b>NOT PAY ATTENTION</b>     | <b>9</b>  | <b>11</b> | <b>8</b>  | <b>10</b> | <b>8</b>  | <b>19</b> | <b>6</b>  | <b>8</b>  | <b>5</b>  | <b>12</b> | <b>6</b>  | <b>9</b>  | <b>11</b> | <b>7</b>     | <b>9</b>   | <b>5</b>  | <b>13</b> | <b>9</b>  | <b>7</b>  | <b>11</b> |
| Definitely not pay attention | 9         | 11        | 8         | 10        | 8         | 19        | 6         | 8         | 5         | 12        | 6         | 9         | 11        | 7            | 9          | 5         | 13        | 9         | 7         | 11        |
| <b>DK</b>                    | <b>3</b>  | <b>4</b>  | <b>2</b>  | <b>2</b>  | <b>2</b>  | <b>0</b>  | <b>6</b>  | <b>8</b>  | <b>2</b>  | <b>2</b>  | <b>5</b>  | <b>2</b>  | <b>3</b>  | <b>5</b>     | <b>4</b>   | <b>2</b>  | <b>2</b>  | <b>5</b>  | <b>3</b>  | <b>3</b>  |
| DK                           | 3         | 4         | 2         | 2         | 2         | 0         | 6         | 8         | 2         | 2         | 5         | 2         | 3         | 5            | 4          | 2         | 2         | 5         | 3         | 3         |

Table 95: Q17c. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A text from the City

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>87</b>     | <b>86</b>    | <b>84</b>  | <b>87</b>      | <b>92</b>    | <b>90</b>           | <b>81</b>    | <b>88</b>      | <b>90</b>      | <b>79</b>         | <b>91</b> | <b>84</b> | <b>80</b> | <b>92</b>      | <b>90</b>    | <b>87</b>    | <b>88</b>    |
| Definitely pay attention          | 51            | 50           | 58         | 48             | 52           | 46                  | 60           | 48             | 50             | 44                | 53        | 41        | 47        | 60             | 57           | 52           | 52           |
| Maybe pay attention               | 36            | 36           | 25         | 39             | 40           | 45                  | 21           | 40             | 40             | 36                | 37        | 43        | 34        | 32             | 33           | 35           | 36           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>9</b>      | <b>12</b>    | <b>9</b>   | <b>12</b>      | <b>4</b>     | <b>7</b>            | <b>14</b>    | <b>7</b>       | <b>8</b>       | <b>16</b>         | <b>3</b>  | <b>12</b> | <b>12</b> | <b>6</b>       | <b>10</b>    | <b>10</b>    | <b>9</b>     |
| Definitely not pay attention      | 9             | 12           | 9          | 12             | 4            | 7                   | 14           | 7              | 8              | 16                | 3         | 12        | 12        | 6              | 10           | 10           | 9            |
| <b><u>DK</u></b>                  | <b>3</b>      | <b>2</b>     | <b>8</b>   | <b>2</b>       | <b>3</b>     | <b>3</b>            | <b>5</b>     | <b>4</b>       | <b>1</b>       | <b>4</b>          | <b>6</b>  | <b>4</b>  | <b>8</b>  | <b>2</b>       | <b>0</b>     | <b>3</b>     | <b>3</b>     |
| DK                                | 3             | 2            | 8          | 2              | 3            | 3                   | 5            | 4              | 1              | 4                 | 6         | 4         | 8         | 2              | 0            | 3            | 3            |

|                                   | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|-----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                   | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                     | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>87</b> | <b>87</b> | <b>96</b> | <b>87</b> | <b>88</b> | <b>87</b>            | <b>0</b> |
| Definitely pay attention          | 51        | 50        | 48        | 74        | 47        | 51                   | 0        |
| Maybe pay attention               | 36        | 37        | 48        | 14        | 41        | 36                   | 0        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>9</b>  | <b>10</b> | <b>4</b>  | <b>13</b> | <b>0</b>  | <b>9</b>             | <b>0</b> |
| Definitely not pay attention      | 9         | 10        | 4         | 13        | 0         | 9                    | 0        |
| <b><u>DK</u></b>                  | <b>3</b>  | <b>3</b>  | <b>0</b>  | <b>0</b>  | <b>12</b> | <b>3</b>             | <b>0</b> |
| DK                                | 3         | 3         | 0         | 0         | 12        | 3                    | 0        |

Table 96: Q17d. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Information on the City of Milpitas website

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
| Column n-Size                | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b>TOTAL PAY ATTENTION</b>   | <b>78</b>                               | <b>79</b>   | <b>77</b>   | <b>78</b>    | <b>76</b>       | <b>75</b>            | <b>77</b>          | <b>80</b>     | <b>69</b>         | <b>80</b>                 | <b>81</b>              | <b>76</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>83</b>         | <b>83</b>                           | <b>70</b>   | <b>83</b>         | <b>83</b>    | <b>70</b>  |
| Definitely pay attention     | 28                                      | 31          | 26          | 25           | 28              | 18                   | 28                 | 30            | 22                | 26                        | 32                     | 25          | 0                            | 0         | 0                             | 34                | 31                                  | 16          | 34                | 31           | 16         |
| Maybe pay attention          | 50                                      | 48          | 51          | 53           | 48              | 57                   | 49                 | 50            | 48                | 54                        | 49                     | 51          | 0                            | 0         | 0                             | 48                | 52                                  | 53          | 48                | 52           | 53         |
| <b>NOT PAY ATTENTION</b>     | <b>19</b>                               | <b>20</b>   | <b>18</b>   | <b>19</b>    | <b>17</b>       | <b>18</b>            | <b>15</b>          | <b>19</b>     | <b>28</b>         | <b>17</b>                 | <b>18</b>              | <b>20</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>14</b>         | <b>17</b>                           | <b>28</b>   | <b>14</b>         | <b>17</b>    | <b>28</b>  |
| Definitely not pay attention | 19                                      | 20          | 18          | 19           | 17              | 18                   | 15                 | 19            | 28                | 17                        | 18                     | 20          | 0                            | 0         | 0                             | 14                | 17                                  | 28          | 14                | 17           | 28         |
| <b>DK</b>                    | <b>3</b>                                | <b>0</b>    | <b>5</b>    | <b>3</b>     | <b>7</b>        | <b>7</b>             | <b>9</b>           | <b>1</b>      | <b>3</b>          | <b>2</b>                  | <b>1</b>               | <b>4</b>    | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>3</b>          | <b>0</b>                            | <b>3</b>    | <b>3</b>          | <b>0</b>     | <b>3</b>   |
| DK                           | 3                                       | 0           | 5           | 3            | 7               | 7                    | 9                  | 1             | 3                 | 2                         | 1                      | 4           | 0                            | 0         | 0                             | 3                 | 0                                   | 3           | 3                 | 0            | 3          |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b>TOTAL PAY ATTENTION</b>   | <b>78</b>                               | <b>64</b>   | <b>82</b>   | <b>79</b>    | <b>83</b>       | <b>78</b>            | <b>87</b>          | <b>84</b>     | <b>73</b>         | <b>62</b>                 | <b>75</b>              | <b>79</b>   | <b>81</b>                    | <b>75</b> | <b>82</b>                     | <b>82</b>         | <b>73</b>                           | <b>79</b>   | <b>68</b>         | <b>77</b>    | <b>87</b>  |
| Definitely pay attention     | 28                                      | 25          | 31          | 30           | 26              | 37                   | 31                 | 33            | 23                | 25                        | 20                     | 31          | 34                           | 25        | 35                            | 30                | 27                                  | 28          | 24                | 23           | 35         |
| Maybe pay attention          | 50                                      | 39          | 51          | 49           | 57              | 41                   | 55                 | 52            | 50                | 37                        | 56                     | 49          | 48                           | 51        | 47                            | 52                | 46                                  | 51          | 44                | 55           | 51         |
| <b>NOT PAY ATTENTION</b>     | <b>19</b>                               | <b>33</b>   | <b>15</b>   | <b>18</b>    | <b>17</b>       | <b>19</b>            | <b>13</b>          | <b>14</b>     | <b>24</b>         | <b>20</b>                 | <b>22</b>              | <b>18</b>   | <b>17</b>                    | <b>21</b> | <b>16</b>                     | <b>18</b>         | <b>23</b>                           | <b>18</b>   | <b>27</b>         | <b>21</b>    | <b>11</b>  |
| Definitely not pay attention | 19                                      | 33          | 15          | 18           | 17              | 19                   | 13                 | 14            | 24                | 20                        | 22                     | 18          | 17                           | 21        | 16                            | 18                | 23                                  | 18          | 27                | 21           | 11         |
| <b>DK</b>                    | <b>3</b>                                | <b>3</b>    | <b>3</b>    | <b>3</b>     | <b>0</b>        | <b>3</b>             | <b>1</b>           | <b>1</b>      | <b>3</b>          | <b>18</b>                 | <b>3</b>               | <b>3</b>    | <b>2</b>                     | <b>3</b>  | <b>2</b>                      | <b>0</b>          | <b>4</b>                            | <b>4</b>    | <b>5</b>          | <b>2</b>     | <b>3</b>   |
| DK                           | 3                                       | 3           | 3           | 3            | 0               | 3                    | 1                  | 1             | 3                 | 18                        | 3                      | 3           | 2                            | 3         | 2                             | 0                 | 4                                   | 4           | 5                 | 2            | 3          |

Table 96: Q17d. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Information on the City of Milpitas website

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b>TOTAL PAY ATTENTION</b>   | <b>78</b>     | <b>80</b> | <b>72</b> | <b>82</b>          | <b>77</b> | <b>75</b>  | <b>84</b>            | <b>68</b> | <b>84</b>           | <b>100</b> | <b>100</b>   | <b>54</b> | <b>46</b>            | <b>80</b>    | <b>85</b>     | <b>77</b> |           |           |           |           |
| Definitely pay attention     | 28            | 28        | 22        | 24                 | 25        | 26         | 27                   | 23        | 27                  | 0          | 69           | 0         | 20                   | 21           | 47            | 22        |           |           |           |           |
| Maybe pay attention          | 50            | 52        | 50        | 57                 | 51        | 49         | 57                   | 45        | 57                  | 100        | 31           | 54        | 26                   | 60           | 38            | 55        |           |           |           |           |
| <b>NOT PAY ATTENTION</b>     | <b>19</b>     | <b>17</b> | <b>24</b> | <b>17</b>          | <b>22</b> | <b>14</b>  | <b>16</b>            | <b>30</b> | <b>16</b>           | <b>0</b>   | <b>0</b>     | <b>46</b> | <b>33</b>            | <b>19</b>    | <b>15</b>     | <b>21</b> |           |           |           |           |
| Definitely not pay attention | 19            | 17        | 24        | 17                 | 22        | 14         | 16                   | 30        | 16                  | 0          | 0            | 46        | 33                   | 19           | 15            | 21        |           |           |           |           |
| <b>DK</b>                    | <b>3</b>      | <b>3</b>  | <b>4</b>  | <b>1</b>           | <b>1</b>  | <b>11</b>  | <b>0</b>             | <b>3</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>21</b>            | <b>1</b>     | <b>0</b>      | <b>2</b>  |           |           |           |           |
| DK                           | 3             | 3         | 4         | 1                  | 1         | 11         | 0                    | 3         | 0                   | 0          | 0            | 0         | 21                   | 1            | 0             | 2         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b>TOTAL PAY ATTENTION</b>   | <b>78</b>     | <b>77</b> | <b>79</b> | <b>72</b>          | <b>82</b> | <b>74</b>  | <b>86</b>            | <b>80</b> | <b>68</b>           | <b>77</b>  | <b>80</b>    | <b>78</b> | <b>81</b>            | <b>74</b>    | <b>76</b>     | <b>86</b> | <b>77</b> | <b>75</b> | <b>81</b> | <b>76</b> |
| Definitely pay attention     | 28            | 33        | 23        | 20                 | 32        | 25         | 39                   | 35        | 6                   | 26         | 30           | 27        | 33                   | 22           | 21            | 37        | 28        | 29        | 29        | 28        |
| Maybe pay attention          | 50            | 44        | 56        | 52                 | 50        | 49         | 47                   | 45        | 61                  | 50         | 50           | 51        | 48                   | 52           | 55            | 49        | 49        | 46        | 52        | 48        |
| <b>NOT PAY ATTENTION</b>     | <b>19</b>     | <b>20</b> | <b>18</b> | <b>28</b>          | <b>18</b> | <b>20</b>  | <b>14</b>            | <b>12</b> | <b>20</b>           | <b>22</b>  | <b>15</b>    | <b>22</b> | <b>16</b>            | <b>16</b>    | <b>19</b>     | <b>13</b> | <b>20</b> | <b>22</b> | <b>16</b> | <b>21</b> |
| Definitely not pay attention | 19            | 20        | 18        | 28                 | 18        | 20         | 14                   | 12        | 20                  | 22         | 15           | 22        | 16                   | 16           | 19            | 13        | 20        | 22        | 16        | 21        |
| <b>DK</b>                    | <b>3</b>      | <b>3</b>  | <b>3</b>  | <b>0</b>           | <b>0</b>  | <b>6</b>   | <b>0</b>             | <b>8</b>  | <b>12</b>           | <b>1</b>   | <b>5</b>     | <b>0</b>  | <b>2</b>             | <b>10</b>    | <b>5</b>      | <b>1</b>  | <b>3</b>  | <b>3</b>  | <b>3</b>  | <b>3</b>  |
| DK                           | 3             | 3         | 3         | 0                  | 0         | 6          | 0                    | 8         | 12                  | 1          | 5            | 0         | 2                    | 10           | 5             | 1         | 3         | 3         | 3         | 3         |



Table 96: Q17d. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Information on the City of Milpitas website

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>78</b>     | <b>79</b>    | <b>76</b>  | <b>74</b>      | <b>84</b>    | <b>77</b>           | <b>77</b>    | <b>84</b>      | <b>74</b>      | <b>62</b>         | <b>67</b> | <b>69</b> | <b>85</b> | <b>87</b>      | <b>84</b>    | <b>81</b>    | <b>80</b>    |
| Definitely pay attention          | 28            | 36           | 29         | 14             | 31           | 33                  | 33           | 24             | 22             | 21                | 17        | 15        | 35        | 35             | 32           | 30           | 28           |
| Maybe pay attention               | 50            | 43           | 47         | 60             | 53           | 44                  | 44           | 60             | 52             | 41                | 50        | 54        | 50        | 51             | 52           | 52           | 52           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>19</b>     | <b>20</b>    | <b>18</b>  | <b>24</b>      | <b>12</b>    | <b>19</b>           | <b>21</b>    | <b>14</b>      | <b>21</b>      | <b>31</b>         | <b>33</b> | <b>20</b> | <b>15</b> | <b>13</b>      | <b>14</b>    | <b>16</b>    | <b>18</b>    |
| Definitely not pay attention      | 19            | 20           | 18         | 24             | 12           | 19                  | 21           | 14             | 21             | 31                | 33        | 20        | 15        | 13             | 14           | 16           | 18           |
| <b><u>DK</u></b>                  | <b>3</b>      | <b>1</b>     | <b>6</b>   | <b>2</b>       | <b>4</b>     | <b>4</b>            | <b>3</b>     | <b>1</b>       | <b>4</b>       | <b>7</b>          | <b>0</b>  | <b>11</b> | <b>0</b>  | <b>0</b>       | <b>2</b>     | <b>3</b>     | <b>2</b>     |
| DK                                | 3             | 1            | 6          | 2              | 4            | 4                   | 3            | 1              | 4              | 7                 | 0         | 11        | 0         | 0              | 2            | 3            | 2            |

|                                   | LANGUAGE  |           |           |            |           | A/B SPLIT<br>SAMPLES |           |
|-----------------------------------|-----------|-----------|-----------|------------|-----------|----------------------|-----------|
|                                   | Total     | ENG       | SPAN      | VIET       | CHIN      | A                    | B         |
| Column n-Size                     | 324       | 299       | 5         | 11         | 9         | 0                    | 324       |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>78</b> | <b>77</b> | <b>75</b> | <b>100</b> | <b>80</b> | <b>0</b>             | <b>78</b> |
| Definitely pay attention          | 28        | 26        | 41        | 90         | 16        | 0                    | 28        |
| Maybe pay attention               | 50        | 51        | 34        | 10         | 64        | 0                    | 50        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>19</b> | <b>20</b> | <b>25</b> | <b>0</b>   | <b>20</b> | <b>0</b>             | <b>19</b> |
| Definitely not pay attention      | 19        | 20        | 25        | 0          | 20        | 0                    | 19        |
| <b><u>DK</u></b>                  | <b>3</b>  | <b>3</b>  | <b>0</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>             | <b>3</b>  |
| DK                                | 3         | 3         | 0         | 0          | 0         | 0                    | 3         |

Table 97: Q17e. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : An e-newsletter from your City, Milpitas Matters

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b>TOTAL PAY ATTENTION</b>   | <b>77</b>                               | <b>76</b>   | <b>77</b>   | <b>78</b>    | <b>79</b>       | <b>37</b>            | <b>85</b>          | <b>76</b>     | <b>73</b>         | <b>73</b>                 | <b>80</b>              | <b>77</b>   | <b>76</b>                    | <b>73</b> | <b>75</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>76</b>         | <b>73</b>    | <b>75</b>  |
| Definitely pay attention     | 34                                      | 26          | 41          | 42           | 41              | 26                   | 37                 | 31            | 50                | 29                        | 35                     | 44          | 28                           | 29        | 39                            | 0                 | 0                                   | 0           | 28                | 29           | 39         |
| Maybe pay attention          | 43                                      | 50          | 36          | 37           | 38              | 11                   | 48                 | 45            | 23                | 44                        | 45                     | 33          | 48                           | 44        | 36                            | 0                 | 0                                   | 0           | 48                | 44           | 36         |
| <b>NOT PAY ATTENTION</b>     | <b>19</b>                               | <b>20</b>   | <b>17</b>   | <b>17</b>    | <b>14</b>       | <b>63</b>            | <b>12</b>          | <b>20</b>     | <b>19</b>         | <b>22</b>                 | <b>16</b>              | <b>19</b>   | <b>15</b>                    | <b>26</b> | <b>18</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>15</b>         | <b>26</b>    | <b>18</b>  |
| Definitely not pay attention | 19                                      | 20          | 17          | 17           | 14              | 63                   | 12                 | 20            | 19                | 22                        | 16                     | 19          | 15                           | 26        | 18                            | 0                 | 0                                   | 0           | 15                | 26           | 18         |
| <b>DK</b>                    | <b>5</b>                                | <b>4</b>    | <b>5</b>    | <b>5</b>     | <b>7</b>        | <b>0</b>             | <b>3</b>           | <b>5</b>      | <b>8</b>          | <b>5</b>                  | <b>3</b>               | <b>5</b>    | <b>9</b>                     | <b>1</b>  | <b>7</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>9</b>          | <b>1</b>     | <b>7</b>   |
| DK                           | 5                                       | 4           | 5           | 5            | 7               | 0                    | 3                  | 5             | 8                 | 5                         | 3                      | 5           | 9                            | 1         | 7                             | 0                 | 0                                   | 0           | 9                 | 1            | 7          |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b>TOTAL PAY ATTENTION</b>   | <b>77</b>                               | <b>79</b>   | <b>77</b>   | <b>78</b>    | <b>74</b>       | <b>87</b>            | <b>76</b>          | <b>79</b>     | <b>76</b>         | <b>67</b>                 | <b>67</b>              | <b>79</b>   | <b>81</b>                    | <b>74</b> | <b>82</b>                     | <b>78</b>         | <b>76</b>                           | <b>92</b>   | <b>77</b>         | <b>69</b>    | <b>78</b>  |
| Definitely pay attention     | 34                                      | 28          | 33          | 32           | 43              | 40                   | 35                 | 37            | 32                | 32                        | 17                     | 37          | 36                           | 33        | 36                            | 36                | 45                                  | 46          | 25                | 26           | 38         |
| Maybe pay attention          | 43                                      | 51          | 45          | 46           | 31              | 47                   | 41                 | 43            | 44                | 35                        | 50                     | 41          | 45                           | 40        | 45                            | 42                | 31                                  | 46          | 51                | 43           | 40         |
| <b>NOT PAY ATTENTION</b>     | <b>19</b>                               | <b>15</b>   | <b>19</b>   | <b>19</b>    | <b>17</b>       | <b>13</b>            | <b>20</b>          | <b>18</b>     | <b>19</b>         | <b>18</b>                 | <b>33</b>              | <b>16</b>   | <b>16</b>                    | <b>21</b> | <b>16</b>                     | <b>13</b>         | <b>13</b>                           | <b>8</b>    | <b>23</b>         | <b>25</b>    | <b>17</b>  |
| Definitely not pay attention | 19                                      | 15          | 19          | 19           | 17              | 13                   | 20                 | 18            | 19                | 18                        | 33                     | 16          | 16                           | 21        | 16                            | 13                | 13                                  | 8           | 23                | 25           | 17         |
| <b>DK</b>                    | <b>5</b>                                | <b>6</b>    | <b>3</b>    | <b>4</b>     | <b>9</b>        | <b>0</b>             | <b>3</b>           | <b>2</b>      | <b>5</b>          | <b>14</b>                 | <b>0</b>               | <b>5</b>    | <b>3</b>                     | <b>5</b>  | <b>2</b>                      | <b>10</b>         | <b>11</b>                           | <b>0</b>    | <b>0</b>          | <b>5</b>     | <b>6</b>   |
| DK                           | 5                                       | 6           | 3           | 4            | 9               | 0                    | 3                  | 2             | 5                 | 14                        | 0                      | 5           | 3                            | 5         | 2                             | 10                | 11                                  | 0           | 0                 | 5            | 6          |

Table 97: Q17e. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : An e-newsletter from your City, Milpitas Matters

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b>TOTAL PAY ATTENTION</b>   | <b>77</b>     | <b>79</b> | <b>75</b> | <b>71</b>          | <b>78</b> | <b>80</b>  | <b>71</b>            | <b>85</b> | <b>71</b>           | <b>66</b>  | <b>85</b>    | <b>0</b>  | <b>90</b>            | <b>68</b>    | <b>80</b>     | <b>85</b> |           |           |           |           |
| Definitely pay attention     | 34            | 37        | 30        | 30                 | 32        | 41         | 28                   | 35        | 29                  | 66         | 10           | 0         | 50                   | 30           | 33            | 37        |           |           |           |           |
| Maybe pay attention          | 43            | 42        | 45        | 42                 | 46        | 39         | 42                   | 51        | 41                  | 0          | 75           | 0         | 40                   | 38           | 47            | 48        |           |           |           |           |
| <b>NOT PAY ATTENTION</b>     | <b>19</b>     | <b>17</b> | <b>22</b> | <b>29</b>          | <b>18</b> | <b>10</b>  | <b>26</b>            | <b>11</b> | <b>27</b>           | <b>34</b>  | <b>15</b>    | <b>0</b>  | <b>0</b>             | <b>30</b>    | <b>16</b>     | <b>10</b> |           |           |           |           |
| Definitely not pay attention | 19            | 17        | 22        | 29                 | 18        | 10         | 26                   | 11        | 27                  | 34         | 15           | 0         | 0                    | 30           | 16            | 10        |           |           |           |           |
| <b>DK</b>                    | <b>5</b>      | <b>4</b>  | <b>4</b>  | <b>0</b>           | <b>4</b>  | <b>10</b>  | <b>3</b>             | <b>4</b>  | <b>2</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>10</b>            | <b>3</b>     | <b>4</b>      | <b>4</b>  |           |           |           |           |
| DK                           | 5             | 4         | 4         | 0                  | 4         | 10         | 3                    | 4         | 2                   | 0          | 0            | 0         | 10                   | 3            | 4             | 4         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b>TOTAL PAY ATTENTION</b>   | <b>77</b>     | <b>80</b> | <b>73</b> | <b>75</b>          | <b>55</b> | <b>82</b>  | <b>86</b>            | <b>88</b> | <b>93</b>           | <b>68</b>  | <b>88</b>    | <b>63</b> | <b>85</b>            | <b>90</b>    | <b>71</b>     | <b>67</b> | <b>84</b> | <b>82</b> | <b>69</b> | <b>83</b> |
| Definitely pay attention     | 34            | 37        | 31        | 17                 | 30        | 33         | 35                   | 44        | 60                  | 27         | 44           | 25        | 34                   | 52           | 32            | 22        | 39        | 40        | 28        | 39        |
| Maybe pay attention          | 43            | 43        | 42        | 57                 | 24        | 49         | 51                   | 44        | 32                  | 41         | 44           | 39        | 50                   | 38           | 38            | 44        | 45        | 42        | 41        | 43        |
| <b>NOT PAY ATTENTION</b>     | <b>19</b>     | <b>14</b> | <b>23</b> | <b>20</b>          | <b>41</b> | <b>15</b>  | <b>9</b>             | <b>8</b>  | <b>0</b>            | <b>28</b>  | <b>7</b>     | <b>32</b> | <b>11</b>            | <b>4</b>     | <b>20</b>     | <b>28</b> | <b>15</b> | <b>14</b> | <b>24</b> | <b>15</b> |
| Definitely not pay attention | 19            | 14        | 23        | 20                 | 41        | 15         | 9                    | 8         | 0                   | 28         | 7            | 32        | 11                   | 4            | 20            | 28        | 15        | 14        | 24        | 15        |
| <b>DK</b>                    | <b>5</b>      | <b>5</b>  | <b>4</b>  | <b>5</b>           | <b>4</b>  | <b>3</b>   | <b>4</b>             | <b>4</b>  | <b>7</b>            | <b>4</b>   | <b>5</b>     | <b>5</b>  | <b>4</b>             | <b>6</b>     | <b>9</b>      | <b>5</b>  | <b>1</b>  | <b>4</b>  | <b>7</b>  | <b>3</b>  |
| DK                           | 5             | 5         | 4         | 5                  | 4         | 3          | 4                    | 4         | 7                   | 4          | 5            | 5         | 4                    | 6            | 9             | 5         | 1         | 4         | 7         | 3         |

Table 97: Q17e. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : An e-newsletter from your City, Milpitas Matters

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>77</b>     | <b>78</b>    | <b>84</b>  | <b>55</b>      | <b>92</b>    | <b>76</b>           | <b>84</b>    | <b>60</b>      | <b>81</b>      | <b>81</b>         | <b>70</b> | <b>82</b> | <b>68</b> | <b>81</b>      | <b>78</b>    | <b>78</b>    | <b>76</b>    |
| Definitely pay attention          | 34            | 31           | 44         | 21             | 43           | 37                  | 38           | 17             | 41             | 43                | 33        | 38        | 43        | 31             | 27           | 34           | 33           |
| Maybe pay attention               | 43            | 46           | 39         | 34             | 48           | 39                  | 46           | 43             | 41             | 38                | 37        | 44        | 25        | 50             | 50           | 44           | 43           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>19</b>     | <b>17</b>    | <b>10</b>  | <b>41</b>      | <b>4</b>     | <b>16</b>           | <b>13</b>    | <b>33</b>      | <b>17</b>      | <b>11</b>         | <b>24</b> | <b>18</b> | <b>24</b> | <b>17</b>      | <b>18</b>    | <b>19</b>    | <b>20</b>    |
| Definitely not pay attention      | 19            | 17           | 10         | 41             | 4            | 16                  | 13           | 33             | 17             | 11                | 24        | 18        | 24        | 17             | 18           | 19           | 20           |
| <b><u>DK</u></b>                  | <b>5</b>      | <b>5</b>     | <b>6</b>   | <b>3</b>       | <b>4</b>     | <b>8</b>            | <b>3</b>     | <b>7</b>       | <b>2</b>       | <b>8</b>          | <b>6</b>  | <b>0</b>  | <b>8</b>  | <b>3</b>       | <b>5</b>     | <b>4</b>     | <b>4</b>     |
| DK                                | 5             | 5            | 6          | 3              | 4            | 8                   | 3            | 7              | 2              | 8                 | 6         | 0         | 8         | 3              | 5            | 4            | 4            |

|                                   | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|-----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                   | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                     | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>77</b> | <b>76</b> | <b>67</b> | <b>87</b> | <b>95</b> | <b>77</b>            | <b>0</b> |
| Definitely pay attention          | 34        | 36        | 26        | 7         | 22        | 34                   | 0        |
| Maybe pay attention               | 43        | 40        | 40        | 80        | 73        | 43                   | 0        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>19</b> | <b>19</b> | <b>33</b> | <b>13</b> | <b>5</b>  | <b>19</b>            | <b>0</b> |
| Definitely not pay attention      | 19        | 19        | 33        | 13        | 5         | 19                   | 0        |
| <b><u>DK</u></b>                  | <b>5</b>  | <b>5</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>5</b>             | <b>0</b> |
| DK                                | 5         | 5         | 0         | 0         | 0         | 5                    | 0        |

Table 98: Q17f. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A printed newsletter sent to your home, Connected

|                                   | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |  |
|-----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|--|
|                                   | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |  |
|                                   |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |  |
| Column n-Size                     | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |  |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>84</b>                               | <b>82</b>   | <b>86</b>   | <b>89</b>    | <b>84</b>       | <b>69</b>            | <b>90</b>          | <b>83</b>     | <b>79</b>         | <b>87</b>                 | <b>86</b>              | <b>77</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>82</b>         | <b>82</b>                           | <b>91</b>   | <b>82</b>         | <b>82</b>    | <b>91</b>  |  |
| Definitely pay attention          | 38                                      | 30          | 45          | 54           | 34              | 33                   | 49                 | 33            | 44                | 39                        | 38                     | 40          | 0                            | 0         | 0                             | 40                | 30                                  | 44          | 40                | 30           | 44         |  |
| Maybe pay attention               | 46                                      | 52          | 41          | 35           | 49              | 36                   | 40                 | 50            | 35                | 48                        | 47                     | 38          | 0                            | 0         | 0                             | 41                | 52                                  | 47          | 41                | 52           | 47         |  |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>14</b>                               | <b>18</b>   | <b>11</b>   | <b>11</b>    | <b>9</b>        | <b>23</b>            | <b>4</b>           | <b>16</b>     | <b>21</b>         | <b>12</b>                 | <b>12</b>              | <b>23</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>16</b>         | <b>17</b>                           | <b>9</b>    | <b>16</b>         | <b>17</b>    | <b>9</b>   |  |
| Definitely not pay attention      | 14                                      | 18          | 11          | 11           | 9               | 23                   | 4                  | 16            | 21                | 12                        | 12                     | 23          | 0                            | 0         | 0                             | 16                | 17                                  | 9           | 16                | 17           | 9          |  |
| <b><u>DK</u></b>                  | <b>2</b>                                | <b>0</b>    | <b>3</b>    | <b>0</b>     | <b>7</b>        | <b>7</b>             | <b>6</b>           | <b>1</b>      | <b>0</b>          | <b>1</b>                  | <b>2</b>               | <b>0</b>    | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>2</b>          | <b>1</b>                            | <b>0</b>    | <b>2</b>          | <b>1</b>     | <b>0</b>   |  |
| DK                                | 2                                       | 0           | 3           | 0            | 7               | 7                    | 6                  | 1             | 0                 | 1                         | 2                      | 0           | 0                            | 0         | 0                             | 2                 | 1                                   | 0           | 2                 | 1            | 0          |  |
|                                   |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |  |
|                                   | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |  |
|                                   | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |  |
| Column n-Size                     | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |  |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>84</b>                               | <b>91</b>   | <b>86</b>   | <b>87</b>    | <b>73</b>       | <b>74</b>            | <b>85</b>          | <b>82</b>     | <b>88</b>         | <b>79</b>                 | <b>71</b>              | <b>88</b>   | <b>90</b>                    | <b>77</b> | <b>93</b>                     | <b>78</b>         | <b>80</b>                           | <b>97</b>   | <b>69</b>         | <b>88</b>    | <b>88</b>  |  |
| Definitely pay attention          | 38                                      | 64          | 33          | 38           | 36              | 44                   | 34                 | 37            | 39                | 41                        | 28                     | 42          | 46                           | 31        | 46                            | 42                | 43                                  | 46          | 31                | 38           | 36         |  |
| Maybe pay attention               | 46                                      | 27          | 53          | 48           | 38              | 29                   | 50                 | 45            | 49                | 38                        | 43                     | 46          | 44                           | 46        | 47                            | 36                | 37                                  | 51          | 37                | 50           | 52         |  |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>14</b>                               | <b>6</b>    | <b>12</b>   | <b>11</b>    | <b>27</b>       | <b>23</b>            | <b>15</b>          | <b>17</b>     | <b>12</b>         | <b>6</b>                  | <b>25</b>              | <b>11</b>   | <b>10</b>                    | <b>19</b> | <b>7</b>                      | <b>22</b>         | <b>17</b>                           | <b>3</b>    | <b>25</b>         | <b>11</b>    | <b>11</b>  |  |
| Definitely not pay attention      | 14                                      | 6           | 12          | 11           | 27              | 23                   | 15                 | 17            | 12                | 6                         | 25                     | 11          | 10                           | 19        | 7                             | 22                | 17                                  | 3           | 25                | 11           | 11         |  |
| <b><u>DK</u></b>                  | <b>2</b>                                | <b>4</b>    | <b>2</b>    | <b>2</b>     | <b>0</b>        | <b>4</b>             | <b>1</b>           | <b>2</b>      | <b>0</b>          | <b>15</b>                 | <b>3</b>               | <b>1</b>    | <b>0</b>                     | <b>4</b>  | <b>0</b>                      | <b>0</b>          | <b>3</b>                            | <b>0</b>    | <b>6</b>          | <b>1</b>     | <b>1</b>   |  |
| DK                                | 2                                       | 4           | 2           | 2            | 0               | 4                    | 1                  | 2             | 0                 | 15                        | 3                      | 1           | 0                            | 4         | 0                             | 0                 | 3                                   | 0           | 6                 | 1            | 1          |  |

Table 98: Q17f. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A printed newsletter sent to your home, Connected

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4          | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b>TOTAL PAY ATTENTION</b>   | <b>84</b>     | <b>84</b> | <b>87</b> | <b>75</b>          | <b>82</b> | <b>92</b>  | <b>79</b>            | <b>87</b> | <b>79</b>           | <b>100</b> | <b>67</b>    | <b>100</b> | <b>90</b>            | <b>77</b>    | <b>86</b>     | <b>89</b> |           |           |           |           |
| Definitely pay attention     | 38            | 38        | 37        | 33                 | 32        | 47         | 28                   | 38        | 27                  | 0          | 28           | 54         | 48                   | 29           | 38            | 40        |           |           |           |           |
| Maybe pay attention          | 46            | 47        | 50        | 42                 | 50        | 45         | 51                   | 49        | 52                  | 100        | 39           | 46         | 41                   | 48           | 48            | 49        |           |           |           |           |
| <b>NOT PAY ATTENTION</b>     | <b>14</b>     | <b>15</b> | <b>9</b>  | <b>25</b>          | <b>15</b> | <b>4</b>   | <b>18</b>            | <b>11</b> | <b>21</b>           | <b>0</b>   | <b>12</b>    | <b>0</b>   | <b>0</b>             | <b>20</b>    | <b>14</b>     | <b>11</b> |           |           |           |           |
| Definitely not pay attention | 14            | 15        | 9         | 25                 | 15        | 4          | 18                   | 11        | 21                  | 0          | 12           | 0          | 0                    | 20           | 14            | 11        |           |           |           |           |
| <b>DK</b>                    | <b>2</b>      | <b>1</b>  | <b>4</b>  | <b>0</b>           | <b>3</b>  | <b>4</b>   | <b>3</b>             | <b>2</b>  | <b>0</b>            | <b>0</b>   | <b>20</b>    | <b>0</b>   | <b>10</b>            | <b>3</b>     | <b>0</b>      | <b>0</b>  |           |           |           |           |
| DK                           | 2             | 1         | 4         | 0                  | 3         | 4          | 3                    | 2         | 0                   | 0          | 20           | 0          | 10                   | 3            | 0             | 0         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      |              | QE EDUCATION  |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136        | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b>TOTAL PAY ATTENTION</b>   | <b>84</b>     | <b>86</b> | <b>82</b> | <b>75</b>          | <b>80</b> | <b>78</b>  | <b>96</b>            | <b>94</b> | <b>83</b>           | <b>78</b>  | <b>92</b>    | <b>78</b>  | <b>89</b>            | <b>89</b>    | <b>82</b>     | <b>91</b> | <b>80</b> | <b>85</b> | <b>86</b> | <b>82</b> |
| Definitely pay attention     | 38            | 34        | 43        | 18                 | 28        | 42         | 53                   | 52        | 48                  | 29         | 51           | 24         | 48                   | 50           | 33            | 41        | 36        | 43        | 37        | 39        |
| Maybe pay attention          | 46            | 52        | 39        | 57                 | 52        | 36         | 43                   | 43        | 35                  | 50         | 41           | 54         | 40                   | 39           | 49            | 50        | 44        | 42        | 50        | 43        |
| <b>NOT PAY ATTENTION</b>     | <b>14</b>     | <b>12</b> | <b>16</b> | <b>23</b>          | <b>17</b> | <b>20</b>  | <b>3</b>             | <b>6</b>  | <b>9</b>            | <b>20</b>  | <b>5</b>     | <b>20</b>  | <b>10</b>            | <b>7</b>     | <b>16</b>     | <b>9</b>  | <b>16</b> | <b>14</b> | <b>12</b> | <b>15</b> |
| Definitely not pay attention | 14            | 12        | 16        | 23                 | 17        | 20         | 3                    | 6         | 9                   | 20         | 5            | 20         | 10                   | 7            | 16            | 9         | 16        | 14        | 12        | 15        |
| <b>DK</b>                    | <b>2</b>      | <b>2</b>  | <b>2</b>  | <b>2</b>           | <b>2</b>  | <b>1</b>   | <b>1</b>             | <b>0</b>  | <b>8</b>            | <b>2</b>   | <b>2</b>     | <b>2</b>   | <b>1</b>             | <b>4</b>     | <b>2</b>      | <b>0</b>  | <b>4</b>  | <b>1</b>  | <b>1</b>  | <b>3</b>  |
| DK                           | 2             | 2         | 2         | 2                  | 2         | 1          | 1                    | 0         | 8                   | 2          | 2            | 2          | 1                    | 4            | 2             | 0         | 4         | 1         | 1         | 3         |

Table 98: Q17f. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A printed newsletter sent to your home, Connected

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>84</b>     | <b>80</b>    | <b>93</b>  | <b>75</b>      | <b>92</b>    | <b>86</b>           | <b>86</b>    | <b>87</b>      | <b>78</b>      | <b>85</b>         | <b>85</b> | <b>74</b> | <b>86</b> | <b>87</b>      | <b>82</b>    | <b>82</b>    | <b>83</b>    |
| Definitely pay attention          | 38            | 29           | 40         | 28             | 63           | 27                  | 39           | 45             | 40             | 50                | 31        | 24        | 35        | 40             | 33           | 33           | 37           |
| Maybe pay attention               | 46            | 51           | 53         | 47             | 29           | 59                  | 47           | 41             | 38             | 35                | 54        | 50        | 51        | 47             | 49           | 49           | 46           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>14</b>     | <b>17</b>    | <b>6</b>   | <b>24</b>      | <b>5</b>     | <b>13</b>           | <b>12</b>    | <b>13</b>      | <b>19</b>      | <b>13</b>         | <b>15</b> | <b>19</b> | <b>10</b> | <b>13</b>      | <b>16</b>    | <b>15</b>    | <b>15</b>    |
| Definitely not pay attention      | 14            | 17           | 6          | 24             | 5            | 13                  | 12           | 13             | 19             | 13                | 15        | 19        | 10        | 13             | 16           | 15           | 15           |
| <b><u>DK</u></b>                  | <b>2</b>      | <b>3</b>     | <b>1</b>   | <b>1</b>       | <b>4</b>     | <b>2</b>            | <b>2</b>     | <b>1</b>       | <b>3</b>       | <b>2</b>          | <b>0</b>  | <b>7</b>  | <b>4</b>  | <b>0</b>       | <b>2</b>     | <b>3</b>     | <b>2</b>     |
| DK                                | 2             | 3            | 1          | 1              | 4            | 2                   | 2            | 1              | 3              | 2                 | 0         | 7         | 4         | 0              | 2            | 3            | 2            |

|                                   | LANGUAGE  |           |            |            |           | A/B SPLIT<br>SAMPLES |           |
|-----------------------------------|-----------|-----------|------------|------------|-----------|----------------------|-----------|
|                                   | Total     | ENG       | SPAN       | VIET       | CHIN      | A                    | B         |
| Column n-Size                     | 324       | 299       | 5          | 11         | 9         | 0                    | 324       |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>84</b> | <b>84</b> | <b>100</b> | <b>100</b> | <b>71</b> | <b>0</b>             | <b>84</b> |
| Definitely pay attention          | 38        | 38        | 51         | 42         | 48        | 0                    | 38        |
| Maybe pay attention               | 46        | 46        | 49         | 58         | 22        | 0                    | 46        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>14</b> | <b>14</b> | <b>0</b>   | <b>0</b>   | <b>29</b> | <b>0</b>             | <b>14</b> |
| Definitely not pay attention      | 14        | 14        | 0          | 0          | 29        | 0                    | 14        |
| <b><u>DK</u></b>                  | <b>2</b>  | <b>2</b>  | <b>0</b>   | <b>0</b>   | <b>0</b>  | <b>0</b>             | <b>2</b>  |
| DK                                | 2         | 2         | 0          | 0          | 0         | 0                    | 2         |

Table 99: Q17g. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Information from a friend or neighbor

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |          |          | Q7 COMBINED CRIME |           |           |
|------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|----------|----------|-------------------|-----------|-----------|
|                              | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME     | DECR     | INCR              | SAME      | DECR      |
| Column n-Size                | 323                                     | 147       | 176       | 105       | 65        | 5            | 74                 | 202         | 42              | 114                       | 155            | 43          | 97                 | 134       | 25        | 0                 | 0        | 0        | 97                | 134       | 25        |
| <b>TOTAL PAY ATTENTION</b>   | <b>88</b>                               | <b>90</b> | <b>86</b> | <b>85</b> | <b>87</b> | <b>93</b>    | <b>93</b>          | <b>87</b>   | <b>86</b>       | <b>87</b>                 | <b>89</b>      | <b>89</b>   | <b>87</b>          | <b>89</b> | <b>84</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>87</b>         | <b>89</b> | <b>84</b> |
| Definitely pay attention     | 50                                      | 54        | 47        | 50        | 42        | 51           | 58                 | 47          | 55              | 50                        | 53             | 43          | 52                 | 45        | 51        | 0                 | 0        | 0        | 52                | 45        | 51        |
| Maybe pay attention          | 38                                      | 36        | 39        | 36        | 45        | 42           | 35                 | 40          | 32              | 36                        | 36             | 46          | 35                 | 44        | 32        | 0                 | 0        | 0        | 35                | 44        | 32        |
| <b>NOT PAY ATTENTION</b>     | <b>8</b>                                | <b>7</b>  | <b>10</b> | <b>10</b> | <b>9</b>  | <b>7</b>     | <b>5</b>           | <b>9</b>    | <b>8</b>        | <b>10</b>                 | <b>7</b>       | <b>6</b>    | <b>7</b>           | <b>9</b>  | <b>11</b> | <b>0</b>          | <b>0</b> | <b>0</b> | <b>7</b>          | <b>9</b>  | <b>11</b> |
| Definitely not pay attention | 8                                       | 7         | 10        | 10        | 9         | 7            | 5                  | 9           | 8               | 10                        | 7              | 6           | 7                  | 9         | 11        | 0                 | 0        | 0        | 7                 | 9         | 11        |
| <b>DK</b>                    | <b>4</b>                                | <b>3</b>  | <b>4</b>  | <b>5</b>  | <b>4</b>  | <b>0</b>     | <b>2</b>           | <b>4</b>    | <b>6</b>        | <b>4</b>                  | <b>4</b>       | <b>5</b>    | <b>6</b>           | <b>2</b>  | <b>5</b>  | <b>0</b>          | <b>0</b> | <b>0</b> | <b>6</b>          | <b>2</b>  | <b>5</b>  |
| DK                           | 4                                       | 3         | 4         | 5         | 4         | 0            | 2                  | 4           | 6               | 4                         | 4              | 5           | 6                  | 2         | 5         | 0                 | 0        | 0        | 6                 | 2         | 5         |

|                              | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |           | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                              | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK        | YES                    | NO        | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                | 323              | 39          | 219         | 258          | 54              | 39                   | 112       | 151           | 145               | 26        | 59                     | 247       | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70           | 67           | 111        |
| <b>TOTAL PAY ATTENTION</b>   | <b>88</b>        | <b>91</b>   | <b>91</b>   | <b>91</b>    | <b>77</b>       | <b>90</b>            | <b>87</b> | <b>88</b>     | <b>88</b>         | <b>87</b> | <b>83</b>              | <b>89</b> | <b>89</b>                    | <b>87</b> | <b>92</b>                     | <b>77</b>         | <b>84</b>                           | <b>96</b>   | <b>81</b>    | <b>87</b>    | <b>94</b>  |
| Definitely pay attention     | 50               | 51          | 52          | 52           | 42              | 57                   | 48        | 50            | 49                | 56        | 38                     | 53        | 50                           | 50        | 51                            | 49                | 45                                  | 54          | 42           | 53           | 55         |
| Maybe pay attention          | 38               | 39          | 39          | 39           | 35              | 33                   | 39        | 38            | 39                | 31        | 45                     | 36        | 39                           | 36        | 41                            | 28                | 39                                  | 41          | 39           | 34           | 38         |
| <b>NOT PAY ATTENTION</b>     | <b>8</b>         | <b>8</b>    | <b>7</b>    | <b>7</b>     | <b>13</b>       | <b>8</b>             | <b>10</b> | <b>9</b>      | <b>7</b>          | <b>7</b>  | <b>16</b>              | <b>6</b>  | <b>8</b>                     | <b>9</b>  | <b>6</b>                      | <b>13</b>         | <b>6</b>                            | <b>2</b>    | <b>15</b>    | <b>11</b>    | <b>3</b>   |
| Definitely not pay attention | 8                | 8           | 7           | 7            | 13              | 8                    | 10        | 9             | 7                 | 7         | 16                     | 6         | 8                            | 9         | 6                             | 13                | 6                                   | 2           | 15           | 11           | 3          |
| <b>DK</b>                    | <b>4</b>         | <b>1</b>    | <b>3</b>    | <b>2</b>     | <b>10</b>       | <b>2</b>             | <b>4</b>  | <b>3</b>      | <b>4</b>          | <b>6</b>  | <b>1</b>               | <b>5</b>  | <b>3</b>                     | <b>5</b>  | <b>2</b>                      | <b>9</b>          | <b>10</b>                           | <b>2</b>    | <b>4</b>     | <b>2</b>     | <b>3</b>   |
| DK                           | 4                | 1           | 3           | 2            | 10              | 2                    | 4         | 3             | 4                 | 6         | 1                      | 5         | 3                            | 5         | 2                             | 9                 | 10                                  | 2           | 4            | 2            | 3          |



Table 99: Q17g. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Information from a friend or neighbor

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b>TOTAL PAY ATTENTION</b>   | <b>88</b>     | <b>87</b> | <b>86</b> | <b>93</b>          | <b>83</b> | <b>95</b>  | <b>78</b>            | <b>88</b> | <b>79</b>           | <b>45</b>  | <b>100</b>   | <b>0</b>  | <b>82</b>            | <b>89</b>    | <b>88</b>     | <b>88</b> |           |           |           |           |
| Definitely pay attention     | 50            | 49        | 43        | 57                 | 50        | 46         | 47                   | 50        | 45                  | 0          | 100          | 0         | 45                   | 56           | 51            | 49        |           |           |           |           |
| Maybe pay attention          | 38            | 38        | 43        | 37                 | 34        | 49         | 32                   | 38        | 34                  | 45         | 0            | 0         | 37                   | 33           | 37            | 39        |           |           |           |           |
| <b>NOT PAY ATTENTION</b>     | <b>8</b>      | <b>9</b>  | <b>9</b>  | <b>4</b>           | <b>14</b> | <b>1</b>   | <b>18</b>            | <b>9</b>  | <b>17</b>           | <b>34</b>  | <b>0</b>     | <b>0</b>  | <b>16</b>            | <b>8</b>     | <b>10</b>     | <b>7</b>  |           |           |           |           |
| Definitely not pay attention | 8             | 9         | 9         | 4                  | 14        | 1          | 18                   | 9         | 17                  | 34         | 0            | 0         | 16                   | 8            | 10            | 7         |           |           |           |           |
| <b>DK</b>                    | <b>4</b>      | <b>4</b>  | <b>4</b>  | <b>2</b>           | <b>3</b>  | <b>4</b>   | <b>3</b>             | <b>2</b>  | <b>3</b>            | <b>21</b>  | <b>0</b>     | <b>0</b>  | <b>2</b>             | <b>3</b>     | <b>2</b>      | <b>5</b>  |           |           |           |           |
| DK                           | 4             | 4         | 4         | 2                  | 3         | 4          | 3                    | 2         | 3                   | 21         | 0            | 0         | 2                    | 3            | 2             | 5         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b>TOTAL PAY ATTENTION</b>   | <b>88</b>     | <b>87</b> | <b>89</b> | <b>89</b>          | <b>87</b> | <b>88</b>  | <b>85</b>            | <b>87</b> | <b>93</b>           | <b>88</b>  | <b>88</b>    | <b>88</b> | <b>87</b>            | <b>90</b>    | <b>91</b>     | <b>93</b> | <b>86</b> | <b>83</b> | <b>92</b> | <b>85</b> |
| Definitely pay attention     | 50            | 51        | 49        | 54                 | 54        | 58         | 45                   | 46        | 38                  | 55         | 44           | 54        | 50                   | 43           | 47            | 57        | 48        | 50        | 52        | 49        |
| Maybe pay attention          | 38            | 36        | 40        | 35                 | 33        | 31         | 41                   | 41        | 55                  | 33         | 44           | 34        | 37                   | 47           | 44            | 36        | 38        | 33        | 40        | 36        |
| <b>NOT PAY ATTENTION</b>     | <b>8</b>      | <b>8</b>  | <b>8</b>  | <b>10</b>          | <b>11</b> | <b>7</b>   | <b>8</b>             | <b>5</b>  | <b>5</b>            | <b>10</b>  | <b>7</b>     | <b>10</b> | <b>8</b>             | <b>5</b>     | <b>3</b>      | <b>6</b>  | <b>12</b> | <b>10</b> | <b>4</b>  | <b>11</b> |
| Definitely not pay attention | 8             | 8         | 8         | 10                 | 11        | 7          | 8                    | 5         | 5                   | 10         | 7            | 10        | 8                    | 5            | 3             | 6         | 12        | 10        | 4         | 11        |
| <b>DK</b>                    | <b>4</b>      | <b>5</b>  | <b>3</b>  | <b>1</b>           | <b>2</b>  | <b>5</b>   | <b>6</b>             | <b>8</b>  | <b>2</b>            | <b>3</b>   | <b>6</b>     | <b>2</b>  | <b>6</b>             | <b>5</b>     | <b>5</b>      | <b>1</b>  | <b>2</b>  | <b>7</b>  | <b>3</b>  | <b>4</b>  |
| DK                           | 4             | 5         | 3         | 1                  | 2         | 5          | 6                    | 8         | 2                   | 3          | 6            | 2         | 6                    | 5            | 5             | 1         | 2         | 7         | 3         | 4         |

Table 99: Q17g. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Information from a friend or neighbor

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>88</b>     | <b>86</b>    | <b>88</b>  | <b>90</b>      | <b>88</b>    | <b>96</b>           | <b>79</b>    | <b>87</b>      | <b>90</b>      | <b>88</b>         | <b>84</b> | <b>79</b> | <b>84</b> | <b>92</b>      | <b>90</b>    | <b>87</b>    | <b>88</b>    |
| Definitely pay attention          | 50            | 57           | 40         | 52             | 47           | 58                  | 45           | 43             | 53             | 47                | 41        | 35        | 43        | 58             | 60           | 51           | 50           |
| Maybe pay attention               | 38            | 30           | 48         | 38             | 41           | 38                  | 35           | 44             | 36             | 41                | 43        | 44        | 40        | 34             | 30           | 36           | 37           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>8</b>      | <b>10</b>    | <b>6</b>   | <b>10</b>      | <b>7</b>     | <b>2</b>            | <b>13</b>    | <b>7</b>       | <b>9</b>       | <b>7</b>          | <b>11</b> | <b>17</b> | <b>8</b>  | <b>2</b>       | <b>10</b>    | <b>9</b>     | <b>8</b>     |
| Definitely not pay attention      | 8             | 10           | 6          | 10             | 7            | 2                   | 13           | 7              | 9              | 7                 | 11        | 17        | 8         | 2              | 10           | 9            | 8            |
| <b><u>DK</u></b>                  | <b>4</b>      | <b>4</b>     | <b>6</b>   | <b>1</b>       | <b>6</b>     | <b>2</b>            | <b>7</b>     | <b>5</b>       | <b>1</b>       | <b>5</b>          | <b>5</b>  | <b>4</b>  | <b>8</b>  | <b>5</b>       | <b>0</b>     | <b>4</b>     | <b>4</b>     |
| DK                                | 4             | 4            | 6          | 1              | 6            | 2                   | 7            | 5              | 1              | 5                 | 5         | 4         | 8         | 5              | 0            | 4            | 4            |

|                                   | LANGUAGE  |           |           |           |            | A/B SPLIT<br>SAMPLES |          |
|-----------------------------------|-----------|-----------|-----------|-----------|------------|----------------------|----------|
|                                   | Total     | ENG       | SPAN      | VIET      | CHIN       | A                    | B        |
| Column n-Size                     | 323       | 288       | 10        | 16        | 10         | 323                  | 0        |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>88</b> | <b>88</b> | <b>86</b> | <b>75</b> | <b>100</b> | <b>88</b>            | <b>0</b> |
| Definitely pay attention          | 50        | 48        | 57        | 68        | 71         | 50                   | 0        |
| Maybe pay attention               | 38        | 40        | 29        | 8         | 29         | 38                   | 0        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>8</b>  | <b>8</b>  | <b>4</b>  | <b>25</b> | <b>0</b>   | <b>8</b>             | <b>0</b> |
| Definitely not pay attention      | 8         | 8         | 4         | 25        | 0          | 8                    | 0        |
| <b><u>DK</u></b>                  | <b>4</b>  | <b>4</b>  | <b>10</b> | <b>0</b>  | <b>0</b>   | <b>4</b>             | <b>0</b> |
| DK                                | 4         | 4         | 10        | 0         | 0          | 4                    | 0        |

Table 100: Q17h. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Information from an elected official

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
| Column n-Size                | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b>TOTAL PAY ATTENTION</b>   | <b>77</b>                               | <b>78</b>   | <b>77</b>   | <b>77</b>    | <b>79</b>       | <b>66</b>            | <b>84</b>          | <b>77</b>     | <b>69</b>         | <b>78</b>                 | <b>81</b>              | <b>78</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>75</b>         | <b>77</b>                           | <b>87</b>   | <b>75</b>         | <b>77</b>    | <b>87</b>  |
| Definitely pay attention     | 25                                      | 19          | 29          | 33           | 27              | 8                    | 24                 | 24            | 29                | 33                        | 21                     | 27          | 0                            | 0         | 0                             | 27                | 23                                  | 34          | 27                | 23           | 34         |
| Maybe pay attention          | 53                                      | 59          | 48          | 43           | 52              | 58                   | 59                 | 54            | 39                | 46                        | 60                     | 51          | 0                            | 0         | 0                             | 48                | 55                                  | 53          | 48                | 55           | 53         |
| <b>NOT PAY ATTENTION</b>     | <b>18</b>                               | <b>20</b>   | <b>16</b>   | <b>15</b>    | <b>16</b>       | <b>22</b>            | <b>12</b>          | <b>18</b>     | <b>27</b>         | <b>19</b>                 | <b>17</b>              | <b>13</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>19</b>         | <b>20</b>                           | <b>13</b>   | <b>19</b>         | <b>20</b>    | <b>13</b>  |
| Definitely not pay attention | 18                                      | 20          | 16          | 15           | 16              | 22                   | 12                 | 18            | 27                | 19                        | 17                     | 13          | 0                            | 0         | 0                             | 19                | 20                                  | 13          | 19                | 20           | 13         |
| <b>DK</b>                    | <b>5</b>                                | <b>2</b>    | <b>7</b>    | <b>8</b>     | <b>5</b>        | <b>12</b>            | <b>5</b>           | <b>5</b>      | <b>4</b>          | <b>3</b>                  | <b>2</b>               | <b>9</b>    | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>6</b>          | <b>3</b>                            | <b>0</b>    | <b>6</b>          | <b>3</b>     | <b>0</b>   |
| DK                           | 5                                       | 2           | 7           | 8            | 5               | 12                   | 5                  | 5             | 4                 | 3                         | 2                      | 9           | 0                            | 0         | 0                             | 6                 | 3                                   | 0           | 6                 | 3            | 0          |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b>TOTAL PAY ATTENTION</b>   | <b>77</b>                               | <b>84</b>   | <b>81</b>   | <b>82</b>    | <b>70</b>       | <b>91</b>            | <b>84</b>          | <b>86</b>     | <b>71</b>         | <b>54</b>                 | <b>77</b>              | <b>77</b>   | <b>84</b>                    | <b>72</b> | <b>83</b>                     | <b>88</b>         | <b>67</b>                           | <b>88</b>   | <b>69</b>         | <b>77</b>    | <b>83</b>  |
| Definitely pay attention     | 25                                      | 31          | 24          | 25           | 27              | 31                   | 24                 | 26            | 24                | 20                        | 17                     | 27          | 31                           | 19        | 29                            | 41                | 16                                  | 17          | 25                | 27           | 30         |
| Maybe pay attention          | 53                                      | 54          | 57          | 57           | 43              | 61                   | 59                 | 60            | 47                | 33                        | 60                     | 50          | 53                           | 53        | 54                            | 48                | 51                                  | 71          | 45                | 50           | 54         |
| <b>NOT PAY ATTENTION</b>     | <b>18</b>                               | <b>16</b>   | <b>15</b>   | <b>15</b>    | <b>23</b>       | <b>9</b>             | <b>14</b>          | <b>12</b>     | <b>24</b>         | <b>22</b>                 | <b>23</b>              | <b>16</b>   | <b>12</b>                    | <b>24</b> | <b>12</b>                     | <b>10</b>         | <b>26</b>                           | <b>12</b>   | <b>24</b>         | <b>18</b>    | <b>12</b>  |
| Definitely not pay attention | 18                                      | 16          | 15          | 15           | 23              | 9                    | 14                 | 12            | 24                | 22                        | 23                     | 16          | 12                           | 24        | 12                            | 10                | 26                                  | 12          | 24                | 18           | 12         |
| <b>DK</b>                    | <b>5</b>                                | <b>0</b>    | <b>4</b>    | <b>3</b>     | <b>7</b>        | <b>0</b>             | <b>3</b>           | <b>2</b>      | <b>5</b>          | <b>25</b>                 | <b>0</b>               | <b>6</b>    | <b>4</b>                     | <b>4</b>  | <b>5</b>                      | <b>2</b>          | <b>7</b>                            | <b>0</b>    | <b>6</b>          | <b>5</b>     | <b>5</b>   |
| DK                           | 5                                       | 0           | 4           | 3            | 7               | 0                    | 3                  | 2             | 5                 | 25                        | 0                      | 6           | 4                            | 4         | 5                             | 2                 | 7                                   | 0           | 6                 | 5            | 5          |

Table 100: Q17h. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Information from an elected official

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b>TOTAL PAY ATTENTION</b>   | <b>77</b>     | <b>76</b> | <b>75</b> | <b>78</b>          | <b>77</b> | <b>73</b>  | <b>80</b>            | <b>74</b> | <b>80</b>           | <b>100</b> | <b>92</b>    | <b>46</b> | <b>61</b>            | <b>79</b>    | <b>87</b>     | <b>74</b> |           |           |           |           |
| Definitely pay attention     | 25            | 26        | 21        | 26                 | 19        | 27         | 13                   | 27        | 11                  | 0          | 49           | 0         | 28                   | 16           | 32            | 23        |           |           |           |           |
| Maybe pay attention          | 53            | 51        | 54        | 52                 | 58        | 46         | 67                   | 48        | 68                  | 100        | 43           | 46        | 33                   | 63           | 55            | 51        |           |           |           |           |
| <b>NOT PAY ATTENTION</b>     | <b>18</b>     | <b>19</b> | <b>19</b> | <b>21</b>          | <b>18</b> | <b>16</b>  | <b>16</b>            | <b>21</b> | <b>19</b>           | <b>0</b>   | <b>8</b>     | <b>0</b>  | <b>15</b>            | <b>20</b>    | <b>13</b>     | <b>20</b> |           |           |           |           |
| Definitely not pay attention | 18            | 19        | 19        | 21                 | 18        | 16         | 16                   | 21        | 19                  | 0          | 8            | 0         | 15                   | 20           | 13            | 20        |           |           |           |           |
| <b>DK</b>                    | <b>5</b>      | <b>5</b>  | <b>6</b>  | <b>1</b>           | <b>4</b>  | <b>11</b>  | <b>4</b>             | <b>5</b>  | <b>2</b>            | <b>0</b>   | <b>0</b>     | <b>54</b> | <b>23</b>            | <b>1</b>     | <b>0</b>      | <b>6</b>  |           |           |           |           |
| DK                           | 5             | 5         | 6         | 1                  | 4         | 11         | 4                    | 5         | 2                   | 0          | 0            | 54        | 23                   | 1            | 0             | 6         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b>TOTAL PAY ATTENTION</b>   | <b>77</b>     | <b>78</b> | <b>76</b> | <b>75</b>          | <b>64</b> | <b>87</b>  | <b>88</b>            | <b>73</b> | <b>82</b>           | <b>73</b>  | <b>82</b>    | <b>68</b> | <b>87</b>            | <b>77</b>    | <b>74</b>     | <b>90</b> | <b>78</b> | <b>70</b> | <b>81</b> | <b>74</b> |
| Definitely pay attention     | 25            | 19        | 31        | 12                 | 19        | 24         | 34                   | 34        | 30                  | 18         | 33           | 16        | 30                   | 32           | 16            | 34        | 26        | 25        | 24        | 25        |
| Maybe pay attention          | 53            | 59        | 45        | 62                 | 44        | 63         | 54                   | 39        | 52                  | 55         | 50           | 52        | 58                   | 45           | 58            | 56        | 53        | 45        | 57        | 49        |
| <b>NOT PAY ATTENTION</b>     | <b>18</b>     | <b>19</b> | <b>17</b> | <b>23</b>          | <b>31</b> | <b>12</b>  | <b>8</b>             | <b>14</b> | <b>10</b>           | <b>24</b>  | <b>10</b>    | <b>28</b> | <b>10</b>            | <b>12</b>    | <b>19</b>     | <b>10</b> | <b>16</b> | <b>26</b> | <b>15</b> | <b>20</b> |
| Definitely not pay attention | 18            | 19        | 17        | 23                 | 31        | 12         | 8                    | 14        | 10                  | 24         | 10           | 28        | 10                   | 12           | 19            | 10        | 16        | 26        | 15        | 20        |
| <b>DK</b>                    | <b>5</b>      | <b>3</b>  | <b>7</b>  | <b>2</b>           | <b>5</b>  | <b>1</b>   | <b>4</b>             | <b>12</b> | <b>8</b>            | <b>3</b>   | <b>7</b>     | <b>4</b>  | <b>3</b>             | <b>10</b>    | <b>7</b>      | <b>1</b>  | <b>6</b>  | <b>4</b>  | <b>4</b>  | <b>6</b>  |
| DK                           | 5             | 3         | 7         | 2                  | 5         | 1          | 4                    | 12        | 8                   | 3          | 7            | 4         | 3                    | 10           | 7             | 1         | 6         | 4         | 4         | 6         |

Table 100: Q17h. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Information from an elected official

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>77</b>     | <b>76</b>    | <b>81</b>  | <b>69</b>      | <b>84</b>    | <b>85</b>           | <b>74</b>    | <b>78</b>      | <b>74</b>      | <b>77</b>         | <b>68</b> | <b>65</b> | <b>85</b> | <b>85</b>      | <b>80</b>    | <b>79</b>    | <b>78</b>    |
| Definitely pay attention          | 25            | 16           | 24         | 21             | 42           | 16                  | 21           | 30             | 31             | 23                | 21        | 7         | 39        | 30             | 22           | 24           | 25           |
| Maybe pay attention               | 53            | 60           | 57         | 48             | 42           | 69                  | 53           | 48             | 43             | 53                | 47        | 58        | 46        | 55             | 58           | 55           | 53           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>18</b>     | <b>23</b>    | <b>14</b>  | <b>26</b>      | <b>6</b>     | <b>13</b>           | <b>22</b>    | <b>16</b>      | <b>17</b>      | <b>17</b>         | <b>29</b> | <b>20</b> | <b>10</b> | <b>15</b>      | <b>20</b>    | <b>16</b>    | <b>17</b>    |
| Definitely not pay attention      | 18            | 23           | 14         | 26             | 6            | 13                  | 22           | 16             | 17             | 17                | 29        | 20        | 10        | 15             | 20           | 16           | 17           |
| <b><u>DK</u></b>                  | <b>5</b>      | <b>1</b>     | <b>5</b>   | <b>5</b>       | <b>10</b>    | <b>2</b>            | <b>3</b>     | <b>5</b>       | <b>8</b>       | <b>6</b>          | <b>3</b>  | <b>15</b> | <b>5</b>  | <b>0</b>       | <b>0</b>     | <b>5</b>     | <b>5</b>     |
| DK                                | 5             | 1            | 5          | 5              | 10           | 2                   | 3            | 5              | 8              | 6                 | 3         | 15        | 5         | 0              | 0            | 5            | 5            |

|                                   | LANGUAGE  |           |           |            |           | A/B SPLIT<br>SAMPLES |           |
|-----------------------------------|-----------|-----------|-----------|------------|-----------|----------------------|-----------|
|                                   | Total     | ENG       | SPAN      | VIET       | CHIN      | A                    | B         |
| Column n-Size                     | 324       | 299       | 5         | 11         | 9         | 0                    | 324       |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>77</b> | <b>77</b> | <b>75</b> | <b>100</b> | <b>80</b> | <b>0</b>             | <b>77</b> |
| Definitely pay attention          | 25        | 25        | 45        | 22         | 0         | 0                    | 25        |
| Maybe pay attention               | 53        | 51        | 30        | 78         | 80        | 0                    | 53        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>18</b> | <b>18</b> | <b>25</b> | <b>0</b>   | <b>20</b> | <b>0</b>             | <b>18</b> |
| Definitely not pay attention      | 18        | 18        | 25        | 0          | 20        | 0                    | 18        |
| <b><u>DK</u></b>                  | <b>5</b>  | <b>5</b>  | <b>0</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>             | <b>5</b>  |
| DK                                | 5         | 5         | 0         | 0          | 0         | 0                    | 5         |

Table 101: Q17i. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A news article in the Milpitas Beat

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b>TOTAL PAY ATTENTION</b>   | <b>61</b>                               | <b>60</b>   | <b>62</b>   | <b>60</b>    | <b>66</b>       | <b>38</b>            | <b>70</b>          | <b>60</b>     | <b>55</b>         | <b>63</b>                 | <b>63</b>              | <b>50</b>   | <b>49</b>                    | <b>65</b> | <b>64</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>49</b>         | <b>65</b>    | <b>64</b>  |
| Definitely pay attention     | 22                                      | 19          | 25          | 21           | 32              | 27                   | 30                 | 19            | 24                | 27                        | 20                     | 21          | 19                           | 23        | 23                            | 0                 | 0                                   | 0           | 19                | 23           | 23         |
| Maybe pay attention          | 39                                      | 41          | 37          | 39           | 35              | 11                   | 40                 | 41            | 31                | 36                        | 43                     | 29          | 30                           | 42        | 41                            | 0                 | 0                                   | 0           | 30                | 42           | 41         |
| <b>NOT PAY ATTENTION</b>     | <b>30</b>                               | <b>32</b>   | <b>29</b>   | <b>28</b>    | <b>27</b>       | <b>62</b>            | <b>24</b>          | <b>30</b>     | <b>38</b>         | <b>30</b>                 | <b>27</b>              | <b>39</b>   | <b>35</b>                    | <b>31</b> | <b>29</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>35</b>         | <b>31</b>    | <b>29</b>  |
| Definitely not pay attention | 30                                      | 32          | 29          | 28           | 27              | 62                   | 24                 | 30            | 38                | 30                        | 27                     | 39          | 35                           | 31        | 29                            | 0                 | 0                                   | 0           | 35                | 31           | 29         |
| <b>DK</b>                    | <b>9</b>                                | <b>8</b>    | <b>10</b>   | <b>12</b>    | <b>7</b>        | <b>0</b>             | <b>7</b>           | <b>10</b>     | <b>7</b>          | <b>7</b>                  | <b>10</b>              | <b>11</b>   | <b>16</b>                    | <b>4</b>  | <b>8</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>16</b>         | <b>4</b>     | <b>8</b>   |
| DK                           | 9                                       | 8           | 10          | 12           | 7               | 0                    | 7                  | 10            | 7                 | 7                         | 10                     | 11          | 16                           | 4         | 8                             | 0                 | 0                                   | 0           | 16                | 4            | 8          |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b>TOTAL PAY ATTENTION</b>   | <b>61</b>                               | <b>67</b>   | <b>62</b>   | <b>63</b>    | <b>54</b>       | <b>63</b>            | <b>71</b>          | <b>69</b>     | <b>52</b>         | <b>66</b>                 | <b>64</b>              | <b>60</b>   | <b>70</b>                    | <b>53</b> | <b>69</b>                     | <b>72</b>         | <b>55</b>                           | <b>67</b>   | <b>53</b>         | <b>57</b>    | <b>70</b>  |
| Definitely pay attention     | 22                                      | 14          | 24          | 22           | 24              | 24                   | 28                 | 27            | 19                | 16                        | 8                      | 25          | 28                           | 17        | 27                            | 32                | 12                                  | 14          | 20                | 17           | 34         |
| Maybe pay attention          | 39                                      | 54          | 38          | 40           | 30              | 40                   | 44                 | 43            | 33                | 49                        | 56                     | 34          | 42                           | 36        | 42                            | 40                | 43                                  | 53          | 32                | 41           | 37         |
| <b>NOT PAY ATTENTION</b>     | <b>30</b>                               | <b>28</b>   | <b>29</b>   | <b>29</b>    | <b>35</b>       | <b>33</b>            | <b>24</b>          | <b>26</b>     | <b>36</b>         | <b>15</b>                 | <b>34</b>              | <b>30</b>   | <b>24</b>                    | <b>35</b> | <b>26</b>                     | <b>13</b>         | <b>31</b>                           | <b>25</b>   | <b>42</b>         | <b>33</b>    | <b>21</b>  |
| Definitely not pay attention | 30                                      | 28          | 29          | 29           | 35              | 33                   | 24                 | 26            | 36                | 15                        | 34                     | 30          | 24                           | 35        | 26                            | 13                | 31                                  | 25          | 42                | 33           | 21         |
| <b>DK</b>                    | <b>9</b>                                | <b>4</b>    | <b>9</b>    | <b>8</b>     | <b>11</b>       | <b>3</b>             | <b>5</b>           | <b>4</b>      | <b>12</b>         | <b>20</b>                 | <b>2</b>               | <b>10</b>   | <b>7</b>                     | <b>11</b> | <b>5</b>                      | <b>16</b>         | <b>15</b>                           | <b>8</b>    | <b>6</b>          | <b>10</b>    | <b>9</b>   |
| DK                           | 9                                       | 4           | 9           | 8            | 11              | 3                    | 5                  | 4             | 12                | 20                        | 2                      | 10          | 7                            | 11        | 5                             | 16                | 15                                  | 8           | 6                 | 10           | 9          |

Table 101: Q17i. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A news article in the Milpitas Beat

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |           | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|-----------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DONT WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 323           | 207       | 88        | 74                 | 154       | 73        | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b>TOTAL PAY ATTENTION</b>   | <b>61</b>     | <b>61</b> | <b>59</b> | <b>57</b>          | <b>62</b> | <b>61</b> | <b>64</b>            | <b>59</b> | <b>65</b>           | <b>79</b>  | <b>46</b>    | <b>0</b>  | <b>74</b>            | <b>56</b>    | <b>65</b>     | <b>64</b> |           |           |           |           |
| Definitely pay attention     | 22            | 24        | 14        | 16                 | 22        | 26        | 24                   | 16        | 25                  | 21         | 27           | 0         | 24                   | 22           | 25            | 23        |           |           |           |           |
| Maybe pay attention          | 39            | 37        | 44        | 41                 | 40        | 36        | 40                   | 42        | 40                  | 58         | 19           | 0         | 50                   | 34           | 39            | 42        |           |           |           |           |
| <b>NOT PAY ATTENTION</b>     | <b>30</b>     | <b>30</b> | <b>37</b> | <b>40</b>          | <b>29</b> | <b>22</b> | <b>28</b>            | <b>32</b> | <b>28</b>           | <b>21</b>  | <b>54</b>    | <b>0</b>  | <b>7</b>             | <b>38</b>    | <b>29</b>     | <b>29</b> |           |           |           |           |
| Definitely not pay attention | 30            | 30        | 37        | 40                 | 29        | 22        | 28                   | 32        | 28                  | 21         | 54           | 0         | 7                    | 38           | 29            | 29        |           |           |           |           |
| <b>DK</b>                    | <b>9</b>      | <b>9</b>  | <b>5</b>  | <b>2</b>           | <b>9</b>  | <b>16</b> | <b>8</b>             | <b>10</b> | <b>7</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>19</b>            | <b>7</b>     | <b>7</b>      | <b>7</b>  |           |           |           |           |
| DK                           | 9             | 9         | 5         | 2                  | 9         | 16        | 8                    | 10        | 7                   | 0          | 0            | 0         | 19                   | 7            | 7             | 7         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |           |                      |           |                     |            |              |           |                      |              | QE EDUCATION  |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49     | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 323           | 165       | 155       | 58                 | 78        | 45        | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b>TOTAL PAY ATTENTION</b>   | <b>61</b>     | <b>61</b> | <b>61</b> | <b>63</b>          | <b>50</b> | <b>57</b> | <b>63</b>            | <b>65</b> | <b>76</b>           | <b>56</b>  | <b>67</b>    | <b>56</b> | <b>60</b>            | <b>70</b>    | <b>58</b>     | <b>65</b> | <b>63</b> | <b>58</b> | <b>61</b> | <b>61</b> |
| Definitely pay attention     | 22            | 28        | 16        | 17                 | 18        | 18        | 19                   | 31        | 42                  | 17         | 28           | 17        | 18                   | 36           | 26            | 20        | 20        | 24        | 23        | 22        |
| Maybe pay attention          | 39            | 33        | 45        | 46                 | 33        | 39        | 44                   | 34        | 34                  | 38         | 39           | 38        | 42                   | 34           | 32            | 45        | 43        | 34        | 38        | 39        |
| <b>NOT PAY ATTENTION</b>     | <b>30</b>     | <b>31</b> | <b>29</b> | <b>33</b>          | <b>47</b> | <b>34</b> | <b>22</b>            | <b>21</b> | <b>10</b>           | <b>39</b>  | <b>19</b>    | <b>41</b> | <b>27</b>            | <b>16</b>    | <b>30</b>     | <b>27</b> | <b>30</b> | <b>33</b> | <b>28</b> | <b>31</b> |
| Definitely not pay attention | 30            | 31        | 29        | 33                 | 47        | 34        | 22                   | 21        | 10                  | 39         | 19           | 41        | 27                   | 16           | 30            | 27        | 30        | 33        | 28        | 31        |
| <b>DK</b>                    | <b>9</b>      | <b>8</b>  | <b>10</b> | <b>4</b>           | <b>2</b>  | <b>10</b> | <b>15</b>            | <b>14</b> | <b>14</b>           | <b>5</b>   | <b>14</b>    | <b>3</b>  | <b>13</b>            | <b>14</b>    | <b>12</b>     | <b>8</b>  | <b>7</b>  | <b>9</b>  | <b>10</b> | <b>8</b>  |
| DK                           | 9             | 8         | 10        | 4                  | 2         | 10        | 15                   | 14        | 14                  | 5          | 14           | 3         | 13                   | 14           | 12            | 8         | 7         | 9         | 10        | 8         |

Table 101: Q17i. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A news article in the Milpitas Beat

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>61</b>     | <b>62</b>    | <b>57</b>  | <b>47</b>      | <b>75</b>    | <b>66</b>           | <b>56</b>    | <b>56</b>      | <b>65</b>      | <b>58</b>         | <b>64</b> | <b>56</b> | <b>63</b> | <b>63</b>      | <b>58</b>    | <b>60</b>    | <b>61</b>    |
| Definitely pay attention          | 22            | 25           | 31         | 7              | 25           | 30                  | 26           | 15             | 17             | 20                | 24        | 19        | 30        | 26             | 10           | 21           | 23           |
| Maybe pay attention               | 39            | 37           | 27         | 40             | 50           | 36                  | 30           | 41             | 48             | 37                | 41        | 37        | 33        | 37             | 48           | 39           | 39           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>30</b>     | <b>34</b>    | <b>28</b>  | <b>46</b>      | <b>11</b>    | <b>27</b>           | <b>35</b>    | <b>31</b>      | <b>27</b>      | <b>29</b>         | <b>23</b> | <b>32</b> | <b>30</b> | <b>31</b>      | <b>37</b>    | <b>33</b>    | <b>30</b>    |
| Definitely not pay attention      | 30            | 34           | 28         | 46             | 11           | 27                  | 35           | 31             | 27             | 29                | 23        | 32        | 30        | 31             | 37           | 33           | 30           |
| <b><u>DK</u></b>                  | <b>9</b>      | <b>3</b>     | <b>15</b>  | <b>7</b>       | <b>14</b>    | <b>7</b>            | <b>8</b>     | <b>13</b>      | <b>8</b>       | <b>14</b>         | <b>13</b> | <b>12</b> | <b>7</b>  | <b>6</b>       | <b>5</b>     | <b>7</b>     | <b>9</b>     |
| DK                                | 9             | 3            | 15         | 7              | 14           | 7                   | 8            | 13             | 8              | 14                | 13        | 12        | 7         | 6              | 5            | 7            | 9            |

|                                   | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|-----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                   | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                     | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>61</b> | <b>62</b> | <b>53</b> | <b>47</b> | <b>79</b> | <b>61</b>            | <b>0</b> |
| Definitely pay attention          | 22        | 24        | 16        | 4         | 6         | 22                   | 0        |
| Maybe pay attention               | 39        | 37        | 37        | 44        | 73        | 39                   | 0        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>30</b> | <b>29</b> | <b>37</b> | <b>49</b> | <b>11</b> | <b>30</b>            | <b>0</b> |
| Definitely not pay attention      | 30        | 29        | 37        | 49        | 11        | 30                   | 0        |
| <b><u>DK</u></b>                  | <b>9</b>  | <b>9</b>  | <b>10</b> | <b>4</b>  | <b>10</b> | <b>9</b>             | <b>0</b> |
| DK                                | 9         | 9         | 10        | 4         | 10        | 9                    | 0        |



Table 102: Q17j. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A news article in the Milpitas Post

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b>TOTAL PAY ATTENTION</b>   | <b>73</b>                               | <b>74</b>   | <b>71</b>   | <b>70</b>    | <b>73</b>       | <b>76</b>            | <b>77</b>          | <b>72</b>     | <b>68</b>         | <b>71</b>                 | <b>74</b>              | <b>78</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>76</b>         | <b>72</b>                           | <b>77</b>   | <b>76</b>         | <b>72</b>    | <b>77</b>  |
| Definitely pay attention     | 22                                      | 21          | 22          | 24           | 22              | 9                    | 31                 | 19            | 22                | 18                        | 25                     | 19          | 0                            | 0         | 0                             | 26                | 22                                  | 20          | 26                | 22           | 20         |
| Maybe pay attention          | 51                                      | 53          | 49          | 45           | 51              | 67                   | 46                 | 53            | 46                | 52                        | 48                     | 59          | 0                            | 0         | 0                             | 50                | 50                                  | 57          | 50                | 50           | 57         |
| <b>NOT PAY ATTENTION</b>     | <b>22</b>                               | <b>24</b>   | <b>21</b>   | <b>25</b>    | <b>19</b>       | <b>3</b>             | <b>13</b>          | <b>24</b>     | <b>31</b>         | <b>25</b>                 | <b>22</b>              | <b>20</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>20</b>         | <b>26</b>                           | <b>21</b>   | <b>20</b>         | <b>26</b>    | <b>21</b>  |
| Definitely not pay attention | 22                                      | 24          | 21          | 25           | 19              | 3                    | 13                 | 24            | 31                | 25                        | 22                     | 20          | 0                            | 0         | 0                             | 20                | 26                                  | 21          | 20                | 26           | 21         |
| <b>DK</b>                    | <b>5</b>                                | <b>2</b>    | <b>7</b>    | <b>5</b>     | <b>8</b>        | <b>21</b>            | <b>10</b>          | <b>4</b>      | <b>1</b>          | <b>4</b>                  | <b>4</b>               | <b>2</b>    | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>5</b>          | <b>2</b>                            | <b>2</b>    | <b>5</b>          | <b>2</b>     | <b>2</b>   |
| DK                           | 5                                       | 2           | 7           | 5            | 8               | 21                   | 10                 | 4             | 1                 | 4                         | 4                      | 2           | 0                            | 0         | 0                             | 5                 | 2                                   | 2           | 5                 | 2            | 2          |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b>TOTAL PAY ATTENTION</b>   | <b>73</b>                               | <b>87</b>   | <b>72</b>   | <b>75</b>    | <b>70</b>       | <b>84</b>            | <b>81</b>          | <b>82</b>     | <b>63</b>         | <b>61</b>                 | <b>73</b>              | <b>73</b>   | <b>82</b>                    | <b>64</b> | <b>84</b>                     | <b>77</b>         | <b>70</b>                           | <b>88</b>   | <b>53</b>         | <b>70</b>    | <b>83</b>  |
| Definitely pay attention     | 22                                      | 41          | 20          | 24           | 24              | 19                   | 27                 | 24            | 20                | 12                        | 16                     | 24          | 28                           | 17        | 30                            | 16                | 14                                  | 25          | 28                | 25           | 21         |
| Maybe pay attention          | 51                                      | 46          | 52          | 51           | 46              | 65                   | 55                 | 57            | 42                | 50                        | 57                     | 49          | 54                           | 47        | 53                            | 62                | 56                                  | 63          | 25                | 45           | 63         |
| <b>NOT PAY ATTENTION</b>     | <b>22</b>                               | <b>9</b>    | <b>22</b>   | <b>20</b>    | <b>29</b>       | <b>12</b>            | <b>17</b>          | <b>16</b>     | <b>32</b>         | <b>17</b>                 | <b>25</b>              | <b>22</b>   | <b>16</b>                    | <b>29</b> | <b>14</b>                     | <b>23</b>         | <b>25</b>                           | <b>7</b>    | <b>36</b>         | <b>27</b>    | <b>13</b>  |
| Definitely not pay attention | 22                                      | 9           | 22          | 20           | 29              | 12                   | 17                 | 16            | 32                | 17                        | 25                     | 22          | 16                           | 29        | 14                            | 23                | 25                                  | 7           | 36                | 27           | 13         |
| <b>DK</b>                    | <b>5</b>                                | <b>4</b>    | <b>6</b>    | <b>5</b>     | <b>1</b>        | <b>4</b>             | <b>2</b>           | <b>2</b>      | <b>5</b>          | <b>22</b>                 | <b>2</b>               | <b>6</b>    | <b>2</b>                     | <b>7</b>  | <b>2</b>                      | <b>0</b>          | <b>5</b>                            | <b>5</b>    | <b>11</b>         | <b>3</b>     | <b>4</b>   |
| DK                           | 5                                       | 4           | 6           | 5            | 1               | 4                    | 2                  | 2             | 5                 | 22                        | 2                      | 6           | 2                            | 7         | 2                             | 0                 | 5                                   | 5           | 11                | 3            | 4          |

Table 102: Q17j. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A news article in the Milpitas Post

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4         | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b>TOTAL PAY ATTENTION</b>   | <b>73</b>     | <b>72</b> | <b>75</b> | <b>78</b>          | <b>73</b> | <b>63</b>  | <b>76</b>            | <b>71</b> | <b>77</b>           | <b>100</b> | <b>58</b>    | <b>54</b> | <b>64</b>            | <b>65</b>    | <b>90</b>     | <b>68</b> |           |           |           |           |
| Definitely pay attention     | 22            | 24        | 17        | 19                 | 23        | 23         | 25                   | 21        | 29                  | 0          | 0            | 0         | 15                   | 24           | 27            | 22        |           |           |           |           |
| Maybe pay attention          | 51            | 48        | 58        | 59                 | 50        | 40         | 51                   | 50        | 48                  | 100        | 58           | 54        | 49                   | 41           | 64            | 46        |           |           |           |           |
| <b>NOT PAY ATTENTION</b>     | <b>22</b>     | <b>22</b> | <b>21</b> | <b>20</b>          | <b>24</b> | <b>23</b>  | <b>23</b>            | <b>25</b> | <b>23</b>           | <b>0</b>   | <b>21</b>    | <b>46</b> | <b>9</b>             | <b>33</b>    | <b>9</b>      | <b>30</b> |           |           |           |           |
| Definitely not pay attention | 22            | 22        | 21        | 20                 | 24        | 23         | 23                   | 25        | 23                  | 0          | 21           | 46        | 9                    | 33           | 9             | 30        |           |           |           |           |
| <b>DK</b>                    | <b>5</b>      | <b>6</b>  | <b>4</b>  | <b>3</b>           | <b>3</b>  | <b>14</b>  | <b>1</b>             | <b>5</b>  | <b>0</b>            | <b>0</b>   | <b>20</b>    | <b>0</b>  | <b>26</b>            | <b>2</b>     | <b>1</b>      | <b>2</b>  |           |           |           |           |
| DK                           | 5             | 6         | 4         | 3                  | 3         | 14         | 1                    | 5         | 0                   | 0          | 20           | 0         | 26                   | 2            | 1             | 2         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            | QE EDUCATION |           |                      |              |               |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b>TOTAL PAY ATTENTION</b>   | <b>73</b>     | <b>73</b> | <b>72</b> | <b>54</b>          | <b>68</b> | <b>81</b>  | <b>86</b>            | <b>76</b> | <b>70</b>           | <b>67</b>  | <b>79</b>    | <b>62</b> | <b>84</b>            | <b>73</b>    | <b>70</b>     | <b>77</b> | <b>73</b> | <b>71</b> | <b>73</b> | <b>72</b> |
| Definitely pay attention     | 22            | 20        | 25        | 8                  | 15        | 31         | 27                   | 35        | 22                  | 17         | 28           | 12        | 28                   | 30           | 16            | 26        | 28        | 17        | 20        | 23        |
| Maybe pay attention          | 51            | 54        | 48        | 46                 | 52        | 50         | 59                   | 41        | 48                  | 50         | 51           | 50        | 55                   | 44           | 54            | 51        | 45        | 55        | 53        | 49        |
| <b>NOT PAY ATTENTION</b>     | <b>22</b>     | <b>20</b> | <b>25</b> | <b>44</b>          | <b>29</b> | <b>17</b>  | <b>10</b>            | <b>17</b> | <b>10</b>           | <b>31</b>  | <b>12</b>    | <b>36</b> | <b>13</b>            | <b>14</b>    | <b>26</b>     | <b>19</b> | <b>24</b> | <b>20</b> | <b>22</b> | <b>22</b> |
| Definitely not pay attention | 22            | 20        | 25        | 44                 | 29        | 17         | 10                   | 17        | 10                  | 31         | 12           | 36        | 13                   | 14           | 26            | 19        | 24        | 20        | 22        | 22        |
| <b>DK</b>                    | <b>5</b>      | <b>7</b>  | <b>3</b>  | <b>2</b>           | <b>3</b>  | <b>2</b>   | <b>4</b>             | <b>7</b>  | <b>20</b>           | <b>2</b>   | <b>9</b>     | <b>3</b>  | <b>3</b>             | <b>13</b>    | <b>4</b>      | <b>5</b>  | <b>3</b>  | <b>8</b>  | <b>5</b>  | <b>5</b>  |
| DK                           | 5             | 7         | 3         | 2                  | 3         | 2          | 4                    | 7         | 20                  | 2          | 9            | 3         | 3                    | 13           | 4             | 5         | 3         | 8         | 5         | 5         |

Table 102: Q17j. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A news article in the Milpitas Post

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>73</b>     | <b>72</b>    | <b>74</b>  | <b>61</b>      | <b>84</b>    | <b>69</b>           | <b>76</b>    | <b>76</b>      | <b>68</b>      | <b>68</b>         | <b>68</b> | <b>58</b> | <b>77</b> | <b>83</b>      | <b>75</b>    | <b>74</b>    | <b>74</b>    |
| Definitely pay attention          | 22            | 15           | 23         | 19             | 33           | 18                  | 21           | 22             | 27             | 26                | 31        | 12        | 27        | 14             | 25           | 19           | 22           |
| Maybe pay attention               | 51            | 57           | 51         | 42             | 51           | 51                  | 55           | 54             | 42             | 42                | 37        | 46        | 50        | 69             | 50           | 55           | 52           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>22</b>     | <b>25</b>    | <b>14</b>  | <b>38</b>      | <b>10</b>    | <b>23</b>           | <b>19</b>    | <b>22</b>      | <b>27</b>      | <b>24</b>         | <b>32</b> | <b>25</b> | <b>21</b> | <b>17</b>      | <b>22</b>    | <b>21</b>    | <b>22</b>    |
| Definitely not pay attention      | 22            | 25           | 14         | 38             | 10           | 23                  | 19           | 22             | 27             | 24                | 32        | 25        | 21        | 17             | 22           | 21           | 22           |
| <b><u>DK</u></b>                  | <b>5</b>      | <b>3</b>     | <b>12</b>  | <b>1</b>       | <b>6</b>     | <b>8</b>            | <b>6</b>     | <b>2</b>       | <b>4</b>       | <b>8</b>          | <b>0</b>  | <b>17</b> | <b>2</b>  | <b>0</b>       | <b>3</b>     | <b>5</b>     | <b>5</b>     |
| DK                                | 5             | 3            | 12         | 1              | 6            | 8                   | 6            | 2              | 4              | 8                 | 0         | 17        | 2         | 0              | 3            | 5            | 5            |

|                                   | LANGUAGE  |           |            |           |           | A/B SPLIT<br>SAMPLES |           |
|-----------------------------------|-----------|-----------|------------|-----------|-----------|----------------------|-----------|
|                                   | Total     | ENG       | SPAN       | VIET      | CHIN      | A                    | B         |
| Column n-Size                     | 324       | 299       | 5          | 11        | 9         | 0                    | 324       |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>73</b> | <b>72</b> | <b>100</b> | <b>77</b> | <b>63</b> | <b>0</b>             | <b>73</b> |
| Definitely pay attention          | 22        | 21        | 66         | 29        | 13        | 0                    | 22        |
| Maybe pay attention               | 51        | 51        | 34         | 48        | 50        | 0                    | 51        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>22</b> | <b>22</b> | <b>0</b>   | <b>23</b> | <b>37</b> | <b>0</b>             | <b>22</b> |
| Definitely not pay attention      | 22        | 22        | 0          | 23        | 37        | 0                    | 22        |
| <b><u>DK</u></b>                  | <b>5</b>  | <b>5</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>5</b>  |
| DK                                | 5         | 5         | 0          | 0         | 0         | 0                    | 5         |

Table 103: Q17k. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A booth at a special event, such as a fair or farmers market

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 323                                     | 147         | 176         | 105          | 65              | 5                    | 74                 | 202           | 42                | 114                       | 155                    | 43          | 97                           | 134       | 25                            | 0                 | 0                                   | 0           | 97                | 134          | 25         |
| <b>TOTAL PAY ATTENTION</b>   | <b>75</b>                               | <b>76</b>   | <b>75</b>   | <b>70</b>    | <b>83</b>       | <b>81</b>            | <b>75</b>          | <b>78</b>     | <b>69</b>         | <b>80</b>                 | <b>78</b>              | <b>57</b>   | <b>69</b>                    | <b>77</b> | <b>69</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>69</b>         | <b>77</b>    | <b>69</b>  |
| Definitely pay attention     | 19                                      | 22          | 17          | 13           | 23              | 20                   | 29                 | 17            | 16                | 24                        | 18                     | 12          | 14                           | 20        | 28                            | 0                 | 0                                   | 0           | 14                | 20           | 28         |
| Maybe pay attention          | 56                                      | 54          | 58          | 56           | 60              | 61                   | 46                 | 61            | 53                | 56                        | 60                     | 45          | 55                           | 58        | 41                            | 0                 | 0                                   | 0           | 55                | 58           | 41         |
| <b>NOT PAY ATTENTION</b>     | <b>17</b>                               | <b>19</b>   | <b>15</b>   | <b>18</b>    | <b>10</b>       | <b>19</b>            | <b>15</b>          | <b>15</b>     | <b>24</b>         | <b>14</b>                 | <b>13</b>              | <b>31</b>   | <b>20</b>                    | <b>17</b> | <b>25</b>                     | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>20</b>         | <b>17</b>    | <b>25</b>  |
| Definitely not pay attention | 17                                      | 19          | 15          | 18           | 10              | 19                   | 15                 | 15            | 24                | 14                        | 13                     | 31          | 20                           | 17        | 25                            | 0                 | 0                                   | 0           | 20                | 17           | 25         |
| <b>DK</b>                    | <b>8</b>                                | <b>6</b>    | <b>10</b>   | <b>12</b>    | <b>7</b>        | <b>0</b>             | <b>9</b>           | <b>8</b>      | <b>7</b>          | <b>6</b>                  | <b>8</b>               | <b>12</b>   | <b>11</b>                    | <b>6</b>  | <b>5</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>11</b>         | <b>6</b>     | <b>5</b>   |
| DK                           | 8                                       | 6           | 10          | 12           | 7               | 0                    | 9                  | 8             | 7                 | 6                         | 8                      | 12          | 11                           | 6         | 5                             | 0                 | 0                                   | 0           | 11                | 6            | 5          |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |           |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 323                                     | 39          | 219         | 258          | 54              | 39                   | 112                | 151           | 145               | 26                        | 59                     | 247         | 155                          | 160       | 127                           | 28                | 45                                  | 28          | 70                | 67           | 111        |
| <b>TOTAL PAY ATTENTION</b>   | <b>75</b>                               | <b>74</b>   | <b>78</b>   | <b>77</b>    | <b>70</b>       | <b>84</b>            | <b>75</b>          | <b>77</b>     | <b>73</b>         | <b>77</b>                 | <b>73</b>              | <b>75</b>   | <b>80</b>                    | <b>71</b> | <b>82</b>                     | <b>72</b>         | <b>84</b>                           | <b>69</b>   | <b>75</b>         | <b>64</b>    | <b>81</b>  |
| Definitely pay attention     | 19                                      | 27          | 19          | 20           | 14              | 32                   | 16                 | 20            | 19                | 15                        | 14                     | 20          | 22                           | 17        | 24                            | 13                | 25                                  | 28          | 7                 | 20           | 23         |
| Maybe pay attention          | 56                                      | 47          | 59          | 57           | 56              | 52                   | 58                 | 57            | 54                | 62                        | 58                     | 55          | 59                           | 54        | 59                            | 59                | 59                                  | 42          | 68                | 44           | 59         |
| <b>NOT PAY ATTENTION</b>     | <b>17</b>                               | <b>18</b>   | <b>14</b>   | <b>15</b>    | <b>26</b>       | <b>14</b>            | <b>20</b>          | <b>18</b>     | <b>17</b>         | <b>11</b>                 | <b>25</b>              | <b>16</b>   | <b>13</b>                    | <b>20</b> | <b>11</b>                     | <b>20</b>         | <b>10</b>                           | <b>16</b>   | <b>21</b>         | <b>22</b>    | <b>13</b>  |
| Definitely not pay attention | 17                                      | 18          | 14          | 15           | 26              | 14                   | 20                 | 18            | 17                | 11                        | 25                     | 16          | 13                           | 20        | 11                            | 20                | 10                                  | 16          | 21                | 22           | 13         |
| <b>DK</b>                    | <b>8</b>                                | <b>7</b>    | <b>8</b>    | <b>8</b>     | <b>4</b>        | <b>2</b>             | <b>6</b>           | <b>5</b>      | <b>10</b>         | <b>12</b>                 | <b>3</b>               | <b>9</b>    | <b>7</b>                     | <b>8</b>  | <b>6</b>                      | <b>8</b>          | <b>6</b>                            | <b>14</b>   | <b>4</b>          | <b>15</b>    | <b>6</b>   |
| DK                           | 8                                       | 7           | 8           | 8            | 4               | 2                    | 6                  | 5             | 10                | 12                        | 3                      | 9           | 7                            | 8         | 6                             | 8                 | 6                                   | 14          | 4                 | 15           | 6          |

Table 103: Q17k. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A booth at a special event, such as a fair or farmers market

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b>TOTAL PAY ATTENTION</b>   | <b>75</b>     | <b>74</b> | <b>76</b> | <b>72</b>          | <b>73</b> | <b>83</b>  | <b>74</b>            | <b>71</b> | <b>74</b>           | <b>66</b>  | <b>100</b>   | <b>0</b>  | <b>75</b>            | <b>71</b>    | <b>85</b>     | <b>80</b> |           |           |           |           |
| Definitely pay attention     | 19            | 22        | 15        | 11                 | 19        | 25         | 20                   | 15        | 21                  | 0          | 15           | 0         | 35                   | 17           | 23            | 19        |           |           |           |           |
| Maybe pay attention          | 56            | 52        | 61        | 61                 | 54        | 58         | 54                   | 55        | 53                  | 66         | 85           | 0         | 40                   | 54           | 62            | 61        |           |           |           |           |
| <b>NOT PAY ATTENTION</b>     | <b>17</b>     | <b>19</b> | <b>18</b> | <b>21</b>          | <b>21</b> | <b>7</b>   | <b>19</b>            | <b>24</b> | <b>20</b>           | <b>34</b>  | <b>0</b>     | <b>0</b>  | <b>5</b>             | <b>25</b>    | <b>12</b>     | <b>13</b> |           |           |           |           |
| Definitely not pay attention | 17            | 19        | 18        | 21                 | 21        | 7          | 19                   | 24        | 20                  | 34         | 0            | 0         | 5                    | 25           | 12            | 13        |           |           |           |           |
| <b>DK</b>                    | <b>8</b>      | <b>7</b>  | <b>7</b>  | <b>6</b>           | <b>6</b>  | <b>11</b>  | <b>7</b>             | <b>5</b>  | <b>6</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>20</b>            | <b>4</b>     | <b>3</b>      | <b>7</b>  |           |           |           |           |
| DK                           | 8             | 7         | 7         | 6                  | 6         | 11         | 7                    | 5         | 6                   | 0          | 0            | 0         | 20                   | 4            | 3             | 7         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b>TOTAL PAY ATTENTION</b>   | <b>75</b>     | <b>75</b> | <b>75</b> | <b>84</b>          | <b>69</b> | <b>72</b>  | <b>72</b>            | <b>74</b> | <b>87</b>           | <b>75</b>  | <b>76</b>    | <b>76</b> | <b>72</b>            | <b>80</b>    | <b>86</b>     | <b>75</b> | <b>70</b> | <b>72</b> | <b>81</b> | <b>71</b> |
| Definitely pay attention     | 19            | 21        | 17        | 16                 | 21        | 17         | 16                   | 23        | 31                  | 18         | 21           | 19        | 16                   | 27           | 23            | 18        | 18        | 19        | 21        | 18        |
| Maybe pay attention          | 56            | 54        | 58        | 68                 | 48        | 55         | 56                   | 51        | 56                  | 56         | 55           | 57        | 56                   | 53           | 63            | 56        | 52        | 54        | 60        | 53        |
| <b>NOT PAY ATTENTION</b>     | <b>17</b>     | <b>17</b> | <b>17</b> | <b>10</b>          | <b>26</b> | <b>21</b>  | <b>15</b>            | <b>17</b> | <b>7</b>            | <b>19</b>  | <b>13</b>    | <b>19</b> | <b>17</b>            | <b>12</b>    | <b>8</b>      | <b>17</b> | <b>23</b> | <b>17</b> | <b>12</b> | <b>20</b> |
| Definitely not pay attention | 17            | 17        | 17        | 10                 | 26        | 21         | 15                   | 17        | 7                   | 19         | 13           | 19        | 17                   | 12           | 8             | 17        | 23        | 17        | 12        | 20        |
| <b>DK</b>                    | <b>8</b>      | <b>8</b>  | <b>8</b>  | <b>7</b>           | <b>5</b>  | <b>7</b>   | <b>13</b>            | <b>9</b>  | <b>7</b>            | <b>6</b>   | <b>10</b>    | <b>6</b>  | <b>11</b>            | <b>8</b>     | <b>6</b>      | <b>8</b>  | <b>7</b>  | <b>10</b> | <b>7</b>  | <b>8</b>  |
| DK                           | 8             | 8         | 8         | 7                  | 5         | 7          | 13                   | 9         | 7                   | 6          | 10           | 6         | 11                   | 8            | 6             | 8         | 7         | 10        | 7         | 8         |

Table 103: Q17k. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A booth at a special event, such as a fair or farmers market

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>75</b>     | <b>76</b>    | <b>74</b>  | <b>72</b>      | <b>78</b>    | <b>82</b>           | <b>70</b>    | <b>79</b>      | <b>73</b>      | <b>71</b>         | <b>80</b> | <b>68</b> | <b>72</b> | <b>81</b>      | <b>74</b>    | <b>74</b>    | <b>76</b>    |
| Definitely pay attention          | 19            | 21           | 23         | 15             | 21           | 23                  | 20           | 18             | 17             | 22                | 20        | 11        | 29        | 24             | 9            | 18           | 19           |
| Maybe pay attention               | 56            | 55           | 52         | 58             | 58           | 59                  | 50           | 61             | 56             | 49                | 60        | 57        | 43        | 57             | 65           | 57           | 57           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>17</b>     | <b>19</b>    | <b>14</b>  | <b>21</b>      | <b>12</b>    | <b>10</b>           | <b>23</b>    | <b>15</b>      | <b>18</b>      | <b>18</b>         | <b>12</b> | <b>25</b> | <b>18</b> | <b>12</b>      | <b>21</b>    | <b>19</b>    | <b>17</b>    |
| Definitely not pay attention      | 17            | 19           | 14         | 21             | 12           | 10                  | 23           | 15             | 18             | 18                | 12        | 25        | 18        | 12             | 21           | 19           | 17           |
| <b><u>DK</u></b>                  | <b>8</b>      | <b>5</b>     | <b>11</b>  | <b>7</b>       | <b>10</b>    | <b>8</b>            | <b>7</b>     | <b>6</b>       | <b>10</b>      | <b>11</b>         | <b>8</b>  | <b>7</b>  | <b>10</b> | <b>7</b>       | <b>5</b>     | <b>7</b>     | <b>7</b>     |
| DK                                | 8             | 5            | 11         | 7              | 10           | 8                   | 7            | 6              | 10             | 11                | 8         | 7         | 10        | 7              | 5            | 7            | 7            |

|                                   | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|-----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                   | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                     | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>75</b> | <b>76</b> | <b>73</b> | <b>79</b> | <b>45</b> | <b>75</b>            | <b>0</b> |
| Definitely pay attention          | 19        | 21        | 10        | 6         | 12        | 19                   | 0        |
| Maybe pay attention               | 56        | 56        | 63        | 73        | 33        | 56                   | 0        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>17</b> | <b>16</b> | <b>27</b> | <b>17</b> | <b>33</b> | <b>17</b>            | <b>0</b> |
| Definitely not pay attention      | 17        | 16        | 27        | 17        | 33        | 17                   | 0        |
| <b><u>DK</u></b>                  | <b>8</b>  | <b>8</b>  | <b>0</b>  | <b>4</b>  | <b>22</b> | <b>8</b>             | <b>0</b> |
| DK                                | 8         | 8         | 0         | 4         | 22        | 8                    | 0        |

Table 104: Q17I. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A community event

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
| Column n-Size                | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b>TOTAL PAY ATTENTION</b>   | <b>81</b>                               | <b>80</b>   | <b>81</b>   | <b>83</b>    | <b>79</b>       | <b>84</b>            | <b>79</b>          | <b>82</b>     | <b>77</b>         | <b>79</b>                 | <b>83</b>              | <b>85</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>79</b>         | <b>83</b>                           | <b>89</b>   | <b>79</b>         | <b>83</b>    | <b>89</b>  |
| Definitely pay attention     | 28                                      | 26          | 30          | 34           | 27              | 17                   | 30                 | 28            | 25                | 32                        | 26                     | 31          | 0                            | 0         | 0                             | 36                | 26                                  | 26          | 36                | 26           | 26         |
| Maybe pay attention          | 53                                      | 54          | 51          | 49           | 52              | 67                   | 49                 | 54            | 52                | 47                        | 57                     | 54          | 0                            | 0         | 0                             | 43                | 56                                  | 62          | 43                | 56           | 62         |
| <b>NOT PAY ATTENTION</b>     | <b>15</b>                               | <b>17</b>   | <b>13</b>   | <b>14</b>    | <b>12</b>       | <b>9</b>             | <b>9</b>           | <b>16</b>     | <b>22</b>         | <b>16</b>                 | <b>14</b>              | <b>13</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>19</b>         | <b>15</b>                           | <b>9</b>    | <b>19</b>         | <b>15</b>    | <b>9</b>   |
| Definitely not pay attention | 15                                      | 17          | 13          | 14           | 12              | 9                    | 9                  | 16            | 22                | 16                        | 14                     | 13          | 0                            | 0         | 0                             | 19                | 15                                  | 9           | 19                | 15           | 9          |
| <b>DK</b>                    | <b>4</b>                                | <b>3</b>    | <b>6</b>    | <b>3</b>     | <b>9</b>        | <b>7</b>             | <b>12</b>          | <b>2</b>      | <b>1</b>          | <b>5</b>                  | <b>4</b>               | <b>2</b>    | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>2</b>          | <b>2</b>                            | <b>3</b>    | <b>2</b>          | <b>2</b>     | <b>3</b>   |
| DK                           | 4                                       | 3           | 6           | 3            | 9               | 7                    | 12                 | 2             | 1                 | 5                         | 4                      | 2           | 0                            | 0         | 0                             | 2                 | 2                                   | 3           | 2                 | 2            | 3          |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b>TOTAL PAY ATTENTION</b>   | <b>81</b>                               | <b>81</b>   | <b>85</b>   | <b>84</b>    | <b>74</b>       | <b>88</b>            | <b>86</b>          | <b>87</b>     | <b>76</b>         | <b>67</b>                 | <b>71</b>              | <b>84</b>   | <b>87</b>                    | <b>74</b> | <b>88</b>                     | <b>82</b>         | <b>74</b>                           | <b>87</b>   | <b>58</b>         | <b>86</b>    | <b>90</b>  |
| Definitely pay attention     | 28                                      | 33          | 28          | 29           | 21              | 33                   | 29                 | 30            | 27                | 18                        | 25                     | 29          | 36                           | 22        | 36                            | 36                | 18                                  | 24          | 31                | 32           | 29         |
| Maybe pay attention          | 53                                      | 48          | 56          | 55           | 53              | 55                   | 58                 | 57            | 48                | 49                        | 45                     | 55          | 51                           | 52        | 52                            | 47                | 56                                  | 63          | 27                | 53           | 61         |
| <b>NOT PAY ATTENTION</b>     | <b>15</b>                               | <b>8</b>    | <b>13</b>   | <b>12</b>    | <b>21</b>       | <b>6</b>             | <b>12</b>          | <b>10</b>     | <b>21</b>         | <b>11</b>                 | <b>26</b>              | <b>12</b>   | <b>11</b>                    | <b>20</b> | <b>9</b>                      | <b>18</b>         | <b>21</b>                           | <b>10</b>   | <b>31</b>         | <b>13</b>    | <b>7</b>   |
| Definitely not pay attention | 15                                      | 8           | 13          | 12           | 21              | 6                    | 12                 | 10            | 21                | 11                        | 26                     | 12          | 11                           | 20        | 9                             | 18                | 21                                  | 10          | 31                | 13           | 7          |
| <b>DK</b>                    | <b>4</b>                                | <b>10</b>   | <b>2</b>    | <b>3</b>     | <b>4</b>        | <b>6</b>             | <b>2</b>           | <b>3</b>      | <b>3</b>          | <b>22</b>                 | <b>4</b>               | <b>4</b>    | <b>2</b>                     | <b>6</b>  | <b>3</b>                      | <b>0</b>          | <b>5</b>                            | <b>3</b>    | <b>11</b>         | <b>2</b>     | <b>3</b>   |
| DK                           | 4                                       | 10          | 2           | 3            | 4               | 6                    | 2                  | 3             | 3                 | 22                        | 4                      | 4           | 2                            | 6         | 3                             | 0                 | 5                                   | 3           | 11                | 2            | 3          |

Table 104: Q17I. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A community event

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4          | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b>TOTAL PAY ATTENTION</b>   | <b>81</b>     | <b>82</b> | <b>74</b> | <b>81</b>          | <b>82</b> | <b>73</b>  | <b>77</b>            | <b>88</b> | <b>75</b>           | <b>100</b> | <b>100</b>   | <b>100</b> | <b>71</b>            | <b>77</b>    | <b>90</b>     | <b>82</b> |           |           |           |           |
| Definitely pay attention     | 28            | 27        | 25        | 33                 | 26        | 17         | 27                   | 25        | 23                  | 0          | 37           | 100        | 20                   | 26           | 31            | 33        |           |           |           |           |
| Maybe pay attention          | 53            | 55        | 50        | 48                 | 56        | 56         | 49                   | 63        | 52                  | 100        | 63           | 0          | 52                   | 51           | 59            | 49        |           |           |           |           |
| <b>NOT PAY ATTENTION</b>     | <b>15</b>     | <b>14</b> | <b>20</b> | <b>16</b>          | <b>17</b> | <b>14</b>  | <b>21</b>            | <b>11</b> | <b>25</b>           | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>9</b>             | <b>19</b>    | <b>10</b>     | <b>16</b> |           |           |           |           |
| Definitely not pay attention | 15            | 14        | 20        | 16                 | 17        | 14         | 21                   | 11        | 25                  | 0          | 0            | 0          | 9                    | 19           | 10            | 16        |           |           |           |           |
| <b>DK</b>                    | <b>4</b>      | <b>4</b>  | <b>6</b>  | <b>3</b>           | <b>1</b>  | <b>13</b>  | <b>2</b>             | <b>1</b>  | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>19</b>            | <b>4</b>     | <b>0</b>      | <b>3</b>  |           |           |           |           |
| DK                           | 4             | 4         | 6         | 3                  | 1         | 13         | 2                    | 1         | 0                   | 0          | 0            | 0          | 19                   | 4            | 0             | 3         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      | QE EDUCATION |               |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136        | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b>TOTAL PAY ATTENTION</b>   | <b>81</b>     | <b>81</b> | <b>80</b> | <b>80</b>          | <b>71</b> | <b>85</b>  | <b>94</b>            | <b>85</b> | <b>71</b>           | <b>77</b>  | <b>86</b>    | <b>75</b>  | <b>90</b>            | <b>79</b>    | <b>84</b>     | <b>87</b> | <b>82</b> | <b>72</b> | <b>85</b> | <b>78</b> |
| Definitely pay attention     | 28            | 29        | 28        | 25                 | 27        | 34         | 40                   | 30        | 6                   | 28         | 29           | 26         | 37                   | 19           | 32            | 31        | 30        | 20        | 31        | 26        |
| Maybe pay attention          | 53            | 52        | 53        | 55                 | 44        | 51         | 54                   | 55        | 65                  | 49         | 57           | 49         | 53                   | 59           | 52            | 56        | 52        | 52        | 54        | 52        |
| <b>NOT PAY ATTENTION</b>     | <b>15</b>     | <b>13</b> | <b>17</b> | <b>20</b>          | <b>25</b> | <b>13</b>  | <b>4</b>             | <b>11</b> | <b>6</b>            | <b>21</b>  | <b>7</b>     | <b>23</b>  | <b>8</b>             | <b>9</b>     | <b>16</b>     | <b>12</b> | <b>13</b> | <b>19</b> | <b>14</b> | <b>15</b> |
| Definitely not pay attention | 15            | 13        | 17        | 20                 | 25        | 13         | 4                    | 11        | 6                   | 21         | 7            | 23         | 8                    | 9            | 16            | 12        | 13        | 19        | 14        | 15        |
| <b>DK</b>                    | <b>4</b>      | <b>6</b>  | <b>3</b>  | <b>0</b>           | <b>3</b>  | <b>2</b>   | <b>2</b>             | <b>4</b>  | <b>23</b>           | <b>2</b>   | <b>8</b>     | <b>2</b>   | <b>2</b>             | <b>13</b>    | <b>0</b>      | <b>1</b>  | <b>5</b>  | <b>10</b> | <b>1</b>  | <b>7</b>  |
| DK                           | 4             | 6         | 3         | 0                  | 3         | 2          | 2                    | 4         | 23                  | 2          | 8            | 2          | 2                    | 13           | 0             | 1         | 5         | 10        | 1         | 7         |



Table 104: Q17I. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : A community event

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>81</b>     | <b>81</b>    | <b>83</b>  | <b>73</b>      | <b>88</b>    | <b>86</b>           | <b>78</b>    | <b>84</b>      | <b>77</b>      | <b>66</b>         | <b>80</b> | <b>70</b> | <b>82</b> | <b>90</b>      | <b>82</b>    | <b>82</b>    | <b>83</b>    |
| Definitely pay attention          | 28            | 34           | 22         | 23             | 36           | 32                  | 27           | 31             | 25             | 16                | 28        | 23        | 23        | 36             | 31           | 29           | 30           |
| Maybe pay attention               | 53            | 47           | 61         | 50             | 52           | 54                  | 51           | 53             | 52             | 50                | 52        | 47        | 60        | 54             | 51           | 53           | 52           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>15</b>     | <b>17</b>    | <b>6</b>   | <b>26</b>      | <b>7</b>     | <b>12</b>           | <b>14</b>    | <b>16</b>      | <b>18</b>      | <b>24</b>         | <b>20</b> | <b>18</b> | <b>12</b> | <b>9</b>       | <b>16</b>    | <b>13</b>    | <b>14</b>    |
| Definitely not pay attention      | 15            | 17           | 6          | 26             | 7            | 12                  | 14           | 16             | 18             | 24                | 20        | 18        | 12        | 9              | 16           | 13           | 14           |
| <b><u>DK</u></b>                  | <b>4</b>      | <b>3</b>     | <b>10</b>  | <b>1</b>       | <b>5</b>     | <b>2</b>            | <b>8</b>     | <b>0</b>       | <b>5</b>       | <b>9</b>          | <b>0</b>  | <b>12</b> | <b>6</b>  | <b>2</b>       | <b>2</b>     | <b>5</b>     | <b>4</b>     |
| DK                                | 4             | 3            | 10         | 1              | 5            | 2                   | 8            | 0              | 5              | 9                 | 0         | 12        | 6         | 2              | 2            | 5            | 4            |

|                                   | LANGUAGE  |           |            |           |           | A/B SPLIT<br>SAMPLES |           |
|-----------------------------------|-----------|-----------|------------|-----------|-----------|----------------------|-----------|
|                                   | Total     | ENG       | SPAN       | VIET      | CHIN      | A                    | B         |
| Column n-Size                     | 324       | 299       | 5          | 11        | 9         | 0                    | 324       |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>81</b> | <b>80</b> | <b>100</b> | <b>90</b> | <b>71</b> | <b>0</b>             | <b>81</b> |
| Definitely pay attention          | 28        | 27        | 25         | 59        | 16        | 0                    | 28        |
| Maybe pay attention               | 53        | 53        | 75         | 32        | 55        | 0                    | 53        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>15</b> | <b>15</b> | <b>0</b>   | <b>10</b> | <b>29</b> | <b>0</b>             | <b>15</b> |
| Definitely not pay attention      | 15        | 15        | 0          | 10        | 29        | 0                    | 15        |
| <b><u>DK</u></b>                  | <b>4</b>  | <b>5</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>  | <b>0</b>             | <b>4</b>  |
| DK                                | 4         | 5         | 0          | 0         | 0         | 0                    | 4         |

Table 105: Q17m. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Outdoor signage at the library, City Hall, or sports center

|                                   | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                      |              | Q1 QUALITY OF LIFE |               |                        | Q5 GROWTH/<br>DEVELOPMENT |                              |             | Q7A PROPERTY CRIME            |           |                                     | Q7B VIOLENT CRIME |            |             | Q7 COMBINED CRIME |              |            |
|-----------------------------------|-----------------------------------------|-------------|-------------|--------------|----------------------|--------------|--------------------|---------------|------------------------|---------------------------|------------------------------|-------------|-------------------------------|-----------|-------------------------------------|-------------------|------------|-------------|-------------------|--------------|------------|
|                                   | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT                 | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT        | TOO<br>FAST               | ABOUT<br>RIGHT               | TOO<br>SLOW | INCR                          | SAME      | DECR                                | INCR              | SAME       | DECR        | INCR              | SAME         | DECR       |
|                                   |                                         |             |             |              |                      |              |                    |               |                        |                           |                              |             |                               |           |                                     |                   |            |             |                   |              |            |
| Column n-Size                     | 323                                     | 147         | 176         | 105          | 65                   | 5            | 74                 | 202           | 42                     | 114                       | 155                          | 43          | 97                            | 134       | 25                                  | 0                 | 0          | 0           | 97                | 134          | 25         |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>75</b>                               | <b>76</b>   | <b>75</b>   | <b>69</b>    | <b>84</b>            | <b>70</b>    | <b>77</b>          | <b>80</b>     | <b>55</b>              | <b>69</b>                 | <b>84</b>                    | <b>65</b>   | <b>66</b>                     | <b>83</b> | <b>67</b>                           | <b>0</b>          | <b>0</b>   | <b>0</b>    | <b>66</b>         | <b>83</b>    | <b>67</b>  |
| Definitely pay attention          | 31                                      | 28          | 32          | 27           | 42                   | 20           | 36                 | 29            | 32                     | 32                        | 32                           | 26          | 19                            | 32        | 34                                  | 0                 | 0          | 0           | 19                | 32           | 34         |
| Maybe pay attention               | 45                                      | 48          | 42          | 42           | 42                   | 49           | 41                 | 52            | 24                     | 37                        | 52                           | 39          | 47                            | 51        | 32                                  | 0                 | 0          | 0           | 47                | 51           | 32         |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>19</b>                               | <b>20</b>   | <b>19</b>   | <b>22</b>    | <b>13</b>            | <b>30</b>    | <b>19</b>          | <b>15</b>     | <b>37</b>              | <b>25</b>                 | <b>11</b>                    | <b>28</b>   | <b>27</b>                     | <b>15</b> | <b>26</b>                           | <b>0</b>          | <b>0</b>   | <b>0</b>    | <b>27</b>         | <b>15</b>    | <b>26</b>  |
| Definitely not pay attention      | 19                                      | 20          | 19          | 22           | 13                   | 30           | 19                 | 15            | 37                     | 25                        | 11                           | 28          | 27                            | 15        | 26                                  | 0                 | 0          | 0           | 27                | 15           | 26         |
| <b><u>DK</u></b>                  | <b>5</b>                                | <b>4</b>    | <b>7</b>    | <b>9</b>     | <b>3</b>             | <b>0</b>     | <b>4</b>           | <b>5</b>      | <b>8</b>               | <b>6</b>                  | <b>5</b>                     | <b>7</b>    | <b>6</b>                      | <b>2</b>  | <b>8</b>                            | <b>0</b>          | <b>0</b>   | <b>0</b>    | <b>6</b>          | <b>2</b>     | <b>8</b>   |
| DK                                | 5                                       | 4           | 7           | 9            | 3                    | 0            | 4                  | 5             | 8                      | 6                         | 5                            | 7           | 6                             | 2         | 8                                   | 0                 | 0          | 0           | 6                 | 2            | 8          |
|                                   |                                         |             |             |              |                      |              |                    |               |                        |                           |                              |             |                               |           |                                     |                   |            |             |                   |              |            |
|                                   | Q8 CITY SERVICES                        |             |             |              | Q9 SMART FAMILIARITY |              |                    |               | Q10 EVER<br>USED SMART |                           | Q14 RECENT<br>CNTACT W/ CITY |             | Q15 CSTMR SVC<br>SATISFACTION |           | Q18 LENGTH OF RESIDENCE IN MILPITAS |                   |            |             |                   |              |            |
|                                   | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT      | VERY         | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL      | DK                        | YES                          | NO          | YES                           | NO        | VERY/<br>SMWT                       | NT TOO/<br>AT ALL | 0-6<br>YRS | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                     | 323                                     | 39          | 219         | 258          | 54                   | 39           | 112                | 151           | 145                    | 26                        | 59                           | 247         | 155                           | 160       | 127                                 | 28                | 45         | 28          | 70                | 67           | 111        |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>75</b>                               | <b>86</b>   | <b>79</b>   | <b>80</b>    | <b>55</b>            | <b>79</b>    | <b>82</b>          | <b>81</b>     | <b>68</b>              | <b>82</b>                 | <b>72</b>                    | <b>75</b>   | <b>78</b>                     | <b>73</b> | <b>81</b>                           | <b>62</b>         | <b>79</b>  | <b>76</b>   | <b>66</b>         | <b>70</b>    | <b>83</b>  |
| Definitely pay attention          | 31                                      | 38          | 31          | 32           | 24                   | 43           | 34                 | 36            | 25                     | 27                        | 24                           | 32          | 36                            | 27        | 34                                  | 43                | 29         | 34          | 30                | 20           | 38         |
| Maybe pay attention               | 45                                      | 48          | 48          | 48           | 31                   | 36           | 48                 | 45            | 43                     | 55                        | 48                           | 43          | 42                            | 46        | 47                                  | 19                | 50         | 42          | 37                | 50           | 45         |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>19</b>                               | <b>13</b>   | <b>17</b>   | <b>16</b>    | <b>33</b>            | <b>19</b>    | <b>16</b>          | <b>17</b>     | <b>24</b>              | <b>10</b>                 | <b>27</b>                    | <b>19</b>   | <b>18</b>                     | <b>20</b> | <b>17</b>                           | <b>26</b>         | <b>14</b>  | <b>24</b>   | <b>32</b>         | <b>21</b>    | <b>10</b>  |
| Definitely not pay attention      | 19                                      | 13          | 17          | 16           | 33                   | 19           | 16                 | 17            | 24                     | 10                        | 27                           | 19          | 18                            | 20        | 17                                  | 26                | 14         | 24          | 32                | 21           | 10         |
| <b><u>DK</u></b>                  | <b>5</b>                                | <b>1</b>    | <b>4</b>    | <b>4</b>     | <b>12</b>            | <b>2</b>     | <b>2</b>           | <b>2</b>      | <b>8</b>               | <b>8</b>                  | <b>1</b>                     | <b>6</b>    | <b>4</b>                      | <b>7</b>  | <b>2</b>                            | <b>12</b>         | <b>6</b>   | <b>0</b>    | <b>1</b>          | <b>9</b>     | <b>6</b>   |
| DK                                | 5                                       | 1           | 4           | 4            | 12                   | 2            | 2                  | 2             | 8                      | 8                         | 1                            | 6           | 4                             | 7         | 2                                   | 12                | 6          | 0           | 1                 | 9            | 6          |

Table 105: Q17m. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Outdoor signage at the library, City Hall, or sports center

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 323           | 207       | 88        | 74                 | 154       | 73         | 80                   | 72        | 70                  | 2          | 4            | 0         | 23                   | 106          | 79            | 76        |           |           |           |           |
| <b>TOTAL PAY ATTENTION</b>   | <b>75</b>     | <b>76</b> | <b>69</b> | <b>86</b>          | <b>71</b> | <b>75</b>  | <b>73</b>            | <b>69</b> | <b>76</b>           | <b>45</b>  | <b>46</b>    | <b>0</b>  | <b>78</b>            | <b>75</b>    | <b>77</b>     | <b>76</b> |           |           |           |           |
| Definitely pay attention     | 31            | 30        | 29        | 28                 | 30        | 32         | 28                   | 31        | 28                  | 21         | 34           | 0         | 41                   | 27           | 36            | 28        |           |           |           |           |
| Maybe pay attention          | 45            | 46        | 40        | 58                 | 41        | 44         | 45                   | 38        | 48                  | 24         | 13           | 0         | 37                   | 47           | 41            | 47        |           |           |           |           |
| <b>NOT PAY ATTENTION</b>     | <b>19</b>     | <b>18</b> | <b>27</b> | <b>14</b>          | <b>24</b> | <b>16</b>  | <b>23</b>            | <b>26</b> | <b>21</b>           | <b>55</b>  | <b>54</b>    | <b>0</b>  | <b>9</b>             | <b>21</b>    | <b>19</b>     | <b>19</b> |           |           |           |           |
| Definitely not pay attention | 19            | 18        | 27        | 14                 | 24        | 16         | 23                   | 26        | 21                  | 55         | 54           | 0         | 9                    | 21           | 19            | 19        |           |           |           |           |
| <b>DK</b>                    | <b>5</b>      | <b>6</b>  | <b>5</b>  | <b>0</b>           | <b>5</b>  | <b>9</b>   | <b>5</b>             | <b>6</b>  | <b>3</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>  | <b>12</b>            | <b>4</b>     | <b>4</b>      | <b>5</b>  |           |           |           |           |
| DK                           | 5             | 6         | 5         | 0                  | 5         | 9          | 5                    | 6         | 3                   | 0          | 0            | 0         | 12                   | 4            | 4             | 5         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |           |                      | QE EDUCATION |               |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39     | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 323           | 165       | 155       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136       | 110                  | 71           | 73            | 65        | 103       | 81        | 138       | 184       |
| <b>TOTAL PAY ATTENTION</b>   | <b>75</b>     | <b>76</b> | <b>74</b> | <b>67</b>          | <b>76</b> | <b>80</b>  | <b>76</b>            | <b>75</b> | <b>79</b>           | <b>74</b>  | <b>77</b>    | <b>72</b> | <b>78</b>            | <b>77</b>    | <b>80</b>     | <b>84</b> | <b>68</b> | <b>73</b> | <b>82</b> | <b>70</b> |
| Definitely pay attention     | 31            | 33        | 28        | 33                 | 27        | 26         | 29                   | 29        | 46                  | 29         | 33           | 29        | 28                   | 37           | 45            | 24        | 25        | 31        | 35        | 27        |
| Maybe pay attention          | 45            | 43        | 46        | 34                 | 49        | 54         | 48                   | 46        | 33                  | 46         | 44           | 43        | 50                   | 40           | 35            | 60        | 43        | 43        | 47        | 43        |
| <b>NOT PAY ATTENTION</b>     | <b>19</b>     | <b>17</b> | <b>22</b> | <b>28</b>          | <b>22</b> | <b>20</b>  | <b>17</b>            | <b>15</b> | <b>8</b>            | <b>23</b>  | <b>14</b>    | <b>24</b> | <b>18</b>            | <b>12</b>    | <b>12</b>     | <b>12</b> | <b>28</b> | <b>21</b> | <b>12</b> | <b>25</b> |
| Definitely not pay attention | 19            | 17        | 22        | 28                 | 22        | 20         | 17                   | 15        | 8                   | 23         | 14           | 24        | 18                   | 12           | 12            | 12        | 28        | 21        | 12        | 25        |
| <b>DK</b>                    | <b>5</b>      | <b>6</b>  | <b>4</b>  | <b>4</b>           | <b>2</b>  | <b>0</b>   | <b>7</b>             | <b>9</b>  | <b>13</b>           | <b>2</b>   | <b>9</b>     | <b>3</b>  | <b>4</b>             | <b>11</b>    | <b>8</b>      | <b>5</b>  | <b>4</b>  | <b>5</b>  | <b>6</b>  | <b>4</b>  |
| DK                           | 5             | 6         | 4         | 4                  | 2         | 0          | 7                    | 9         | 13                  | 2          | 9            | 3         | 4                    | 11           | 8             | 5         | 4         | 5         | 6         | 4         |

Table 105: Q17m. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Outdoor signage at the library, City Hall, or sports center

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 323           | 101          | 61         | 79             | 74           | 75                  | 90           | 62             | 93             | 36                | 42        | 48        | 42        | 61             | 60           | 212          | 282          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>75</b>     | <b>76</b>    | <b>77</b>  | <b>72</b>      | <b>76</b>    | <b>86</b>           | <b>69</b>    | <b>77</b>      | <b>72</b>      | <b>72</b>         | <b>78</b> | <b>71</b> | <b>71</b> | <b>80</b>      | <b>69</b>    | <b>73</b>    | <b>75</b>    |
| Definitely pay attention          | 31            | 29           | 38         | 27             | 30           | 48                  | 21           | 20             | 33             | 31                | 25        | 23        | 43        | 36             | 21           | 30           | 31           |
| Maybe pay attention               | 45            | 47           | 39         | 44             | 47           | 37                  | 47           | 57             | 38             | 42                | 52        | 48        | 28        | 44             | 47           | 43           | 45           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>19</b>     | <b>21</b>    | <b>12</b>  | <b>27</b>      | <b>16</b>    | <b>10</b>           | <b>24</b>    | <b>15</b>      | <b>27</b>      | <b>16</b>         | <b>14</b> | <b>27</b> | <b>17</b> | <b>18</b>      | <b>28</b>    | <b>23</b>    | <b>20</b>    |
| Definitely not pay attention      | 19            | 21           | 12         | 27             | 16           | 10                  | 24           | 15             | 27             | 16                | 14        | 27        | 17        | 18             | 28           | 23           | 20           |
| <b><u>DK</u></b>                  | <b>5</b>      | <b>3</b>     | <b>11</b>  | <b>2</b>       | <b>7</b>     | <b>5</b>            | <b>7</b>     | <b>8</b>       | <b>2</b>       | <b>12</b>         | <b>8</b>  | <b>3</b>  | <b>11</b> | <b>2</b>       | <b>4</b>     | <b>4</b>     | <b>5</b>     |
| DK                                | 5             | 3            | 11         | 2              | 7            | 5                   | 7            | 8              | 2              | 12                | 8         | 3         | 11        | 2              | 4            | 4            | 5            |

|                                   | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |          |
|-----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|----------|
|                                   | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B        |
| Column n-Size                     | 323       | 288       | 10        | 16        | 10        | 323                  | 0        |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>75</b> | <b>77</b> | <b>71</b> | <b>52</b> | <b>76</b> | <b>75</b>            | <b>0</b> |
| Definitely pay attention          | 31        | 33        | 21        | 0         | 8         | 31                   | 0        |
| Maybe pay attention               | 45        | 43        | 50        | 52        | 68        | 45                   | 0        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>19</b> | <b>18</b> | <b>19</b> | <b>48</b> | <b>24</b> | <b>19</b>            | <b>0</b> |
| Definitely not pay attention      | 19        | 18        | 19        | 48        | 24        | 19                   | 0        |
| <b><u>DK</u></b>                  | <b>5</b>  | <b>6</b>  | <b>10</b> | <b>0</b>  | <b>0</b>  | <b>5</b>             | <b>0</b> |
| DK                                | 5         | 6         | 10        | 0         | 0         | 5                    | 0        |

Table 106: Q17n. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : An electronic sign on Calaveras Road

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |           |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME      | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
| Column n-Size                | 324                                     | 147         | 177         | 95           | 70              | 12                   | 67                 | 211           | 44                | 103                       | 158                    | 50          | 0                            | 0         | 0                             | 87                | 139                                 | 44          | 87                | 139          | 44         |
| <b>TOTAL PAY ATTENTION</b>   | <b>78</b>                               | <b>82</b>   | <b>75</b>   | <b>81</b>    | <b>67</b>       | <b>76</b>            | <b>79</b>          | <b>80</b>     | <b>70</b>         | <b>74</b>                 | <b>82</b>              | <b>83</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>81</b>         | <b>80</b>                           | <b>78</b>   | <b>81</b>         | <b>80</b>    | <b>78</b>  |
| Definitely pay attention     | 39                                      | 41          | 37          | 46           | 23              | 58                   | 52                 | 34            | 41                | 42                        | 34                     | 53          | 0                            | 0         | 0                             | 38                | 37                                  | 40          | 38                | 37           | 40         |
| Maybe pay attention          | 39                                      | 41          | 38          | 36           | 44              | 18                   | 27                 | 46            | 28                | 32                        | 48                     | 30          | 0                            | 0         | 0                             | 43                | 43                                  | 38          | 43                | 43           | 38         |
| <b>NOT PAY ATTENTION</b>     | <b>16</b>                               | <b>15</b>   | <b>16</b>   | <b>13</b>    | <b>20</b>       | <b>19</b>            | <b>9</b>           | <b>16</b>     | <b>24</b>         | <b>18</b>                 | <b>13</b>              | <b>16</b>   | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>18</b>         | <b>17</b>                           | <b>12</b>   | <b>18</b>         | <b>17</b>    | <b>12</b>  |
| Definitely not pay attention | 16                                      | 15          | 16          | 13           | 20              | 19                   | 9                  | 16            | 24                | 18                        | 13                     | 16          | 0                            | 0         | 0                             | 18                | 17                                  | 12          | 18                | 17           | 12         |
| <b>DK</b>                    | <b>6</b>                                | <b>3</b>    | <b>9</b>    | <b>5</b>     | <b>14</b>       | <b>5</b>             | <b>12</b>          | <b>4</b>      | <b>6</b>          | <b>8</b>                  | <b>5</b>               | <b>1</b>    | <b>0</b>                     | <b>0</b>  | <b>0</b>                      | <b>1</b>          | <b>2</b>                            | <b>9</b>    | <b>1</b>          | <b>2</b>     | <b>9</b>   |
| DK                           | 6                                       | 3           | 9           | 5            | 14              | 5                    | 12                 | 4             | 6                 | 8                         | 5                      | 1           | 0                            | 0         | 0                             | 1                 | 2                                   | 9           | 1                 | 2            | 9          |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                | 324                                     | 41          | 203         | 245          | 54              | 45                   | 122                | 167           | 135               | 22                        | 77                     | 241         | 153                          | 164       | 126                           | 27                | 57                                  | 32          | 53                | 76           | 103        |
| <b>TOTAL PAY ATTENTION</b>   | <b>78</b>                               | <b>76</b>   | <b>82</b>   | <b>81</b>    | <b>68</b>       | <b>90</b>            | <b>85</b>          | <b>86</b>     | <b>74</b>         | <b>44</b>                 | <b>73</b>              | <b>80</b>   | <b>84</b>                    | <b>73</b> | <b>88</b>                     | <b>62</b>         | <b>74</b>                           | <b>79</b>   | <b>66</b>         | <b>86</b>    | <b>80</b>  |
| Definitely pay attention     | 39                                      | 63          | 36          | 41           | 32              | 62                   | 31                 | 39            | 42                | 15                        | 23                     | 44          | 44                           | 34        | 45                            | 41                | 36                                  | 28          | 35                | 50           | 39         |
| Maybe pay attention          | 39                                      | 14          | 45          | 40           | 36              | 28                   | 54                 | 47            | 32                | 29                        | 51                     | 35          | 40                           | 39        | 43                            | 20                | 37                                  | 52          | 31                | 37           | 41         |
| <b>NOT PAY ATTENTION</b>     | <b>16</b>                               | <b>12</b>   | <b>15</b>   | <b>14</b>    | <b>26</b>       | <b>7</b>             | <b>11</b>          | <b>10</b>     | <b>20</b>         | <b>35</b>                 | <b>25</b>              | <b>13</b>   | <b>13</b>                    | <b>19</b> | <b>11</b>                     | <b>26</b>         | <b>15</b>                           | <b>21</b>   | <b>25</b>         | <b>11</b>    | <b>14</b>  |
| Definitely not pay attention | 16                                      | 12          | 15          | 14           | 26              | 7                    | 11                 | 10            | 20                | 35                        | 25                     | 13          | 13                           | 19        | 11                            | 26                | 15                                  | 21          | 25                | 11           | 14         |
| <b>DK</b>                    | <b>6</b>                                | <b>12</b>   | <b>3</b>    | <b>5</b>     | <b>6</b>        | <b>4</b>             | <b>4</b>           | <b>4</b>      | <b>6</b>          | <b>21</b>                 | <b>2</b>               | <b>8</b>    | <b>3</b>                     | <b>8</b>  | <b>1</b>                      | <b>13</b>         | <b>11</b>                           | <b>0</b>    | <b>9</b>          | <b>3</b>     | <b>6</b>   |
| DK                           | 6                                       | 12          | 3           | 5            | 6               | 4                    | 4                  | 4             | 6                 | 21                        | 2                      | 8           | 3                            | 8         | 1                             | 13                | 11                                  | 0           | 9                 | 3            | 6          |

Table 106: Q17n. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : An electronic sign on Calaveras Road

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 324           | 207       | 96        | 73                 | 163       | 67         | 90                   | 73        | 76                  | 2          | 5            | 4          | 31                   | 94           | 75            | 70        |           |           |           |           |
| <b>TOTAL PAY ATTENTION</b>   | <b>78</b>     | <b>78</b> | <b>81</b> | <b>81</b>          | <b>81</b> | <b>72</b>  | <b>76</b>            | <b>87</b> | <b>74</b>           | <b>100</b> | <b>87</b>    | <b>100</b> | <b>78</b>            | <b>74</b>    | <b>83</b>     | <b>81</b> |           |           |           |           |
| Definitely pay attention     | 39            | 43        | 31        | 44                 | 37        | 39         | 33                   | 41        | 32                  | 0          | 34           | 54         | 44                   | 32           | 51            | 38        |           |           |           |           |
| Maybe pay attention          | 39            | 35        | 50        | 38                 | 44        | 33         | 42                   | 46        | 42                  | 100        | 53           | 46         | 34                   | 42           | 33            | 43        |           |           |           |           |
| <b>NOT PAY ATTENTION</b>     | <b>16</b>     | <b>17</b> | <b>13</b> | <b>17</b>          | <b>15</b> | <b>16</b>  | <b>19</b>            | <b>10</b> | <b>22</b>           | <b>0</b>   | <b>13</b>    | <b>0</b>   | <b>5</b>             | <b>21</b>    | <b>13</b>     | <b>16</b> |           |           |           |           |
| Definitely not pay attention | 16            | 17        | 13        | 17                 | 15        | 16         | 19                   | 10        | 22                  | 0          | 13           | 0          | 5                    | 21           | 13            | 16        |           |           |           |           |
| <b>DK</b>                    | <b>6</b>      | <b>5</b>  | <b>6</b>  | <b>1</b>           | <b>4</b>  | <b>13</b>  | <b>5</b>             | <b>3</b>  | <b>4</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>18</b>            | <b>5</b>     | <b>3</b>      | <b>3</b>  |           |           |           |           |
| DK                           | 6             | 5         | 6         | 1                  | 4         | 13         | 5                    | 3         | 4                   | 0          | 0            | 0          | 18                   | 5            | 3             | 3         |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      | QE EDUCATION |               |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 324           | 165       | 156       | 58                 | 78        | 45         | 65                   | 39        | 32                  | 181        | 136          | 136        | 110                  | 71           | 75            | 65        | 104       | 81        | 139       | 185       |
| <b>TOTAL PAY ATTENTION</b>   | <b>78</b>     | <b>82</b> | <b>74</b> | <b>76</b>          | <b>75</b> | <b>89</b>  | <b>80</b>            | <b>82</b> | <b>71</b>           | <b>79</b>  | <b>79</b>    | <b>75</b>  | <b>83</b>            | <b>77</b>    | <b>78</b>     | <b>81</b> | <b>81</b> | <b>72</b> | <b>79</b> | <b>77</b> |
| Definitely pay attention     | 39            | 40        | 39        | 26                 | 35        | 44         | 43                   | 45        | 45                  | 35         | 44           | 31         | 43                   | 45           | 28            | 40        | 40        | 46        | 34        | 43        |
| Maybe pay attention          | 39            | 42        | 35        | 50                 | 39        | 45         | 37                   | 38        | 27                  | 44         | 35           | 44         | 40                   | 33           | 50            | 41        | 41        | 26        | 46        | 34        |
| <b>NOT PAY ATTENTION</b>     | <b>16</b>     | <b>11</b> | <b>21</b> | <b>23</b>          | <b>20</b> | <b>10</b>  | <b>10</b>            | <b>16</b> | <b>7</b>            | <b>19</b>  | <b>11</b>    | <b>21</b>  | <b>10</b>            | <b>11</b>    | <b>15</b>     | <b>17</b> | <b>12</b> | <b>19</b> | <b>16</b> | <b>15</b> |
| Definitely not pay attention | 16            | 11        | 21        | 23                 | 20        | 10         | 10                   | 16        | 7                   | 19         | 11           | 21         | 10                   | 11           | 15            | 17        | 12        | 19        | 16        | 15        |
| <b>DK</b>                    | <b>6</b>      | <b>7</b>  | <b>5</b>  | <b>1</b>           | <b>5</b>  | <b>1</b>   | <b>11</b>            | <b>2</b>  | <b>22</b>           | <b>3</b>   | <b>11</b>    | <b>3</b>   | <b>7</b>             | <b>11</b>    | <b>6</b>      | <b>2</b>  | <b>7</b>  | <b>8</b>  | <b>4</b>  | <b>8</b>  |
| DK                           | 6             | 7         | 5         | 1                  | 5         | 1          | 11                   | 2         | 22                  | 3          | 11           | 3          | 7                    | 11           | 6             | 2         | 7         | 8         | 4         | 8         |

Table 106: Q17n. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : An electronic sign on Calaveras Road

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 324           | 95           | 69         | 84             | 68           | 62                  | 103          | 76             | 79             | 36                | 42        | 49        | 42        | 62             | 56           | 208          | 280          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>78</b>     | <b>84</b>    | <b>79</b>  | <b>73</b>      | <b>78</b>    | <b>84</b>           | <b>81</b>    | <b>75</b>      | <b>73</b>      | <b>74</b>         | <b>73</b> | <b>75</b> | <b>86</b> | <b>78</b>      | <b>81</b>    | <b>80</b>    | <b>80</b>    |
| Definitely pay attention          | 39            | 36           | 43         | 34             | 44           | 30                  | 46           | 37             | 40             | 48                | 32        | 29        | 35        | 42             | 42           | 38           | 39           |
| Maybe pay attention               | 39            | 48           | 36         | 38             | 34           | 54                  | 35           | 38             | 33             | 26                | 41        | 46        | 51        | 36             | 39           | 42           | 41           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>16</b>     | <b>12</b>    | <b>11</b>  | <b>27</b>      | <b>10</b>    | <b>12</b>           | <b>11</b>    | <b>20</b>      | <b>21</b>      | <b>21</b>         | <b>23</b> | <b>15</b> | <b>7</b>  | <b>12</b>      | <b>19</b>    | <b>14</b>    | <b>14</b>    |
| Definitely not pay attention      | 16            | 12           | 11         | 27             | 10           | 12                  | 11           | 20             | 21             | 21                | 23        | 15        | 7         | 12             | 19           | 14           | 14           |
| <b><u>DK</u></b>                  | <b>6</b>      | <b>4</b>     | <b>10</b>  | <b>1</b>       | <b>11</b>    | <b>4</b>            | <b>8</b>     | <b>5</b>       | <b>6</b>       | <b>5</b>          | <b>4</b>  | <b>10</b> | <b>7</b>  | <b>9</b>       | <b>0</b>     | <b>6</b>     | <b>6</b>     |
| DK                                | 6             | 4            | 10         | 1              | 11           | 4                   | 8            | 5              | 6              | 5                 | 4         | 10        | 7         | 9              | 0            | 6            | 6            |

|                                   | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|-----------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                   | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                     | 324       | 299       | 5         | 11        | 9         | 0                    | 324       |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>78</b> | <b>78</b> | <b>86</b> | <b>92</b> | <b>73</b> | <b>0</b>             | <b>78</b> |
| Definitely pay attention          | 39        | 39        | 70        | 39        | 0         | 0                    | 39        |
| Maybe pay attention               | 39        | 38        | 15        | 53        | 73        | 0                    | 39        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>16</b> | <b>16</b> | <b>14</b> | <b>8</b>  | <b>20</b> | <b>0</b>             | <b>16</b> |
| Definitely not pay attention      | 16        | 16        | 14        | 8         | 20        | 0                    | 16        |
| <b><u>DK</u></b>                  | <b>6</b>  | <b>6</b>  | <b>0</b>  | <b>0</b>  | <b>7</b>  | <b>0</b>             | <b>6</b>  |
| DK                                | 6         | 6         | 0         | 0         | 7         | 0                    | 6         |

Table 107: Q17o. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Non-English language media

|                                   | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                |                              | Q7A PROPERTY CRIME |                               |               | Q7B VIOLENT CRIME                   |            |             | Q7 COMBINED CRIME |              |            |
|-----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|----------------|------------------------------|--------------------|-------------------------------|---------------|-------------------------------------|------------|-------------|-------------------|--------------|------------|
|                                   | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW                  | INCR               | SAME                          | DECR          | INCR                                | SAME       | DECR        | INCR              | SAME         | DECR       |
|                                   |                                         |             |             |              |                 |                      |                    |               |                   |                           |                |                              |                    |                               |               |                                     |            |             |                   |              |            |
| Column n-Size                     | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314            | 93                           | 97                 | 134                           | 25            | 87                                  | 139        | 44          | 184               | 273          | 69         |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>37</b>                               | <b>42</b>   | <b>33</b>   | <b>28</b>    | <b>43</b>       | <b>20</b>            | <b>37</b>          | <b>42</b>     | <b>15</b>         | <b>38</b>                 | <b>42</b>      | <b>23</b>                    | <b>30</b>          | <b>42</b>                     | <b>54</b>     | <b>35</b>                           | <b>49</b>  | <b>38</b>   | <b>33</b>         | <b>45</b>    | <b>44</b>  |
| Definitely pay attention          | 8                                       | 11          | 6           | 5            | 9               | 6                    | 10                 | 9             | 4                 | 10                        | 8              | 5                            | 7                  | 11                            | 19            | 9                                   | 12         | 4           | 8                 | 11           | 10         |
| Maybe pay attention               | 29                                      | 32          | 27          | 23           | 34              | 14                   | 27                 | 33            | 11                | 28                        | 34             | 18                           | 23                 | 31                            | 34            | 26                                  | 37         | 34          | 25                | 34           | 34         |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>49</b>                               | <b>52</b>   | <b>46</b>   | <b>52</b>    | <b>37</b>       | <b>57</b>            | <b>46</b>          | <b>46</b>     | <b>68</b>         | <b>45</b>                 | <b>47</b>      | <b>66</b>                    | <b>55</b>          | <b>54</b>                     | <b>34</b>     | <b>52</b>                           | <b>40</b>  | <b>48</b>   | <b>54</b>         | <b>47</b>    | <b>43</b>  |
| Definitely not pay attention      | 49                                      | 52          | 46          | 52           | 37              | 57                   | 46                 | 46            | 68                | 45                        | 47             | 66                           | 55                 | 54                            | 34            | 52                                  | 40         | 48          | 54                | 47           | 43         |
| <b><u>DK</u></b>                  | <b>14</b>                               | <b>6</b>    | <b>20</b>   | <b>20</b>    | <b>21</b>       | <b>23</b>            | <b>17</b>          | <b>12</b>     | <b>16</b>         | <b>17</b>                 | <b>11</b>      | <b>11</b>                    | <b>15</b>          | <b>4</b>                      | <b>12</b>     | <b>12</b>                           | <b>11</b>  | <b>14</b>   | <b>14</b>         | <b>8</b>     | <b>13</b>  |
| DK                                | 14                                      | 6           | 20          | 20           | 21              | 23                   | 17                 | 12            | 16                | 17                        | 11             | 11                           | 15                 | 4                             | 12            | 12                                  | 11         | 14          | 14                | 8            | 13         |
|                                   |                                         |             |             |              |                 |                      |                    |               |                   |                           |                |                              |                    |                               |               |                                     |            |             |                   |              |            |
|                                   | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   | Q10 EVER<br>USED SMART    |                | Q14 RECENT<br>CNTACT W/ CITY |                    | Q15 CSTMR SVC<br>SATISFACTION |               | Q18 LENGTH OF RESIDENCE IN MILPITAS |            |             |                   |              |            |
|                                   | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES            | NO                           | YES                | NO                            | VERY/<br>SMWT | NT TOO/<br>AT ALL                   | 0-6<br>YRS | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                                   |                                         |             |             |              |                 |                      |                    |               |                   |                           |                |                              |                    |                               |               |                                     |            |             |                   |              |            |
| Column n-Size                     | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136            | 488                          | 308                | 324                           | 252           | 55                                  | 102        | 59          | 123               | 144          | 213        |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>37</b>                               | <b>30</b>   | <b>46</b>   | <b>43</b>    | <b>21</b>       | <b>35</b>            | <b>51</b>          | <b>46</b>     | <b>30</b>         | <b>19</b>                 | <b>52</b>      | <b>32</b>                    | <b>36</b>          | <b>40</b>                     | <b>40</b>     | <b>15</b>                           | <b>28</b>  | <b>36</b>   | <b>38</b>         | <b>38</b>    | <b>42</b>  |
| Definitely pay attention          | 8                                       | 11          | 9           | 10           | 5               | 10                   | 10                 | 10            | 8                 | 1                         | 11             | 7                            | 9                  | 8                             | 10            | 3                                   | 3          | 8           | 7                 | 10           | 10         |
| Maybe pay attention               | 29                                      | 19          | 36          | 33           | 16              | 25                   | 40                 | 36            | 23                | 18                        | 41             | 25                           | 27                 | 32                            | 30            | 11                                  | 25         | 28          | 31                | 28           | 32         |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>49</b>                               | <b>56</b>   | <b>43</b>   | <b>45</b>    | <b>57</b>       | <b>51</b>            | <b>39</b>          | <b>42</b>     | <b>55</b>         | <b>55</b>                 | <b>41</b>      | <b>52</b>                    | <b>50</b>          | <b>47</b>                     | <b>47</b>     | <b>61</b>                           | <b>56</b>  | <b>48</b>   | <b>50</b>         | <b>51</b>    | <b>43</b>  |
| Definitely not pay attention      | 49                                      | 56          | 43          | 45           | 57              | 51                   | 39                 | 42            | 55                | 55                        | 41             | 52                           | 50                 | 47                            | 47            | 61                                  | 56         | 48          | 50                | 51           | 43         |
| <b><u>DK</u></b>                  | <b>14</b>                               | <b>14</b>   | <b>11</b>   | <b>12</b>    | <b>22</b>       | <b>14</b>            | <b>10</b>          | <b>11</b>     | <b>14</b>         | <b>25</b>                 | <b>7</b>       | <b>16</b>                    | <b>15</b>          | <b>13</b>                     | <b>12</b>     | <b>24</b>                           | <b>17</b>  | <b>15</b>   | <b>12</b>         | <b>11</b>    | <b>14</b>  |
| DK                                | 14                                      | 14          | 11          | 12           | 22              | 14                   | 10                 | 11            | 14                | 25                        | 7              | 16                           | 15                 | 13                            | 12            | 24                                  | 17         | 15          | 12                | 11           | 14         |



Table 107: Q17o. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Non-English language media

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |           |           |           |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |           |           |
| Column n-Size                | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4          | 55                   | 201          | 154           | 146       |           |           |           |           |
| <b>TOTAL PAY ATTENTION</b>   | <b>37</b>     | <b>37</b> | <b>40</b> | <b>27</b>          | <b>46</b> | <b>30</b>  | <b>57</b>            | <b>33</b> | <b>55</b>           | <b>100</b> | <b>79</b>    | <b>0</b>   | <b>52</b>            | <b>42</b>    | <b>43</b>     | <b>29</b> |           |           |           |           |
| Definitely pay attention     | 8             | 10        | 6         | 8                  | 10        | 5          | 11                   | 8         | 10                  | 27         | 20           | 0          | 13                   | 7            | 11            | 8         |           |           |           |           |
| Maybe pay attention          | 29            | 27        | 35        | 19                 | 37        | 25         | 45                   | 26        | 45                  | 73         | 59           | 0          | 39                   | 35           | 31            | 21        |           |           |           |           |
| <b>NOT PAY ATTENTION</b>     | <b>49</b>     | <b>49</b> | <b>49</b> | <b>66</b>          | <b>42</b> | <b>51</b>  | <b>38</b>            | <b>48</b> | <b>40</b>           | <b>0</b>   | <b>10</b>    | <b>100</b> | <b>34</b>            | <b>50</b>    | <b>48</b>     | <b>52</b> |           |           |           |           |
| Definitely not pay attention | 49            | 49        | 49        | 66                 | 42        | 51         | 38                   | 48        | 40                  | 0          | 10           | 100        | 34                   | 50           | 48            | 52        |           |           |           |           |
| <b>DK</b>                    | <b>14</b>     | <b>14</b> | <b>10</b> | <b>7</b>           | <b>11</b> | <b>19</b>  | <b>5</b>             | <b>19</b> | <b>5</b>            | <b>0</b>   | <b>11</b>    | <b>0</b>   | <b>13</b>            | <b>7</b>     | <b>10</b>     | <b>19</b> |           |           |           |           |
| DK                           | 14            | 14        | 10        | 7                  | 11        | 19         | 5                    | 19        | 5                   | 0          | 11           | 0          | 13                   | 7            | 10            | 19        |           |           |           |           |
|                              | QD GENDER     |           |           | QB AGE             |           |            |                      |           |                     |            |              |            |                      | QE EDUCATION |               |           |           |           |           |           |
|                              | Total         | MEN       | WOMEN     | 18-29              | 30-39     | 40-49      | 50-64                | 65-74     | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 647           | 330       | 311       | 116                | 155       | 91         | 129                  | 78        | 65                  | 362        | 272          | 272        | 220                  | 142          | 148           | 129       | 207       | 162       | 277       | 369       |
| <b>TOTAL PAY ATTENTION</b>   | <b>37</b>     | <b>38</b> | <b>37</b> | <b>52</b>          | <b>38</b> | <b>33</b>  | <b>33</b>            | <b>37</b> | <b>25</b>           | <b>41</b>  | <b>32</b>    | <b>44</b>  | <b>33</b>            | <b>32</b>    | <b>36</b>     | <b>50</b> | <b>43</b> | <b>21</b> | <b>43</b> | <b>33</b> |
| Definitely pay attention     | 8             | 9         | 7         | 13                 | 7         | 9          | 7                    | 10        | 4                   | 9          | 7            | 10         | 8                    | 8            | 4             | 13        | 10        | 6         | 8         | 8         |
| Maybe pay attention          | 29            | 29        | 29        | 39                 | 31        | 24         | 27                   | 27        | 21                  | 32         | 25           | 35         | 26                   | 24           | 32            | 38        | 32        | 15        | 34        | 25        |
| <b>NOT PAY ATTENTION</b>     | <b>49</b>     | <b>48</b> | <b>50</b> | <b>42</b>          | <b>49</b> | <b>55</b>  | <b>46</b>            | <b>47</b> | <b>55</b>           | <b>48</b>  | <b>49</b>    | <b>46</b>  | <b>50</b>            | <b>51</b>    | <b>45</b>     | <b>40</b> | <b>48</b> | <b>62</b> | <b>42</b> | <b>54</b> |
| Definitely not pay attention | 49            | 48        | 50        | 42                 | 49        | 55         | 46                   | 47        | 55                  | 48         | 49           | 46         | 50                   | 51           | 45            | 40        | 48        | 62        | 42        | 54        |
| <b>DK</b>                    | <b>14</b>     | <b>14</b> | <b>13</b> | <b>6</b>           | <b>13</b> | <b>12</b>  | <b>20</b>            | <b>16</b> | <b>20</b>           | <b>10</b>  | <b>19</b>    | <b>10</b>  | <b>17</b>            | <b>17</b>    | <b>19</b>     | <b>10</b> | <b>9</b>  | <b>17</b> | <b>15</b> | <b>13</b> |
| DK                           | 14            | 14        | 13        | 6                  | 13        | 12         | 20                   | 16        | 20                  | 10         | 19           | 10         | 17                   | 17           | 19            | 10        | 9         | 17        | 15        | 13        |

Table 107: Q17o. Please consider the following ways the City of Milpitas may provide information to local residents. For each one, 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. : Non-English language media

|                                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |           |           |                |              |              |              |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|-----------|-----------|----------------|--------------|--------------|--------------|
|                                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                     | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84        | 97        | 84        | 123            | 116          | 420          | 562          |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>37</b>     | <b>42</b>    | <b>34</b>  | <b>42</b>      | <b>31</b>    | <b>40</b>           | <b>37</b>    | <b>46</b>      | <b>30</b>      | <b>15</b>         | <b>47</b> | <b>35</b> | <b>44</b> | <b>41</b>      | <b>43</b>    | <b>41</b>    | <b>41</b>    |
| Definitely pay attention          | 8             | 11           | 8          | 8              | 7            | 9                   | 10           | 8              | 7              | 1                 | 13        | 7         | 13        | 12             | 7            | 10           | 9            |
| Maybe pay attention               | 29            | 31           | 26         | 34             | 24           | 31                  | 27           | 38             | 23             | 13                | 33        | 28        | 30        | 28             | 37           | 31           | 31           |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>49</b>     | <b>45</b>    | <b>50</b>  | <b>51</b>      | <b>48</b>    | <b>43</b>           | <b>51</b>    | <b>42</b>      | <b>56</b>      | <b>69</b>         | <b>50</b> | <b>47</b> | <b>42</b> | <b>43</b>      | <b>42</b>    | <b>44</b>    | <b>46</b>    |
| Definitely not pay attention      | 49            | 45           | 50         | 51             | 48           | 43                  | 51           | 42             | 56             | 69                | 50        | 47        | 42        | 43             | 42           | 44           | 46           |
| <b><u>DK</u></b>                  | <b>14</b>     | <b>13</b>    | <b>16</b>  | <b>7</b>       | <b>21</b>    | <b>18</b>           | <b>12</b>    | <b>12</b>      | <b>14</b>      | <b>17</b>         | <b>3</b>  | <b>18</b> | <b>14</b> | <b>16</b>      | <b>15</b>    | <b>16</b>    | <b>14</b>    |
| DK                                | 14            | 13           | 16         | 7              | 21           | 18                  | 12           | 12             | 14             | 17                | 3         | 18        | 14        | 16             | 15           | 16           | 14           |

|                                   | LANGUAGE  |           |           |           | A/B SPLIT<br>SAMPLES |           |           |
|-----------------------------------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|
|                                   | Total     | ENG       | SPAN      | VIET      | CHIN                 | A         | B         |
| Column n-Size                     | 647       | 587       | 15        | 27        | 18                   | 323       | 324       |
| <b><u>TOTAL PAY ATTENTION</u></b> | <b>37</b> | <b>37</b> | <b>55</b> | <b>41</b> | <b>41</b>            | <b>35</b> | <b>39</b> |
| Definitely pay attention          | 8         | 9         | 17        | 2         | 4                    | 8         | 8         |
| Maybe pay attention               | 29        | 28        | 38        | 39        | 37                   | 27        | 31        |
| <b><u>NOT PAY ATTENTION</u></b>   | <b>49</b> | <b>49</b> | <b>45</b> | <b>53</b> | <b>48</b>            | <b>51</b> | <b>46</b> |
| Definitely not pay attention      | 49        | 49        | 45        | 53        | 48                   | 51        | 46        |
| <b><u>DK</u></b>                  | <b>14</b> | <b>15</b> | <b>0</b>  | <b>5</b>  | <b>12</b>            | <b>13</b> | <b>14</b> |
| DK                                | 14        | 15        | 0         | 5         | 12                   | 13        | 14        |

Table 108: Q18. LENGTH OF RESIDENCE IN MILPITAS

|                      | DATA COLLECTION MODE/<br>CONTACT METHOD |       |        |       |      |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |      |      | Q7B VIOLENT CRIME |      |      | Q7 COMBINED CRIME |      |      |
|----------------------|-----------------------------------------|-------|--------|-------|------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------|------|-------------------|------|------|-------------------|------|------|
|                      | Total                                   | PHONE | ONLINE | EMAIL | TEXT | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME | DECR | INCR              | SAME | DECR | INCR              | SAME | DECR |
|                      | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| Column n-Size        | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| Six years or less    | 16                                      | 9     | 21     | 20    | 17   | 79           | 12                 | 16          | 21              | 9                         | 16             | 27          | 13                 | 8    | 10   | 20                | 16   | 11   | 16                | 12   | 11   |
| Seven to ten years   | 9                                       | 6     | 12     | 10    | 17   | 0            | 10                 | 9           | 10              | 8                         | 8              | 13          | 8                  | 10   | 16   | 13                | 6    | 13   | 11                | 8    | 14   |
| 11 to 20 years       | 19                                      | 18    | 20     | 18    | 22   | 21           | 21                 | 19          | 14              | 19                        | 20             | 19          | 27                 | 27   | 6    | 19                | 17   | 12   | 23                | 22   | 10   |
| 21 to 30 years       | 22                                      | 26    | 19     | 22    | 17   | 0            | 18                 | 24          | 22              | 22                        | 25             | 15          | 20                 | 26   | 20   | 19                | 26   | 25   | 20                | 26   | 23   |
| 31 years or more     | 33                                      | 41    | 27     | 29    | 26   | 0            | 39                 | 32          | 30              | 42                        | 31             | 23          | 31                 | 29   | 49   | 25                | 35   | 38   | 28                | 32   | 42   |
| DK/Prefer not to say | 1                                       | 0     | 1      | 1     | 1    | 0            | 1                  | 0           | 3               | 1                         | 0              | 1           | 0                  | 0    | 0    | 3                 | 0    | 0    | 2                 | 0    | 0    |

|                      | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |      |               |                   |    | Q10 EVER<br>USED SMART |     | Q14 RECENT<br>CONTACT W/ CITY |     | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|----------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|------|---------------|-------------------|----|------------------------|-----|-------------------------------|-----|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                      | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK | YES                    | NO  | YES                           | NO  | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                      | 647              | 81          | 422         | 503          | 107             | 85                   | 234  | 318           | 280               | 49 | 136                    | 488 | 308                           | 324 | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Column n-Size        | 647              | 81          | 422         | 503          | 107             | 85                   | 234  | 318           | 280               | 49 | 136                    | 488 | 308                           | 324 | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Six years or less    | 16               | 22          | 12          | 13           | 24              | 26                   | 10   | 14            | 17                | 15 | 11                     | 17  | 17                            | 14  | 16                            | 20                | 100                                 | 0           | 0            | 0            | 0          |
| Seven to ten years   | 9                | 9           | 9           | 9            | 14              | 12                   | 10   | 10            | 8                 | 7  | 12                     | 8   | 12                            | 7   | 12                            | 12                | 0                                   | 100         | 0            | 0            | 0          |
| 11 to 20 years       | 19               | 18          | 20          | 20           | 16              | 13                   | 18   | 17            | 22                | 15 | 27                     | 17  | 16                            | 23  | 16                            | 13                | 0                                   | 0           | 100          | 0            | 0          |
| 21 to 30 years       | 22               | 25          | 23          | 23           | 16              | 18                   | 25   | 23            | 21                | 24 | 24                     | 21  | 18                            | 26  | 20                            | 12                | 0                                   | 0           | 0            | 100          | 0          |
| 31 years or more     | 33               | 26          | 36          | 35           | 26              | 30                   | 37   | 35            | 30                | 36 | 25                     | 36  | 37                            | 30  | 36                            | 42                | 0                                   | 0           | 0            | 0            | 100        |
| DK/Prefer not to say | 1                | 0           | 0           | 0            | 4               | 2                    | 0    | 0             | 1                 | 2  | 1                      | 1   | 1                             | 1   | 1                             | 0                 | 0                                   | 0           | 0            | 0            | 0          |

|                      | Q19 RESIDENCE |     |      | Q20 WORK SITUATION |             |               | Q21 WORK IN<br>MILPITAS |     | Q22 MODE OF COMMUTE |               |                 |      | Q23 HOUSEHOLD INCOME |                  |                   |         |
|----------------------|---------------|-----|------|--------------------|-------------|---------------|-------------------------|-----|---------------------|---------------|-----------------|------|----------------------|------------------|-------------------|---------|
|                      | Total         | OWN | RENT | WFH                | COM<br>MUTE | DON'T<br>WORK | YES                     | NO  | DRIVE               | RIDE<br>SHARE | PUBLIC<br>TRANS | WALK | <\$60K               | \$60K-<br>\$120K | \$120K-<br>\$180K | \$180K+ |
|                      | 647           | 414 | 184  | 146                | 317         | 140           | 169                     | 145 | 146                 | 4             | 10              | 4    | 55                   | 201              | 154               | 146     |
| Column n-Size        | 647           | 414 | 184  | 146                | 317         | 140           | 169                     | 145 | 146                 | 4             | 10              | 4    | 55                   | 201              | 154               | 146     |
| Six years or less    | 16            | 12  | 24   | 19                 | 16          | 9             | 5                       | 28  | 4                   | 33            | 0               | 0    | 21                   | 12               | 9                 | 27      |
| Seven to ten years   | 9             | 8   | 13   | 11                 | 8           | 8             | 5                       | 12  | 5                   | 40            | 0               | 0    | 11                   | 8                | 6                 | 9       |
| 11 to 20 years       | 19            | 15  | 27   | 15                 | 22          | 18            | 28                      | 16  | 29                  | 0             | 18              | 46   | 12                   | 22               | 19                | 19      |
| 21 to 30 years       | 22            | 23  | 23   | 27                 | 24          | 17            | 25                      | 23  | 24                  | 13            | 26              | 54   | 35                   | 22               | 21                | 22      |
| 31 years or more     | 33            | 41  | 12   | 27                 | 29          | 47            | 36                      | 19  | 38                  | 14            | 56              | 0    | 21                   | 35               | 46                | 24      |
| DK/Prefer not to say | 1             | 0   | 1    | 1                  | 1           | 1             | 0                       | 1   | 0                   | 0             | 0               | 0    | 0                    | 1                | 0                 | 0       |

Table 108: Q18. LENGTH OF RESIDENCE IN MILPITAS

|                      | QD GENDER |     |       | QB AGE |       |       |       |       |     |       |     |       |       |     | QE EDUCATION |           |           |           |       |       |
|----------------------|-----------|-----|-------|--------|-------|-------|-------|-------|-----|-------|-----|-------|-------|-----|--------------|-----------|-----------|-----------|-------|-------|
|                      | Total     | MEN | WOMEN | 18-29  | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 | 65+ | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
| Column n-Size        | 647       | 330 | 311   | 116    | 155   | 91    | 129   | 78    | 65  | 362   | 272 | 272   | 220   | 142 | 148          | 129       | 207       | 162       | 277   | 369   |
| Six years or less    | 16        | 18  | 14    | 12     | 25    | 20    | 10    | 7     | 15  | 20    | 11  | 20    | 14    | 11  | 9            | 11        | 12        | 30        | 10    | 20    |
| Seven to ten years   | 9         | 9   | 10    | 6      | 10    | 18    | 6     | 6     | 10  | 11    | 7   | 8     | 11    | 7   | 3            | 11        | 11        | 11        | 7     | 11    |
| 11 to 20 years       | 19        | 20  | 18    | 38     | 18    | 17    | 16    | 11    | 8   | 24    | 13  | 26    | 17    | 9   | 30           | 17        | 17        | 14        | 24    | 16    |
| 21 to 30 years       | 22        | 21  | 24    | 35     | 19    | 16    | 27    | 19    | 11  | 23    | 21  | 26    | 22    | 16  | 17           | 26        | 27        | 18        | 21    | 23    |
| 31 years or more     | 33        | 32  | 34    | 9      | 27    | 27    | 41    | 55    | 55  | 21    | 48  | 19    | 36    | 55  | 42           | 32        | 31        | 27        | 37    | 29    |
| DK/Prefer not to say | 1         | 1   | 1     | 0      | 1     | 1     | 0     | 2     | 1   | 1     | 1   | 1     | 1     | 2   | 0            | 2         | 1         | 0         | 1     | 1     |

|                      | GENDER BY AGE |           |         |             | GENDER BY EDUCATION |           |           |             | QC ETHNICITY/RACE |       |        |      |     |             |           |           |           |
|----------------------|---------------|-----------|---------|-------------|---------------------|-----------|-----------|-------------|-------------------|-------|--------|------|-----|-------------|-----------|-----------|-----------|
|                      | Total         | MEN 18-49 | MEN 50+ | WOMEN 18-49 | WOMEN 50+           | NCOLL MEN | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN       | WHITE | LATINO | CHIN | FIL | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
| Column n-Size        | 647           | 196       | 129     | 162         | 141                 | 137       | 193       | 138         | 172               | 71    | 84     | 97   | 84  | 123         | 116       | 420       | 562       |
| Six years or less    | 16            | 22        | 10      | 17          | 10                  | 8         | 24        | 11          | 16                | 18    | 14     | 13   | 21  | 15          | 12        | 15        | 15        |
| Seven to ten years   | 9             | 11        | 5       | 10          | 8                   | 6         | 10        | 8           | 11                | 8     | 6      | 8    | 7   | 13          | 6         | 9         | 9         |
| 11 to 20 years       | 19            | 24        | 13      | 24          | 12                  | 24        | 17        | 24          | 14                | 12    | 23     | 29   | 12  | 17          | 22        | 20        | 20        |
| 21 to 30 years       | 22            | 21        | 21      | 27          | 21                  | 20        | 21        | 23          | 25                | 12    | 24     | 24   | 24  | 20          | 32        | 25        | 24        |
| 31 years or more     | 33            | 21        | 49      | 22          | 47                  | 40        | 27        | 35          | 33                | 51    | 31     | 25   | 33  | 35          | 26        | 30        | 31        |
| DK/Prefer not to say | 1             | 1         | 1       | 1           | 1                   | 2         | 0         | 0           | 2                 | 0     | 2      | 0    | 3   | 0           | 1         | 1         | 1         |

|                      | LANGUAGE |     |      |      | A/B SPLIT SAMPLES |     |     |
|----------------------|----------|-----|------|------|-------------------|-----|-----|
|                      | Total    | ENG | SPAN | VIET | CHIN              | A   | B   |
| Column n-Size        | 647      | 587 | 15   | 27   | 18                | 323 | 324 |
| Six years or less    | 16       | 17  | 6    | 7    | 0                 | 14  | 18  |
| Seven to ten years   | 9        | 10  | 0    | 0    | 7                 | 9   | 10  |
| 11 to 20 years       | 19       | 19  | 9    | 25   | 13                | 22  | 16  |
| 21 to 30 years       | 22       | 21  | 39   | 37   | 21                | 21  | 24  |
| 31 years or more     | 33       | 32  | 46   | 26   | 59                | 34  | 32  |
| DK/Prefer not to say | 1        | 1   | 0    | 5    | 0                 | 1   | 1   |

Table 109: Q19. RESIDENCE

|                   | DATA COLLECTION MODE/<br>CONTACT METHOD |       |        |       |      |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |      |      | Q7B VIOLENT CRIME |      |      | Q7 COMBINED CRIME |      |      |
|-------------------|-----------------------------------------|-------|--------|-------|------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------|------|-------------------|------|------|-------------------|------|------|
|                   | Total                                   | PHONE | ONLINE | EMAIL | TEXT | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME | DECR | INCR              | SAME | DECR | INCR              | SAME | DECR |
|                   |                                         |       |        |       |      |              |                    |             |                 |                           |                |             |                    |      |      |                   |      |      |                   |      |      |
| Column n-Size     | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| Own               | 64                                      | 63    | 65     | 64    | 63   | 90           | 65                 | 63          | 69              | 66                        | 61             | 70          | 59                 | 64   | 90   | 66                | 64   | 54   | 62                | 64   | 67   |
| Rent              | 29                                      | 31    | 26     | 27    | 27   | 10           | 30                 | 29          | 22              | 24                        | 32             | 25          | 31                 | 29   | 10   | 28                | 30   | 42   | 29                | 30   | 30   |
| Prefer not to say | 7                                       | 6     | 9      | 9     | 9    | 0            | 5                  | 8           | 9               | 10                        | 7              | 5           | 10                 | 7    | 0    | 6                 | 7    | 4    | 8                 | 7    | 3    |

|                   | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |      |               |                   |    | Q10 EVER<br>USED SMART |     | Q14 RECENT<br>CNTACT W/ CITY |     | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|-------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|------|---------------|-------------------|----|------------------------|-----|------------------------------|-----|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                   | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK | YES                    | NO  | YES                          | NO  | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                   |                  |             |             |              |                 |                      |      |               |                   |    |                        |     |                              |     |                               |                   |                                     |             |              |              |            |
| Column n-Size     | 647              | 81          | 422         | 503          | 107             | 85                   | 234  | 318           | 280               | 49 | 136                    | 488 | 308                          | 324 | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Own               | 64               | 65          | 64          | 64           | 67              | 60                   | 62   | 61            | 64                | 82 | 60                     | 64  | 65                           | 63  | 64                            | 68                | 50                                  | 57          | 52           | 65           | 80         |
| Rent              | 29               | 28          | 30          | 30           | 22              | 32                   | 29   | 30            | 30                | 11 | 37                     | 26  | 28                           | 29  | 32                            | 14                | 44                                  | 40          | 41           | 29           | 11         |
| Prefer not to say | 7                | 8           | 6           | 7            | 11              | 8                    | 10   | 9             | 6                 | 7  | 3                      | 9   | 7                            | 8   | 5                             | 18                | 7                                   | 3           | 8            | 6            | 9          |

|                   | Q19 RESIDENCE |     |      | Q20 WORK SITUATION |             |               | Q21 WORK IN<br>MILPITAS |     | Q22 MODE OF COMMUTE |               |                 |      | Q23 HOUSEHOLD INCOME |                  |                   |         |
|-------------------|---------------|-----|------|--------------------|-------------|---------------|-------------------------|-----|---------------------|---------------|-----------------|------|----------------------|------------------|-------------------|---------|
|                   | Total         | OWN | RENT | WFH                | COM<br>MUTE | DON'T<br>WORK | YES                     | NO  | DRIVE               | RIDE<br>SHARE | PUBLIC<br>TRANS | WALK | <\$60K               | \$60K-<br>\$120K | \$120K-<br>\$180K | \$180K+ |
|                   |               |     |      |                    |             |               |                         |     |                     |               |                 |      |                      |                  |                   |         |
| Column n-Size     | 647           | 414 | 184  | 146                | 317         | 140           | 169                     | 145 | 146                 | 4             | 10              | 4    | 55                   | 201              | 154               | 146     |
| Own               | 64            | 100 | 0    | 67                 | 59          | 70            | 60                      | 59  | 61                  | 60            | 82              | 0    | 44                   | 54               | 68                | 79      |
| Rent              | 29            | 0   | 100  | 26                 | 32          | 28            | 33                      | 31  | 31                  | 40            | 18              | 100  | 52                   | 38               | 21                | 19      |
| Prefer not to say | 7             | 0   | 0    | 7                  | 9           | 2             | 7                       | 9   | 8                   | 0             | 0               | 0    | 4                    | 8                | 11                | 2       |

|                   | QD GENDER |     |       | QB AGE |       |       |       |       |     |       | QE EDUCATION |       |       |     |               |              |              |              |       |       |
|-------------------|-----------|-----|-------|--------|-------|-------|-------|-------|-----|-------|--------------|-------|-------|-----|---------------|--------------|--------------|--------------|-------|-------|
|                   | Total     | MEN | WOMEN | 18-29  | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+          | 18-39 | 40-64 | 65+ | HS OR<br>LESS | SOME<br>COLL | COLL<br>GRAD | POST<br>GRAD | NCOLL | COLL+ |
|                   |           |     |       |        |       |       |       |       |     |       |              |       |       |     |               |              |              |              |       |       |
| Column n-Size     | 647       | 330 | 311   | 116    | 155   | 91    | 129   | 78    | 65  | 362   | 272          | 272   | 220   | 142 | 148           | 129          | 207          | 162          | 277   | 369   |
| Own               | 64        | 61  | 67    | 39     | 61    | 74    | 71    | 83    | 68  | 57    | 73           | 51    | 72    | 76  | 55            | 53           | 67           | 77           | 54    | 71    |
| Rent              | 29        | 30  | 27    | 46     | 30    | 21    | 20    | 16    | 32  | 33    | 22           | 37    | 20    | 23  | 29            | 39           | 28           | 20           | 34    | 25    |
| Prefer not to say | 7         | 8   | 6     | 15     | 9     | 5     | 9     | 2     | 0   | 10    | 5            | 11    | 7     | 1   | 15            | 9            | 5            | 2            | 12    | 4     |

Table 109: Q19. RESIDENCE

|                   | GENDER BY AGE |              |            |                | GENDER BY EDUCATION |              |              |                | QC ETHNICITY/RACE |       |        |      |     |                |              |              |              |
|-------------------|---------------|--------------|------------|----------------|---------------------|--------------|--------------|----------------|-------------------|-------|--------|------|-----|----------------|--------------|--------------|--------------|
|                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+        | NCOLL<br>MEN | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN    | WHITE | LATINO | CHIN | FIL | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size     | 647           | 196          | 129        | 162            | 141                 | 137          | 193          | 138            | 172               | 71    | 84     | 97   | 84  | 123            | 116          | 420          | 562          |
| Own               | 64            | 53           | 75         | 62             | 72                  | 51           | 68           | 57             | 75                | 73    | 51     | 81   | 52  | 71             | 59           | 66           | 62           |
| Rent              | 29            | 35           | 21         | 30             | 23                  | 33           | 29           | 34             | 21                | 23    | 44     | 12   | 43  | 20             | 33           | 26           | 30           |
| Prefer not to say | 7             | 11           | 4          | 8              | 5                   | 16           | 3            | 9              | 5                 | 3     | 5      | 8    | 4   | 9              | 8            | 8            | 8            |

|                   | LANGUAGE |     |      |      | A/B SPLIT<br>SAMPLES |     |     |
|-------------------|----------|-----|------|------|----------------------|-----|-----|
|                   | Total    | ENG | SPAN | VIET | CHIN                 | A   | B   |
| Column n-Size     | 647      | 587 | 15   | 27   | 18                   | 323 | 324 |
| Own               | 64       | 65  | 75   | 34   | 81                   | 64  | 64  |
| Rent              | 29       | 27  | 25   | 61   | 19                   | 27  | 30  |
| Prefer not to say | 7        | 8   | 0    | 5    | 0                    | 9   | 6   |

Table 110: Q20. WORK SITUATION

|                   | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |                    |                 |                      | Q1 QUALITY OF LIFE      |               |                     | Q5 GROWTH/<br>DEVELOPMENT |                 |                              | Q7A PROPERTY CRIME   |                               |                   | Q7B VIOLENT CRIME                   |            |             | Q7 COMBINED CRIME |              |            |
|-------------------|-----------------------------------------|-------------|-------------|--------------------|-----------------|----------------------|-------------------------|---------------|---------------------|---------------------------|-----------------|------------------------------|----------------------|-------------------------------|-------------------|-------------------------------------|------------|-------------|-------------------|--------------|------------|
|                   | Total                                   | PHONE       | ONLINE      | EMAIL              | TEXT            | POST<br>CARD         | VERY<br>SAT             | SMWT<br>SAT   | TOTAL<br>DISSAT     | TOO<br>FAST               | ABOUT<br>RIGHT  | TOO<br>SLOW                  | INCR                 | SAME                          | DECR              | INCR                                | SAME       | DECR        | INCR              | SAME         | DECR       |
|                   |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                 |                              |                      |                               |                   |                                     |            |             |                   |              |            |
| Column n-Size     | 647                                     | 295         | 352         | 200                | 135             | 17                   | 142                     | 413           | 86                  | 217                       | 314             | 93                           | 97                   | 134                           | 25                | 87                                  | 139        | 44          | 184               | 273          | 69         |
| Work from home    | 23                                      | 24          | 22          | 23                 | 18              | 35                   | 17                      | 25            | 24                  | 24                        | 20              | 30                           | 22                   | 25                            | 22                | 33                                  | 20         | 17          | 28                | 22           | 19         |
| Outside the home  | 49                                      | 53          | 46          | 43                 | 50              | 52                   | 42                      | 53            | 43                  | 45                        | 51              | 53                           | 46                   | 51                            | 68                | 40                                  | 61         | 55          | 43                | 56           | 60         |
| Not working       | 22                                      | 18          | 24          | 29                 | 21              | 0                    | 38                      | 17            | 20                  | 22                        | 25              | 5                            | 22                   | 20                            | 11                | 18                                  | 15         | 22          | 20                | 17           | 18         |
| Prefer not to say | 7                                       | 5           | 8           | 5                  | 11              | 13                   | 3                       | 6             | 13                  | 9                         | 4               | 12                           | 10                   | 4                             | 0                 | 10                                  | 5          | 6           | 10                | 5            | 4          |
|                   |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                 |                              |                      |                               |                   |                                     |            |             |                   |              |            |
|                   | Q8 CITY SERVICES                        |             |             |                    |                 | Q9 SMART FAMILIARITY |                         |               |                     | Q10 EVER<br>USED SMART    |                 | Q14 RECENT<br>CNTACT W/ CITY |                      | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |            |             |                   |              |            |
|                   | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT       | TOTAL<br>DISSAT | VERY                 | SMWT                    | VERY/<br>SMWT | NT TOO/<br>AT ALL   | DK                        | YES             | NO                           | YES                  | NO                            | VERY/<br>SMWT     | NT TOO/<br>AT ALL                   | 0-6<br>YRS | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                   |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                 |                              |                      |                               |                   |                                     |            |             |                   |              |            |
| Column n-Size     | 647                                     | 81          | 422         | 503                | 107             | 85                   | 234                     | 318           | 280                 | 49                        | 136             | 488                          | 308                  | 324                           | 252               | 55                                  | 102        | 59          | 123               | 144          | 213        |
| Work from home    | 23                                      | 22          | 23          | 23                 | 23              | 28                   | 24                      | 25            | 20                  | 23                        | 26              | 22                           | 23                   | 22                            | 23                | 24                                  | 27         | 27          | 18                | 28           | 18         |
| Outside the home  | 49                                      | 43          | 51          | 50                 | 46              | 53                   | 52                      | 53            | 48                  | 29                        | 63              | 45                           | 48                   | 51                            | 48                | 44                                  | 49         | 45          | 57                | 53           | 43         |
| Not working       | 22                                      | 32          | 22          | 23                 | 14              | 11                   | 16                      | 15            | 27                  | 37                        | 6               | 26                           | 21                   | 22                            | 22                | 17                                  | 13         | 18          | 21                | 16           | 31         |
| Prefer not to say | 7                                       | 3           | 5           | 4                  | 17              | 7                    | 8                       | 7             | 5                   | 10                        | 6               | 7                            | 9                    | 4                             | 7                 | 15                                  | 11         | 10          | 4                 | 3            | 7          |
|                   |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                 |                              |                      |                               |                   |                                     |            |             |                   |              |            |
|                   | Q19 RESIDENCE                           |             |             | Q20 WORK SITUATION |                 |                      | Q21 WORK IN<br>MILPITAS |               | Q22 MODE OF COMMUTE |                           |                 |                              | Q23 HOUSEHOLD INCOME |                               |                   |                                     |            |             |                   |              |            |
|                   | Total                                   | OWN         | RENT        | WFH                | COM<br>MUTE     | DON'T<br>WORK        | YES                     | NO            | DRIVE               | RIDE<br>SHARE             | PUBLIC<br>TRANS | WALK                         | <\$60K               | \$60K-<br>\$120K              | \$120K-<br>\$180K | \$180K+                             |            |             |                   |              |            |
|                   |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                 |                              |                      |                               |                   |                                     |            |             |                   |              |            |
| Column n-Size     | 647                                     | 414         | 184         | 146                | 317             | 140                  | 169                     | 145           | 146                 | 4                         | 10              | 4                            | 55                   | 201                           | 154               | 146                                 |            |             |                   |              |            |
| Work from home    | 23                                      | 24          | 20          | 100                | 0               | 0                    | 0                       | 0             | 0                   | 0                         | 0               | 0                            | 12                   | 22                            | 22                | 28                                  |            |             |                   |              |            |
| Outside the home  | 49                                      | 46          | 54          | 0                  | 100             | 0                    | 100                     | 100           | 100                 | 100                       | 100             | 100                          | 38                   | 53                            | 58                | 56                                  |            |             |                   |              |            |
| Not working       | 22                                      | 24          | 21          | 0                  | 0               | 100                  | 0                       | 0             | 0                   | 0                         | 0               | 0                            | 48                   | 19                            | 17                | 12                                  |            |             |                   |              |            |
| Prefer not to say | 7                                       | 7           | 4           | 0                  | 0               | 0                    | 0                       | 0             | 0                   | 0                         | 0               | 0                            | 2                    | 6                             | 3                 | 3                                   |            |             |                   |              |            |

Table 110: Q20. WORK SITUATION

|                   | QD GENDER |     |       | QB AGE |       |       |       |       |     |       |     |       |       |     | QE EDUCATION |           |           |           |       |       |
|-------------------|-----------|-----|-------|--------|-------|-------|-------|-------|-----|-------|-----|-------|-------|-----|--------------|-----------|-----------|-----------|-------|-------|
|                   | Total     | MEN | WOMEN | 18-29  | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 | 65+ | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
| Column n-Size     | 647       | 330 | 311   | 116    | 155   | 91    | 129   | 78    | 65  | 362   | 272 | 272   | 220   | 142 | 148          | 129       | 207       | 162       | 277   | 369   |
| Work from home    | 23        | 22  | 23    | 13     | 32    | 33    | 29    | 11    | 7   | 26    | 18  | 24    | 30    | 9   | 14           | 25        | 24        | 27        | 19    | 25    |
| Outside the home  | 49        | 55  | 44    | 67     | 56    | 59    | 45    | 26    | 21  | 60    | 34  | 61    | 51    | 24  | 49           | 49        | 56        | 40        | 49    | 49    |
| Not working       | 22        | 17  | 26    | 16     | 3     | 5     | 17    | 56    | 69  | 8     | 40  | 9     | 12    | 62  | 32           | 22        | 15        | 20        | 27    | 17    |
| Prefer not to say | 7         | 7   | 7     | 3      | 9     | 3     | 10    | 7     | 3   | 6     | 8   | 7     | 7     | 6   | 5            | 4         | 5         | 12        | 5     | 8     |

|                   | GENDER BY AGE |           |         |             |           | GENDER BY EDUCATION |           |             |             | QC ETHNICITY/RACE |        |      |     |             |           |           |           |
|-------------------|---------------|-----------|---------|-------------|-----------|---------------------|-----------|-------------|-------------|-------------------|--------|------|-----|-------------|-----------|-----------|-----------|
|                   | Total         | MEN 18-49 | MEN 50+ | WOMEN 18-49 | WOMEN 50+ | NCOLL MEN           | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN | WHITE             | LATINO | CHIN | FIL | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
| Column n-Size     | 647           | 196       | 129     | 162         | 141       | 137                 | 193       | 138         | 172         | 71                | 84     | 97   | 84  | 123         | 116       | 420       | 562       |
| Work from home    | 23            | 24        | 19      | 29          | 17        | 17                  | 25        | 21          | 25          | 20                | 23     | 21   | 19  | 28          | 23        | 23        | 22        |
| Outside the home  | 49            | 64        | 39      | 57          | 29        | 58                  | 52        | 40          | 46          | 31                | 63     | 51   | 49  | 55          | 50        | 52        | 52        |
| Not working       | 22            | 5         | 35      | 11          | 46        | 19                  | 15        | 35          | 20          | 46                | 14     | 22   | 18  | 6           | 24        | 17        | 19        |
| Prefer not to say | 7             | 6         | 7       | 4           | 8         | 5                   | 8         | 4           | 9           | 3                 | 0      | 7    | 14  | 11          | 3         | 8         | 6         |

|                   | LANGUAGE |     |      |      | A/B SPLIT SAMPLES |     |     |
|-------------------|----------|-----|------|------|-------------------|-----|-----|
|                   | Total    | ENG | SPAN | VIET | CHIN              | A   | B   |
| Column n-Size     | 647      | 587 | 15   | 27   | 18                | 323 | 324 |
| Work from home    | 23       | 23  | 37   | 26   | 9                 | 23  | 22  |
| Outside the home  | 49       | 49  | 57   | 36   | 61                | 48  | 50  |
| Not working       | 22       | 22  | 5    | 31   | 24                | 23  | 21  |
| Prefer not to say | 7        | 7   | 0    | 7    | 6                 | 7   | 7   |



Table 111: Q21. WORK IN MILPITAS

|                   | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |                    |                 |                      | Q1 QUALITY OF LIFE      |               |                     | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |                  |                               | Q7B VIOLENT CRIME |                                     |              | Q7 COMBINED CRIME |              |            |
|-------------------|-----------------------------------------|-------------|-------------|--------------------|-----------------|----------------------|-------------------------|---------------|---------------------|---------------------------|------------------------|-------------|------------------------------|------------------|-------------------------------|-------------------|-------------------------------------|--------------|-------------------|--------------|------------|
|                   | Total                                   | PHONE       | ONLINE      | EMAIL              | TEXT            | POST<br>CARD         | VERY<br>SAT             | SMWT<br>SAT   | TOTAL<br>DISSAT     | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME             | DECR                          | INCR              | SAME                                | DECR         | INCR              | SAME         | DECR       |
|                   |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
| Column n-Size     | 317                                     | 155         | 162         | 86                 | 67              | 9                    | 59                      | 217           | 37                  | 98                        | 160                    | 49          | 44                           | 68               | 17                            | 34                | 84                                  | 24           | 79                | 152          | 41         |
| Yes               | 53                                      | 64          | 44          | 35                 | 61              | 0                    | 46                      | 60            | 24                  | 53                        | 58                     | 49          | 59                           | 58               | 69                            | 68                | 59                                  | 52           | 63                | 59           | 59         |
| No                | 46                                      | 35          | 56          | 64                 | 39              | 100                  | 49                      | 40            | 76                  | 47                        | 40                     | 51          | 41                           | 37               | 31                            | 32                | 41                                  | 48           | 37                | 39           | 41         |
| Prefer not to say | 1                                       | 2           | 0           | 1                  | 0               | 0                    | 5                       | 0             | 0                   | 0                         | 2                      | 0           | 0                            | 4                | 0                             | 0                 | 0                                   | 0            | 0                 | 2            | 0          |
|                   |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
|                   | Q8 CITY SERVICES                        |             |             |                    |                 | Q9 SMART FAMILIARITY |                         |               |                     |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |                  | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |              |                   |              |            |
|                   | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT       | TOTAL<br>DISSAT | VERY                 | SMWT                    | VERY/<br>SMWT | NT TOO/<br>AT ALL   | DK                        | YES                    | NO          | YES                          | NO               | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS  | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                   |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
| Column n-Size     | 317                                     | 35          | 217         | 252                | 49              | 45                   | 122                     | 168           | 135                 | 14                        | 86                     | 221         | 147                          | 165              | 122                           | 24                | 50                                  | 27           | 71                | 76           | 92         |
| Yes               | 53                                      | 38          | 62          | 59                 | 23              | 40                   | 66                      | 59            | 50                  | 25                        | 75                     | 45          | 45                           | 63               | 50                            | 21                | 18                                  | 35           | 66                | 57           | 67         |
| No                | 46                                      | 62          | 36          | 40                 | 77              | 60                   | 32                      | 40            | 50                  | 75                        | 25                     | 53          | 55                           | 36               | 50                            | 79                | 82                                  | 65           | 33                | 43           | 30         |
| Prefer not to say | 1                                       | 0           | 1           | 1                  | 0               | 0                    | 2                       | 1             | 0                   | 0                         | 0                      | 1           | 0                            | 1                | 0                             | 0                 | 0                                   | 0            | 1                 | 0            | 3          |
|                   |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
|                   | Q19 RESIDENCE                           |             |             | Q20 WORK SITUATION |                 |                      | Q21 WORK IN<br>MILPITAS |               | Q22 MODE OF COMMUTE |                           |                        |             | Q23 HOUSEHOLD INCOME         |                  |                               |                   |                                     |              |                   |              |            |
|                   | Total                                   | OWN         | RENT        | WFH                | COM<br>MUTE     | DON'T<br>WORK        | YES                     | NO            | DRIVE               | RIDE<br>SHARE             | PUBLIC<br>TRANS        | WALK        | <\$60K                       | \$60K-<br>\$120K | \$120K-<br>\$180K             | \$180K+           |                                     |              |                   |              |            |
|                   |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
| Column n-Size     | 317                                     | 189         | 100         | 0                  | 317             | 0                    | 169                     | 145           | 146                 | 4                         | 10                     | 4           | 21                           | 106              | 89                            | 82                |                                     |              |                   |              |            |
| Yes               | 53                                      | 54          | 55          | 0                  | 53              | 0                    | 100                     | 0             | 100                 | 100                       | 100                    | 100         | 40                           | 65               | 67                            | 32                |                                     |              |                   |              |            |
| No                | 46                                      | 46          | 45          | 0                  | 46              | 0                    | 0                       | 100           | 0                   | 0                         | 0                      | 0           | 60                           | 35               | 30                            | 68                |                                     |              |                   |              |            |
| Prefer not to say | 1                                       | 0           | 0           | 0                  | 1               | 0                    | 0                       | 0             | 0                   | 0                         | 0                      | 0           | 0                            | 0                | 3                             | 1                 |                                     |              |                   |              |            |
|                   |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
|                   | QD GENDER                               |             |             | QB AGE             |                 |                      |                         |               |                     |                           |                        |             |                              |                  | QE EDUCATION                  |                   |                                     |              |                   |              |            |
|                   | Total                                   | MEN         | WOMEN       | 18-29              | 30-39           | 40-49                | 50-64                   | 65-74         | 75+                 | 18-49                     | 50+                    | 18-39       | 40-64                        | 65+              | HS OR<br>LESS                 | SOME<br>COLL      | COLL<br>GRAD                        | POST<br>GRAD | NCOLL             | COLL+        |            |
|                   |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
| Column n-Size     | 317                                     | 180         | 135         | 78                 | 87              | 54                   | 58                      | 20            | 14                  | 218                       | 92                     | 165         | 112                          | 34               | 73                            | 63                | 116                                 | 65           | 136               | 181          |            |
| Yes               | 53                                      | 51          | 57          | 59                 | 59              | 45                   | 47                      | 44            | 68                  | 56                        | 50                     | 59          | 46                           | 54               | 52                            | 63                | 63                                  | 30           | 57                | 51           |            |
| No                | 46                                      | 47          | 43          | 41                 | 41              | 54                   | 49                      | 56            | 32                  | 44                        | 48                     | 41          | 51                           | 46               | 45                            | 37                | 37                                  | 70           | 41                | 49           |            |
| Prefer not to say | 1                                       | 2           | 0           | 0                  | 0               | 1                    | 4                       | 0             | 0                   | 0                         | 3                      | 0           | 3                            | 0                | 3                             | 0                 | 0                                   | 1            | 2                 | 0            |            |

Table 111: Q21. WORK IN MILPITAS

|                   | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |        |      |     |                |              |              |              |
|-------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|--------|------|-----|----------------|--------------|--------------|--------------|
|                   | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO | CHIN | FIL | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size     | 317           | 125          | 51         | 92             | 41           | 80                  | 100          | 56             | 79             | 22                | 53     | 49   | 41  | 68             | 58           | 217          | 294          |
| Yes               | 53            | 48           | 57         | 65             | 40           | 54                  | 48           | 61             | 53             | 54                | 56     | 52   | 61  | 56             | 56           | 56           | 54           |
| No                | 46            | 51           | 38         | 35             | 60           | 43                  | 51           | 39             | 47             | 46                | 44     | 48   | 33  | 43             | 44           | 42           | 45           |
| Prefer not to say | 1             | 0            | 5          | 0              | 0            | 3                   | 1            | 0              | 0              | 0                 | 0      | 0    | 6   | 1              | 0            | 1            | 1            |

|                   | LANGUAGE |     |      |      |      | A/B SPLIT<br>SAMPLES |     |
|-------------------|----------|-----|------|------|------|----------------------|-----|
|                   | Total    | ENG | SPAN | VIET | CHIN | A                    | B   |
| Column n-Size     | 317      | 288 | 9    | 10   | 11   | 154                  | 163 |
| Yes               | 53       | 52  | 33   | 84   | 68   | 52                   | 55  |
| No                | 46       | 46  | 67   | 16   | 32   | 46                   | 45  |
| Prefer not to say | 1        | 1   | 0    | 0    | 0    | 2                    | 0   |

Table 112: Q22. MODE OF COMMUTE

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                              | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
|                              | 169                                     | 99        | 71        | 30        | 41        | 0            | 27                 | 130         | 9               | 52                        | 93             | 24          | 26                 | 39        | 12        | 23                | 50        | 12        | 49                | 89        | 24        |
| Column n-Size                | 169                                     | 99        | 71        | 30        | 41        | 0            | 27                 | 130         | 9               | 52                        | 93             | 24          | 26                 | 39        | 12        | 23                | 50        | 12        | 49                | 89        | 24        |
| <b><u>DRIVE</u></b>          | <b>86</b>                               | <b>85</b> | <b>88</b> | <b>91</b> | <b>85</b> | <b>0</b>     | <b>85</b>          | <b>86</b>   | <b>89</b>       | <b>79</b>                 | <b>92</b>      | <b>81</b>   | <b>87</b>          | <b>92</b> | <b>77</b> | <b>88</b>         | <b>91</b> | <b>59</b> | <b>87</b>         | <b>92</b> | <b>68</b> |
| Drive by myself              | 86                                      | 85        | 88        | 91        | 85        | 0            | 85                 | 86          | 89              | 79                        | 92             | 81          | 87                 | 92        | 77        | 88                | 91        | 59        | 87                | 92        | 68        |
| <b><u>RIDESHARE</u></b>      | <b>2</b>                                | <b>2</b>  | <b>2</b>  | <b>0</b>  | <b>4</b>  | <b>0</b>     | <b>0</b>           | <b>3</b>    | <b>0</b>        | <b>4</b>                  | <b>2</b>       | <b>0</b>    | <b>2</b>           | <b>2</b>  | <b>7</b>  | <b>0</b>          | <b>0</b>  | <b>12</b> | <b>1</b>          | <b>1</b>  | <b>9</b>  |
| Rideshare                    | 2                                       | 2         | 2         | 0         | 4         | 0            | 0                  | 3           | 0               | 4                         | 2              | 0           | 2                  | 2         | 7         | 0                 | 0         | 12        | 1                 | 1         | 9         |
| <b><u>PUBLIC TRANSIT</u></b> | <b>6</b>                                | <b>9</b>  | <b>1</b>  | <b>0</b>  | <b>3</b>  | <b>0</b>     | <b>12</b>          | <b>5</b>    | <b>6</b>        | <b>15</b>                 | <b>2</b>       | <b>2</b>    | <b>11</b>          | <b>0</b>  | <b>13</b> | <b>10</b>         | <b>4</b>  | <b>5</b>  | <b>11</b>         | <b>2</b>  | <b>9</b>  |
| Take public transit          | 6                                       | 9         | 1         | 0         | 3         | 0            | 12                 | 5           | 6               | 15                        | 2              | 2           | 11                 | 0         | 13        | 10                | 4         | 5         | 11                | 2         | 9         |
| <b><u>WALK</u></b>           | <b>2</b>                                | <b>2</b>  | <b>3</b>  | <b>8</b>  | <b>0</b>  | <b>0</b>     | <b>0</b>           | <b>3</b>    | <b>0</b>        | <b>0</b>                  | <b>0</b>       | <b>18</b>   | <b>0</b>           | <b>0</b>  | <b>0</b>  | <b>0</b>          | <b>5</b>  | <b>16</b> | <b>0</b>          | <b>3</b>  | <b>8</b>  |
| Walk                         | 2                                       | 2         | 3         | 8         | 0         | 0            | 0                  | 3           | 0               | 0                         | 0              | 18          | 0                  | 0         | 0         | 0                 | 5         | 16        | 0                 | 3         | 8         |
| <b><u>OTHER</u></b>          | <b>3</b>                                | <b>2</b>  | <b>6</b>  | <b>1</b>  | <b>9</b>  | <b>0</b>     | <b>3</b>           | <b>3</b>    | <b>6</b>        | <b>2</b>                  | <b>5</b>       | <b>0</b>    | <b>0</b>           | <b>5</b>  | <b>4</b>  | <b>2</b>          | <b>0</b>  | <b>8</b>  | <b>1</b>          | <b>2</b>  | <b>6</b>  |
| Carpool                      | 2                                       | 2         | 3         | 1         | 5         | 0            | 3                  | 2           | 6               | 2                         | 3              | 0           | 0                  | 5         | 4         | 2                 | 0         | 8         | 1                 | 2         | 6         |
| Other                        | 1                                       | 0         | 2         | 0         | 4         | 0            | 0                  | 1           | 0               | 0                         | 2              | 0           | 0                  | 0         | 0         | 0                 | 0         | 0         | 0                 | 0         | 0         |

|                              | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |           |               |                   |            | Q10 EVER<br>USED SMART |           | Q14 RECENT<br>CONTACT W/ CITY |           | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-----------|---------------|-------------------|------------|------------------------|-----------|-------------------------------|-----------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                              | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT      | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK         | YES                    | NO        | YES                           | NO        | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                              | 169              | 14          | 135         | 148          | 11              | 18                   | 80        | 98            | 67                | 4          | 64                     | 100       | 66                            | 104       | 61                            | 5                 | 9                                   | 9           | 47           | 43           | 62         |
| Column n-Size                | 169              | 14          | 135         | 148          | 11              | 18                   | 80        | 98            | 67                | 4          | 64                     | 100       | 66                            | 104       | 61                            | 5                 | 9                                   | 9           | 47           | 43           | 62         |
| <b><u>DRIVE</u></b>          | <b>86</b>        | <b>75</b>   | <b>90</b>   | <b>88</b>    | <b>84</b>       | <b>53</b>            | <b>86</b> | <b>80</b>     | <b>95</b>         | <b>100</b> | <b>78</b>              | <b>92</b> | <b>76</b>                     | <b>93</b> | <b>74</b>                     | <b>90</b>         | <b>68</b>                           | <b>75</b>   | <b>91</b>    | <b>82</b>    | <b>90</b>  |
| Drive by myself              | 86               | 75          | 90          | 88           | 84              | 53                   | 86        | 80            | 95                | 100        | 78                     | 92        | 76                            | 93        | 74                            | 90                | 68                                  | 75          | 91           | 82           | 90         |
| <b><u>RIDESHARE</u></b>      | <b>2</b>         | <b>0</b>    | <b>2</b>    | <b>2</b>     | <b>7</b>        | <b>14</b>            | <b>2</b>  | <b>4</b>      | <b>0</b>          | <b>0</b>   | <b>6</b>               | <b>0</b>  | <b>5</b>                      | <b>1</b>  | <b>5</b>                      | <b>0</b>          | <b>14</b>                           | <b>16</b>   | <b>0</b>     | <b>1</b>     | <b>1</b>   |
| Rideshare                    | 2                | 0           | 2           | 2            | 7               | 14                   | 2         | 4             | 0                 | 0          | 6                      | 0         | 5                             | 1         | 5                             | 0                 | 14                                  | 16          | 0            | 1            | 1          |
| <b><u>PUBLIC TRANSIT</u></b> | <b>6</b>         | <b>3</b>    | <b>6</b>    | <b>6</b>     | <b>5</b>        | <b>13</b>            | <b>9</b>  | <b>10</b>     | <b>0</b>          | <b>0</b>   | <b>6</b>               | <b>6</b>  | <b>13</b>                     | <b>1</b>  | <b>13</b>                     | <b>10</b>         | <b>0</b>                            | <b>0</b>    | <b>4</b>     | <b>6</b>     | <b>9</b>   |
| Take public transit          | 6                | 3           | 6           | 6            | 5               | 13                   | 9         | 10            | 0                 | 0          | 6                      | 6         | 13                            | 1         | 13                            | 10                | 0                                   | 0           | 4            | 6            | 9          |
| <b><u>WALK</u></b>           | <b>2</b>         | <b>0</b>    | <b>0</b>    | <b>0</b>     | <b>0</b>        | <b>11</b>            | <b>0</b>  | <b>2</b>      | <b>3</b>          | <b>0</b>   | <b>3</b>               | <b>2</b>  | <b>3</b>                      | <b>2</b>  | <b>4</b>                      | <b>0</b>          | <b>0</b>                            | <b>0</b>    | <b>4</b>     | <b>5</b>     | <b>0</b>   |
| Walk                         | 2                | 0           | 0           | 0            | 0               | 11                   | 0         | 2             | 3                 | 0          | 3                      | 2         | 3                             | 2         | 4                             | 0                 | 0                                   | 0           | 4            | 5            | 0          |
| <b><u>OTHER</u></b>          | <b>3</b>         | <b>22</b>   | <b>2</b>    | <b>3</b>     | <b>5</b>        | <b>9</b>             | <b>3</b>  | <b>4</b>      | <b>2</b>          | <b>0</b>   | <b>7</b>               | <b>0</b>  | <b>3</b>                      | <b>3</b>  | <b>3</b>                      | <b>0</b>          | <b>18</b>                           | <b>9</b>    | <b>1</b>     | <b>6</b>     | <b>0</b>   |
| Carpool                      | 2                | 10          | 2           | 2            | 5               | 0                    | 3         | 3             | 2                 | 0          | 4                      | 0         | 3                             | 2         | 3                             | 0                 | 0                                   | 9           | 1            | 6            | 0          |
| Other                        | 1                | 12          | 0           | 1            | 0               | 9                    | 0         | 2             | 0                 | 0          | 2                      | 0         | 0                             | 2         | 0                             | 0                 | 18                                  | 0           | 0            | 0            | 0          |

Table 112: Q22. MODE OF COMMUTE

|                              | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |          | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |           |
|------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|----------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|-----------|
|                              | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO       | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |
| Column n-Size                | 169           | 102       | 55        | 0                  | 169       | 0          | 169                  | 0        | 146                 | 4          | 10           | 4          | 8                    | 68           | 60            | 26        |
| <b><u>DRIVE</u></b>          | <b>86</b>     | <b>87</b> | <b>81</b> | <b>0</b>           | <b>86</b> | <b>0</b>   | <b>86</b>            | <b>0</b> | <b>100</b>          | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>48</b>            | <b>89</b>    | <b>85</b>     | <b>98</b> |
| Drive by myself              | 86            | 87        | 81        | 0                  | 86        | 0          | 86                   | 0        | 100                 | 0          | 0            | 0          | 48                   | 89           | 85            | 98        |
| <b><u>RIDESHARE</u></b>      | <b>2</b>      | <b>2</b>  | <b>3</b>  | <b>0</b>           | <b>2</b>  | <b>0</b>   | <b>2</b>             | <b>0</b> | <b>0</b>            | <b>100</b> | <b>0</b>     | <b>0</b>   | <b>0</b>             | <b>4</b>     | <b>2</b>      | <b>0</b>  |
| Rideshare                    | 2             | 2         | 3         | 0                  | 2         | 0          | 2                    | 0        | 0                   | 100        | 0            | 0          | 0                    | 4            | 2             | 0         |
| <b><u>PUBLIC TRANSIT</u></b> | <b>6</b>      | <b>8</b>  | <b>3</b>  | <b>0</b>           | <b>6</b>  | <b>0</b>   | <b>6</b>             | <b>0</b> | <b>0</b>            | <b>0</b>   | <b>100</b>   | <b>0</b>   | <b>0</b>             | <b>2</b>     | <b>13</b>     | <b>2</b>  |
| Take public transit          | 6             | 8         | 3         | 0                  | 6         | 0          | 6                    | 0        | 0                   | 0          | 100          | 0          | 0                    | 2            | 13            | 2         |
| <b><u>WALK</u></b>           | <b>2</b>      | <b>0</b>  | <b>8</b>  | <b>0</b>           | <b>2</b>  | <b>0</b>   | <b>2</b>             | <b>0</b> | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>100</b> | <b>27</b>            | <b>0</b>     | <b>0</b>      | <b>0</b>  |
| Walk                         | 2             | 0         | 8         | 0                  | 2         | 0          | 2                    | 0        | 0                   | 0          | 0            | 100        | 27                   | 0            | 0             | 0         |
| <b><u>OTHER</u></b>          | <b>3</b>      | <b>3</b>  | <b>5</b>  | <b>0</b>           | <b>3</b>  | <b>0</b>   | <b>3</b>             | <b>0</b> | <b>0</b>            | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>25</b>            | <b>5</b>     | <b>0</b>      | <b>0</b>  |
| Carpool                      | 2             | 3         | 2         | 0                  | 2         | 0          | 2                    | 0        | 0                   | 0          | 0            | 0          | 25                   | 3            | 0             | 0         |
| Other                        | 1             | 0         | 3         | 0                  | 1         | 0          | 1                    | 0        | 0                   | 0          | 0            | 0          | 0                    | 2            | 0             | 0         |

|                              | QD GENDER |           |           | QB AGE    |           |           |           |           |            |           |           |           |           |           | QE EDUCATION |           |           |           |           |           |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|
|                              | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+        | 18-49     | 50+       | 18-39     | 40-64     | 65+       | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                | 169       | 91        | 76        | 46        | 51        | 24        | 27        | 9         | 9          | 122       | 46        | 97        | 52        | 18        | 38           | 40        | 73        | 19        | 78        | 92        |
| <b><u>DRIVE</u></b>          | <b>86</b> | <b>88</b> | <b>85</b> | <b>81</b> | <b>85</b> | <b>83</b> | <b>92</b> | <b>94</b> | <b>100</b> | <b>83</b> | <b>94</b> | <b>83</b> | <b>88</b> | <b>97</b> | <b>91</b>    | <b>73</b> | <b>89</b> | <b>96</b> | <b>82</b> | <b>90</b> |
| Drive by myself              | 86        | 88        | 85        | 81        | 85        | 83        | 92        | 94        | 100        | 83        | 94        | 83        | 88        | 97        | 91           | 73        | 89        | 96        | 82        | 90        |
| <b><u>RIDESHARE</u></b>      | <b>2</b>  | <b>0</b>  | <b>5</b>  | <b>2</b>  | <b>4</b>  | <b>2</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>   | <b>3</b>  | <b>0</b>  | <b>3</b>  | <b>1</b>  | <b>0</b>  | <b>1</b>     | <b>3</b>  | <b>3</b>  | <b>0</b>  | <b>2</b>  | <b>2</b>  |
| Rideshare                    | 2         | 0         | 5         | 2         | 4         | 2         | 0         | 0         | 0          | 3         | 0         | 3         | 1         | 0         | 1            | 3         | 3         | 0         | 2         | 2         |
| <b><u>PUBLIC TRANSIT</u></b> | <b>6</b>  | <b>7</b>  | <b>3</b>  | <b>9</b>  | <b>1</b>  | <b>13</b> | <b>5</b>  | <b>6</b>  | <b>0</b>   | <b>6</b>  | <b>4</b>  | <b>5</b>  | <b>9</b>  | <b>3</b>  | <b>3</b>     | <b>16</b> | <b>3</b>  | <b>0</b>  | <b>10</b> | <b>2</b>  |
| Take public transit          | 6         | 7         | 3         | 9         | 1         | 13        | 5         | 6         | 0          | 6         | 4         | 5         | 9         | 3         | 3            | 16        | 3         | 0         | 10        | 2         |
| <b><u>WALK</u></b>           | <b>2</b>  | <b>2</b>  | <b>3</b>  | <b>4</b>  | <b>4</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>  | <b>0</b>   | <b>3</b>  | <b>0</b>  | <b>4</b>  | <b>0</b>  | <b>0</b>  | <b>5</b>     | <b>0</b>  | <b>3</b>  | <b>0</b>  | <b>2</b>  | <b>2</b>  |
| Walk                         | 2         | 2         | 3         | 4         | 4         | 0         | 0         | 0         | 0          | 3         | 0         | 4         | 0         | 0         | 5            | 0         | 3         | 0         | 2         | 2         |
| <b><u>OTHER</u></b>          | <b>3</b>  | <b>3</b>  | <b>4</b>  | <b>4</b>  | <b>5</b>  | <b>3</b>  | <b>3</b>  | <b>0</b>  | <b>0</b>   | <b>4</b>  | <b>2</b>  | <b>4</b>  | <b>3</b>  | <b>0</b>  | <b>0</b>     | <b>8</b>  | <b>2</b>  | <b>4</b>  | <b>4</b>  | <b>3</b>  |
| Carpool                      | 2         | 1         | 4         | 4         | 2         | 3         | 3         | 0         | 0          | 3         | 2         | 3         | 3         | 0         | 0            | 8         | 0         | 4         | 4         | 1         |
| Other                        | 1         | 2         | 0         | 0         | 3         | 0         | 0         | 0         | 0          | 1         | 0         | 2         | 0         | 0         | 0            | 0         | 2         | 0         | 0         | 2         |

Table 112: Q22. MODE OF COMMUTE

|                              | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |           |            |           |                |              |              |              |
|------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|-----------|------------|-----------|----------------|--------------|--------------|--------------|
|                              | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO    | CHIN       | FIL       | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                | 169           | 61           | 29         | 60             | 16           | 43                  | 48           | 34             | 42             | 12                | 30        | 26         | 25        | 38             | 33           | 122          | 157          |
| <b><u>DRIVE</u></b>          | <b>86</b>     | <b>84</b>    | <b>95</b>  | <b>82</b>      | <b>95</b>    | <b>80</b>           | <b>94</b>    | <b>85</b>      | <b>85</b>      | <b>85</b>         | <b>91</b> | <b>100</b> | <b>82</b> | <b>80</b>      | <b>87</b>    | <b>86</b>    | <b>86</b>    |
| Drive by myself              | 86            | 84           | 95         | 82             | 95           | 80                  | 94           | 85             | 85             | 85                | 91        | 100        | 82        | 80             | 87           | 86           | 86           |
| <b><u>RIDESHARE</u></b>      | <b>2</b>      | <b>0</b>     | <b>0</b>   | <b>6</b>       | <b>0</b>     | <b>0</b>            | <b>0</b>     | <b>5</b>       | <b>5</b>       | <b>4</b>          | <b>3</b>  | <b>0</b>   | <b>8</b>  | <b>0</b>       | <b>1</b>     | <b>2</b>     | <b>2</b>     |
| Rideshare                    | 2             | 0            | 0          | 6              | 0            | 0                   | 0            | 5              | 5              | 4                 | 3         | 0          | 8         | 0              | 1            | 2            | 2            |
| <b><u>PUBLIC TRANSIT</u></b> | <b>6</b>      | <b>10</b>    | <b>2</b>   | <b>3</b>       | <b>5</b>     | <b>14</b>           | <b>1</b>     | <b>2</b>       | <b>4</b>       | <b>4</b>          | <b>0</b>  | <b>0</b>   | <b>4</b>  | <b>19</b>      | <b>3</b>     | <b>8</b>     | <b>6</b>     |
| Take public transit          | 6             | 10           | 2          | 3              | 5            | 14                  | 1            | 2              | 4              | 4                 | 0         | 0          | 4         | 19             | 3            | 8            | 6            |
| <b><u>WALK</u></b>           | <b>2</b>      | <b>3</b>     | <b>0</b>   | <b>4</b>       | <b>0</b>     | <b>4</b>            | <b>0</b>     | <b>0</b>       | <b>5</b>       | <b>0</b>          | <b>0</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>       | <b>6</b>     | <b>2</b>     | <b>3</b>     |
| Walk                         | 2             | 3            | 0          | 4              | 0            | 4                   | 0            | 0              | 5              | 0                 | 0         | 0          | 0         | 0              | 6            | 2            | 3            |
| <b><u>OTHER</u></b>          | <b>3</b>      | <b>3</b>     | <b>3</b>   | <b>5</b>       | <b>0</b>     | <b>1</b>            | <b>5</b>     | <b>8</b>       | <b>0</b>       | <b>7</b>          | <b>6</b>  | <b>0</b>   | <b>6</b>  | <b>1</b>       | <b>2</b>     | <b>2</b>     | <b>3</b>     |
| Carpool                      | 2             | 1            | 3          | 5              | 0            | 1                   | 2            | 8              | 0              | 7                 | 6         | 0          | 0         | 1              | 2            | 1            | 2            |
| Other                        | 1             | 3            | 0          | 0              | 0            | 0                   | 3            | 0              | 0              | 0                 | 0         | 0          | 6         | 0              | 0            | 1            | 1            |

|                              | LANGUAGE  |           |            |           |            | A/B SPLIT<br>SAMPLES |           |
|------------------------------|-----------|-----------|------------|-----------|------------|----------------------|-----------|
|                              | Total     | ENG       | SPAN       | VIET      | CHIN       | A                    | B         |
| Column n-Size                | 169       | 151       | 3          | 8         | 7          | 80                   | 90        |
| <b><u>DRIVE</u></b>          | <b>86</b> | <b>85</b> | <b>100</b> | <b>90</b> | <b>100</b> | <b>88</b>            | <b>84</b> |
| Drive by myself              | 86        | 85        | 100        | 90        | 100        | 88                   | 84        |
| <b><u>RIDESHARE</u></b>      | <b>2</b>  | <b>3</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>   | <b>3</b>             | <b>2</b>  |
| Rideshare                    | 2         | 3         | 0          | 0         | 0          | 3                    | 2         |
| <b><u>PUBLIC TRANSIT</u></b> | <b>6</b>  | <b>6</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>   | <b>6</b>             | <b>6</b>  |
| Take public transit          | 6         | 6         | 0          | 0         | 0          | 6                    | 6         |
| <b><u>WALK</u></b>           | <b>2</b>  | <b>3</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>   | <b>0</b>             | <b>5</b>  |
| Walk                         | 2         | 3         | 0          | 0         | 0          | 0                    | 5         |
| <b><u>OTHER</u></b>          | <b>3</b>  | <b>3</b>  | <b>0</b>   | <b>10</b> | <b>0</b>   | <b>3</b>             | <b>3</b>  |
| Carpool                      | 2         | 2         | 0          | 10        | 0          | 3                    | 2         |
| Other                        | 1         | 1         | 0          | 0         | 0          | 0                    | 2         |

Table 113: Q23. HOUSEHOLD INCOME

|                                 | DATA COLLECTION MODE/<br>CONTACT METHOD |           |           |           |           |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |           |           | Q7B VIOLENT CRIME |           |           | Q7 COMBINED CRIME |           |           |
|---------------------------------|-----------------------------------------|-----------|-----------|-----------|-----------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-----------|-----------|-------------------|-----------|-----------|-------------------|-----------|-----------|
|                                 | Total                                   | PHONE     | ONLINE    | EMAIL     | TEXT      | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME      | DECR      | INCR              | SAME      | DECR      | INCR              | SAME      | DECR      |
| Column n-Size                   | 647                                     | 295       | 352       | 200       | 135       | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134       | 25        | 87                | 139       | 44        | 184               | 273       | 69        |
| <b><u>\$0-\$60K</u></b>         | <b>8</b>                                | <b>6</b>  | <b>11</b> | <b>12</b> | <b>10</b> | <b>0</b>     | <b>11</b>          | <b>8</b>    | <b>7</b>        | <b>8</b>                  | <b>9</b>       | <b>4</b>    | <b>4</b>           | <b>8</b>  | <b>14</b> | <b>6</b>          | <b>7</b>  | <b>16</b> | <b>5</b>          | <b>8</b>  | <b>15</b> |
| \$30,000 and under              | 4                                       | 2         | 5         | 6         | 4         | 0            | 4                  | 3           | 7               | 3                         | 4              | 2           | 3                  | 2         | 4         | 3                 | 1         | 11        | 3                 | 2         | 9         |
| \$30,001 - \$60,000             | 5                                       | 4         | 6         | 6         | 6         | 0            | 7                  | 5           | 0               | 5                         | 5              | 2           | 2                  | 6         | 10        | 3                 | 6         | 5         | 2                 | 6         | 7         |
| <b><u>\$60K-\$120K</u></b>      | <b>31</b>                               | <b>40</b> | <b>24</b> | <b>23</b> | <b>27</b> | <b>0</b>     | <b>36</b>          | <b>28</b>   | <b>35</b>       | <b>37</b>                 | <b>30</b>      | <b>24</b>   | <b>36</b>          | <b>35</b> | <b>16</b> | <b>37</b>         | <b>32</b> | <b>26</b> | <b>36</b>         | <b>33</b> | <b>23</b> |
| \$60,001 - \$90,000             | 14                                      | 17        | 11        | 11        | 13        | 0            | 17                 | 14          | 7               | 14                        | 15             | 12          | 13                 | 16        | 7         | 18                | 16        | 14        | 15                | 16        | 11        |
| \$90,001 - \$120,000            | 17                                      | 22        | 13        | 12        | 15        | 0            | 19                 | 14          | 28              | 23                        | 15             | 12          | 23                 | 19        | 9         | 19                | 16        | 12        | 21                | 17        | 11        |
| <b><u>\$120K-\$180K</u></b>     | <b>24</b>                               | <b>31</b> | <b>18</b> | <b>17</b> | <b>19</b> | <b>10</b>    | <b>20</b>          | <b>27</b>   | <b>13</b>       | <b>24</b>                 | <b>25</b>      | <b>19</b>   | <b>19</b>          | <b>31</b> | <b>38</b> | <b>16</b>         | <b>30</b> | <b>21</b> | <b>17</b>         | <b>31</b> | <b>27</b> |
| \$120,001 - \$150,000           | 11                                      | 15        | 8         | 8         | 8         | 10           | 13                 | 11          | 7               | 15                        | 9              | 5           | 13                 | 11        | 15        | 7                 | 14        | 7         | 10                | 13        | 10        |
| \$150,001 - \$180,000           | 13                                      | 17        | 10        | 9         | 11        | 0            | 7                  | 16          | 6               | 9                         | 16             | 14          | 6                  | 20        | 24        | 9                 | 16        | 14        | 7                 | 18        | 17        |
| <b><u>\$180K+</u></b>           | <b>23</b>                               | <b>15</b> | <b>29</b> | <b>29</b> | <b>25</b> | <b>57</b>    | <b>21</b>          | <b>23</b>   | <b>24</b>       | <b>19</b>                 | <b>22</b>      | <b>32</b>   | <b>28</b>          | <b>19</b> | <b>13</b> | <b>16</b>         | <b>24</b> | <b>15</b> | <b>22</b>         | <b>22</b> | <b>14</b> |
| More than \$180,000             | 23                                      | 15        | 29        | 29        | 25        | 57           | 21                 | 23          | 24              | 19                        | 22             | 32          | 28                 | 19        | 13        | 16                | 24        | 15        | 22                | 22        | 14        |
| <b><u>PREFER NOT TO SAY</u></b> | <b>14</b>                               | <b>9</b>  | <b>19</b> | <b>18</b> | <b>19</b> | <b>33</b>    | <b>12</b>          | <b>14</b>   | <b>21</b>       | <b>12</b>                 | <b>14</b>      | <b>21</b>   | <b>13</b>          | <b>7</b>  | <b>18</b> | <b>26</b>         | <b>6</b>  | <b>21</b> | <b>19</b>         | <b>6</b>  | <b>20</b> |
| Prefer not to say               | 14                                      | 9         | 19        | 18        | 19        | 33           | 12                 | 14          | 21              | 12                        | 14             | 21          | 13                 | 7         | 18        | 26                | 6         | 21        | 19                | 6         | 20        |

Table 113: Q23. HOUSEHOLD INCOME

|                                 | Q8 CITY SERVICES |           |           |           |              | Q9 SMART FAMILIARITY |           |            |                |           | Q10 EVER USED SMART |           | Q14 RECENT CNTACT W/ CITY |           | Q15 CSTMR SVC SATISFACTION |                | Q18 LENGTH OF RESIDENCE IN MILPITAS |           |           |           |           |
|---------------------------------|------------------|-----------|-----------|-----------|--------------|----------------------|-----------|------------|----------------|-----------|---------------------|-----------|---------------------------|-----------|----------------------------|----------------|-------------------------------------|-----------|-----------|-----------|-----------|
|                                 | Total            | VERY SAT  | SMWT SAT  | TOTAL SAT | TOTAL DISSAT | VERY                 | SMWT      | VERY/ SMWT | NT TOO/ AT ALL | DK        | YES                 | NO        | YES                       | NO        | VERY/ SMWT                 | NT TOO/ AT ALL | 0-6 YRS                             | 7-10 YRS  | 11-20 YRS | 21-30 YRS | 31+ YRS   |
| Column n-Size                   | 647              | 81        | 422       | 503       | 107          | 85                   | 234       | 318        | 280            | 49        | 136                 | 488       | 308                       | 324       | 252                        | 55             | 102                                 | 59        | 123       | 144       | 213       |
| <b><u>\$0-\$60K</u></b>         | <b>8</b>         | <b>11</b> | <b>8</b>  | <b>8</b>  | <b>6</b>     | <b>11</b>            | <b>8</b>  | <b>8</b>   | <b>8</b>       | <b>12</b> | <b>6</b>            | <b>9</b>  | <b>8</b>                  | <b>9</b>  | <b>8</b>                   | <b>6</b>       | <b>11</b>                           | <b>10</b> | <b>6</b>  | <b>13</b> | <b>5</b>  |
| \$30,000 and under              | 4                | 4         | 4         | 4         | 3            | 8                    | 4         | 5          | 1              | 8         | 1                   | 4         | 3                         | 4         | 3                          | 4              | 6                                   | 0         | 2         | 6         | 2         |
| \$30,001 - \$60,000             | 5                | 7         | 4         | 5         | 3            | 3                    | 4         | 4          | 6              | 4         | 5                   | 4         | 4                         | 5         | 5                          | 2              | 5                                   | 10        | 3         | 7         | 3         |
| <b><u>\$60K-\$120K</u></b>      | <b>31</b>        | <b>33</b> | <b>34</b> | <b>33</b> | <b>26</b>    | <b>19</b>            | <b>32</b> | <b>29</b>  | <b>38</b>      | <b>8</b>  | <b>49</b>           | <b>27</b> | <b>34</b>                 | <b>30</b> | <b>35</b>                  | <b>30</b>      | <b>23</b>                           | <b>27</b> | <b>36</b> | <b>31</b> | <b>33</b> |
| \$60,001 - \$90,000             | 14               | 15        | 16        | 16        | 6            | 13                   | 16        | 15         | 14             | 5         | 27                  | 10        | 17                        | 11        | 18                         | 12             | 13                                  | 16        | 16        | 16        | 12        |
| \$90,001 - \$120,000            | 17               | 17        | 18        | 18        | 19           | 7                    | 16        | 14         | 24             | 3         | 22                  | 17        | 17                        | 18        | 17                         | 18             | 10                                  | 12        | 21        | 15        | 21        |
| <b><u>\$120K-\$180K</u></b>     | <b>24</b>        | <b>23</b> | <b>27</b> | <b>26</b> | <b>17</b>    | <b>30</b>            | <b>29</b> | <b>29</b>  | <b>19</b>      | <b>15</b> | <b>22</b>           | <b>25</b> | <b>24</b>                 | <b>24</b> | <b>27</b>                  | <b>15</b>      | <b>13</b>                           | <b>15</b> | <b>23</b> | <b>23</b> | <b>33</b> |
| \$120,001 - \$150,000           | 11               | 11        | 13        | 12        | 5            | 15                   | 10        | 11         | 11             | 8         | 14                  | 11        | 12                        | 11        | 13                         | 6              | 6                                   | 7         | 12        | 8         | 16        |
| \$150,001 - \$180,000           | 13               | 12        | 14        | 14        | 12           | 15                   | 19        | 18         | 8              | 8         | 8                   | 14        | 13                        | 14        | 14                         | 9              | 7                                   | 8         | 12        | 15        | 17        |
| <b><u>\$180K+</u></b>           | <b>23</b>        | <b>21</b> | <b>21</b> | <b>21</b> | <b>30</b>    | <b>29</b>            | <b>19</b> | <b>22</b>  | <b>23</b>      | <b>26</b> | <b>11</b>           | <b>25</b> | <b>21</b>                 | <b>23</b> | <b>19</b>                  | <b>33</b>      | <b>38</b>                           | <b>23</b> | <b>22</b> | <b>22</b> | <b>17</b> |
| More than \$180,000             | 23               | 21        | 21        | 21        | 30           | 29                   | 19        | 22         | 23             | 26        | 11                  | 25        | 21                        | 23        | 19                         | 33             | 38                                  | 23        | 22        | 22        | 17        |
| <b><u>PREFER NOT TO SAY</u></b> | <b>14</b>        | <b>14</b> | <b>11</b> | <b>11</b> | <b>22</b>    | <b>11</b>            | <b>12</b> | <b>12</b>  | <b>13</b>      | <b>39</b> | <b>12</b>           | <b>14</b> | <b>13</b>                 | <b>14</b> | <b>12</b>                  | <b>17</b>      | <b>14</b>                           | <b>26</b> | <b>13</b> | <b>11</b> | <b>12</b> |
| Prefer not to say               | 14               | 14        | 11        | 11        | 22           | 11                   | 12        | 12         | 13             | 39        | 12                  | 14        | 13                        | 14        | 12                         | 17             | 14                                  | 26        | 13        | 11        | 12        |

Table 113: Q23. HOUSEHOLD INCOME

|                                 | Q19 RESIDENCE |           |           | Q20 WORK SITUATION |           |            | Q21 WORK IN MILPITAS |           | Q22 MODE OF COMMUTE |            |              |           | Q23 HOUSEHOLD INCOME |              |               |            |
|---------------------------------|---------------|-----------|-----------|--------------------|-----------|------------|----------------------|-----------|---------------------|------------|--------------|-----------|----------------------|--------------|---------------|------------|
|                                 | Total         | OWN       | RENT      | WFH                | COM MUTE  | DON'T WORK | YES                  | NO        | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK      | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+    |
| Column n-Size                   | 647           | 414       | 184       | 146                | 317       | 140        | 169                  | 145       | 146                 | 4          | 10           | 4         | 55                   | 201          | 154           | 146        |
| <b><u>\$0-\$60K</u></b>         | <b>8</b>      | <b>6</b>  | <b>15</b> | <b>4</b>           | <b>7</b>  | <b>19</b>  | <b>5</b>             | <b>9</b>  | <b>3</b>            | <b>0</b>   | <b>0</b>     | <b>54</b> | <b>100</b>           | <b>0</b>     | <b>0</b>      | <b>0</b>   |
| \$30,000 and under              | 4             | 2         | 8         | 2                  | 2         | 9          | 1                    | 4         | 2                   | 0          | 0            | 0         | 42                   | 0            | 0             | 0          |
| \$30,001 - \$60,000             | 5             | 4         | 7         | 3                  | 4         | 10         | 4                    | 5         | 1                   | 0          | 0            | 54        | 58                   | 0            | 0             | 0          |
| <b><u>\$60K-\$120K</u></b>      | <b>31</b>     | <b>26</b> | <b>42</b> | <b>31</b>          | <b>33</b> | <b>27</b>  | <b>40</b>            | <b>26</b> | <b>41</b>           | <b>73</b>  | <b>16</b>    | <b>0</b>  | <b>0</b>             | <b>100</b>   | <b>0</b>      | <b>0</b>   |
| \$60,001 - \$90,000             | 14            | 9         | 25        | 13                 | 17        | 7          | 20                   | 13        | 21                  | 33         | 0            | 0         | 0                    | 45           | 0             | 0          |
| \$90,001 - \$120,000            | 17            | 17        | 16        | 18                 | 16        | 20         | 20                   | 13        | 21                  | 40         | 16           | 0         | 0                    | 55           | 0             | 0          |
| <b><u>\$120K-\$180K</u></b>     | <b>24</b>     | <b>25</b> | <b>17</b> | <b>23</b>          | <b>28</b> | <b>19</b>  | <b>35</b>            | <b>18</b> | <b>35</b>           | <b>27</b>  | <b>79</b>    | <b>0</b>  | <b>0</b>             | <b>0</b>     | <b>100</b>    | <b>0</b>   |
| \$120,001 - \$150,000           | 11            | 12        | 9         | 16                 | 11        | 10         | 11                   | 9         | 9                   | 27         | 44           | 0         | 0                    | 0            | 46            | 0          |
| \$150,001 - \$180,000           | 13            | 14        | 8         | 7                  | 17        | 9          | 24                   | 10        | 26                  | 0          | 36           | 0         | 0                    | 0            | 54            | 0          |
| <b><u>\$180K+</u></b>           | <b>23</b>     | <b>28</b> | <b>15</b> | <b>28</b>          | <b>26</b> | <b>13</b>  | <b>15</b>            | <b>38</b> | <b>18</b>           | <b>0</b>   | <b>4</b>     | <b>0</b>  | <b>0</b>             | <b>0</b>     | <b>0</b>      | <b>100</b> |
| More than \$180,000             | 23            | 28        | 15        | 28                 | 26        | 13         | 15                   | 38        | 18                  | 0          | 4            | 0         | 0                    | 0            | 0             | 100        |
| <b><u>PREFER NOT TO SAY</u></b> | <b>14</b>     | <b>15</b> | <b>11</b> | <b>13</b>          | <b>6</b>  | <b>22</b>  | <b>4</b>             | <b>9</b>  | <b>3</b>            | <b>0</b>   | <b>0</b>     | <b>46</b> | <b>0</b>             | <b>0</b>     | <b>0</b>      | <b>0</b>   |
| Prefer not to say               | 14            | 15        | 11        | 13                 | 6         | 22         | 4                    | 9         | 3                   | 0          | 0            | 46        | 0                    | 0            | 0             | 0          |



Table 113: Q23. HOUSEHOLD INCOME

|                                 | QD GENDER |           |           | QB AGE    |           |           |           |           |           |           |           |           |           | QE EDUCATION |            |           |           |           |           |           |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|-----------|-----------|-----------|-----------|
|                                 | Total     | MEN       | WOMEN     | 18-29     | 30-39     | 40-49     | 50-64     | 65-74     | 75+       | 18-49     | 50+       | 18-39     | 40-64     | 65+          | HS OR LESS | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size                   | 647       | 330       | 311       | 116       | 155       | 91        | 129       | 78        | 65        | 362       | 272       | 272       | 220       | 142          | 148        | 129       | 207       | 162       | 277       | 369       |
| <b><u>\$0-\$60K</u></b>         | <b>8</b>  | <b>8</b>  | <b>10</b> | <b>10</b> | <b>5</b>  | <b>5</b>  | <b>4</b>  | <b>10</b> | <b>28</b> | <b>7</b>  | <b>11</b> | <b>7</b>  | <b>5</b>  | <b>18</b>    | <b>7</b>   | <b>13</b> | <b>8</b>  | <b>7</b>  | <b>10</b> | <b>7</b>  |
| \$30,000 and under              | 4         | 3         | 4         | 3         | 1         | 2         | 4         | 2         | 16        | 2         | 6         | 2         | 3         | 9            | 2          | 3         | 5         | 3         | 3         | 4         |
| \$30,001 - \$60,000             | 5         | 5         | 5         | 7         | 4         | 4         | 0         | 8         | 12        | 5         | 5         | 5         | 2         | 10           | 5          | 10        | 3         | 3         | 7         | 3         |
| <b><u>\$60K-\$120K</u></b>      | <b>31</b> | <b>30</b> | <b>32</b> | <b>36</b> | <b>42</b> | <b>23</b> | <b>15</b> | <b>37</b> | <b>35</b> | <b>35</b> | <b>26</b> | <b>39</b> | <b>19</b> | <b>36</b>    | <b>40</b>  | <b>37</b> | <b>31</b> | <b>19</b> | <b>39</b> | <b>25</b> |
| \$60,001 - \$90,000             | 14        | 12        | 15        | 16        | 19        | 13        | 8         | 16        | 9         | 16        | 10        | 17        | 10        | 13           | 18         | 25        | 10        | 6         | 21        | 8         |
| \$90,001 - \$120,000            | 17        | 18        | 17        | 20        | 23        | 10        | 8         | 21        | 25        | 19        | 16        | 22        | 9         | 23           | 22         | 11        | 21        | 12        | 17        | 17        |
| <b><u>\$120K-\$180K</u></b>     | <b>24</b> | <b>27</b> | <b>21</b> | <b>29</b> | <b>19</b> | <b>32</b> | <b>31</b> | <b>16</b> | <b>12</b> | <b>25</b> | <b>22</b> | <b>23</b> | <b>32</b> | <b>14</b>    | <b>22</b>  | <b>31</b> | <b>26</b> | <b>17</b> | <b>26</b> | <b>22</b> |
| \$120,001 - \$150,000           | 11        | 10        | 12        | 9         | 9         | 19        | 14        | 7         | 7         | 12        | 11        | 9         | 16        | 7            | 11         | 18        | 10        | 7         | 14        | 9         |
| \$150,001 - \$180,000           | 13        | 17        | 9         | 20        | 10        | 13        | 17        | 9         | 5         | 14        | 11        | 14        | 15        | 7            | 11         | 14        | 16        | 10        | 12        | 13        |
| <b><u>\$180K+</u></b>           | <b>23</b> | <b>24</b> | <b>21</b> | <b>18</b> | <b>24</b> | <b>30</b> | <b>28</b> | <b>20</b> | <b>8</b>  | <b>24</b> | <b>21</b> | <b>22</b> | <b>29</b> | <b>15</b>    | <b>14</b>  | <b>8</b>  | <b>23</b> | <b>41</b> | <b>11</b> | <b>31</b> |
| More than \$180,000             | 23        | 24        | 21        | 18        | 24        | 30        | 28        | 20        | 8         | 24        | 21        | 22        | 29        | 15           | 14         | 8         | 23        | 41        | 11        | 31        |
| <b><u>PREFER NOT TO SAY</u></b> | <b>14</b> | <b>12</b> | <b>16</b> | <b>8</b>  | <b>10</b> | <b>9</b>  | <b>22</b> | <b>17</b> | <b>18</b> | <b>9</b>  | <b>19</b> | <b>9</b>  | <b>17</b> | <b>17</b>    | <b>16</b>  | <b>11</b> | <b>12</b> | <b>17</b> | <b>14</b> | <b>14</b> |
| Prefer not to say               | 14        | 12        | 16        | 8         | 10        | 9         | 22        | 17        | 18        | 9         | 19        | 9         | 17        | 17           | 16         | 11        | 12        | 17        | 14        | 14        |

|                                 | GENDER BY AGE |           |           |             |           | GENDER BY EDUCATION |           |             |             | QC ETHNICITY/RACE |           |           |           |             |           |           |           |
|---------------------------------|---------------|-----------|-----------|-------------|-----------|---------------------|-----------|-------------|-------------|-------------------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|
|                                 | Total         | MEN 18-49 | MEN 50+   | WOMEN 18-49 | WOMEN 50+ | NCOLL MEN           | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
| Column n-Size                   | 647           | 196       | 129       | 162         | 141       | 137                 | 193       | 138         | 172         | 71                | 84        | 97        | 84        | 123         | 116       | 420       | 562       |
| <b><u>\$0-\$60K</u></b>         | <b>8</b>      | <b>6</b>  | <b>10</b> | <b>7</b>    | <b>13</b> | <b>11</b>           | <b>5</b>  | <b>9</b>    | <b>10</b>   | <b>19</b>         | <b>6</b>  | <b>9</b>  | <b>10</b> | <b>3</b>    | <b>7</b>  | <b>7</b>  | <b>7</b>  |
| \$30,000 and under              | 4             | 3         | 3         | 1           | 9         | 3                   | 2         | 2           | 6           | 6                 | 0         | 5         | 5         | 1           | 4         | 3         | 3         |
| \$30,001 - \$60,000             | 5             | 4         | 7         | 6           | 4         | 7                   | 3         | 7           | 3           | 13                | 6         | 4         | 5         | 2           | 3         | 3         | 4         |
| <b><u>\$60K-\$120K</u></b>      | <b>31</b>     | <b>31</b> | <b>28</b> | <b>40</b>   | <b>24</b> | <b>35</b>           | <b>26</b> | <b>42</b>   | <b>25</b>   | <b>31</b>         | <b>43</b> | <b>24</b> | <b>31</b> | <b>25</b>   | <b>34</b> | <b>28</b> | <b>31</b> |
| \$60,001 - \$90,000             | 14            | 13        | 12        | 20          | 9         | 18                  | 9         | 25          | 8           | 11                | 21        | 12        | 16        | 11          | 14        | 13        | 14        |
| \$90,001 - \$120,000            | 17            | 19        | 17        | 19          | 15        | 18                  | 18        | 17          | 17          | 20                | 22        | 12        | 14        | 14          | 20        | 15        | 17        |
| <b><u>\$120K-\$180K</u></b>     | <b>24</b>     | <b>26</b> | <b>28</b> | <b>26</b>   | <b>17</b> | <b>29</b>           | <b>25</b> | <b>23</b>   | <b>19</b>   | <b>18</b>         | <b>32</b> | <b>20</b> | <b>23</b> | <b>29</b>   | <b>27</b> | <b>25</b> | <b>25</b> |
| \$120,001 - \$150,000           | 11            | 9         | 12        | 15          | 10        | 14                  | 7         | 15          | 10          | 10                | 18        | 8         | 10        | 11          | 11        | 10        | 11        |
| \$150,001 - \$180,000           | 13            | 17        | 16        | 11          | 7         | 16                  | 18        | 8           | 9           | 7                 | 14        | 12        | 13        | 18          | 16        | 15        | 14        |
| <b><u>\$180K+</u></b>           | <b>23</b>     | <b>27</b> | <b>18</b> | <b>20</b>   | <b>23</b> | <b>12</b>           | <b>33</b> | <b>11</b>   | <b>29</b>   | <b>17</b>         | <b>12</b> | <b>35</b> | <b>19</b> | <b>30</b>   | <b>18</b> | <b>26</b> | <b>23</b> |
| More than \$180,000             | 23            | 27        | 18        | 20          | 23        | 12                  | 33        | 11          | 29          | 17                | 12        | 35        | 19        | 30          | 18        | 26        | 23        |
| <b><u>PREFER NOT TO SAY</u></b> | <b>14</b>     | <b>10</b> | <b>16</b> | <b>8</b>    | <b>23</b> | <b>13</b>           | <b>11</b> | <b>15</b>   | <b>18</b>   | <b>15</b>         | <b>8</b>  | <b>12</b> | <b>17</b> | <b>14</b>   | <b>15</b> | <b>14</b> | <b>13</b> |
| Prefer not to say               | 14            | 10        | 16        | 8           | 23        | 13                  | 11        | 15          | 18          | 15                | 8         | 12        | 17        | 14          | 15        | 14        | 13        |

Table 113: Q23. HOUSEHOLD INCOME

|                                 | LANGUAGE  |           |           |           |           | A/B SPLIT<br>SAMPLES |           |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|
|                                 | Total     | ENG       | SPAN      | VIET      | CHIN      | A                    | B         |
| Column n-Size                   | 647       | 587       | 15        | 27        | 18        | 323                  | 324       |
| <b><u>\$0-\$60K</u></b>         | <b>8</b>  | <b>9</b>  | <b>0</b>  | <b>3</b>  | <b>7</b>  | <b>7</b>             | <b>10</b> |
| \$30,000 and under              | 4         | 4         | 0         | 3         | 0         | 3                    | 4         |
| \$30,001 - \$60,000             | 5         | 5         | 0         | 0         | 7         | 4                    | 6         |
| <b><u>\$60K-\$120K</u></b>      | <b>31</b> | <b>30</b> | <b>38</b> | <b>47</b> | <b>41</b> | <b>33</b>            | <b>29</b> |
| \$60,001 - \$90,000             | 14        | 13        | 14        | 17        | 32        | 13                   | 15        |
| \$90,001 - \$120,000            | 17        | 17        | 23        | 31        | 9         | 20                   | 15        |
| <b><u>\$120K-\$180K</u></b>     | <b>24</b> | <b>24</b> | <b>30</b> | <b>22</b> | <b>21</b> | <b>25</b>            | <b>23</b> |
| \$120,001 - \$150,000           | 11        | 11        | 16        | 9         | 10        | 12                   | 10        |
| \$150,001 - \$180,000           | 13        | 13        | 15        | 13        | 11        | 13                   | 13        |
| <b><u>\$180K+</u></b>           | <b>23</b> | <b>24</b> | <b>14</b> | <b>14</b> | <b>7</b>  | <b>23</b>            | <b>22</b> |
| More than \$180,000             | 23        | 24        | 14        | 14        | 7         | 23                   | 22        |
| <b><u>PREFER NOT TO SAY</u></b> | <b>14</b> | <b>14</b> | <b>18</b> | <b>13</b> | <b>24</b> | <b>12</b>            | <b>17</b> |
| Prefer not to say               | 14        | 14        | 18        | 13        | 24        | 12                   | 17        |

Table 114: LANGUAGE

|               | DATA COLLECTION MODE/<br>CONTACT METHOD |       |        |       |      |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |      |      | Q7B VIOLENT CRIME |      |      | Q7 COMBINED CRIME |      |      |
|---------------|-----------------------------------------|-------|--------|-------|------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------|------|-------------------|------|------|-------------------|------|------|
|               | Total                                   | PHONE | ONLINE | EMAIL | TEXT | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME | DECR | INCR              | SAME | DECR | INCR              | SAME | DECR |
|               |                                         |       |        |       |      |              |                    |             |                 |                           |                |             |                    |      |      |                   |      |      |                   |      |      |
| Column n-Size | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| English       | 91                                      | 80    | 100    | 100   | 100  | 100          | 92                 | 90          | 93              | 91                        | 89             | 96          | 83                 | 90   | 97   | 90                | 92   | 100  | 86                | 91   | 99   |
| Spanish       | 2                                       | 5     | 0      | 0     | 0    | 0            | 1                  | 3           | 3               | 3                         | 2              | 1           | 3                  | 3    | 3    | 2                 | 1    | 0    | 2                 | 2    | 1    |
| Vietnamese    | 4                                       | 9     | 0      | 0     | 0    | 0            | 4                  | 5           | 3               | 4                         | 5              | 1           | 9                  | 5    | 0    | 5                 | 4    | 0    | 7                 | 4    | 0    |
| Chinese       | 3                                       | 6     | 0      | 0     | 0    | 0            | 2                  | 3           | 2               | 2                         | 4              | 2           | 5                  | 3    | 0    | 4                 | 4    | 0    | 5                 | 3    | 0    |

|               | Q8 CITY SERVICES |             |             |              | Q9 SMART FAMILIARITY |      |      |               | Q10 EVER<br>USED SMART |    | Q14 RECENT<br>CNTACT W/ CITY |     | Q15 CSTMR SVC<br>SATISFACTION |     | Q18 LENGTH OF RESIDENCE IN MILPITAS |                   |            |             |              |              |            |
|---------------|------------------|-------------|-------------|--------------|----------------------|------|------|---------------|------------------------|----|------------------------------|-----|-------------------------------|-----|-------------------------------------|-------------------|------------|-------------|--------------|--------------|------------|
|               | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT      | VERY | SMWT | VERY/<br>SMWT | NT TOO/<br>AT ALL      | DK | YES                          | NO  | YES                           | NO  | VERY/<br>SMWT                       | NT TOO/<br>AT ALL | 0-6<br>YRS | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|               |                  |             |             |              |                      |      |      |               |                        |    |                              |     |                               |     |                                     |                   |            |             |              |              |            |
| Column n-Size | 647              | 81          | 422         | 503          | 107                  | 85   | 234  | 318           | 280                    | 49 | 136                          | 488 | 308                           | 324 | 252                                 | 55                | 102        | 59          | 123          | 144          | 213        |
| English       | 91               | 91          | 90          | 90           | 94                   | 98   | 92   | 94            | 88                     | 86 | 91                           | 91  | 93                            | 88  | 93                                  | 97                | 97         | 98          | 92           | 86           | 88         |
| Spanish       | 2                | 3           | 2           | 2            | 1                    | 0    | 2    | 1             | 3                      | 4  | 1                            | 3   | 2                             | 3   | 2                                   | 1                 | 1          | 0           | 1            | 4            | 3          |
| Vietnamese    | 4                | 6           | 5           | 5            | 3                    | 0    | 4    | 3             | 6                      | 3  | 5                            | 4   | 2                             | 7   | 2                                   | 0                 | 2          | 0           | 5            | 7            | 3          |
| Chinese       | 3                | 1           | 3           | 3            | 3                    | 2    | 2    | 2             | 3                      | 7  | 4                            | 3   | 3                             | 3   | 3                                   | 2                 | 0          | 2           | 2            | 3            | 5          |

|               | Q19 RESIDENCE |     | Q20 WORK SITUATION |     |             | Q21 WORK IN<br>MILPITAS |     | Q22 MODE OF COMMUTE |       |               |                 | Q23 HOUSEHOLD INCOME |        |                  |                   |         |
|---------------|---------------|-----|--------------------|-----|-------------|-------------------------|-----|---------------------|-------|---------------|-----------------|----------------------|--------|------------------|-------------------|---------|
|               | Total         | OWN | RENT               | WFH | COM<br>MUTE | DON'T<br>WORK           | YES | NO                  | DRIVE | RIDE<br>SHARE | PUBLIC<br>TRANS | WALK                 | <\$60K | \$60K-<br>\$120K | \$120K-<br>\$180K | \$180K+ |
|               |               |     |                    |     |             |                         |     |                     |       |               |                 |                      |        |                  |                   |         |
| Column n-Size | 647           | 414 | 184                | 146 | 317         | 140                     | 169 | 145                 | 146   | 4             | 10              | 4                    | 55     | 201              | 154               | 146     |
| English       | 91            | 92  | 87                 | 90  | 91          | 90                      | 89  | 92                  | 88    | 100           | 100             | 100                  | 96     | 87               | 91                | 95      |
| Spanish       | 2             | 3   | 2                  | 4   | 3           | 1                       | 2   | 4                   | 2     | 0             | 0               | 0                    | 0      | 3                | 3                 | 1       |
| Vietnamese    | 4             | 2   | 9                  | 5   | 3           | 6                       | 5   | 1                   | 5     | 0             | 0               | 0                    | 2      | 6                | 4                 | 3       |
| Chinese       | 3             | 4   | 2                  | 1   | 3           | 3                       | 4   | 2                   | 5     | 0             | 0               | 0                    | 2      | 4                | 2                 | 1       |

Table 114: LANGUAGE

|               | QD GENDER |     |       | QB AGE |       |       |       |       |     |       |     |       |       |     | QE EDUCATION |           |           |           |       |       |
|---------------|-----------|-----|-------|--------|-------|-------|-------|-------|-----|-------|-----|-------|-------|-----|--------------|-----------|-----------|-----------|-------|-------|
|               | Total     | MEN | WOMEN | 18-29  | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 | 65+ | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
| Column n-Size | 647       | 330 | 311   | 116    | 155   | 91    | 129   | 78    | 65  | 362   | 272 | 272   | 220   | 142 | 148          | 129       | 207       | 162       | 277   | 369   |
| English       | 91        | 91  | 90    | 92     | 90    | 93    | 83    | 92    | 100 | 91    | 90  | 91    | 87    | 96  | 89           | 91        | 90        | 93        | 90    | 91    |
| Spanish       | 2         | 1   | 4     | 0      | 4     | 2     | 4     | 1     | 0   | 2     | 2   | 2     | 3     | 1   | 3            | 4         | 2         | 1         | 3     | 2     |
| Vietnamese    | 4         | 5   | 3     | 6      | 5     | 0     | 8     | 3     | 0   | 4     | 5   | 5     | 5     | 2   | 5            | 3         | 5         | 3         | 4     | 4     |
| Chinese       | 3         | 3   | 3     | 1      | 2     | 5     | 5     | 4     | 0   | 3     | 3   | 2     | 5     | 2   | 3            | 2         | 3         | 2         | 3     | 3     |

|               | GENDER BY AGE |           |         |             |           | GENDER BY EDUCATION |           |             |             | QC ETHNICITY/RACE |        |      |     |             |           |           |           |
|---------------|---------------|-----------|---------|-------------|-----------|---------------------|-----------|-------------|-------------|-------------------|--------|------|-----|-------------|-----------|-----------|-----------|
|               | Total         | MEN 18-49 | MEN 50+ | WOMEN 18-49 | WOMEN 50+ | NCOLL MEN           | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN | WHITE             | LATINO | CHIN | FIL | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
| Column n-Size | 647           | 196       | 129     | 162         | 141       | 137                 | 193       | 138         | 172         | 71                | 84     | 97   | 84  | 123         | 116       | 420       | 562       |
| English       | 91            | 92        | 91      | 91          | 89        | 94                  | 90        | 87          | 93          | 100               | 82     | 83   | 100 | 100         | 75        | 89        | 89        |
| Spanish       | 2             | 1         | 1       | 4           | 4         | 1                   | 1         | 6           | 2           | 0                 | 18     | 0    | 0   | 0           | 0         | 0         | 3         |
| Vietnamese    | 4             | 5         | 5       | 2           | 4         | 3                   | 6         | 4           | 3           | 0                 | 0      | 1    | 0   | 0           | 22        | 6         | 5         |
| Chinese       | 3             | 2         | 3       | 3           | 3         | 2                   | 4         | 4           | 2           | 0                 | 0      | 16   | 0   | 0           | 2         | 4         | 3         |

|               | LANGUAGE |     |      |      | A/B SPLIT SAMPLES |     |     |
|---------------|----------|-----|------|------|-------------------|-----|-----|
|               | Total    | ENG | SPAN | VIET | CHIN              | A   | B   |
| Column n-Size | 647      | 587 | 15   | 27   | 18                | 323 | 324 |
| English       | 91       | 100 | 0    | 0    | 0                 | 89  | 92  |
| Spanish       | 2        | 0   | 100  | 0    | 0                 | 3   | 2   |
| Vietnamese    | 4        | 0   | 0    | 100  | 0                 | 5   | 3   |
| Chinese       | 3        | 0   | 0    | 0    | 100               | 3   | 3   |

Table 115: DATA COLLECTION MODE/CONTACT METHOD

|                 | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |                    |                 |                      | Q1 QUALITY OF LIFE      |               |                     | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |                  |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|-----------------|-----------------------------------------|-------------|-------------|--------------------|-----------------|----------------------|-------------------------|---------------|---------------------|---------------------------|------------------------|-------------|------------------------------|------------------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                 | Total                                   | PHONE       | ONLINE      | EMAIL              | TEXT            | POST<br>CARD         | VERY<br>SAT             | SMWT<br>SAT   | TOTAL<br>DISSAT     | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME             | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                 |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size   | 647                                     | 295         | 352         | 200                | 135             | 17                   | 142                     | 413           | 86                  | 217                       | 314                    | 93          | 97                           | 134              | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| <b>PHONE</b>    | <b>46</b>                               | <b>100</b>  | <b>0</b>    | <b>0</b>           | <b>0</b>        | <b>0</b>             | <b>46</b>               | <b>46</b>     | <b>43</b>           | <b>51</b>                 | <b>46</b>              | <b>36</b>   | <b>49</b>                    | <b>58</b>        | <b>46</b>                     | <b>42</b>         | <b>55</b>                           | <b>40</b>   | <b>46</b>         | <b>57</b>    | <b>42</b>  |
| Telephone       | 46                                      | 100         | 0           | 0                  | 0               | 0                    | 46                      | 46            | 43                  | 51                        | 46                     | 36          | 49                           | 58               | 46                            | 42                | 55                                  | 40          | 46                | 57           | 42         |
| <b>ONLINE</b>   | <b>54</b>                               | <b>0</b>    | <b>100</b>  | <b>100</b>         | <b>100</b>      | <b>100</b>           | <b>54</b>               | <b>54</b>     | <b>57</b>           | <b>49</b>                 | <b>54</b>              | <b>64</b>   | <b>51</b>                    | <b>42</b>        | <b>54</b>                     | <b>58</b>         | <b>45</b>                           | <b>60</b>   | <b>54</b>         | <b>43</b>    | <b>58</b>  |
| Online/Email    | 31                                      | 0           | 57          | 100                | 0               | 0                    | 40                      | 29            | 26                  | 29                        | 29                     | 36          | 34                           | 20               | 38                            | 27                | 25                                  | 40          | 31                | 23           | 39         |
| Online/Text     | 21                                      | 0           | 38          | 0                  | 100             | 0                    | 14                      | 23            | 24                  | 20                        | 23                     | 17          | 15                           | 20               | 13                            | 26                | 17                                  | 21          | 20                | 18           | 18         |
| Online/Postcard | 3                                       | 0           | 5           | 0                  | 0               | 100                  | 0                       | 2             | 7                   | 0                         | 2                      | 11          | 2                            | 1                | 2                             | 5                 | 3                                   | 0           | 3                 | 2            | 1          |
|                 |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
|                 | Q8 CITY SERVICES                        |             |             |                    |                 | Q9 SMART FAMILIARITY |                         |               |                     |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |                  | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                 | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT       | TOTAL<br>DISSAT | VERY                 | SMWT                    | VERY/<br>SMWT | NT TOO/<br>AT ALL   | DK                        | YES                    | NO          | YES                          | NO               | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                 |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size   | 647                                     | 81          | 422         | 503                | 107             | 85                   | 234                     | 318           | 280                 | 49                        | 136                    | 488         | 308                          | 324              | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| <b>PHONE</b>    | <b>46</b>                               | <b>55</b>   | <b>47</b>   | <b>48</b>          | <b>37</b>       | <b>43</b>            | <b>53</b>               | <b>50</b>     | <b>43</b>           | <b>29</b>                 | <b>53</b>              | <b>45</b>   | <b>45</b>                    | <b>48</b>        | <b>46</b>                     | <b>39</b>         | <b>26</b>                           | <b>28</b>   | <b>44</b>         | <b>53</b>    | <b>56</b>  |
| Telephone       | 46                                      | 55          | 47          | 48                 | 37              | 43                   | 53                      | 50            | 43                  | 29                        | 53                     | 45          | 45                           | 48               | 46                            | 39                | 26                                  | 28          | 44                | 53           | 56         |
| <b>ONLINE</b>   | <b>54</b>                               | <b>45</b>   | <b>53</b>   | <b>52</b>          | <b>63</b>       | <b>57</b>            | <b>47</b>               | <b>50</b>     | <b>57</b>           | <b>71</b>                 | <b>47</b>              | <b>55</b>   | <b>55</b>                    | <b>52</b>        | <b>54</b>                     | <b>61</b>         | <b>74</b>                           | <b>72</b>   | <b>56</b>         | <b>47</b>    | <b>44</b>  |
| Online/Email    | 31                                      | 38          | 27          | 29                 | 38              | 29                   | 25                      | 26            | 36                  | 33                        | 23                     | 33          | 33                           | 28               | 32                            | 36                | 39                                  | 33          | 29                | 31           | 28         |
| Online/Text     | 21                                      | 7           | 24          | 21                 | 19              | 22                   | 20                      | 21            | 18                  | 36                        | 21                     | 20          | 20                           | 22               | 18                            | 25                | 22                                  | 39          | 25                | 16           | 16         |
| Online/Postcard | 3                                       | 0           | 2           | 2                  | 6               | 6                    | 2                       | 3             | 2                   | 2                         | 3                      | 2           | 3                            | 2                | 3                             | 0                 | 13                                  | 0           | 3                 | 0            | 0          |
|                 |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
|                 | Q19 RESIDENCE                           |             |             | Q20 WORK SITUATION |                 |                      | Q21 WORK IN<br>MILPITAS |               | Q22 MODE OF COMMUTE |                           |                        |             | Q23 HOUSEHOLD INCOME         |                  |                               |                   |                                     |             |                   |              |            |
|                 | Total                                   | OWN         | RENT        | WFH                | COM<br>MUTE     | DON'T<br>WORK        | YES                     | NO            | DRIVE               | RIDE<br>SHARE             | PUBLIC<br>TRANS        | WALK        | <\$60K                       | \$60K-<br>\$120K | \$120K-<br>\$180K             | \$180K+           |                                     |             |                   |              |            |
|                 |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size   | 647                                     | 414         | 184         | 146                | 317             | 140                  | 169                     | 145           | 146                 | 4                         | 10                     | 4           | 55                           | 201              | 154                           | 146               |                                     |             |                   |              |            |
| <b>PHONE</b>    | <b>46</b>                               | <b>45</b>   | <b>50</b>   | <b>47</b>          | <b>49</b>       | <b>39</b>            | <b>58</b>               | <b>37</b>     | <b>58</b>           | <b>60</b>                 | <b>89</b>              | <b>46</b>   | <b>31</b>                    | <b>58</b>        | <b>60</b>                     | <b>30</b>         |                                     |             |                   |              |            |
| Telephone       | 46                                      | 45          | 50          | 47                 | 49              | 39                   | 58                      | 37            | 58                  | 60                        | 89                     | 46          | 31                           | 58               | 60                            | 30                |                                     |             |                   |              |            |
| <b>ONLINE</b>   | <b>54</b>                               | <b>55</b>   | <b>50</b>   | <b>53</b>          | <b>51</b>       | <b>61</b>            | <b>42</b>               | <b>63</b>     | <b>42</b>           | <b>40</b>                 | <b>11</b>              | <b>54</b>   | <b>69</b>                    | <b>42</b>        | <b>40</b>                     | <b>70</b>         |                                     |             |                   |              |            |
| Online/Email    | 31                                      | 31          | 29          | 32                 | 27              | 41                   | 18                      | 38            | 19                  | 0                         | 0                      | 54          | 45                           | 23               | 22                            | 40                |                                     |             |                   |              |            |
| Online/Text     | 21                                      | 21          | 20          | 17                 | 21              | 20                   | 24                      | 18            | 24                  | 40                        | 11                     | 0           | 24                           | 18               | 17                            | 23                |                                     |             |                   |              |            |
| Online/Postcard | 3                                       | 4           | 1           | 4                  | 3               | 0                    | 0                       | 6             | 0                   | 0                         | 0                      | 0           | 0                            | 0                | 1                             | 7                 |                                     |             |                   |              |            |

Table 115: DATA COLLECTION MODE/CONTACT METHOD

|                 | QD GENDER     |           |            | QB AGE      |            |                     |           |             |             |                   |           |           |           |             | QE EDUCATION |           |           |           |           |           |
|-----------------|---------------|-----------|------------|-------------|------------|---------------------|-----------|-------------|-------------|-------------------|-----------|-----------|-----------|-------------|--------------|-----------|-----------|-----------|-----------|-----------|
|                 | Total         | MEN       | WOMEN      | 18-29       | 30-39      | 40-49               | 50-64     | 65-74       | 75+         | 18-49             | 50+       | 18-39     | 40-64     | 65+         | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL     | COLL+     |
| Column n-Size   | 647           | 330       | 311        | 116         | 155        | 91                  | 129       | 78          | 65          | 362               | 272       | 272       | 220       | 142         | 148          | 129       | 207       | 162       | 277       | 369       |
| <b>PHONE</b>    | <b>46</b>     | <b>49</b> | <b>42</b>  | <b>52</b>   | <b>42</b>  | <b>43</b>           | <b>46</b> | <b>42</b>   | <b>46</b>   | <b>45</b>         | <b>45</b> | <b>46</b> | <b>44</b> | <b>44</b>   | <b>46</b>    | <b>49</b> | <b>49</b> | <b>38</b> | <b>47</b> | <b>44</b> |
| Telephone       | 46            | 49        | 42         | 52          | 42         | 43                  | 46        | 42          | 46          | 45                | 45        | 46        | 44        | 44          | 46           | 49        | 49        | 38        | 47        | 44        |
| <b>ONLINE</b>   | <b>54</b>     | <b>51</b> | <b>58</b>  | <b>48</b>   | <b>58</b>  | <b>57</b>           | <b>54</b> | <b>58</b>   | <b>54</b>   | <b>55</b>         | <b>55</b> | <b>54</b> | <b>56</b> | <b>56</b>   | <b>54</b>    | <b>51</b> | <b>51</b> | <b>62</b> | <b>53</b> | <b>56</b> |
| Online/Email    | 31            | 30        | 32         | 23          | 29         | 27                  | 36        | 41          | 37          | 27                | 37        | 27        | 32        | 39          | 31           | 32        | 30        | 31        | 31        | 30        |
| Online/Text     | 21            | 18        | 24         | 25          | 24         | 22                  | 17        | 17          | 18          | 24                | 17        | 24        | 19        | 17          | 23           | 19        | 20        | 22        | 21        | 21        |
| Online/Postcard | 3             | 3         | 1          | 0           | 5          | 8                   | 1         | 0           | 0           | 4                 | 1         | 3         | 4         | 0           | 0            | 0         | 1         | 9         | 0         | 5         |
|                 |               |           |            |             |            |                     |           |             |             |                   |           |           |           |             |              |           |           |           |           |           |
|                 | GENDER BY AGE |           |            |             |            | GENDER BY EDUCATION |           |             |             | QC ETHNICITY/RACE |           |           |           |             |              |           |           |           |           |           |
|                 | Total         | MEN 18-49 | MEN 50+    | WOMEN 18-49 | WOMEN 50+  | NCOLL MEN           | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN | WHITE             | LATINO    | CHIN      | FIL       | SOUTH ASIAN | OTHER API    | TOTAL API | TOTAL POC |           |           |           |
| Column n-Size   | 647           | 196       | 129        | 162         | 141        | 137                 | 193       | 138         | 172         | 71                | 84        | 97        | 84        | 123         | 116          | 420       | 562       |           |           |           |
| <b>PHONE</b>    | <b>46</b>     | <b>46</b> | <b>51</b>  | <b>45</b>   | <b>39</b>  | <b>47</b>           | <b>49</b> | <b>47</b>   | <b>39</b>   | <b>51</b>         | <b>48</b> | <b>46</b> | <b>46</b> | <b>44</b>   | <b>50</b>    | <b>46</b> | <b>46</b> |           |           |           |
| Telephone       | 46            | 46        | 51         | 45          | 39         | 47                  | 49        | 47          | 39          | 51                | 48        | 46        | 46        | 44          | 50           | 46        | 46        |           |           |           |
| <b>ONLINE</b>   | <b>54</b>     | <b>54</b> | <b>49</b>  | <b>55</b>   | <b>61</b>  | <b>53</b>           | <b>51</b> | <b>53</b>   | <b>61</b>   | <b>49</b>         | <b>52</b> | <b>54</b> | <b>54</b> | <b>56</b>   | <b>50</b>    | <b>54</b> | <b>54</b> |           |           |           |
| Online/Email    | 31            | 26        | 36         | 28          | 39         | 31                  | 29        | 32          | 33          | 34                | 27        | 31        | 35        | 26          | 29           | 30        | 31        |           |           |           |
| Online/Text     | 21            | 23        | 12         | 25          | 22         | 22                  | 15        | 21          | 26          | 15                | 25        | 20        | 19        | 24          | 19           | 21        | 21        |           |           |           |
| Online/Postcard | 3             | 5         | 1          | 3           | 0          | 0                   | 6         | 0           | 2           | 0                 | 0         | 3         | 0         | 6           | 2            | 3         | 3         |           |           |           |
|                 |               |           |            |             |            |                     |           |             |             |                   |           |           |           |             |              |           |           |           |           |           |
|                 | LANGUAGE      |           |            |             |            | A/B SPLIT SAMPLES   |           |             |             |                   |           |           |           |             |              |           |           |           |           |           |
|                 | Total         | ENG       | SPAN       | VIET        | CHIN       | A                   | B         |             |             |                   |           |           |           |             |              |           |           |           |           |           |
| Column n-Size   | 647           | 587       | 15         | 27          | 18         | 323                 | 324       |             |             |                   |           |           |           |             |              |           |           |           |           |           |
| <b>PHONE</b>    | <b>46</b>     | <b>40</b> | <b>100</b> | <b>100</b>  | <b>100</b> | <b>46</b>           | <b>46</b> |             |             |                   |           |           |           |             |              |           |           |           |           |           |
| Telephone       | 46            | 40        | 100        | 100         | 100        | 46                  | 46        |             |             |                   |           |           |           |             |              |           |           |           |           |           |
| <b>ONLINE</b>   | <b>54</b>     | <b>60</b> | <b>0</b>   | <b>0</b>    | <b>0</b>   | <b>54</b>           | <b>54</b> |             |             |                   |           |           |           |             |              |           |           |           |           |           |
| Online/Email    | 31            | 34        | 0          | 0           | 0          | 33                  | 29        |             |             |                   |           |           |           |             |              |           |           |           |           |           |
| Online/Text     | 21            | 23        | 0          | 0           | 0          | 20                  | 22        |             |             |                   |           |           |           |             |              |           |           |           |           |           |
| Online/Postcard | 3             | 3         | 0          | 0           | 0          | 2                   | 4         |             |             |                   |           |           |           |             |              |           |           |           |           |           |

Table 116: A/B SPLIT SAMPLES

|               | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |                    |                 |                      | Q1 QUALITY OF LIFE      |               |                     | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |                  |                               | Q7B VIOLENT CRIME |                                     |              | Q7 COMBINED CRIME |              |            |
|---------------|-----------------------------------------|-------------|-------------|--------------------|-----------------|----------------------|-------------------------|---------------|---------------------|---------------------------|------------------------|-------------|------------------------------|------------------|-------------------------------|-------------------|-------------------------------------|--------------|-------------------|--------------|------------|
|               | Total                                   | PHONE       | ONLINE      | EMAIL              | TEXT            | POST<br>CARD         | VERY<br>SAT             | SMWT<br>SAT   | TOTAL<br>DISSAT     | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME             | DECR                          | INCR              | SAME                                | DECR         | INCR              | SAME         | DECR       |
|               |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
| Column n-Size | 647                                     | 295         | 352         | 200                | 135             | 17                   | 142                     | 413           | 86                  | 217                       | 314                    | 93          | 97                           | 134              | 25                            | 87                | 139                                 | 44           | 184               | 273          | 69         |
| A             | 50                                      | 50          | 50          | 52                 | 48              | 31                   | 52                      | 49            | 49                  | 53                        | 49                     | 46          | 100                          | 100              | 100                           | 0                 | 0                                   | 0            | 53                | 49           | 37         |
| B             | 50                                      | 50          | 50          | 48                 | 52              | 69                   | 48                      | 51            | 51                  | 47                        | 51                     | 54          | 0                            | 0                | 0                             | 100               | 100                                 | 100          | 47                | 51           | 63         |
|               | Q8 CITY SERVICES                        |             |             |                    |                 | Q9 SMART FAMILIARITY |                         |               |                     |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |                  | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |              |                   |              |            |
|               | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT       | TOTAL<br>DISSAT | VERY                 | SMWT                    | VERY/<br>SMWT | NT TOO/<br>AT ALL   | DK                        | YES                    | NO          | YES                          | NO               | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS  | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|               |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
| Column n-Size | 647                                     | 81          | 422         | 503                | 107             | 85                   | 234                     | 318           | 280                 | 49                        | 136                    | 488         | 308                          | 324              | 252                           | 55                | 102                                 | 59           | 123               | 144          | 213        |
| A             | 50                                      | 49          | 52          | 51                 | 50              | 46                   | 48                      | 48            | 52                  | 54                        | 43                     | 51          | 50                           | 49               | 50                            | 51                | 44                                  | 46           | 57                | 47           | 52         |
| B             | 50                                      | 51          | 48          | 49                 | 50              | 54                   | 52                      | 52            | 48                  | 46                        | 57                     | 49          | 50                           | 51               | 50                            | 49                | 56                                  | 54           | 43                | 53           | 48         |
|               | Q19 RESIDENCE                           |             |             | Q20 WORK SITUATION |                 |                      | Q21 WORK IN<br>MILPITAS |               | Q22 MODE OF COMMUTE |                           |                        |             | Q23 HOUSEHOLD INCOME         |                  |                               |                   |                                     |              |                   |              |            |
|               | Total                                   | OWN         | RENT        | WFH                | COM<br>MUTE     | DON'T<br>WORK        | YES                     | NO            | DRIVE               | RIDE<br>SHARE             | PUBLIC<br>TRANS        | WALK        | <\$60K                       | \$60K-<br>\$120K | \$120K-<br>\$180K             | \$180K+           |                                     |              |                   |              |            |
|               |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
| Column n-Size | 647                                     | 414         | 184         | 146                | 317             | 140                  | 169                     | 145           | 146                 | 4                         | 10                     | 4           | 55                           | 201              | 154                           | 146               |                                     |              |                   |              |            |
| A             | 50                                      | 50          | 48          | 50                 | 49              | 52                   | 47                      | 50            | 48                  | 60                        | 46                     | 0           | 43                           | 53               | 51                            | 52                |                                     |              |                   |              |            |
| B             | 50                                      | 50          | 52          | 50                 | 51              | 48                   | 53                      | 50            | 52                  | 40                        | 54                     | 100         | 57                           | 47               | 49                            | 48                |                                     |              |                   |              |            |
|               | QD GENDER                               |             |             | QB AGE             |                 |                      |                         |               |                     |                           |                        |             |                              | QE EDUCATION     |                               |                   |                                     |              |                   |              |            |
|               | Total                                   | MEN         | WOMEN       | 18-29              | 30-39           | 40-49                | 50-64                   | 65-74         | 75+                 | 18-49                     | 50+                    | 18-39       | 40-64                        | 65+              | HS OR<br>LESS                 | SOME<br>COLL      | COLL<br>GRAD                        | POST<br>GRAD | NCOLL             | COLL+        |            |
|               |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |              |                   |              |            |
| Column n-Size | 647                                     | 330         | 311         | 116                | 155             | 91                   | 129                     | 78            | 65                  | 362                       | 272                    | 272         | 220                          | 142              | 148                           | 129               | 207                                 | 162          | 277               | 369          |            |
| A             | 50                                      | 50          | 50          | 50                 | 50              | 50                   | 50                      | 50            | 50                  | 50                        | 50                     | 50          | 50                           | 50               | 50                            | 50                | 50                                  | 50           | 50                | 50           |            |
| B             | 50                                      | 50          | 50          | 50                 | 50              | 50                   | 50                      | 50            | 50                  | 50                        | 50                     | 50          | 50                           | 50               | 50                            | 50                | 50                                  | 50           | 50                | 50           |            |

Table 116: A/B SPLIT SAMPLES

|               | GENDER BY AGE |              |            |                | GENDER BY EDUCATION |              |              |                | QC ETHNICITY/RACE |       |        |      |     |                |              |              |              |
|---------------|---------------|--------------|------------|----------------|---------------------|--------------|--------------|----------------|-------------------|-------|--------|------|-----|----------------|--------------|--------------|--------------|
|               | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+        | NCOLL<br>MEN | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN    | WHITE | LATINO | CHIN | FIL | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size | 647           | 196          | 129        | 162            | 141                 | 137          | 193          | 138            | 172               | 71    | 84     | 97   | 84  | 123            | 116          | 420          | 562          |
| A             | 50            | 52           | 47         | 49             | 52                  | 55           | 47           | 45             | 54                | 50    | 50     | 50   | 50  | 50             | 52           | 50           | 50           |
| B             | 50            | 48           | 53         | 51             | 48                  | 45           | 53           | 55             | 46                | 50    | 50     | 50   | 50  | 50             | 48           | 50           | 50           |

|               | LANGUAGE |     |      |      | A/B SPLIT<br>SAMPLES |     |     |
|---------------|----------|-----|------|------|----------------------|-----|-----|
|               | Total    | ENG | SPAN | VIET | CHIN                 | A   | B   |
| Column n-Size | 647      | 587 | 15   | 27   | 18                   | 323 | 324 |
| A             | 50       | 49  | 64   | 60   | 53                   | 100 | 0   |
| B             | 50       | 51  | 36   | 40   | 47                   | 0   | 100 |



Table 117: DEMOGRAPHIC COMBINATIONS

|                                   | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |            |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|-----------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|------------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                                   | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME       | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                                   | 641                                     | 292         | 348         | 199          | 134             | 15                   | 140                | 411           | 85                | 215                       | 310                    | 92          | 94                           | 133        | 25                            | 86                | 138                                 | 43          | 181               | 271          | 69         |
| Column n-Size                     | 641                                     | 292         | 348         | 199          | 134             | 15                   | 140                | 411           | 85                | 215                       | 310                    | 92          | 94                           | 133        | 25                            | 86                | 138                                 | 43          | 181               | 271          | 69         |
| <b><u>GENDER BY AGE</u></b>       | <b>98</b>                               | <b>97</b>   | <b>99</b>   | <b>100</b>   | <b>98</b>       | <b>100</b>           | <b>99</b>          | <b>99</b>     | <b>94</b>         | <b>99</b>                 | <b>99</b>              | <b>91</b>   | <b>97</b>                    | <b>99</b>  | <b>97</b>                     | <b>97</b>         | <b>100</b>                          | <b>96</b>   | <b>97</b>         | <b>99</b>    | <b>96</b>  |
| Men 18-49                         | 31                                      | 31          | 30          | 26           | 33              | 66                   | 28                 | 33            | 27                | 26                        | 31                     | 41          | 28                           | 34         | 40                            | 32                | 37                                  | 20          | 30                | 35           | 28         |
| Men 50+                           | 20                                      | 23          | 18          | 23           | 12              | 8                    | 25                 | 19            | 18                | 22                        | 20                     | 15          | 13                           | 19         | 25                            | 17                | 15                                  | 39          | 15                | 17           | 33         |
| Women 18-49                       | 25                                      | 25          | 26          | 23           | 30              | 27                   | 15                 | 28            | 26                | 24                        | 27                     | 24          | 30                           | 30         | 17                            | 34                | 31                                  | 18          | 32                | 30           | 18         |
| Women 50+                         | 22                                      | 19          | 25          | 28           | 23              | 0                    | 31                 | 19            | 23                | 27                        | 21                     | 11          | 26                           | 16         | 14                            | 14                | 18                                  | 20          | 20                | 17           | 18         |
| <b><u>GENDER BY EDUCATION</u></b> | <b>100</b>                              | <b>100</b>  | <b>100</b>  | <b>100</b>   | <b>100</b>      | <b>100</b>           | <b>100</b>         | <b>100</b>    | <b>100</b>        | <b>100</b>                | <b>100</b>             | <b>100</b>  | <b>100</b>                   | <b>100</b> | <b>100</b>                    | <b>100</b>        | <b>100</b>                          | <b>100</b>  | <b>100</b>        | <b>100</b>   | <b>100</b> |
| Non-College Educated Men          | 21                                      | 22          | 21          | 21           | 23              | 0                    | 22                 | 22            | 17                | 29                        | 20                     | 12          | 14                           | 24         | 37                            | 22                | 21                                  | 22          | 18                | 22           | 27         |
| College Educated Men              | 30                                      | 33          | 28          | 28           | 22              | 73                   | 31                 | 30            | 31                | 20                        | 31                     | 48          | 30                           | 29         | 28                            | 27                | 30                                  | 37          | 29                | 30           | 34         |
| Non-College Educated Women        | 22                                      | 22          | 21          | 22           | 22              | 0                    | 20                 | 22            | 19                | 29                        | 21                     | 7           | 18                           | 22         | 18                            | 27                | 25                                  | 7           | 22                | 24           | 11         |
| College Educated Women            | 27                                      | 23          | 30          | 28           | 34              | 27                   | 27                 | 25            | 33                | 22                        | 27                     | 32          | 38                           | 25         | 17                            | 23                | 23                                  | 34          | 31                | 24           | 28         |
|                                   |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |            |                               |                   |                                     |             |                   |              |            |
|                                   | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |            | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                                   | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO         | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
| Column n-Size                     | 641                                     | 80          | 419         | 498          | 106             | 83                   | 231                | 314           | 278               | 49                        | 134                    | 484         | 306                          | 320        | 250                           | 55                | 100                                 | 58          | 123               | 143          | 211        |
| <b><u>GENDER BY AGE</u></b>       | <b>98</b>                               | <b>96</b>   | <b>100</b>  | <b>99</b>    | <b>94</b>       | <b>96</b>            | <b>100</b>         | <b>99</b>     | <b>98</b>         | <b>94</b>                 | <b>97</b>              | <b>98</b>   | <b>98</b>                    | <b>99</b>  | <b>99</b>                     | <b>93</b>         | <b>98</b>                           | <b>95</b>   | <b>98</b>         | <b>99</b>    | <b>98</b>  |
| Men 18-49                         | 31                                      | 28          | 31          | 30           | 32              | 43                   | 33                 | 36            | 29                | 9                         | 39                     | 29          | 31                           | 30         | 33                            | 24                | 42                                  | 37          | 39                | 29           | 20         |
| Men 50+                           | 20                                      | 26          | 20          | 21           | 16              | 14                   | 21                 | 19            | 20                | 28                        | 11                     | 22          | 20                           | 19         | 20                            | 24                | 14                                  | 12          | 14                | 19           | 30         |
| Women 18-49                       | 25                                      | 12          | 27          | 25           | 26              | 18                   | 29                 | 26            | 27                | 15                        | 37                     | 22          | 23                           | 28         | 25                            | 14                | 27                                  | 28          | 32                | 30           | 17         |
| Women 50+                         | 22                                      | 30          | 21          | 23           | 19              | 21                   | 16                 | 18            | 23                | 43                        | 10                     | 25          | 23                           | 21         | 21                            | 30                | 15                                  | 19          | 14                | 21           | 32         |
| <b><u>GENDER BY EDUCATION</u></b> | <b>100</b>                              | <b>100</b>  | <b>100</b>  | <b>100</b>   | <b>100</b>      | <b>100</b>           | <b>100</b>         | <b>100</b>    | <b>100</b>        | <b>100</b>                | <b>100</b>             | <b>100</b>  | <b>100</b>                   | <b>100</b> | <b>100</b>                    | <b>100</b>        | <b>100</b>                          | <b>100</b>  | <b>100</b>        | <b>100</b>   | <b>100</b> |
| Non-College Educated Men          | 21                                      | 18          | 23          | 23           | 17              | 27                   | 23                 | 24            | 19                | 15                        | 27                     | 19          | 22                           | 20         | 24                            | 17                | 11                                  | 15          | 27                | 19           | 26         |
| College Educated Men              | 30                                      | 39          | 27          | 29           | 33              | 31                   | 31                 | 31            | 30                | 22                        | 24                     | 33          | 31                           | 29         | 30                            | 36                | 47                                  | 34          | 27                | 29           | 25         |
| Non-College Educated Women        | 22                                      | 20          | 23          | 23           | 15              | 12                   | 22                 | 19            | 24                | 25                        | 27                     | 20          | 20                           | 24         | 19                            | 22                | 15                                  | 18          | 27                | 22           | 23         |
| College Educated Women            | 27                                      | 23          | 26          | 25           | 35              | 29                   | 23                 | 25            | 27                | 39                        | 22                     | 28          | 27                           | 26         | 27                            | 25                | 27                                  | 33          | 19                | 30           | 27         |

Table 117: DEMOGRAPHIC COMBINATIONS

|                                   | Q19 RESIDENCE |            |            | Q20 WORK SITUATION |            |            | Q21 WORK IN MILPITAS |            | Q22 MODE OF COMMUTE |            |              |            | Q23 HOUSEHOLD INCOME |              |               |            |            |            |            |            |
|-----------------------------------|---------------|------------|------------|--------------------|------------|------------|----------------------|------------|---------------------|------------|--------------|------------|----------------------|--------------|---------------|------------|------------|------------|------------|------------|
|                                   | Total         | OWN        | RENT       | WFH                | COM MUTE   | DON'T WORK | YES                  | NO         | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK       | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+    |            |            |            |            |
| Column n-Size                     | 641           | 409        | 183        | 145                | 315        | 138        | 168                  | 144        | 145                 | 4          | 9            | 4          | 55                   | 199          | 153           | 143        |            |            |            |            |
| <b><u>GENDER BY AGE</u></b>       | <b>98</b>     | <b>98</b>  | <b>97</b>  | <b>99</b>          | <b>98</b>  | <b>100</b> | <b>99</b>            | <b>97</b>  | <b>99</b>           | <b>100</b> | <b>100</b>   | <b>100</b> | <b>100</b>           | <b>99</b>    | <b>99</b>     | <b>99</b>  |            |            |            |            |
| Men 18-49                         | 31            | 25         | 38         | 33                 | 40         | 8          | 36                   | 44         | 35                  | 0          | 64           | 46         | 23                   | 31           | 33            | 37         |            |            |            |            |
| Men 50+                           | 20            | 24         | 15         | 17                 | 16         | 32         | 17                   | 13         | 19                  | 0          | 7            | 0          | 23                   | 18           | 24            | 17         |            |            |            |            |
| Women 18-49                       | 25            | 25         | 27         | 32                 | 29         | 12         | 36                   | 22         | 34                  | 100        | 20           | 54         | 20                   | 32           | 27            | 22         |            |            |            |            |
| Women 50+                         | 22            | 25         | 17         | 17                 | 13         | 47         | 10                   | 17         | 11                  | 0          | 8            | 0          | 34                   | 17           | 15            | 23         |            |            |            |            |
| <b><u>GENDER BY EDUCATION</u></b> | <b>100</b>    | <b>100</b> | <b>100</b> | <b>100</b>         | <b>100</b> | <b>100</b> | <b>100</b>           | <b>100</b> | <b>100</b>          | <b>100</b> | <b>100</b>   | <b>100</b> | <b>100</b>           | <b>100</b>   | <b>100</b>    | <b>100</b> |            |            |            |            |
| Non-College Educated Men          | 21            | 17         | 25         | 16                 | 25         | 19         | 26                   | 24         | 24                  | 0          | 67           | 46         | 27                   | 24           | 26            | 11         |            |            |            |            |
| College Educated Men              | 30            | 32         | 30         | 33                 | 32         | 22         | 29                   | 35         | 31                  | 0          | 5            | 0          | 19                   | 25           | 31            | 44         |            |            |            |            |
| Non-College Educated Women        | 22            | 19         | 26         | 20                 | 18         | 35         | 20                   | 15         | 20                  | 46         | 8            | 0          | 24                   | 29           | 21            | 10         |            |            |            |            |
| College Educated Women            | 27            | 31         | 19         | 30                 | 25         | 25         | 25                   | 26         | 25                  | 54         | 20           | 54         | 31                   | 21           | 22            | 35         |            |            |            |            |
|                                   |               |            |            |                    |            |            |                      |            |                     |            |              |            |                      |              |               |            |            |            |            |            |
|                                   | QD GENDER     |            |            | QB AGE             |            |            |                      |            |                     |            |              |            |                      | QE EDUCATION |               |            |            |            |            |            |
|                                   | Total         | MEN        | WOMEN      | 18-29              | 30-39      | 40-49      | 50-64                | 65-74      | 75+                 | 18-49      | 50+          | 18-39      | 40-64                | 65+          | HS OR LESS    | SOME COLL  | COLL GRAD  | POST GRAD  | NCOLL      | COLL+      |
| Column n-Size                     | 641           | 330        | 311        | 114                | 154        | 90         | 129                  | 77         | 65                  | 358        | 271          | 268        | 219                  | 142          | 147           | 129        | 205        | 160        | 276        | 365        |
| <b><u>GENDER BY AGE</u></b>       | <b>98</b>     | <b>99</b>  | <b>98</b>  | <b>100</b>         | <b>100</b> | <b>100</b> | <b>100</b>           | <b>100</b> | <b>100</b>          | <b>100</b> | <b>100</b>   | <b>100</b> | <b>100</b>           | <b>100</b>   | <b>100</b>    | <b>99</b>  | <b>99</b>  | <b>95</b>  | <b>99</b>  | <b>97</b>  |
| Men 18-49                         | 31            | 59         | 0          | 52                 | 59         | 51         | 0                    | 0          | 0                   | 55         | 0            | 56         | 21                   | 0            | 34            | 28         | 28         | 32         | 31         | 30         |
| Men 50+                           | 20            | 39         | 0          | 0                  | 0          | 0          | 53                   | 41         | 47                  | 0          | 48           | 0          | 31                   | 43           | 22            | 13         | 20         | 24         | 18         | 22         |
| Women 18-49                       | 25            | 0          | 52         | 48                 | 41         | 49         | 0                    | 0          | 0                   | 45         | 0            | 44         | 20                   | 0            | 23            | 33         | 26         | 20         | 28         | 23         |
| Women 50+                         | 22            | 0          | 46         | 0                  | 0          | 0          | 47                   | 59         | 53                  | 0          | 52           | 0          | 28                   | 57           | 20            | 24         | 25         | 19         | 22         | 22         |
| <b><u>GENDER BY EDUCATION</u></b> | <b>100</b>    | <b>100</b> | <b>100</b> | <b>100</b>         | <b>100</b> | <b>100</b> | <b>100</b>           | <b>100</b> | <b>100</b>          | <b>100</b> | <b>100</b>   | <b>100</b> | <b>100</b>           | <b>100</b>   | <b>100</b>    | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> |
| Non-College Educated Men          | 21            | 42         | 0          | 37                 | 20         | 16         | 18                   | 18         | 18                  | 24         | 18           | 27         | 17                   | 18           | 57            | 42         | 0          | 0          | 50         | 0          |
| College Educated Men              | 30            | 58         | 0          | 15                 | 40         | 35         | 34                   | 22         | 28                  | 30         | 29           | 29         | 35                   | 25           | 0             | 0          | 48         | 58         | 0          | 53         |
| Non-College Educated Women        | 22            | 0          | 45         | 30                 | 17         | 18         | 21                   | 26         | 20                  | 21         | 22           | 23         | 20                   | 23           | 43            | 58         | 0          | 0          | 50         | 0          |
| College Educated Women            | 27            | 0          | 55         | 18                 | 24         | 32         | 26                   | 33         | 33                  | 24         | 30           | 21         | 29                   | 33           | 0             | 0          | 52         | 42         | 0          | 47         |

Table 117: DEMOGRAPHIC COMBINATIONS

|                            | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION  |              |                |                | QC ETHNICITY/RACE |            |            |            |                |              |              |              |
|----------------------------|---------------|--------------|------------|----------------|--------------|----------------------|--------------|----------------|----------------|-------------------|------------|------------|------------|----------------|--------------|--------------|--------------|
|                            | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN         | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO     | CHIN       | FIL        | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size              | 641           | 196          | 129        | 162            | 141          | 137                  | 193          | 138            | 172            | 71                | 84         | 97         | 84         | 122            | 115          | 418          | 560          |
| <b>GENDER BY AGE</b>       | <b>98</b>     | <b>100</b>   | <b>100</b> | <b>100</b>     | <b>100</b>   | <b>99</b>            | <b>98</b>    | <b>99</b>      | <b>97</b>      | <b>96</b>         | <b>99</b>  | <b>100</b> | <b>98</b>  | <b>97</b>      | <b>100</b>   | <b>99</b>    | <b>99</b>    |
| Men 18-49                  | 31            | 100          | 0          | 0              | 0            | 63                   | 57           | 0              | 0              | 11                | 30         | 29         | 27         | 43             | 36           | 35           | 33           |
| Men 50+                    | 20            | 0            | 100        | 0              | 0            | 36                   | 41           | 0              | 0              | 34                | 9          | 25         | 23         | 20             | 23           | 22           | 19           |
| Women 18-49                | 25            | 0            | 0          | 100            | 0            | 0                    | 0            | 55             | 50             | 16                | 42         | 28         | 20         | 16             | 27           | 23           | 26           |
| Women 50+                  | 22            | 0            | 0          | 0              | 100          | 0                    | 0            | 43             | 47             | 35                | 18         | 19         | 28         | 18             | 14           | 19           | 21           |
| <b>GENDER BY EDUCATION</b> | <b>100</b>    | <b>100</b>   | <b>100</b> | <b>100</b>     | <b>100</b>   | <b>100</b>           | <b>100</b>   | <b>100</b>     | <b>100</b>     | <b>100</b>        | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b>     | <b>100</b>   | <b>100</b>   | <b>100</b>   |
| Non-College Educated Men   | 21            | 44           | 38         | 0              | 0            | 100                  | 0            | 0              | 0              | 18                | 24         | 13         | 25         | 23             | 26           | 22           | 22           |
| College Educated Men       | 30            | 56           | 62         | 0              | 0            | 0                    | 100          | 0              | 0              | 31                | 15         | 41         | 25         | 42             | 33           | 36           | 30           |
| Non-College Educated Women | 22            | 0            | 0          | 47             | 42           | 0                    | 0            | 100            | 0              | 29                | 41         | 14         | 23         | 8              | 17           | 15           | 21           |
| College Educated Women     | 27            | 0            | 0          | 53             | 58           | 0                    | 0            | 0              | 100            | 22                | 20         | 32         | 26         | 27             | 25           | 27           | 27           |
|                            |               |              |            |                |              |                      |              |                |                |                   |            |            |            |                |              |              |              |
|                            | LANGUAGE      |              |            |                |              | A/B SPLIT<br>SAMPLES |              |                |                |                   |            |            |            |                |              |              |              |
|                            | Total         | ENG          | SPAN       | VIET           | CHIN         | A                    | B            |                |                |                   |            |            |            |                |              |              |              |
| Column n-Size              | 641           | 581          | 15         | 26             | 18           | 320                  | 321          |                |                |                   |            |            |            |                |              |              |              |
| <b>GENDER BY AGE</b>       | <b>98</b>     | <b>98</b>    | <b>95</b>  | <b>100</b>     | <b>100</b>   | <b>98</b>            | <b>98</b>    |                |                |                   |            |            |            |                |              |              |              |
| Men 18-49                  | 31            | 31           | 12         | 37             | 26           | 32                   | 30           |                |                |                   |            |            |            |                |              |              |              |
| Men 50+                    | 20            | 20           | 7          | 24             | 25           | 19                   | 21           |                |                |                   |            |            |            |                |              |              |              |
| Women 18-49                | 25            | 25           | 39         | 15             | 26           | 25                   | 26           |                |                |                   |            |            |            |                |              |              |              |
| Women 50+                  | 22            | 22           | 36         | 24             | 23           | 23                   | 21           |                |                |                   |            |            |            |                |              |              |              |
| <b>GENDER BY EDUCATION</b> | <b>100</b>    | <b>100</b>   | <b>100</b> | <b>100</b>     | <b>100</b>   | <b>100</b>           | <b>100</b>   |                |                |                   |            |            |            |                |              |              |              |
| Non-College Educated Men   | 21            | 22           | 7          | 17             | 13           | 23                   | 19           |                |                |                   |            |            |            |                |              |              |              |
| College Educated Men       | 30            | 30           | 12         | 44             | 38           | 28                   | 32           |                |                |                   |            |            |            |                |              |              |              |
| Non-College Educated Women | 22            | 21           | 54         | 20             | 30           | 19                   | 24           |                |                |                   |            |            |            |                |              |              |              |
| College Educated Women     | 27            | 27           | 27         | 19             | 20           | 29                   | 25           |                |                |                   |            |            |            |                |              |              |              |

Table 1: Q2 JOB APPROVAL RATING RANK MATRIX TABLE (TOTAL APPROVE)

|                               | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |                    |                 |                      | Q1 QUALITY OF LIFE      |               |                     | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |                  |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|-------------------------------|-----------------------------------------|-------------|-------------|--------------------|-----------------|----------------------|-------------------------|---------------|---------------------|---------------------------|------------------------|-------------|------------------------------|------------------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                               | Total                                   | PHONE       | ONLINE      | EMAIL              | TEXT            | POST<br>CARD         | VERY<br>SAT             | SMWT<br>SAT   | TOTAL<br>DISSAT     | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME             | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                               |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size                 | 647                                     | 295         | 352         | 200                | 135             | 17                   | 142                     | 413           | 86                  | 217                       | 314                    | 93          | 97                           | 134              | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| E THE MILPITAS FIRE DEPT      | 92                                      | 95          | 89          | 86                 | 95              | 84                   | 93                      | 93            | 87                  | 94                        | 93                     | 86          | 92                           | 95               | 87                            | 94                | 97                                  | 91          | 93                | 96           | 90         |
| C THE MILPITAS POLICE DEPT    | 82                                      | 82          | 81          | 79                 | 86              | 69                   | 91                      | 84            | 57                  | 76                        | 89                     | 70          | 80                           | 91               | 65                            | 74                | 84                                  | 84          | 77                | 87           | 77         |
| A MILPITAS CITY GOV'T OVERALL | 71                                      | 76          | 66          | 65                 | 73              | 27                   | 83                      | 77            | 23                  | 71                        | 83                     | 36          | 63                           | 81               | 79                            | 58                | 77                                  | 81          | 61                | 79           | 80         |
| D THE MILPITAS CITY COUNCIL   | 66                                      | 73          | 61          | 58                 | 68              | 28                   | 75                      | 73            | 22                  | 65                        | 79                     | 34          | 58                           | 78               | 77                            | 50                | 78                                  | 79          | 55                | 78           | 78         |
| B CITY'S BUDGET MANAGEMENT    | 64                                      | 70          | 58          | 55                 | 65              | 44                   | 72                      | 70            | 20                  | 62                        | 77                     | 35          | 57                           | 74               | 68                            | 55                | 77                                  | 73          | 56                | 76           | 71         |
|                               |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
|                               | Q8 CITY SERVICES                        |             |             |                    |                 | Q9 SMART FAMILIARITY |                         |               |                     |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |                  | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                               | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT       | TOTAL<br>DISSAT | VERY                 | SMWT                    | VERY/<br>SMWT | NT TOO/<br>AT ALL   | DK                        | YES                    | NO          | YES                          | NO               | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                               |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size                 | 647                                     | 81          | 422         | 503                | 107             | 85                   | 234                     | 318           | 280                 | 49                        | 136                    | 488         | 308                          | 324              | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| E THE MILPITAS FIRE DEPT      | 92                                      | 91          | 95          | 94                 | 86              | 90                   | 98                      | 96            | 88                  | 87                        | 90                     | 93          | 93                           | 90               | 94                            | 91                | 82                                  | 96          | 92                | 94           | 94         |
| C THE MILPITAS POLICE DEPT    | 82                                      | 92          | 85          | 86                 | 60              | 73                   | 85                      | 82            | 82                  | 80                        | 77                     | 82          | 78                           | 84               | 80                            | 70                | 74                                  | 83          | 85                | 87           | 79         |
| A MILPITAS CITY GOV'T OVERALL | 71                                      | 85          | 80          | 81                 | 33              | 70                   | 81                      | 78            | 64                  | 60                        | 74                     | 69          | 70                           | 72               | 77                            | 39                | 62                                  | 67          | 70                | 77           | 74         |
| D THE MILPITAS CITY COUNCIL   | 66                                      | 78          | 76          | 77                 | 26              | 66                   | 75                      | 72            | 61                  | 54                        | 77                     | 63          | 67                           | 67               | 73                            | 39                | 52                                  | 59          | 71                | 75           | 67         |
| B CITY'S BUDGET MANAGEMENT    | 64                                      | 78          | 74          | 74                 | 21              | 58                   | 77                      | 72            | 59                  | 37                        | 77                     | 60          | 63                           | 67               | 70                            | 33                | 50                                  | 56          | 70                | 66           | 69         |
|                               |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
|                               | Q19 RESIDENCE                           |             |             | Q20 WORK SITUATION |                 |                      | Q21 WORK IN<br>MILPITAS |               | Q22 MODE OF COMMUTE |                           |                        |             | Q23 HOUSEHOLD INCOME         |                  |                               |                   |                                     |             |                   |              |            |
|                               | Total                                   | OWN         | RENT        | WFH                | COM<br>MUTE     | DON'T<br>WORK        | YES                     | NO            | DRIVE               | RIDE<br>SHARE             | PUBLIC<br>TRANS        | WALK        | <\$60K                       | \$60K-<br>\$120K | \$120K-<br>\$180K             | \$180K+           |                                     |             |                   |              |            |
|                               |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size                 | 647                                     | 414         | 184         | 146                | 317             | 140                  | 169                     | 145           | 146                 | 4                         | 10                     | 4           | 55                           | 201              | 154                           | 146               |                                     |             |                   |              |            |
| E THE MILPITAS FIRE DEPT      | 92                                      | 91          | 93          | 93                 | 92              | 92                   | 94                      | 89            | 94                  | 67                        | 100                    | 100         | 89                           | 94               | 94                            | 89                |                                     |             |                   |              |            |
| C THE MILPITAS POLICE DEPT    | 82                                      | 82          | 84          | 85                 | 79              | 88                   | 84                      | 73            | 88                  | 65                        | 21                     | 100         | 92                           | 82               | 77                            | 81                |                                     |             |                   |              |            |
| A MILPITAS CITY GOV'T OVERALL | 71                                      | 70          | 76          | 72                 | 70              | 75                   | 80                      | 58            | 79                  | 79                        | 96                     | 54          | 75                           | 71               | 80                            | 68                |                                     |             |                   |              |            |
| D THE MILPITAS CITY COUNCIL   | 66                                      | 64          | 73          | 69                 | 71              | 59                   | 82                      | 56            | 84                  | 87                        | 79                     | 54          | 79                           | 69               | 76                            | 60                |                                     |             |                   |              |            |
| B CITY'S BUDGET MANAGEMENT    | 64                                      | 61          | 73          | 64                 | 69              | 61                   | 84                      | 50            | 84                  | 87                        | 79                     | 54          | 63                           | 72               | 75                            | 56                |                                     |             |                   |              |            |

Table 1: Q2 JOB APPROVAL RATING RANK MATRIX TABLE (TOTAL APPROVE)

|                               | QD GENDER |     |       | QB AGE |       |       |       |       |     |       |     |       |       |     | QE EDUCATION |           |           |           |       |       |
|-------------------------------|-----------|-----|-------|--------|-------|-------|-------|-------|-----|-------|-----|-------|-------|-----|--------------|-----------|-----------|-----------|-------|-------|
|                               | Total     | MEN | WOMEN | 18-29  | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 | 65+ | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
|                               |           |     |       |        |       |       |       |       |     |       |     |       |       |     |              |           |           |           |       |       |
| Column n-Size                 | 647       | 330 | 311   | 116    | 155   | 91    | 129   | 78    | 65  | 362   | 272 | 272   | 220   | 142 | 148          | 129       | 207       | 162       | 277   | 369   |
| E THE MILPITAS FIRE DEPT      | 92        | 90  | 94    | 90     | 90    | 89    | 95    | 95    | 93  | 90    | 95  | 90    | 92    | 94  | 91           | 95        | 92        | 88        | 93    | 91    |
| C THE MILPITAS POLICE DEPT    | 82        | 78  | 86    | 73     | 77    | 81    | 87    | 92    | 88  | 77    | 89  | 75    | 85    | 90  | 81           | 75        | 89        | 79        | 78    | 84    |
| A MILPITAS CITY GOV'T OVERALL | 71        | 70  | 71    | 73     | 70    | 62    | 70    | 76    | 78  | 69    | 74  | 71    | 67    | 77  | 67           | 78        | 74        | 64        | 72    | 69    |
| D THE MILPITAS CITY COUNCIL   | 66        | 66  | 67    | 68     | 68    | 62    | 66    | 67    | 68  | 67    | 67  | 68    | 64    | 67  | 63           | 75        | 74        | 53        | 69    | 64    |
| B CITY'S BUDGET MANAGEMENT    | 64        | 63  | 64    | 66     | 70    | 59    | 61    | 64    | 64  | 66    | 63  | 68    | 60    | 64  | 66           | 70        | 71        | 49        | 67    | 61    |

|                               | GENDER BY AGE |           |         |             | GENDER BY EDUCATION |           |           |             | QC ETHNICITY/RACE |       |        |      |     |             |           |           |           |
|-------------------------------|---------------|-----------|---------|-------------|---------------------|-----------|-----------|-------------|-------------------|-------|--------|------|-----|-------------|-----------|-----------|-----------|
|                               | Total         | MEN 18-49 | MEN 50+ | WOMEN 18-49 | WOMEN 50+           | NCOLL MEN | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN       | WHITE | LATINO | CHIN | FIL | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
|                               |               |           |         |             |                     |           |           |             |                   |       |        |      |     |             |           |           |           |
| Column n-Size                 | 647           | 196       | 129     | 162         | 141                 | 137       | 193       | 138         | 172               | 71    | 84     | 97   | 84  | 123         | 116       | 420       | 562       |
| E THE MILPITAS FIRE DEPT      | 92            | 88        | 93      | 91          | 96                  | 93        | 89        | 94          | 93                | 90    | 92     | 85   | 91  | 95          | 92        | 91        | 92        |
| C THE MILPITAS POLICE DEPT    | 82            | 74        | 85      | 80          | 93                  | 75        | 81        | 81          | 89                | 85    | 85     | 83   | 85  | 74          | 80        | 80        | 82        |
| A MILPITAS CITY GOV'T OVERALL | 71            | 66        | 78      | 73          | 71                  | 70        | 69        | 73          | 70                | 60    | 80     | 62   | 72  | 71          | 74        | 70        | 72        |
| D THE MILPITAS CITY COUNCIL   | 66            | 66        | 68      | 68          | 66                  | 68        | 64        | 68          | 65                | 51    | 79     | 61   | 73  | 69          | 66        | 67        | 69        |
| B CITY'S BUDGET MANAGEMENT    | 64            | 65        | 62      | 66          | 64                  | 65        | 62        | 70          | 60                | 56    | 73     | 50   | 64  | 67          | 68        | 63        | 65        |

|                               | LANGUAGE |     |      |      | A/B SPLIT SAMPLES |     |     |
|-------------------------------|----------|-----|------|------|-------------------|-----|-----|
|                               | Total    | ENG | SPAN | VIET | CHIN              | A   | B   |
|                               |          |     |      |      |                   |     |     |
| Column n-Size                 | 647      | 587 | 15   | 27   | 18                | 323 | 324 |
| E THE MILPITAS FIRE DEPT      | 92       | 92  | 94   | 97   | 85                | 91  | 93  |
| C THE MILPITAS POLICE DEPT    | 82       | 82  | 94   | 73   | 87                | 82  | 81  |
| A MILPITAS CITY GOV'T OVERALL | 71       | 69  | 72   | 92   | 74                | 72  | 69  |
| D THE MILPITAS CITY COUNCIL   | 66       | 66  | 67   | 77   | 71                | 67  | 66  |
| B CITY'S BUDGET MANAGEMENT    | 64       | 63  | 57   | 84   | 72                | 63  | 65  |

Table 2: Q2 JOB APPROVAL RATING RANK MATRIX TABLE (TOTAL DISAPPROVE)

|                               | DATA COLLECTION MODE/<br>CONTACT METHOD |       |        |       |       |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |       |       | Q7B VIOLENT CRIME |       |       | Q7 COMBINED CRIME |       |       |
|-------------------------------|-----------------------------------------|-------|--------|-------|-------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|-------|-------|-------------------|-------|-------|-------------------|-------|-------|
|                               | Total                                   | PHONE | ONLINE | EMAIL | TEXT  | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME  | DECR  | INCR              | SAME  | DECR  | INCR              | SAME  | DECR  |
|                               | -----                                   | ----- | -----  | ----- | ----- | -----        | -----              | -----       | -----           | -----                     | -----          | -----       | -----              | ----- | ----- | -----             | ----- | ----- | -----             | ----- | ----- |
| Column n-Size                 | 647                                     | 295   | 352    | 200   | 135   | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134   | 25    | 87                | 139   | 44    | 184               | 273   | 69    |
| B CITY'S BUDGET MANAGEMENT    | 20                                      | 20    | 21     | 19    | 22    | 38           | 5                  | 16          | 70              | 21                        | 11             | 48          | 28                 | 16    | 15    | 31                | 16    | 16    | 29                | 16    | 16    |
| A MILPITAS CITY GOV'T OVERALL | 20                                      | 19    | 21     | 21    | 17    | 49           | 5                  | 15          | 68              | 19                        | 11             | 50          | 30                 | 15    | 20    | 29                | 17    | 13    | 29                | 16    | 16    |
| D THE MILPITAS CITY COUNCIL   | 19                                      | 18    | 21     | 22    | 16    | 42           | 6                  | 14          | 68              | 21                        | 10             | 45          | 29                 | 13    | 17    | 30                | 12    | 15    | 29                | 13    | 16    |
| C THE MILPITAS POLICE DEPT    | 14                                      | 16    | 12     | 13    | 11    | 13           | 5                  | 12          | 39              | 20                        | 8              | 20          | 17                 | 7     | 35    | 22                | 14    | 16    | 19                | 11    | 23    |
| E THE MILPITAS FIRE DEPT      | 2                                       | 2     | 1      | 1     | 0     | 4            | 0                  | 1           | 5               | 1                         | 2              | 3           | 3                  | 2     | 7     | 1                 | 0     | 3     | 2                 | 1     | 5     |

|                               | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |       |               |                   |       | Q10 EVER<br>USED SMART |       | Q14 RECENT<br>CNTACT W/ CITY |       | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|-------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|-------|---------------|-------------------|-------|------------------------|-------|------------------------------|-------|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                               | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT  | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK    | YES                    | NO    | YES                          | NO    | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                               | -----            | -----       | -----       | -----        | -----           | -----                | ----- | -----         | -----             | ----- | -----                  | ----- | -----                        | ----- | -----                         | -----             | -----                               | -----       | -----        | -----        | -----      |
| Column n-Size                 | 647              | 81          | 422         | 503          | 107             | 85                   | 234   | 318           | 280               | 49    | 136                    | 488   | 308                          | 324   | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| B CITY'S BUDGET MANAGEMENT    | 20               | 9           | 12          | 11           | 67              | 31                   | 14    | 19            | 21                | 27    | 14                     | 22    | 22                           | 18    | 17                            | 48                | 27                                  | 32          | 11           | 21           | 18         |
| A MILPITAS CITY GOV'T OVERALL | 20               | 7           | 12          | 11           | 61              | 22                   | 12    | 15            | 24                | 26    | 18                     | 21    | 21                           | 19    | 14                            | 50                | 26                                  | 28          | 21           | 16           | 16         |
| D THE MILPITAS CITY COUNCIL   | 19               | 9           | 11          | 10           | 66              | 22                   | 14    | 16            | 22                | 25    | 10                     | 22    | 20                           | 19    | 15                            | 44                | 19                                  | 30          | 18           | 13           | 21         |
| C THE MILPITAS POLICE DEPT    | 14               | 4           | 11          | 10           | 36              | 21                   | 14    | 16            | 12                | 11    | 18                     | 13    | 16                           | 12    | 15                            | 21                | 15                                  | 15          | 13           | 11           | 16         |
| E THE MILPITAS FIRE DEPT      | 2                | 1           | 0           | 1            | 7               | 2                    | 1     | 2             | 2                 | 0     | 4                      | 1     | 1                            | 2     | 1                             | 2                 | 3                                   | 2           | 1            | 2            | 2          |

|                               | Q19 RESIDENCE |       |       | Q20 WORK SITUATION |             |               | Q21 WORK IN<br>MILPITAS |       | Q22 MODE OF COMMUTE |               |                 |       | Q23 HOUSEHOLD INCOME |                  |                   |         |
|-------------------------------|---------------|-------|-------|--------------------|-------------|---------------|-------------------------|-------|---------------------|---------------|-----------------|-------|----------------------|------------------|-------------------|---------|
|                               | Total         | OWN   | RENT  | WFH                | COM<br>MUTE | DON'T<br>WORK | YES                     | NO    | DRIVE               | RIDE<br>SHARE | PUBLIC<br>TRANS | WALK  | <\$60K               | \$60K-<br>\$120K | \$120K-<br>\$180K | \$180K+ |
|                               | -----         | ----- | ----- | -----              | -----       | -----         | -----                   | ----- | -----               | -----         | -----           | ----- | -----                | -----            | -----             | -----   |
| Column n-Size                 | 647           | 414   | 184   | 146                | 317         | 140           | 169                     | 145   | 146                 | 4             | 10              | 4     | 55                   | 201              | 154               | 146     |
| B CITY'S BUDGET MANAGEMENT    | 20            | 21    | 16    | 24                 | 18          | 16            | 9                       | 29    | 10                  | 13            | 5               | 0     | 19                   | 17               | 16                | 23      |
| A MILPITAS CITY GOV'T OVERALL | 20            | 21    | 16    | 18                 | 21          | 15            | 14                      | 30    | 16                  | 21            | 0               | 0     | 15                   | 21               | 17                | 19      |
| D THE MILPITAS CITY COUNCIL   | 19            | 20    | 14    | 18                 | 17          | 25            | 9                       | 26    | 9                   | 0             | 5               | 0     | 10                   | 20               | 17                | 20      |
| C THE MILPITAS POLICE DEPT    | 14            | 14    | 12    | 12                 | 16          | 10            | 13                      | 21    | 9                   | 35            | 79              | 0     | 8                    | 12               | 20                | 14      |
| E THE MILPITAS FIRE DEPT      | 2             | 2     | 0     | 1                  | 2           | 1             | 2                       | 2     | 1                   | 33            | 0               | 0     | 4                    | 1                | 2                 | 1       |

Table 2: Q2 JOB APPROVAL RATING RANK MATRIX TABLE (TOTAL DISAPPROVE)

|                               | QD GENDER |     |       |       | QB AGE |       |       |       |     |       |     |       |       |     | QE EDUCATION |           |           |           |       |       |
|-------------------------------|-----------|-----|-------|-------|--------|-------|-------|-------|-----|-------|-----|-------|-------|-----|--------------|-----------|-----------|-----------|-------|-------|
|                               | Total     | MEN | WOMEN | 18-29 | 30-39  | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 | 65+ | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
|                               |           |     |       |       |        |       |       |       |     |       |     |       |       |     |              |           |           |           |       |       |
| Column n-Size                 | 647       | 330 | 311   | 116   | 155    | 91    | 129   | 78    | 65  | 362   | 272 | 272   | 220   | 142 | 148          | 129       | 207       | 162       | 277   | 369   |
| B CITY'S BUDGET MANAGEMENT    | 20        | 22  | 19    | 15    | 18     | 30    | 22    | 11    | 21  | 20    | 19  | 17    | 25    | 16  | 18           | 16        | 14        | 34        | 17    | 23    |
| A MILPITAS CITY GOV'T OVERALL | 20        | 22  | 18    | 12    | 21     | 28    | 20    | 14    | 16  | 20    | 18  | 18    | 23    | 15  | 18           | 16        | 16        | 30        | 17    | 22    |
| D THE MILPITAS CITY COUNCIL   | 19        | 20  | 18    | 16    | 16     | 24    | 20    | 16    | 24  | 18    | 20  | 16    | 22    | 19  | 20           | 12        | 14        | 31        | 17    | 21    |
| C THE MILPITAS POLICE DEPT    | 14        | 17  | 10    | 19    | 18     | 13    | 11    | 5     | 10  | 17    | 9   | 18    | 12    | 7   | 14           | 22        | 8         | 15        | 18    | 11    |
| E THE MILPITAS FIRE DEPT      | 2         | 2   | 1     | 2     | 1      | 3     | 2     | 1     | 0   | 2     | 1   | 2     | 3     | 1   | 2            | 2         | 1         | 1         | 2     | 1     |

|                               | GENDER BY AGE |           |         |             |           | GENDER BY EDUCATION |           |             |             | QC ETHNICITY/RACE |        |      |     |             |           |           |           |
|-------------------------------|---------------|-----------|---------|-------------|-----------|---------------------|-----------|-------------|-------------|-------------------|--------|------|-----|-------------|-----------|-----------|-----------|
|                               | Total         | MEN 18-49 | MEN 50+ | WOMEN 18-49 | WOMEN 50+ | NCOLL MEN           | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN | WHITE             | LATINO | CHIN | FIL | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
|                               |               |           |         |             |           |                     |           |             |             |                   |        |      |     |             |           |           |           |
| Column n-Size                 | 647           | 196       | 129     | 162         | 141       | 137                 | 193       | 138         | 172         | 71                | 84     | 97   | 84  | 123         | 116       | 420       | 562       |
| B CITY'S BUDGET MANAGEMENT    | 20            | 20        | 22      | 19          | 16        | 19                  | 24        | 16          | 21          | 25                | 13     | 22   | 18  | 25          | 19        | 21        | 19        |
| A MILPITAS CITY GOV'T OVERALL | 20            | 23        | 17      | 17          | 17        | 20                  | 23        | 15          | 20          | 25                | 9      | 25   | 19  | 22          | 20        | 21        | 19        |
| D THE MILPITAS CITY COUNCIL   | 19            | 18        | 22      | 17          | 17        | 18                  | 23        | 16          | 19          | 32                | 7      | 22   | 13  | 22          | 19        | 20        | 17        |
| C THE MILPITAS POLICE DEPT    | 14            | 20        | 13      | 13          | 5         | 23                  | 13        | 13          | 8           | 8                 | 10     | 11   | 9   | 24          | 17        | 16        | 14        |
| E THE MILPITAS FIRE DEPT      | 2             | 2         | 2       | 2           | 1         | 2                   | 2         | 3           | 0           | 3                 | 1      | 3    | 1   | 0           | 2         | 2         | 1         |

|                               | LANGUAGE |     |      |      |      | A/B SPLIT SAMPLES |     |
|-------------------------------|----------|-----|------|------|------|-------------------|-----|
|                               | Total    | ENG | SPAN | VIET | CHIN | A                 | B   |
|                               |          |     |      |      |      |                   |     |
| Column n-Size                 | 647      | 587 | 15   | 27   | 18   | 323               | 324 |
| B CITY'S BUDGET MANAGEMENT    | 20       | 21  | 31   | 10   | 15   | 21                | 20  |
| A MILPITAS CITY GOV'T OVERALL | 20       | 20  | 16   | 8    | 20   | 19                | 20  |
| D THE MILPITAS CITY COUNCIL   | 19       | 20  | 7    | 20   | 16   | 19                | 19  |
| C THE MILPITAS POLICE DEPT    | 14       | 14  | 0    | 27   | 13   | 14                | 14  |
| E THE MILPITAS FIRE DEPT      | 2        | 1   | 0    | 0    | 10   | 2                 | 1   |

Table 3: Q3 PROBLEMS FACING MILPITAS RANK MATRIX TABLE (EXTREMELY SERIOUS PROBLEM)

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |       |        |       |      |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |      |      | Q7B VIOLENT CRIME |      |      | Q7 COMBINED CRIME |      |      |
|------------------------------|-----------------------------------------|-------|--------|-------|------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------|------|-------------------|------|------|-------------------|------|------|
|                              | Total                                   | PHONE | ONLINE | EMAIL | TEXT | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME | DECR | INCR              | SAME | DECR | INCR              | SAME | DECR |
|                              | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| Column n-Size                | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| C THE COST OF HOUSING        | 44                                      | 43    | 45     | 46    | 47   | 11           | 45                 | 43          | 48              | 41                        | 46             | 46          | 46                 | 39   | 22   | 45                | 51   | 41   | 45                | 45   | 34   |
| I INFLATION/RISING COSTS     | 43                                      | 41    | 45     | 46    | 48   | 27           | 49                 | 39          | 55              | 50                        | 37             | 43          | 0                  | 0    | 0    | 57                | 41   | 27   | 57                | 41   | 27   |
| A HOMELESSNESS               | 35                                      | 37    | 34     | 32    | 39   | 7            | 29                 | 39          | 25              | 40                        | 31             | 36          | 50                 | 34   | 22   | 0                 | 0    | 0    | 50                | 34   | 22   |
| B HOMELESS ENCAMPMENTS       | 32                                      | 34    | 30     | 31    | 30   | 17           | 29                 | 33          | 32              | 38                        | 29             | 27          | 0                  | 0    | 0    | 43                | 32   | 24   | 43                | 32   | 24   |
| F JOBS AND THE ECONOMY       | 23                                      | 26    | 21     | 14    | 32   | 20           | 13                 | 27          | 29              | 22                        | 21             | 32          | 19                 | 31   | 10   | 0                 | 0    | 0    | 19                | 31   | 10   |
| J TRAFFIC CONGESTION         | 23                                      | 23    | 24     | 30    | 18   | 12           | 24                 | 21          | 33              | 38                        | 17             | 11          | 0                  | 0    | 0    | 28                | 22   | 17   | 28                | 22   | 17   |
| G TOO MUCH GROWTH/DEVLPMNT   | 23                                      | 23    | 23     | 19    | 31   | 7            | 17                 | 25          | 22              | 42                        | 14             | 12          | 34                 | 19   | 17   | 0                 | 0    | 0    | 34                | 19   | 17   |
| D ILLEGAL DUMPING            | 23                                      | 19    | 27     | 27    | 28   | 9            | 19                 | 24          | 21              | 31                        | 18             | 23          | 28                 | 28   | 18   | 16                | 19   | 25   | 22                | 23   | 23   |
| K CONDITION OF STREETS/ROADS | 23                                      | 23    | 23     | 22    | 24   | 18           | 15                 | 24          | 25              | 27                        | 18             | 28          | 35                 | 17   | 10   | 29                | 22   | 15   | 33                | 19   | 13   |
| E CRIME                      | 22                                      | 24    | 20     | 23    | 16   | 7            | 16                 | 22          | 22              | 22                        | 19             | 31          | 34                 | 19   | 13   | 0                 | 0    | 0    | 34                | 19   | 13   |
| L CONDITION OF LANDSCAPING   | 16                                      | 13    | 18     | 16    | 23   | 16           | 7                  | 19          | 12              | 18                        | 15             | 15          | 19                 | 17   | 19   | 16                | 14   | 9    | 18                | 16   | 13   |
| H BLIGHT/ABANDONED BUILDINGS | 14                                      | 15    | 14     | 14    | 14   | 17           | 7                  | 16          | 18              | 14                        | 14             | 17          | 0                  | 0    | 0    | 20                | 14   | 10   | 20                | 14   | 10   |

|                              | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |      |               |                   |    | Q10 EVER<br>USED SMART |     | Q14 RECENT<br>CNTACT W/ CITY |     | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|------|---------------|-------------------|----|------------------------|-----|------------------------------|-----|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                              | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK | YES                    | NO  | YES                          | NO  | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                              | 647              | 81          | 422         | 503          | 107             | 85                   | 234  | 318           | 280               | 49 | 136                    | 488 | 308                          | 324 | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Column n-Size                | 647              | 81          | 422         | 503          | 107             | 85                   | 234  | 318           | 280               | 49 | 136                    | 488 | 308                          | 324 | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| C THE COST OF HOUSING        | 44               | 40          | 44          | 43           | 46              | 46                   | 36   | 39            | 51                | 42 | 36                     | 46  | 43                           | 46  | 41                            | 53                | 41                                  | 44          | 39           | 45           | 46         |
| I INFLATION/RISING COSTS     | 43               | 33          | 45          | 43           | 42              | 37                   | 34   | 35            | 52                | 52 | 35                     | 46  | 44                           | 43  | 41                            | 59                | 41                                  | 40          | 54           | 48           | 35         |
| A HOMELESSNESS               | 35               | 30          | 37          | 36           | 35              | 48                   | 33   | 37            | 37                | 20 | 32                     | 36  | 32                           | 39  | 33                            | 30                | 25                                  | 33          | 35           | 36           | 38         |
| B HOMELESS ENCAMPMENTS       | 32               | 32          | 35          | 34           | 25              | 32                   | 27   | 28            | 34                | 41 | 35                     | 31  | 29                           | 33  | 31                            | 20                | 22                                  | 18          | 32           | 39           | 34         |
| F JOBS AND THE ECONOMY       | 23               | 14          | 23          | 22           | 31              | 8                    | 32   | 26            | 23                | 12 | 29                     | 23  | 17                           | 31  | 17                            | 18                | 14                                  | 6           | 32           | 27           | 23         |
| J TRAFFIC CONGESTION         | 23               | 20          | 24          | 24           | 22              | 33                   | 19   | 22            | 24                | 25 | 29                     | 21  | 28                           | 18  | 27                            | 35                | 24                                  | 24          | 31           | 28           | 16         |
| G TOO MUCH GROWTH/DEVLPMNT   | 23               | 27          | 22          | 23           | 24              | 34                   | 23   | 26            | 21                | 24 | 23                     | 24  | 24                           | 22  | 20                            | 42                | 6                                   | 20          | 24           | 19           | 33         |
| D ILLEGAL DUMPING            | 23               | 23          | 23          | 23           | 22              | 23                   | 27   | 26            | 20                | 20 | 24                     | 22  | 22                           | 23  | 20                            | 34                | 23                                  | 26          | 26           | 22           | 21         |
| K CONDITION OF STREETS/ROADS | 23               | 14          | 23          | 21           | 32              | 21                   | 23   | 22            | 24                | 18 | 24                     | 23  | 21                           | 24  | 18                            | 35                | 23                                  | 10          | 25           | 25           | 24         |
| E CRIME                      | 22               | 13          | 22          | 21           | 26              | 19                   | 24   | 23            | 24                | 4  | 28                     | 19  | 16                           | 27  | 18                            | 6                 | 6                                   | 15          | 19           | 32           | 24         |
| L CONDITION OF LANDSCAPING   | 16               | 5           | 17          | 15           | 19              | 13                   | 22   | 19            | 13                | 11 | 20                     | 14  | 14                           | 18  | 11                            | 25                | 13                                  | 11          | 20           | 15           | 16         |
| H BLIGHT/ABANDONED BUILDINGS | 14               | 12          | 17          | 16           | 10              | 11                   | 18   | 16            | 15                | 0  | 20                     | 13  | 12                           | 17  | 12                            | 11                | 21                                  | 17          | 6            | 23           | 7          |



Table 3: Q3 PROBLEMS FACING MILPITAS RANK MATRIX TABLE (EXTREMELY SERIOUS PROBLEM)

|                              | Q19 RESIDENCE |     |       | Q20 WORK SITUATION |          |            | Q21 WORK IN MILPITAS |       | Q22 MODE OF COMMUTE |            |              |       | Q23 HOUSEHOLD INCOME |               |                |           |           |           |       |       |
|------------------------------|---------------|-----|-------|--------------------|----------|------------|----------------------|-------|---------------------|------------|--------------|-------|----------------------|---------------|----------------|-----------|-----------|-----------|-------|-------|
|                              | Total         | OWN | RENT  | WFH                | COM MUTE | DON'T WORK | YES                  | NO    | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK  | <\$60K               | \$60K- \$120K | \$120K- \$180K | \$180K+   |           |           |       |       |
|                              |               |     |       |                    |          |            |                      |       |                     |            |              |       |                      |               |                |           |           |           |       |       |
| Column n-Size                | 647           | 414 | 184   | 146                | 317      | 140        | 169                  | 145   | 146                 | 4          | 10           | 4     | 55                   | 201           | 154            | 146       |           |           |       |       |
| C THE COST OF HOUSING        | 44            | 40  | 51    | 45                 | 46       | 40         | 47                   | 45    | 47                  | 40         | 24           | 100   | 38                   | 47            | 46             | 40        |           |           |       |       |
| I INFLATION/RISING COSTS     | 43            | 39  | 54    | 50                 | 39       | 41         | 44                   | 33    | 41                  | 100        | 30           | 100   | 57                   | 50            | 41             | 29        |           |           |       |       |
| A HOMELESSNESS               | 35            | 32  | 36    | 37                 | 40       | 26         | 46                   | 31    | 47                  | 21         | 15           | 0     | 33                   | 29            | 38             | 44        |           |           |       |       |
| B HOMELESS ENCAMPMENTS       | 32            | 35  | 25    | 38                 | 31       | 28         | 35                   | 27    | 42                  | 0          | 0            | 0     | 29                   | 34            | 35             | 29        |           |           |       |       |
| F JOBS AND THE ECONOMY       | 23            | 20  | 27    | 16                 | 33       | 12         | 43                   | 23    | 44                  | 55         | 0            | 0     | 13                   | 34            | 29             | 14        |           |           |       |       |
| J TRAFFIC CONGESTION         | 23            | 23  | 28    | 24                 | 26       | 20         | 24                   | 28    | 27                  | 0          | 10           | 0     | 31                   | 32            | 18             | 21        |           |           |       |       |
| G TOO MUCH GROWTH/DEVLPMNT   | 23            | 23  | 18    | 28                 | 24       | 18         | 30                   | 18    | 30                  | 45         | 15           | 0     | 21                   | 28            | 26             | 18        |           |           |       |       |
| D ILLEGAL DUMPING            | 23            | 23  | 20    | 25                 | 24       | 17         | 27                   | 20    | 29                  | 0          | 7            | 0     | 31                   | 17            | 23             | 26        |           |           |       |       |
| K CONDITION OF STREETS/ROADS | 23            | 21  | 22    | 23                 | 25       | 18         | 27                   | 23    | 29                  | 0          | 0            | 54    | 21                   | 24            | 20             | 28        |           |           |       |       |
| E CRIME                      | 22            | 18  | 28    | 30                 | 20       | 12         | 32                   | 9     | 33                  | 0          | 0            | 0     | 37                   | 31            | 15             | 16        |           |           |       |       |
| L CONDITION OF LANDSCAPING   | 16            | 16  | 12    | 17                 | 18       | 7          | 26                   | 9     | 27                  | 35         | 7            | 0     | 12                   | 15            | 17             | 20        |           |           |       |       |
| H BLIGHT/ABANDONED BUILDINGS | 14            | 15  | 15    | 20                 | 16       | 8          | 23                   | 7     | 25                  | 0          | 12           | 0     | 9                    | 17            | 19             | 11        |           |           |       |       |
|                              |               |     |       |                    |          |            |                      |       |                     |            |              |       |                      |               |                |           |           |           |       |       |
|                              | QD GENDER     |     |       | QB AGE             |          |            |                      |       |                     |            |              |       |                      |               | QE EDUCATION   |           |           |           |       |       |
|                              | Total         | MEN | WOMEN | 18-29              | 30-39    | 40-49      | 50-64                | 65-74 | 75+                 | 18-49      | 50+          | 18-39 | 40-64                | 65+           | HS OR LESS     | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
| Column n-Size                | 647           | 330 | 311   | 116                | 155      | 91         | 129                  | 78    | 65                  | 362        | 272          | 272   | 220                  | 142           | 148            | 129       | 207       | 162       | 277   | 369   |
| C THE COST OF HOUSING        | 44            | 42  | 46    | 39                 | 53       | 45         | 46                   | 39    | 26                  | 47         | 39           | 47    | 46                   | 33            | 46             | 44        | 49        | 36        | 45    | 43    |
| I INFLATION/RISING COSTS     | 43            | 37  | 50    | 44                 | 47       | 44         | 42                   | 33    | 44                  | 45         | 39           | 45    | 42                   | 38            | 48             | 41        | 48        | 34        | 45    | 42    |
| A HOMELESSNESS               | 35            | 35  | 36    | 33                 | 34       | 42         | 53                   | 26    | 13                  | 36         | 36           | 34    | 49                   | 20            | 41             | 26        | 37        | 35        | 34    | 36    |
| B HOMELESS ENCAMPMENTS       | 32            | 31  | 32    | 34                 | 29       | 35         | 37                   | 27    | 29                  | 32         | 32           | 31    | 36                   | 28            | 37             | 26        | 36        | 26        | 32    | 32    |
| F JOBS AND THE ECONOMY       | 23            | 27  | 20    | 38                 | 34       | 17         | 16                   | 20    | 4                   | 31         | 14           | 36    | 17                   | 12            | 29             | 23        | 24        | 18        | 26    | 22    |
| J TRAFFIC CONGESTION         | 23            | 19  | 28    | 25                 | 25       | 27         | 22                   | 16    | 27                  | 26         | 21           | 25    | 24                   | 21            | 24             | 23        | 27        | 18        | 24    | 23    |
| G TOO MUCH GROWTH/DEVLPMNT   | 23            | 22  | 24    | 23                 | 20       | 26         | 26                   | 26    | 16                  | 22         | 24           | 21    | 26                   | 22            | 31             | 17        | 27        | 15        | 24    | 22    |
| D ILLEGAL DUMPING            | 23            | 21  | 26    | 29                 | 17       | 16         | 32                   | 14    | 25                  | 21         | 25           | 22    | 26                   | 19            | 24             | 18        | 26        | 21        | 21    | 24    |
| K CONDITION OF STREETS/ROADS | 23            | 23  | 22    | 30                 | 27       | 18         | 24                   | 12    | 20                  | 25         | 20           | 28    | 22                   | 15            | 25             | 19        | 22        | 24        | 22    | 23    |
| E CRIME                      | 22            | 21  | 22    | 29                 | 27       | 24         | 19                   | 12    | 8                   | 27         | 14           | 28    | 21                   | 10            | 17             | 28        | 19        | 23        | 22    | 21    |
| L CONDITION OF LANDSCAPING   | 16            | 18  | 14    | 21                 | 18       | 16         | 16                   | 12    | 5                   | 19         | 12           | 20    | 16                   | 9             | 14             | 14        | 21        | 13        | 14    | 17    |
| H BLIGHT/ABANDONED BUILDINGS | 14            | 16  | 13    | 12                 | 22       | 24         | 10                   | 6     | 4                   | 19         | 8            | 17    | 16                   | 5             | 10             | 8         | 23        | 13        | 9     | 19    |

Table 3: Q3 PROBLEMS FACING MILPITAS RANK MATRIX TABLE (EXTREMELY SERIOUS PROBLEM)

|                              | GENDER BY AGE |       |     |       |       | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |        |      |     |                |              |              |              |
|------------------------------|---------------|-------|-----|-------|-------|---------------------|--------------|----------------|----------------|-------------------|--------|------|-----|----------------|--------------|--------------|--------------|
|                              | Total         | MEN   | MEN | WOMEN | WOMEN | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO | CHIN | FIL | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
|                              |               | 18-49 | 50+ | 18-49 | 50+   |                     |              |                |                |                   |        |      |     |                |              |              |              |
| Column n-Size                | 647           | 196   | 129 | 162   | 141   | 137                 | 193          | 138            | 172            | 71                | 84     | 97   | 84  | 123            | 116          | 420          | 562          |
| C THE COST OF HOUSING        | 44            | 47    | 34  | 47    | 44    | 44                  | 41           | 46             | 46             | 39                | 56     | 29   | 51  | 35             | 56           | 42           | 45           |
| I INFLATION/RIISING COSTS    | 43            | 37    | 35  | 53    | 44    | 41                  | 35           | 48             | 51             | 41                | 63     | 26   | 46  | 40             | 42           | 38           | 43           |
| A HOMELESSNESS               | 35            | 36    | 34  | 35    | 38    | 37                  | 33           | 31             | 39             | 22                | 54     | 33   | 53  | 30             | 29           | 35           | 37           |
| B HOMELESS ENCAMPMENTS       | 32            | 29    | 36  | 36    | 29    | 28                  | 33           | 33             | 31             | 32                | 39     | 28   | 16  | 40             | 39           | 32           | 32           |
| F JOBS AND THE ECONOMY       | 23            | 36    | 13  | 25    | 16    | 27                  | 27           | 25             | 17             | 10                | 25     | 20   | 39  | 13             | 36           | 26           | 26           |
| J TRAFFIC CONGESTION         | 23            | 19    | 18  | 33    | 24    | 18                  | 19           | 29             | 28             | 22                | 39     | 19   | 24  | 18             | 15           | 19           | 24           |
| G TOO MUCH GROWTH/DEVLPMNT   | 23            | 23    | 22  | 21    | 26    | 23                  | 21           | 26             | 22             | 18                | 31     | 22   | 25  | 18             | 16           | 20           | 23           |
| D ILLEGAL DUMPING            | 23            | 20    | 22  | 22    | 28    | 20                  | 21           | 23             | 28             | 16                | 27     | 19   | 27  | 27             | 15           | 22           | 23           |
| K CONDITION OF STREETS/ROADS | 23            | 24    | 23  | 28    | 16    | 22                  | 25           | 23             | 22             | 18                | 31     | 21   | 23  | 22             | 19           | 21           | 24           |
| E CRIME                      | 22            | 24    | 16  | 30    | 13    | 16                  | 24           | 29             | 17             | 10                | 32     | 17   | 35  | 16             | 23           | 22           | 23           |
| L CONDITION OF LANDSCAPING   | 16            | 20    | 14  | 17    | 10    | 16                  | 19           | 12             | 15             | 9                 | 19     | 14   | 15  | 22             | 15           | 17           | 17           |
| H BLIGHT/ABANDONED BUILDINGS | 14            | 18    | 11  | 20    | 4     | 13                  | 18           | 6              | 19             | 16                | 30     | 12   | 12  | 12             | 14           | 13           | 14           |

|                              | LANGUAGE |       |       |       |       | A/B SPLIT<br>SAMPLES |     |
|------------------------------|----------|-------|-------|-------|-------|----------------------|-----|
|                              | Total    | ENG   | SPAN  | VIET  | CHIN  | A                    | B   |
|                              |          | ----- | ----- | ----- | ----- |                      |     |
| Column n-Size                | 647      | 587   | 15    | 27    | 18    | 323                  | 324 |
| C THE COST OF HOUSING        | 44       | 44    | 44    | 51    | 41    | 43                   | 46  |
| I INFLATION/RIISING COSTS    | 43       | 42    | 51    | 62    | 44    | 0                    | 43  |
| A HOMELESSNESS               | 35       | 35    | 55    | 35    | 44    | 35                   | 0   |
| B HOMELESS ENCAMPMENTS       | 32       | 29    | 85    | 69    | 49    | 0                    | 32  |
| F JOBS AND THE ECONOMY       | 23       | 23    | 16    | 29    | 44    | 23                   | 0   |
| J TRAFFIC CONGESTION         | 23       | 24    | 51    | 0     | 21    | 0                    | 23  |
| G TOO MUCH GROWTH/DEVLPMNT   | 23       | 24    | 17    | 13    | 30    | 23                   | 0   |
| D ILLEGAL DUMPING            | 23       | 24    | 24    | 20    | 3     | 26                   | 20  |
| K CONDITION OF STREETS/ROADS | 23       | 23    | 38    | 8     | 21    | 24                   | 22  |
| E CRIME                      | 22       | 21    | 30    | 35    | 24    | 22                   | 0   |
| L CONDITION OF LANDSCAPING   | 16       | 16    | 12    | 22    | 14    | 18                   | 14  |
| H BLIGHT/ABANDONED BUILDINGS | 14       | 14    | 19    | 17    | 21    | 0                    | 14  |

Table 4: Q3 PROBLEMS FACING MILPITAS RANK MATRIX TABLE (EXTREMELY/VERY SERIOUS PROBLEM)

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |              |                 |                      | Q1 QUALITY OF LIFE |               |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |      |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------|-----------------|----------------------|--------------------|---------------|-------------------|---------------------------|------------------------|-------------|------------------------------|------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL        | TEXT            | POST<br>CARD         | VERY<br>SAT        | SMWT<br>SAT   | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                              | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134  | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| Column n-Size                | 647                                     | 295         | 352         | 200          | 135             | 17                   | 142                | 413           | 86                | 217                       | 314                    | 93          | 97                           | 134  | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| C THE COST OF HOUSING        | 77                                      | 82          | 73          | 74           | 77              | 33                   | 71                 | 81            | 67                | 82                        | 77                     | 70          | 77                           | 75   | 75                            | 79                | 83                                  | 82          | 78                | 80           | 80         |
| I INFLATION/RISING COSTS     | 74                                      | 73          | 75          | 71           | 82              | 71                   | 67                 | 76            | 77                | 78                        | 72                     | 76          | 0                            | 0    | 0                             | 83                | 81                                  | 54          | 83                | 81           | 54         |
| A HOMELESSNESS               | 67                                      | 72          | 63          | 60           | 69              | 25                   | 56                 | 74            | 48                | 70                        | 69                     | 53          | 74                           | 70   | 64                            | 0                 | 0                                   | 0           | 74                | 70           | 64         |
| B HOMELESS ENCAMPMENTS       | 61                                      | 64          | 59          | 54           | 65              | 61                   | 46                 | 67            | 58                | 63                        | 65                     | 57          | 0                            | 0    | 0                             | 70                | 66                                  | 54          | 70                | 66           | 54         |
| J TRAFFIC CONGESTION         | 60                                      | 64          | 57          | 60           | 57              | 34                   | 46                 | 64            | 61                | 75                        | 59                     | 42          | 0                            | 0    | 0                             | 63                | 67                                  | 49          | 63                | 67           | 49         |
| K CONDITION OF STREETS/ROADS | 57                                      | 60          | 55          | 52           | 58              | 68                   | 36                 | 64            | 61                | 61                        | 54                     | 65          | 66                           | 59   | 51                            | 71                | 64                                  | 55          | 68                | 61           | 53         |
| D ILLEGAL DUMPING            | 52                                      | 52          | 52          | 49           | 58              | 34                   | 41                 | 58            | 41                | 59                        | 51                     | 47          | 52                           | 59   | 51                            | 51                | 58                                  | 49          | 52                | 58           | 50         |
| G TOO MUCH GROWTH/DEVLPMNT   | 49                                      | 58          | 42          | 37           | 53              | 7                    | 32                 | 57            | 40                | 78                        | 37                     | 26          | 60                           | 52   | 47                            | 0                 | 0                                   | 0           | 60                | 52           | 47         |
| E CRIME                      | 49                                      | 54          | 45          | 41           | 54              | 29                   | 31                 | 56            | 44                | 48                        | 49                     | 53          | 65                           | 52   | 32                            | 0                 | 0                                   | 0           | 65                | 52           | 32         |
| F JOBS AND THE ECONOMY       | 48                                      | 54          | 43          | 36           | 55              | 20                   | 31                 | 54            | 47                | 46                        | 49                     | 50          | 51                           | 56   | 34                            | 0                 | 0                                   | 0           | 51                | 56           | 34         |
| L CONDITION OF LANDSCAPING   | 42                                      | 51          | 35          | 30           | 45              | 25                   | 28                 | 48            | 36                | 49                        | 40                     | 39          | 43                           | 52   | 43                            | 46                | 46                                  | 35          | 45                | 49           | 38         |
| H BLIGHT/ABANDONED BUILDINGS | 39                                      | 45          | 34          | 30           | 40              | 26                   | 20                 | 45            | 42                | 47                        | 38                     | 33          | 0                            | 0    | 0                             | 48                | 42                                  | 32          | 48                | 42           | 32         |
|                              |                                         |             |             |              |                 |                      |                    |               |                   |                           |                        |             |                              |      |                               |                   |                                     |             |                   |              |            |
|                              | Q8 CITY SERVICES                        |             |             |              |                 | Q9 SMART FAMILIARITY |                    |               |                   |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |      | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT               | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK                        | YES                    | NO          | YES                          | NO   | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                              | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324  | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| Column n-Size                | 647                                     | 81          | 422         | 503          | 107             | 85                   | 234                | 318           | 280               | 49                        | 136                    | 488         | 308                          | 324  | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| C THE COST OF HOUSING        | 77                                      | 65          | 81          | 79           | 68              | 72                   | 79                 | 77            | 79                | 60                        | 85                     | 75          | 75                           | 80   | 76                            | 75                | 67                                  | 62          | 79                | 85           | 79         |
| I INFLATION/RISING COSTS     | 74                                      | 47          | 81          | 75           | 68              | 56                   | 78                 | 72            | 77                | 71                        | 81                     | 72          | 75                           | 74   | 75                            | 79                | 64                                  | 71          | 87                | 81           | 68         |
| A HOMELESSNESS               | 67                                      | 61          | 72          | 70           | 51              | 69                   | 76                 | 74            | 62                | 51                        | 78                     | 65          | 63                           | 70   | 66                            | 51                | 47                                  | 71          | 70                | 71           | 68         |
| B HOMELESS ENCAMPMENTS       | 61                                      | 55          | 67          | 65           | 55              | 55                   | 73                 | 68            | 56                | 43                        | 73                     | 58          | 62                           | 61   | 64                            | 57                | 50                                  | 62          | 59                | 66           | 64         |
| J TRAFFIC CONGESTION         | 60                                      | 37          | 68          | 62           | 49              | 57                   | 66                 | 63            | 59                | 39                        | 66                     | 58          | 64                           | 56   | 61                            | 77                | 47                                  | 42          | 69                | 66           | 65         |
| K CONDITION OF STREETS/ROADS | 57                                      | 37          | 60          | 57           | 67              | 51                   | 68                 | 64            | 54                | 37                        | 73                     | 53          | 56                           | 59   | 55                            | 59                | 42                                  | 56          | 57                | 67           | 59         |
| D ILLEGAL DUMPING            | 52                                      | 37          | 58          | 55           | 42              | 45                   | 63                 | 58            | 46                | 46                        | 64                     | 48          | 51                           | 53   | 51                            | 48                | 37                                  | 55          | 56                | 55           | 54         |
| G TOO MUCH GROWTH/DEVLPMNT   | 49                                      | 47          | 53          | 52           | 33              | 46                   | 58                 | 55            | 45                | 37                        | 70                     | 45          | 50                           | 50   | 48                            | 59                | 10                                  | 37          | 62                | 55           | 58         |
| E CRIME                      | 49                                      | 41          | 50          | 48           | 56              | 44                   | 62                 | 57            | 46                | 26                        | 61                     | 46          | 36                           | 61   | 37                            | 35                | 25                                  | 50          | 48                | 64           | 50         |
| F JOBS AND THE ECONOMY       | 48                                      | 38          | 51          | 49           | 45              | 20                   | 63                 | 52            | 47                | 33                        | 68                     | 43          | 35                           | 61   | 38                            | 26                | 27                                  | 32          | 55                | 64           | 46         |
| L CONDITION OF LANDSCAPING   | 42                                      | 25          | 47          | 44           | 41              | 31                   | 58                 | 51            | 36                | 20                        | 62                     | 36          | 41                           | 45   | 41                            | 41                | 22                                  | 31          | 46                | 48           | 48         |
| H BLIGHT/ABANDONED BUILDINGS | 39                                      | 22          | 46          | 42           | 33              | 26                   | 53                 | 45            | 37                | 7                         | 62                     | 32          | 39                           | 39   | 41                            | 31                | 28                                  | 39          | 41                | 42           | 42         |

Table 4: Q3 PROBLEMS FACING MILPITAS RANK MATRIX TABLE (EXTREMELY/VERY SERIOUS PROBLEM)

|                              | Q19 RESIDENCE |     |       | Q20 WORK SITUATION |          |            | Q21 WORK IN MILPITAS |       | Q22 MODE OF COMMUTE |            |              |       | Q23 HOUSEHOLD INCOME |              |               |           |           |           |       |       |
|------------------------------|---------------|-----|-------|--------------------|----------|------------|----------------------|-------|---------------------|------------|--------------|-------|----------------------|--------------|---------------|-----------|-----------|-----------|-------|-------|
|                              | Total         | OWN | RENT  | WFH                | COM MUTE | DON'T WORK | YES                  | NO    | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK  | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |       |       |
|                              |               |     |       |                    |          |            |                      |       |                     |            |              |       |                      |              |               |           |           |           |       |       |
| Column n-Size                | 647           | 414 | 184   | 146                | 317      | 140        | 169                  | 145   | 146                 | 4          | 10           | 4     | 55                   | 201          | 154           | 146       |           |           |       |       |
| C THE COST OF HOUSING        | 77            | 71  | 89    | 76                 | 82       | 69         | 88                   | 75    | 86                  | 100        | 100          | 100   | 75                   | 83           | 83            | 68        |           |           |       |       |
| I INFLATION/RISING COSTS     | 74            | 69  | 89    | 83                 | 74       | 65         | 83                   | 63    | 85                  | 100        | 42           | 100   | 70                   | 85           | 69            | 70        |           |           |       |       |
| A HOMELESSNESS               | 67            | 64  | 71    | 79                 | 72       | 49         | 86                   | 55    | 86                  | 66         | 100          | 0     | 73                   | 66           | 79            | 59        |           |           |       |       |
| B HOMELESS ENCAMPMENTS       | 61            | 62  | 59    | 65                 | 64       | 50         | 72                   | 54    | 82                  | 0          | 42           | 0     | 43                   | 70           | 64            | 56        |           |           |       |       |
| J TRAFFIC CONGESTION         | 60            | 60  | 67    | 65                 | 64       | 48         | 73                   | 53    | 80                  | 0          | 22           | 54    | 56                   | 72           | 61            | 59        |           |           |       |       |
| K CONDITION OF STREETS/ROADS | 57            | 56  | 60    | 64                 | 62       | 43         | 76                   | 46    | 80                  | 40         | 47           | 54    | 62                   | 62           | 63            | 58        |           |           |       |       |
| D ILLEGAL DUMPING            | 52            | 52  | 53    | 60                 | 53       | 42         | 67                   | 36    | 73                  | 27         | 14           | 0     | 61                   | 52           | 55            | 49        |           |           |       |       |
| G TOO MUCH GROWTH/DEVLPMNT   | 49            | 47  | 47    | 54                 | 55       | 42         | 77                   | 32    | 77                  | 66         | 61           | 0     | 49                   | 66           | 57            | 29        |           |           |       |       |
| E CRIME                      | 49            | 47  | 53    | 56                 | 52       | 38         | 68                   | 35    | 74                  | 0          | 0            | 0     | 53                   | 51           | 54            | 45        |           |           |       |       |
| F JOBS AND THE ECONOMY       | 48            | 45  | 51    | 46                 | 56       | 36         | 75                   | 36    | 80                  | 55         | 0            | 0     | 64                   | 65           | 51            | 28        |           |           |       |       |
| L CONDITION OF LANDSCAPING   | 42            | 42  | 41    | 49                 | 48       | 24         | 68                   | 23    | 72                  | 60         | 43           | 0     | 28                   | 48           | 55            | 33        |           |           |       |       |
| H BLIGHT/ABANDONED BUILDINGS | 39            | 39  | 42    | 48                 | 42       | 22         | 55                   | 27    | 63                  | 0          | 22           | 0     | 22                   | 47           | 50            | 31        |           |           |       |       |
|                              |               |     |       |                    |          |            |                      |       |                     |            |              |       |                      |              |               |           |           |           |       |       |
|                              | QD GENDER     |     |       | QB AGE             |          |            |                      |       |                     |            |              |       |                      |              | QE EDUCATION  |           |           |           |       |       |
|                              | Total         | MEN | WOMEN | 18-29              | 30-39    | 40-49      | 50-64                | 65-74 | 75+                 | 18-49      | 50+          | 18-39 | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
| Column n-Size                | 647           | 330 | 311   | 116                | 155      | 91         | 129                  | 78    | 65                  | 362        | 272          | 272   | 220                  | 142          | 148           | 129       | 207       | 162       | 277   | 369   |
| C THE COST OF HOUSING        | 77            | 75  | 79    | 87                 | 83       | 72         | 70                   | 72    | 66                  | 82         | 69           | 85    | 71                   | 69           | 81            | 85        | 82        | 61        | 83    | 72    |
| I INFLATION/RISING COSTS     | 74            | 73  | 75    | 77                 | 79       | 82         | 70                   | 67    | 65                  | 79         | 68           | 78    | 75                   | 66           | 79            | 76        | 77        | 65        | 78    | 72    |
| A HOMELESSNESS               | 67            | 64  | 69    | 68                 | 65       | 82         | 73                   | 64    | 42                  | 70         | 63           | 66    | 77                   | 54           | 70            | 76        | 67        | 57        | 72    | 62    |
| B HOMELESS ENCAMPMENTS       | 61            | 62  | 61    | 64                 | 57       | 75         | 65                   | 48    | 61                  | 64         | 59           | 60    | 69                   | 54           | 71            | 65        | 59        | 52        | 68    | 56    |
| J TRAFFIC CONGESTION         | 60            | 56  | 63    | 58                 | 71       | 62         | 60                   | 50    | 57                  | 65         | 57           | 66    | 61                   | 53           | 63            | 65        | 66        | 46        | 64    | 57    |
| K CONDITION OF STREETS/ROADS | 57            | 58  | 56    | 65                 | 64       | 62         | 54                   | 47    | 40                  | 64         | 49           | 65    | 57                   | 44           | 56            | 65        | 60        | 49        | 60    | 55    |
| D ILLEGAL DUMPING            | 52            | 50  | 54    | 55                 | 51       | 50         | 53                   | 50    | 50                  | 52         | 51           | 52    | 52                   | 50           | 54            | 56        | 56        | 41        | 55    | 49    |
| G TOO MUCH GROWTH/DEVLPMNT   | 49            | 45  | 53    | 61                 | 48       | 47         | 46                   | 51    | 37                  | 52         | 45           | 54    | 47                   | 45           | 56            | 56        | 49        | 37        | 56    | 44    |
| E CRIME                      | 49            | 45  | 53    | 56                 | 49       | 60         | 56                   | 40    | 17                  | 54         | 42           | 52    | 58                   | 30           | 49            | 49        | 53        | 44        | 49    | 49    |
| F JOBS AND THE ECONOMY       | 48            | 44  | 52    | 64                 | 62       | 48         | 34                   | 45    | 20                  | 59         | 34           | 63    | 40                   | 33           | 55            | 51        | 53        | 33        | 53    | 44    |
| L CONDITION OF LANDSCAPING   | 42            | 44  | 41    | 52                 | 51       | 43         | 37                   | 30    | 26                  | 49         | 32           | 51    | 40                   | 28           | 46            | 46        | 44        | 33        | 46    | 39    |
| H BLIGHT/ABANDONED BUILDINGS | 39            | 41  | 38    | 47                 | 46       | 45         | 35                   | 22    | 30                  | 46         | 30           | 47    | 39                   | 26           | 43            | 41        | 44        | 28        | 42    | 37    |

Table 4: Q3 PROBLEMS FACING MILPITAS RANK MATRIX TABLE (EXTREMELY/VERY SERIOUS PROBLEM)

|                              | GENDER BY AGE |       |     |       |       | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |        |      |     |                |              |              |              |
|------------------------------|---------------|-------|-----|-------|-------|---------------------|--------------|----------------|----------------|-------------------|--------|------|-----|----------------|--------------|--------------|--------------|
|                              | Total         | MEN   | MEN | WOMEN | WOMEN | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO | CHIN | FIL | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
|                              |               | 18-49 | 50+ | 18-49 | 50+   |                     |              |                |                |                   |        |      |     |                |              |              |              |
| Column n-Size                | 647           | 196   | 129 | 162   | 141   | 137                 | 193          | 138            | 172            | 71                | 84     | 97   | 84  | 123            | 116          | 420          | 562          |
| C THE COST OF HOUSING        | 77            | 82    | 64  | 82    | 74    | 80                  | 72           | 86             | 74             | 75                | 87     | 60   | 82  | 73             | 91           | 76           | 77           |
| I INFLATION/RISING COSTS     | 74            | 79    | 64  | 79    | 72    | 78                  | 70           | 77             | 73             | 67                | 83     | 61   | 77  | 75             | 84           | 75           | 75           |
| A HOMELESSNESS               | 67            | 71    | 57  | 69    | 69    | 71                  | 59           | 74             | 66             | 52                | 83     | 65   | 85  | 71             | 59           | 69           | 69           |
| B HOMELESS ENCAMPMENTS       | 61            | 64    | 58  | 63    | 61    | 65                  | 59           | 70             | 51             | 55                | 62     | 56   | 52  | 74             | 65           | 63           | 62           |
| J TRAFFIC CONGESTION         | 60            | 59    | 55  | 71    | 58    | 58                  | 56           | 68             | 59             | 42                | 70     | 58   | 60  | 69             | 63           | 63           | 63           |
| K CONDITION OF STREETS/ROADS | 57            | 64    | 52  | 65    | 46    | 62                  | 56           | 59             | 55             | 39                | 60     | 58   | 60  | 59             | 62           | 60           | 60           |
| D ILLEGAL DUMPING            | 52            | 50    | 50  | 54    | 52    | 53                  | 48           | 57             | 51             | 41                | 54     | 52   | 67  | 55             | 44           | 54           | 53           |
| G TOO MUCH GROWTH/DEVLPMNT   | 49            | 50    | 39  | 55    | 50    | 50                  | 41           | 64             | 46             | 43                | 55     | 48   | 48  | 52             | 47           | 49           | 50           |
| E CRIME                      | 49            | 53    | 32  | 55    | 51    | 42                  | 48           | 58             | 50             | 30                | 50     | 44   | 59  | 52             | 58           | 53           | 52           |
| F JOBS AND THE ECONOMY       | 48            | 57    | 24  | 62    | 43    | 42                  | 45           | 67             | 43             | 22                | 58     | 49   | 63  | 33             | 69           | 53           | 52           |
| L CONDITION OF LANDSCAPING   | 42            | 47    | 37  | 53    | 28    | 46                  | 42           | 46             | 36             | 27                | 53     | 35   | 54  | 46             | 47           | 46           | 44           |
| H BLIGHT/ABANDONED BUILDINGS | 39            | 42    | 38  | 52    | 23    | 47                  | 37           | 39             | 36             | 28                | 59     | 35   | 38  | 44             | 44           | 41           | 40           |

|                              | LANGUAGE |     |      |      |      | A/B SPLIT<br>SAMPLES |     |
|------------------------------|----------|-----|------|------|------|----------------------|-----|
|                              | Total    | ENG | SPAN | VIET | CHIN | A                    | B   |
|                              |          |     |      |      |      |                      |     |
| Column n-Size                | 647      | 587 | 15   | 27   | 18   | 323                  | 324 |
| C THE COST OF HOUSING        | 77       | 76  | 86   | 89   | 86   | 76                   | 77  |
| I INFLATION/RISING COSTS     | 74       | 73  | 100  | 84   | 84   | 0                    | 74  |
| A HOMELESSNESS               | 67       | 66  | 82   | 71   | 62   | 67                   | 0   |
| B HOMELESS ENCAMPMENTS       | 61       | 59  | 100  | 84   | 78   | 0                    | 61  |
| J TRAFFIC CONGESTION         | 60       | 59  | 100  | 79   | 58   | 0                    | 60  |
| K CONDITION OF STREETS/ROADS | 57       | 57  | 72   | 65   | 56   | 55                   | 59  |
| D ILLEGAL DUMPING            | 52       | 52  | 55   | 49   | 44   | 53                   | 51  |
| G TOO MUCH GROWTH/DEVLPMNT   | 49       | 47  | 61   | 64   | 72   | 49                   | 0   |
| E CRIME                      | 49       | 47  | 61   | 71   | 68   | 49                   | 0   |
| F JOBS AND THE ECONOMY       | 48       | 45  | 61   | 70   | 72   | 48                   | 0   |
| L CONDITION OF LANDSCAPING   | 42       | 41  | 50   | 51   | 54   | 44                   | 41  |
| H BLIGHT/ABANDONED BUILDINGS | 39       | 39  | 45   | 47   | 50   | 0                    | 39  |

Table 5: Q4 STATEMENTS ABOUT MILPITAS RANK MATRIX TABLE (TOTAL AGREE)

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |                    |                 |                      | Q1 QUALITY OF LIFE      |               |                     | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |                  |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|------------------------------|-----------------------------------------|-------------|-------------|--------------------|-----------------|----------------------|-------------------------|---------------|---------------------|---------------------------|------------------------|-------------|------------------------------|------------------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                              | Total                                   | PHONE       | ONLINE      | EMAIL              | TEXT            | POST<br>CARD         | VERY<br>SAT             | SMWT<br>SAT   | TOTAL<br>DISSAT     | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME             | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                              |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 647                                     | 295         | 352         | 200                | 135             | 17                   | 142                     | 413           | 86                  | 217                       | 314                    | 93          | 97                           | 134              | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| B DIFF. CULTURES CELEBRATED  | 87                                      | 88          | 86          | 80                 | 94              | 100                  | 97                      | 88            | 70                  | 87                        | 94                     | 69          | 78                           | 95               | 87                            | 0                 | 0                                   | 0           | 78                | 95           | 87         |
| A PROUD TO LIVE IN MILPITAS  | 86                                      | 86          | 86          | 85                 | 89              | 83                   | 96                      | 88            | 66                  | 84                        | 92                     | 75          | 75                           | 93               | 93                            | 85                | 91                                  | 71          | 80                | 92           | 79         |
| F SHOPPING/PERSONAL SERVICES | 81                                      | 86          | 77          | 73                 | 83              | 79                   | 87                      | 84            | 61                  | 82                        | 85                     | 75          | 72                           | 87               | 75                            | 77                | 94                                  | 69          | 75                | 90           | 72         |
| C TRUST PLAN FOR FUTURE      | 70                                      | 78          | 64          | 61                 | 71              | 39                   | 79                      | 76            | 33                  | 65                        | 82                     | 48          | 59                           | 81               | 78                            | 0                 | 0                                   | 0           | 59                | 81           | 78         |
| E OPEN/ACCOUNTABLE           | 69                                      | 71          | 67          | 67                 | 70              | 43                   | 83                      | 70            | 41                  | 64                        | 84                     | 33          | 0                            | 0                | 0                             | 61                | 79                                  | 63          | 61                | 79           | 63         |
| D MANAGE TAX DOLLARS         | 66                                      | 68          | 64          | 69                 | 62              | 35                   | 80                      | 67            | 35                  | 60                        | 79                     | 42          | 0                            | 0                | 0                             | 55                | 79                                  | 62          | 55                | 79           | 62         |
|                              |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
|                              | Q8 CITY SERVICES                        |             |             |                    |                 | Q9 SMART FAMILIARITY |                         |               |                     |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |                  | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT       | TOTAL<br>DISSAT | VERY                 | SMWT                    | VERY/<br>SMWT | NT TOO/<br>AT ALL   | DK                        | YES                    | NO          | YES                          | NO               | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                              |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 647                                     | 81          | 422         | 503                | 107             | 85                   | 234                     | 318           | 280                 | 49                        | 136                    | 488         | 308                          | 324              | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| B DIFF. CULTURES CELEBRATED  | 87                                      | 100         | 92          | 93                 | 62              | 93                   | 90                      | 91            | 87                  | 65                        | 92                     | 86          | 90                           | 85               | 93                            | 72                | 77                                  | 88          | 94                | 83           | 90         |
| A PROUD TO LIVE IN MILPITAS  | 86                                      | 96          | 90          | 91                 | 64              | 83                   | 86                      | 85            | 87                  | 87                        | 80                     | 88          | 86                           | 86               | 89                            | 75                | 84                                  | 77          | 88                | 87           | 88         |
| F SHOPPING/PERSONAL SERVICES | 81                                      | 89          | 85          | 86                 | 58              | 90                   | 83                      | 85            | 79                  | 73                        | 85                     | 80          | 82                           | 81               | 85                            | 65                | 82                                  | 78          | 83                | 83           | 80         |
| C TRUST PLAN FOR FUTURE      | 70                                      | 82          | 79          | 80                 | 26              | 71                   | 83                      | 80            | 63                  | 54                        | 78                     | 69          | 71                           | 72               | 77                            | 41                | 69                                  | 62          | 71                | 72           | 72         |
| E OPEN/ACCOUNTABLE           | 69                                      | 89          | 78          | 80                 | 24              | 61                   | 67                      | 65            | 74                  | 59                        | 65                     | 70          | 72                           | 68               | 75                            | 57                | 52                                  | 57          | 72                | 80           | 72         |
| D MANAGE TAX DOLLARS         | 66                                      | 87          | 74          | 76                 | 28              | 66                   | 61                      | 63            | 72                  | 50                        | 65                     | 66          | 66                           | 64               | 72                            | 41                | 53                                  | 67          | 63                | 77           | 66         |
|                              |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
|                              | Q19 RESIDENCE                           |             |             | Q20 WORK SITUATION |                 |                      | Q21 WORK IN<br>MILPITAS |               | Q22 MODE OF COMMUTE |                           |                        |             | Q23 HOUSEHOLD INCOME         |                  |                               |                   |                                     |             |                   |              |            |
|                              | Total                                   | OWN         | RENT        | WFH                | COM<br>MUTE     | DON'T<br>WORK        | YES                     | NO            | DRIVE               | RIDE<br>SHARE             | PUBLIC<br>TRANS        | WALK        | <\$60K                       | \$60K-<br>\$120K | \$120K-<br>\$180K             | \$180K+           |                                     |             |                   |              |            |
|                              |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size                | 647                                     | 414         | 184         | 146                | 317             | 140                  | 169                     | 145           | 146                 | 4                         | 10                     | 4           | 55                           | 201              | 154                           | 146               |                                     |             |                   |              |            |
| B DIFF. CULTURES CELEBRATED  | 87                                      | 88          | 84          | 93                 | 85              | 90                   | 92                      | 77            | 92                  | 66                        | 100                    | 0           | 91                           | 88               | 92                            | 84                |                                     |             |                   |              |            |
| A PROUD TO LIVE IN MILPITAS  | 86                                      | 87          | 82          | 91                 | 84              | 90                   | 89                      | 79            | 89                  | 100                       | 95                     | 54          | 84                           | 88               | 91                            | 80                |                                     |             |                   |              |            |
| F SHOPPING/PERSONAL SERVICES | 81                                      | 82          | 82          | 84                 | 83              | 78                   | 91                      | 73            | 90                  | 100                       | 100                    | 100         | 76                           | 81               | 90                            | 76                |                                     |             |                   |              |            |
| C TRUST PLAN FOR FUTURE      | 70                                      | 72          | 70          | 71                 | 76              | 63                   | 90                      | 60            | 91                  | 45                        | 100                    | 0           | 73                           | 70               | 82                            | 66                |                                     |             |                   |              |            |
| E OPEN/ACCOUNTABLE           | 69                                      | 67          | 70          | 64                 | 74              | 71                   | 80                      | 66            | 81                  | 100                       | 70                     | 54          | 69                           | 73               | 79                            | 65                |                                     |             |                   |              |            |
| D MANAGE TAX DOLLARS         | 66                                      | 67          | 64          | 62                 | 67              | 69                   | 78                      | 54            | 79                  | 100                       | 70                     | 54          | 54                           | 70               | 75                            | 65                |                                     |             |                   |              |            |

Table 5: Q4 STATEMENTS ABOUT MILPITAS RANK MATRIX TABLE (TOTAL AGREE)

|                              | QD GENDER |     |       |       | QB AGE |       |       |       |     |       |     |       |       |     | QE EDUCATION |           |           |           |       |       |
|------------------------------|-----------|-----|-------|-------|--------|-------|-------|-------|-----|-------|-----|-------|-------|-----|--------------|-----------|-----------|-----------|-------|-------|
|                              | Total     | MEN | WOMEN | 18-29 | 30-39  | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 | 65+ | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
|                              |           |     |       |       |        |       |       |       |     |       |     |       |       |     |              |           |           |           |       |       |
| Column n-Size                | 647       | 330 | 311   | 116   | 155    | 91    | 129   | 78    | 65  | 362   | 272 | 272   | 220   | 142 | 148          | 129       | 207       | 162       | 277   | 369   |
| B DIFF. CULTURES CELEBRATED  | 87        | 85  | 89    | 91    | 86     | 91    | 82    | 85    | 88  | 89    | 84  | 88    | 85    | 86  | 88           | 90        | 91        | 79        | 89    | 86    |
| A PROUD TO LIVE IN MILPITAS  | 86        | 87  | 86    | 89    | 87     | 85    | 87    | 91    | 75  | 87    | 86  | 88    | 86    | 84  | 86           | 85        | 93        | 78        | 86    | 86    |
| F SHOPPING/PERSONAL SERVICES | 81        | 83  | 80    | 92    | 82     | 75    | 82    | 78    | 72  | 83    | 78  | 86    | 79    | 75  | 79           | 88        | 84        | 75        | 83    | 80    |
| C TRUST PLAN FOR FUTURE      | 70        | 72  | 68    | 70    | 75     | 63    | 69    | 79    | 67  | 71    | 71  | 73    | 67    | 74  | 61           | 71        | 83        | 62        | 66    | 74    |
| E OPEN/ACCOUNTABLE           | 69        | 65  | 72    | 76    | 72     | 70    | 67    | 77    | 52  | 73    | 66  | 73    | 68    | 66  | 66           | 75        | 81        | 50        | 70    | 67    |
| D MANAGE TAX DOLLARS         | 66        | 66  | 65    | 76    | 69     | 56    | 64    | 76    | 48  | 68    | 64  | 72    | 61    | 63  | 58           | 72        | 76        | 54        | 65    | 66    |

|                              | GENDER BY AGE |           |         |             |           | GENDER BY EDUCATION |           |             |             | QC ETHNICITY/RACE |        |      |     |             |           |           |           |
|------------------------------|---------------|-----------|---------|-------------|-----------|---------------------|-----------|-------------|-------------|-------------------|--------|------|-----|-------------|-----------|-----------|-----------|
|                              | Total         | MEN 18-49 | MEN 50+ | WOMEN 18-49 | WOMEN 50+ | NCOLL MEN           | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN | WHITE             | LATINO | CHIN | FIL | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
|                              |               |           |         |             |           |                     |           |             |             |                   |        |      |     |             |           |           |           |
| Column n-Size                | 647           | 196       | 129     | 162         | 141       | 137                 | 193       | 138         | 172         | 71                | 84     | 97   | 84  | 123         | 116       | 420       | 562       |
| B DIFF. CULTURES CELEBRATED  | 87            | 88        | 81      | 90          | 87        | 87                  | 84        | 91          | 87          | 86                | 92     | 88   | 71  | 95          | 87        | 86        | 87        |
| A PROUD TO LIVE IN MILPITAS  | 86            | 87        | 87      | 87          | 85        | 85                  | 88        | 87          | 85          | 84                | 95     | 83   | 85  | 82          | 93        | 86        | 86        |
| F SHOPPING/PERSONAL SERVICES | 81            | 84        | 80      | 83          | 77        | 83                  | 82        | 82          | 79          | 71                | 90     | 74   | 86  | 87          | 86        | 83        | 83        |
| C TRUST PLAN FOR FUTURE      | 70            | 69        | 80      | 73          | 65        | 70                  | 74        | 60          | 74          | 63                | 91     | 73   | 78  | 69          | 64        | 70        | 72        |
| E OPEN/ACCOUNTABLE           | 69            | 72        | 57      | 73          | 76        | 62                  | 67        | 76          | 68          | 44                | 86     | 62   | 73  | 64          | 75        | 68        | 73        |
| D MANAGE TAX DOLLARS         | 66            | 68        | 65      | 68          | 63        | 63                  | 68        | 66          | 65          | 47                | 74     | 62   | 73  | 59          | 71        | 66        | 69        |

|                              | LANGUAGE |     |      |      |      | A/B SPLIT SAMPLES |     |
|------------------------------|----------|-----|------|------|------|-------------------|-----|
|                              | Total    | ENG | SPAN | VIET | CHIN | A                 | B   |
|                              |          |     |      |      |      |                   |     |
| Column n-Size                | 647      | 587 | 15   | 27   | 18   | 323               | 324 |
| B DIFF. CULTURES CELEBRATED  | 87       | 87  | 79   | 96   | 82   | 87                | 0   |
| A PROUD TO LIVE IN MILPITAS  | 86       | 85  | 95   | 98   | 90   | 87                | 86  |
| F SHOPPING/PERSONAL SERVICES | 81       | 81  | 81   | 94   | 84   | 80                | 83  |
| C TRUST PLAN FOR FUTURE      | 70       | 70  | 100  | 69   | 69   | 70                | 0   |
| E OPEN/ACCOUNTABLE           | 69       | 67  | 100  | 87   | 87   | 0                 | 69  |
| D MANAGE TAX DOLLARS         | 66       | 65  | 49   | 87   | 67   | 0                 | 66  |

Table 6: Q4 STATEMENTS ABOUT MILPITAS RANK MATRIX TABLE (TOTAL DISAGREE)

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |             |                    |              |                 |                         | Q1 QUALITY OF LIFE |                     |                   | Q5 GROWTH/<br>DEVELOPMENT |                        |                      | Q7A PROPERTY CRIME           |                  |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |  |
|------------------------------|-----------------------------------------|-------------|--------------------|--------------|-----------------|-------------------------|--------------------|---------------------|-------------------|---------------------------|------------------------|----------------------|------------------------------|------------------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|--|
|                              | Total                                   | PHONE       | ONLINE             | EMAIL        | TEXT            | POST<br>CARD            | VERY<br>SAT        | SMWT<br>SAT         | TOTAL<br>DISSAT   | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW          | INCR                         | SAME             | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |  |
|                              |                                         |             |                    |              |                 |                         |                    |                     |                   |                           |                        |                      |                              |                  |                               |                   |                                     |             |                   |              |            |  |
| Column n-Size                | 647                                     | 295         | 352                | 200          | 135             | 17                      | 142                | 413                 | 86                | 217                       | 314                    | 93                   | 97                           | 134              | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |  |
| D MANAGE TAX DOLLARS         | 26                                      | 26          | 26                 | 22           | 30              | 46                      | 11                 | 25                  | 58                | 34                        | 17                     | 39                   | 0                            | 0                | 0                             | 36                | 19                                  | 30          | 36                | 19           | 30         |  |
| C TRUST PLAN FOR FUTURE      | 22                                      | 20          | 23                 | 24           | 18              | 49                      | 9                  | 18                  | 63                | 25                        | 12                     | 48                   | 30                           | 16               | 21                            | 0                 | 0                                   | 0           | 30                | 16           | 21         |  |
| E OPEN/ACCOUNTABLE           | 21                                      | 23          | 19                 | 17           | 21              | 22                      | 6                  | 19                  | 51                | 25                        | 12                     | 40                   | 0                            | 0                | 0                             | 26                | 17                                  | 33          | 26                | 17           | 33         |  |
| F SHOPPING/PERSONAL SERVICES | 17                                      | 13          | 19                 | 22           | 15              | 21                      | 10                 | 15                  | 37                | 16                        | 13                     | 24                   | 23                           | 13               | 25                            | 20                | 6                                   | 31          | 21                | 9            | 28         |  |
| A PROUD TO LIVE IN MILPITAS  | 11                                      | 12          | 11                 | 10           | 11              | 17                      | 3                  | 10                  | 30                | 13                        | 6                      | 24                   | 18                           | 6                | 6                             | 11                | 8                                   | 25          | 15                | 7            | 18         |  |
| B DIFF. CULTURES CELEBRATED  | 8                                       | 7           | 8                  | 11           | 6               | 0                       | 1                  | 8                   | 21                | 8                         | 4                      | 23                   | 14                           | 4                | 7                             | 0                 | 0                                   | 0           | 14                | 4            | 7          |  |
|                              |                                         |             |                    |              |                 |                         |                    |                     |                   |                           |                        |                      |                              |                  |                               |                   |                                     |             |                   |              |            |  |
|                              | Q8 CITY SERVICES                        |             |                    |              |                 | Q9 SMART FAMILIARITY    |                    |                     |                   |                           | Q10 EVER<br>USED SMART |                      | Q14 RECENT<br>CNTACT W/ CITY |                  | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |  |
|                              | Total                                   | VERY<br>SAT | SMWT<br>SAT        | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                    | SMWT               | VERY/<br>SMWT       | NT TOO/<br>AT ALL | DK                        | YES                    | NO                   | YES                          | NO               | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |  |
|                              |                                         |             |                    |              |                 |                         |                    |                     |                   |                           |                        |                      |                              |                  |                               |                   |                                     |             |                   |              |            |  |
| Column n-Size                | 647                                     | 81          | 422                | 503          | 107             | 85                      | 234                | 318                 | 280               | 49                        | 136                    | 488                  | 308                          | 324              | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |  |
| D MANAGE TAX DOLLARS         | 26                                      | 8           | 20                 | 18           | 65              | 21                      | 33                 | 30                  | 21                | 34                        | 27                     | 26                   | 29                           | 25               | 24                            | 55                | 31                                  | 28          | 24                | 18           | 30         |  |
| C TRUST PLAN FOR FUTURE      | 22                                      | 9           | 13                 | 12           | 72              | 22                      | 15                 | 17                  | 28                | 15                        | 13                     | 25                   | 23                           | 20               | 16                            | 56                | 22                                  | 32          | 23                | 17           | 20         |  |
| E OPEN/ACCOUNTABLE           | 21                                      | 3           | 14                 | 12           | 66              | 27                      | 25                 | 26                  | 13                | 28                        | 26                     | 18                   | 22                           | 19               | 19                            | 38                | 26                                  | 34          | 18                | 11           | 21         |  |
| F SHOPPING/PERSONAL SERVICES | 17                                      | 11          | 13                 | 13           | 38              | 10                      | 16                 | 14                  | 19                | 20                        | 11                     | 18                   | 17                           | 16               | 14                            | 32                | 18                                  | 22          | 13                | 13           | 19         |  |
| A PROUD TO LIVE IN MILPITAS  | 11                                      | 4           | 8                  | 7            | 30              | 14                      | 12                 | 13                  | 10                | 10                        | 16                     | 9                    | 12                           | 10               | 10                            | 22                | 15                                  | 20          | 10                | 9            | 10         |  |
| B DIFF. CULTURES CELEBRATED  | 8                                       | 0           | 4                  | 4            | 29              | 7                       | 10                 | 9                   | 7                 | 7                         | 4                      | 8                    | 7                            | 9                | 4                             | 19                | 16                                  | 11          | 6                 | 10           | 4          |  |
|                              |                                         |             |                    |              |                 |                         |                    |                     |                   |                           |                        |                      |                              |                  |                               |                   |                                     |             |                   |              |            |  |
|                              | Q19 RESIDENCE                           |             | Q20 WORK SITUATION |              |                 | Q21 WORK IN<br>MILPITAS |                    | Q22 MODE OF COMMUTE |                   |                           |                        | Q23 HOUSEHOLD INCOME |                              |                  |                               |                   |                                     |             |                   |              |            |  |
|                              | Total                                   | OWN         | RENT               | WFH          | COM<br>MUTE     | DON'T<br>WORK           | YES                | NO                  | DRIVE             | RIDE<br>SHARE             | PUBLIC<br>TRANS        | WALK                 | <\$60K                       | \$60K-<br>\$120K | \$120K-<br>\$180K             | \$180K+           |                                     |             |                   |              |            |  |
|                              |                                         |             |                    |              |                 |                         |                    |                     |                   |                           |                        |                      |                              |                  |                               |                   |                                     |             |                   |              |            |  |
| Column n-Size                | 647                                     | 414         | 184                | 146          | 317             | 140                     | 169                | 145                 | 146               | 4                         | 10                     | 4                    | 55                           | 201              | 154                           | 146               |                                     |             |                   |              |            |  |
| D MANAGE TAX DOLLARS         | 26                                      | 24          | 29                 | 28           | 25              | 24                      | 16                 | 36                  | 18                | 0                         | 10                     | 0                    | 28                           | 26               | 20                            | 23                |                                     |             |                   |              |            |  |
| C TRUST PLAN FOR FUTURE      | 22                                      | 20          | 26                 | 18           | 20              | 24                      | 8                  | 34                  | 6                 | 55                        | 0                      | 0                    | 27                           | 23               | 13                            | 22                |                                     |             |                   |              |            |  |
| E OPEN/ACCOUNTABLE           | 21                                      | 20          | 23                 | 23           | 17              | 18                      | 13                 | 22                  | 14                | 0                         | 10                     | 0                    | 11                           | 23               | 16                            | 19                |                                     |             |                   |              |            |  |
| F SHOPPING/PERSONAL SERVICES | 17                                      | 17          | 15                 | 16           | 15              | 20                      | 7                  | 24                  | 8                 | 0                         | 0                      | 0                    | 19                           | 17               | 9                             | 22                |                                     |             |                   |              |            |  |
| A PROUD TO LIVE IN MILPITAS  | 11                                      | 10          | 15                 | 8            | 14              | 7                       | 10                 | 19                  | 10                | 0                         | 5                      | 46                   | 15                           | 10               | 8                             | 17                |                                     |             |                   |              |            |  |
| B DIFF. CULTURES CELEBRATED  | 8                                       | 9           | 9                  | 4            | 8               | 9                       | 3                  | 14                  | 2                 | 34                        | 0                      | 0                    | 7                            | 7                | 4                             | 10                |                                     |             |                   |              |            |  |



Table 6: Q4 STATEMENTS ABOUT MILPITAS RANK MATRIX TABLE (TOTAL DISAGREE)

|                              | QD GENDER |     |       | QB AGE |       |       |       |       |     |       |     |       |       | QE EDUCATION |            |           |           |           |       |       |
|------------------------------|-----------|-----|-------|--------|-------|-------|-------|-------|-----|-------|-----|-------|-------|--------------|------------|-----------|-----------|-----------|-------|-------|
|                              | Total     | MEN | WOMEN | 18-29  | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 | 65+          | HS OR LESS | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
| Column n-Size                | 647       | 330 | 311   | 116    | 155   | 91    | 129   | 78    | 65  | 362   | 272 | 272   | 220   | 142          | 148        | 129       | 207       | 162       | 277   | 369   |
| D MANAGE TAX DOLLARS         | 26        | 27  | 26    | 17     | 23    | 38    | 28    | 20    | 39  | 25    | 28  | 21    | 32    | 28           | 35         | 25        | 17        | 33        | 30    | 24    |
| C TRUST PLAN FOR FUTURE      | 22        | 22  | 21    | 19     | 22    | 26    | 20    | 14    | 26  | 22    | 20  | 21    | 22    | 20           | 21         | 22        | 13        | 33        | 22    | 22    |
| E OPEN/ACCOUNTABLE           | 21        | 21  | 20    | 15     | 23    | 17    | 18    | 15    | 34  | 19    | 21  | 19    | 18    | 23           | 23         | 20        | 10        | 33        | 22    | 20    |
| F SHOPPING/PERSONAL SERVICES | 17        | 16  | 17    | 5      | 16    | 25    | 17    | 21    | 23  | 15    | 20  | 12    | 20    | 22           | 18         | 11        | 13        | 24        | 15    | 18    |
| A PROUD TO LIVE IN MILPITAS  | 11        | 11  | 11    | 8      | 11    | 13    | 9     | 5     | 22  | 11    | 11  | 10    | 11    | 13           | 10         | 13        | 4         | 20        | 11    | 11    |
| B DIFF. CULTURES CELEBRATED  | 8         | 11  | 5     | 5      | 10    | 5     | 10    | 8     | 12  | 7     | 10  | 8     | 8     | 10           | 2          | 8         | 6         | 15        | 5     | 10    |

|                              | GENDER BY AGE |           |         |             | GENDER BY EDUCATION |           |           |             | QC ETHNICITY/RACE |       |        |      |     |             |           |           |           |
|------------------------------|---------------|-----------|---------|-------------|---------------------|-----------|-----------|-------------|-------------------|-------|--------|------|-----|-------------|-----------|-----------|-----------|
|                              | Total         | MEN 18-49 | MEN 50+ | WOMEN 18-49 | WOMEN 50+           | NCOLL MEN | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN       | WHITE | LATINO | CHIN | FIL | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
| Column n-Size                | 647           | 196       | 129     | 162         | 141                 | 137       | 193       | 138         | 172               | 71    | 84     | 97   | 84  | 123         | 116       | 420       | 562       |
| D MANAGE TAX DOLLARS         | 26            | 25        | 30      | 24          | 27                  | 30        | 24        | 31          | 22                | 36    | 26     | 28   | 24  | 34          | 14        | 25        | 25        |
| C TRUST PLAN FOR FUTURE      | 22            | 24        | 16      | 18          | 22                  | 21        | 23        | 22          | 20                | 25    | 6      | 26   | 17  | 22          | 28        | 23        | 21        |
| E OPEN/ACCOUNTABLE           | 21            | 18        | 26      | 19          | 16                  | 26        | 18        | 19          | 21                | 32    | 8      | 29   | 20  | 27          | 9         | 21        | 18        |
| F SHOPPING/PERSONAL SERVICES | 17            | 13        | 19      | 16          | 20                  | 14        | 17        | 16          | 18                | 27    | 10     | 22   | 9   | 13          | 13        | 14        | 15        |
| A PROUD TO LIVE IN MILPITAS  | 11            | 10        | 11      | 11          | 10                  | 12        | 10        | 11          | 12                | 13    | 5      | 17   | 9   | 17          | 6         | 12        | 11        |
| B DIFF. CULTURES CELEBRATED  | 8             | 9         | 14      | 5           | 6                   | 7         | 13        | 2           | 8                 | 7     | 3      | 12   | 8   | 5           | 12        | 9         | 8         |

|                              | LANGUAGE |     |      |      |      | A/B SPLIT SAMPLES |     |
|------------------------------|----------|-----|------|------|------|-------------------|-----|
|                              | Total    | ENG | SPAN | VIET | CHIN | A                 | B   |
| Column n-Size                | 647      | 587 | 15   | 27   | 18   | 323               | 324 |
| D MANAGE TAX DOLLARS         | 26       | 26  | 51   | 13   | 33   | 0                 | 26  |
| C TRUST PLAN FOR FUTURE      | 22       | 22  | 0    | 27   | 31   | 22                | 0   |
| E OPEN/ACCOUNTABLE           | 21       | 22  | 0    | 13   | 13   | 0                 | 21  |
| F SHOPPING/PERSONAL SERVICES | 17       | 17  | 19   | 2    | 16   | 18                | 15  |
| A PROUD TO LIVE IN MILPITAS  | 11       | 12  | 5    | 2    | 10   | 10                | 12  |
| B DIFF. CULTURES CELEBRATED  | 8        | 8   | 0    | 4    | 18   | 8                 | 0   |

Table 7: Q6 SAFETY RATING RANK MATRIX TABLE (TOTAL SAFE)

|                             | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |                    |                 |                      | Q1 QUALITY OF LIFE      |               |                     | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |                  |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |  |
|-----------------------------|-----------------------------------------|-------------|-------------|--------------------|-----------------|----------------------|-------------------------|---------------|---------------------|---------------------------|------------------------|-------------|------------------------------|------------------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|--|
|                             | Total                                   | PHONE       | ONLINE      | EMAIL              | TEXT            | POST<br>CARD         | VERY<br>SAT             | SMWT<br>SAT   | TOTAL<br>DISSAT     | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME             | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |  |
|                             |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |  |
| Column n-Size               | 647                                     | 295         | 352         | 200                | 135             | 17                   | 142                     | 413           | 86                  | 217                       | 314                    | 93          | 97                           | 134              | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |  |
| F IN YOUR NEIGHBORHOOD      | 87                                      | 88          | 87          | 85                 | 91              | 76                   | 96                      | 88            | 71                  | 88                        | 92                     | 70          | 79                           | 91               | 87                            | 81                | 89                                  | 90          | 80                | 90           | 89         |  |
| C SHOPPING IN MILPITAS      | 83                                      | 85          | 80          | 81                 | 81              | 65                   | 91                      | 83            | 71                  | 86                        | 85                     | 66          | 74                           | 83               | 88                            | 72                | 89                                  | 87          | 73                | 86           | 88         |  |
| B PARK CLOSEST TO RESIDENCE | 82                                      | 83          | 82          | 79                 | 85              | 86                   | 86                      | 83            | 72                  | 82                        | 87                     | 69          | 74                           | 92               | 81                            | 80                | 83                                  | 83          | 77                | 87           | 82         |  |
| D WALKING IN MILPITAS       | 78                                      | 80          | 77          | 75                 | 83              | 51                   | 90                      | 78            | 59                  | 82                        | 83                     | 59          | 75                           | 86               | 86                            | 61                | 88                                  | 76          | 69                | 87           | 80         |  |
| E DRIVING IN MILPITAS       | 78                                      | 79          | 77          | 72                 | 84              | 72                   | 92                      | 78            | 53                  | 73                        | 87                     | 61          | 66                           | 88               | 66                            | 73                | 85                                  | 81          | 70                | 87           | 75         |  |
| A BICYCLING IN MILPITAS     | 54                                      | 58          | 51          | 44                 | 63              | 38                   | 65                      | 55            | 33                  | 54                        | 62                     | 38          | 52                           | 69               | 54                            | 55                | 61                                  | 53          | 53                | 65           | 53         |  |
|                             |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |  |
|                             | Q8 CITY SERVICES                        |             |             |                    |                 | Q9 SMART FAMILIARITY |                         |               |                     |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |                  | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |  |
|                             | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT       | TOTAL<br>DISSAT | VERY                 | SMWT                    | VERY/<br>SMWT | NT TOO/<br>AT ALL   | DK                        | YES                    | NO          | YES                          | NO               | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |  |
|                             |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |  |
| Column n-Size               | 647                                     | 81          | 422         | 503                | 107             | 85                   | 234                     | 318           | 280                 | 49                        | 136                    | 488         | 308                          | 324              | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |  |
| F IN YOUR NEIGHBORHOOD      | 87                                      | 97          | 90          | 91                 | 67              | 89                   | 91                      | 91            | 85                  | 78                        | 84                     | 88          | 90                           | 85               | 94                            | 72                | 81                                  | 82          | 89                | 89           | 90         |  |
| C SHOPPING IN MILPITAS      | 83                                      | 98          | 87          | 88                 | 57              | 88                   | 84                      | 85            | 80                  | 80                        | 80                     | 84          | 86                           | 80               | 91                            | 64                | 80                                  | 64          | 83                | 88           | 86         |  |
| B PARK CLOSEST TO RESIDENCE | 82                                      | 89          | 86          | 87                 | 67              | 81                   | 89                      | 87            | 78                  | 77                        | 84                     | 82          | 84                           | 81               | 89                            | 60                | 73                                  | 81          | 87                | 84           | 83         |  |
| D WALKING IN MILPITAS       | 78                                      | 95          | 85          | 87                 | 47              | 85                   | 83                      | 83            | 76                  | 60                        | 75                     | 79          | 81                           | 76               | 86                            | 54                | 69                                  | 67          | 81                | 85           | 81         |  |
| E DRIVING IN MILPITAS       | 78                                      | 90          | 84          | 84                 | 46              | 82                   | 80                      | 81            | 77                  | 66                        | 83                     | 77          | 78                           | 78               | 84                            | 52                | 75                                  | 69          | 80                | 88           | 75         |  |
| A BICYCLING IN MILPITAS     | 54                                      | 57          | 63          | 62                 | 27              | 54                   | 68                      | 64            | 47                  | 31                        | 70                     | 51          | 53                           | 56               | 58                            | 29                | 44                                  | 53          | 59                | 59           | 55         |  |
|                             |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |  |
|                             | Q19 RESIDENCE                           |             |             | Q20 WORK SITUATION |                 |                      | Q21 WORK IN<br>MILPITAS |               | Q22 MODE OF COMMUTE |                           |                        |             | Q23 HOUSEHOLD INCOME         |                  |                               |                   |                                     |             |                   |              |            |  |
|                             | Total                                   | OWN         | RENT        | WFH                | COM<br>MUTE     | DON'T<br>WORK        | YES                     | NO            | DRIVE               | RIDE<br>SHARE             | PUBLIC<br>TRANS        | WALK        | <\$60K                       | \$60K-<br>\$120K | \$120K-<br>\$180K             | \$180K+           |                                     |             |                   |              |            |  |
|                             |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |  |
| Column n-Size               | 647                                     | 414         | 184         | 146                | 317             | 140                  | 169                     | 145           | 146                 | 4                         | 10                     | 4           | 55                           | 201              | 154                           | 146               |                                     |             |                   |              |            |  |
| F IN YOUR NEIGHBORHOOD      | 87                                      | 87          | 86          | 87                 | 89              | 90                   | 94                      | 84            | 93                  | 100                       | 100                    | 100         | 80                           | 91               | 93                            | 85                |                                     |             |                   |              |            |  |
| C SHOPPING IN MILPITAS      | 83                                      | 84          | 80          | 80                 | 85              | 88                   | 86                      | 82            | 86                  | 27                        | 100                    | 100         | 79                           | 84               | 88                            | 81                |                                     |             |                   |              |            |  |
| B PARK CLOSEST TO RESIDENCE | 82                                      | 83          | 80          | 82                 | 85              | 79                   | 84                      | 85            | 86                  | 87                        | 100                    | 0           | 63                           | 89               | 88                            | 79                |                                     |             |                   |              |            |  |
| D WALKING IN MILPITAS       | 78                                      | 80          | 75          | 80                 | 80              | 81                   | 85                      | 74            | 86                  | 27                        | 100                    | 54          | 70                           | 82               | 86                            | 80                |                                     |             |                   |              |            |  |
| E DRIVING IN MILPITAS       | 78                                      | 80          | 79          | 79                 | 79              | 81                   | 85                      | 71            | 88                  | 87                        | 58                     | 54          | 80                           | 78               | 79                            | 81                |                                     |             |                   |              |            |  |
| A BICYCLING IN MILPITAS     | 54                                      | 53          | 58          | 48                 | 64              | 47                   | 72                      | 53            | 75                  | 79                        | 51                     | 0           | 45                           | 62               | 62                            | 52                |                                     |             |                   |              |            |  |

Table 7: Q6 SAFETY RATING RANK MATRIX TABLE (TOTAL SAFE)

|                             | QD GENDER |     |       | QB AGE |       |       |       |       |     |       |     |       |       |     | QE EDUCATION |           |           |           |       |       |
|-----------------------------|-----------|-----|-------|--------|-------|-------|-------|-------|-----|-------|-----|-------|-------|-----|--------------|-----------|-----------|-----------|-------|-------|
|                             | Total     | MEN | WOMEN | 18-29  | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 | 65+ | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
|                             |           |     |       |        |       |       |       |       |     |       |     |       |       |     |              |           |           |           |       |       |
| Column n-Size               | 647       | 330 | 311   | 116    | 155   | 91    | 129   | 78    | 65  | 362   | 272 | 272   | 220   | 142 | 148          | 129       | 207       | 162       | 277   | 369   |
| F IN YOUR NEIGHBORHOOD      | 87        | 85  | 90    | 87     | 86    | 91    | 86    | 87    | 94  | 88    | 88  | 87    | 88    | 90  | 88           | 85        | 93        | 81        | 87    | 88    |
| C SHOPPING IN MILPITAS      | 83        | 83  | 82    | 84     | 81    | 76    | 82    | 92    | 85  | 81    | 86  | 83    | 79    | 89  | 83           | 78        | 91        | 75        | 81    | 84    |
| B PARK CLOSEST TO RESIDENCE | 82        | 85  | 80    | 80     | 87    | 83    | 81    | 86    | 70  | 84    | 80  | 84    | 82    | 79  | 82           | 76        | 87        | 82        | 79    | 85    |
| D WALKING IN MILPITAS       | 78        | 78  | 78    | 82     | 80    | 76    | 75    | 80    | 81  | 80    | 78  | 81    | 75    | 81  | 75           | 79        | 86        | 71        | 77    | 79    |
| E DRIVING IN MILPITAS       | 78        | 76  | 80    | 86     | 74    | 75    | 75    | 80    | 81  | 78    | 78  | 79    | 75    | 81  | 74           | 78        | 84        | 73        | 76    | 79    |
| A BICYCLING IN MILPITAS     | 54        | 56  | 53    | 75     | 59    | 53    | 50    | 45    | 36  | 62    | 45  | 66    | 51    | 41  | 57           | 56        | 59        | 45        | 57    | 53    |

|                             | GENDER BY AGE |           |         |             | GENDER BY EDUCATION |           |           |             | QC ETHNICITY/RACE |       |        |      |     |             |           |           |           |
|-----------------------------|---------------|-----------|---------|-------------|---------------------|-----------|-----------|-------------|-------------------|-------|--------|------|-----|-------------|-----------|-----------|-----------|
|                             | Total         | MEN 18-49 | MEN 50+ | WOMEN 18-49 | WOMEN 50+           | NCOLL MEN | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN       | WHITE | LATINO | CHIN | FIL | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
|                             |               |           |         |             |                     |           |           |             |                   |       |        |      |     |             |           |           |           |
| Column n-Size               | 647           | 196       | 129     | 162         | 141                 | 137       | 193       | 138         | 172               | 71    | 84     | 97   | 84  | 123         | 116       | 420       | 562       |
| F IN YOUR NEIGHBORHOOD      | 87            | 85        | 85      | 92          | 91                  | 84        | 85        | 89          | 91                | 85    | 92     | 87   | 82  | 86          | 91        | 87        | 88        |
| C SHOPPING IN MILPITAS      | 83            | 80        | 86      | 82          | 85                  | 83        | 83        | 79          | 86                | 80    | 91     | 79   | 80  | 74          | 89        | 81        | 83        |
| B PARK CLOSEST TO RESIDENCE | 82            | 86        | 82      | 81          | 78                  | 81        | 87        | 77          | 82                | 78    | 83     | 76   | 80  | 90          | 82        | 83        | 83        |
| D WALKING IN MILPITAS       | 78            | 76        | 81      | 84          | 75                  | 77        | 80        | 77          | 79                | 78    | 91     | 73   | 73  | 80          | 78        | 76        | 79        |
| E DRIVING IN MILPITAS       | 78            | 75        | 78      | 83          | 78                  | 71        | 79        | 80          | 80                | 74    | 90     | 75   | 79  | 70          | 83        | 76        | 79        |
| A BICYCLING IN MILPITAS     | 54            | 59        | 52      | 67          | 39                  | 55        | 56        | 58          | 49                | 37    | 78     | 46   | 56  | 56          | 50        | 52        | 56        |

|                             | LANGUAGE |     |      |      | A/B SPLIT SAMPLES |     |     |
|-----------------------------|----------|-----|------|------|-------------------|-----|-----|
|                             | Total    | ENG | SPAN | VIET | CHIN              | A   | B   |
|                             |          |     |      |      |                   |     |     |
| Column n-Size               | 647      | 587 | 15   | 27   | 18                | 323 | 324 |
| F IN YOUR NEIGHBORHOOD      | 87       | 87  | 100  | 93   | 81                | 87  | 87  |
| C SHOPPING IN MILPITAS      | 83       | 82  | 100  | 89   | 77                | 82  | 83  |
| B PARK CLOSEST TO RESIDENCE | 82       | 82  | 95   | 93   | 61                | 84  | 80  |
| D WALKING IN MILPITAS       | 78       | 78  | 100  | 80   | 65                | 81  | 76  |
| E DRIVING IN MILPITAS       | 78       | 77  | 93   | 89   | 75                | 75  | 81  |
| A BICYCLING IN MILPITAS     | 54       | 53  | 75   | 73   | 44                | 55  | 53  |

Table 8: Q6 SAFETY RATING RANK MATRIX TABLE (TOTAL UNSAFE)

|                             | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |                    |                 |                      | Q1 QUALITY OF LIFE      |               |                     | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |                  |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|-----------------------------|-----------------------------------------|-------------|-------------|--------------------|-----------------|----------------------|-------------------------|---------------|---------------------|---------------------------|------------------------|-------------|------------------------------|------------------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                             | Total                                   | PHONE       | ONLINE      | EMAIL              | TEXT            | POST<br>CARD         | VERY<br>SAT             | SMWT<br>SAT   | TOTAL<br>DISSAT     | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME             | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                             |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size               | 647                                     | 295         | 352         | 200                | 135             | 17                   | 142                     | 413           | 86                  | 217                       | 314                    | 93          | 97                           | 134              | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| A BICYCLING IN MILPITAS     | 18                                      | 14          | 21          | 22                 | 16              | 52                   | 10                      | 16            | 38                  | 21                        | 13                     | 30          | 21                           | 11               | 19                            | 23                | 15                                  | 20          | 22                | 13           | 19         |
| D WALKING IN MILPITAS       | 10                                      | 8           | 12          | 14                 | 7               | 20                   | 2                       | 10            | 23                  | 10                        | 5                      | 24          | 10                           | 2                | 11                            | 26                | 4                                   | 14          | 18                | 3            | 13         |
| E DRIVING IN MILPITAS       | 9                                       | 6           | 11          | 11                 | 10              | 13                   | 1                       | 7             | 30                  | 9                         | 5                      | 21          | 13                           | 4                | 5                             | 16                | 4                                   | 10          | 15                | 4            | 8          |
| C SHOPPING IN MILPITAS      | 5                                       | 4           | 6           | 7                  | 6               | 10                   | 2                       | 4             | 17                  | 6                         | 2                      | 14          | 10                           | 3                | 7                             | 13                | 1                                   | 7           | 12                | 2            | 7          |
| F IN YOUR NEIGHBORHOOD      | 5                                       | 3           | 6           | 7                  | 4               | 6                    | 3                       | 3             | 15                  | 5                         | 2                      | 12          | 12                           | 0                | 12                            | 7                 | 3                                   | 2           | 10                | 2            | 5          |
| B PARK CLOSEST TO RESIDENCE | 4                                       | 5           | 3           | 4                  | 1               | 6                    | 1                       | 3             | 12                  | 4                         | 2                      | 12          | 8                            | 2                | 0                             | 9                 | 3                                   | 5           | 9                 | 2            | 3          |
|                             | Q8 CITY SERVICES                        |             |             |                    |                 | Q9 SMART FAMILIARITY |                         |               |                     |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |                  | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                             | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT       | TOTAL<br>DISSAT | VERY                 | SMWT                    | VERY/<br>SMWT | NT TOO/<br>AT ALL   | DK                        | YES                    | NO          | YES                          | NO               | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                             |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size               | 647                                     | 81          | 422         | 503                | 107             | 85                   | 234                     | 318           | 280                 | 49                        | 136                    | 488         | 308                          | 324              | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| A BICYCLING IN MILPITAS     | 18                                      | 20          | 11          | 13                 | 40              | 25                   | 13                      | 16            | 19                  | 23                        | 9                      | 20          | 21                           | 15               | 16                            | 42                | 34                                  | 27          | 17                | 12           | 13         |
| D WALKING IN MILPITAS       | 10                                      | 3           | 5           | 4                  | 32              | 7                    | 9                       | 8             | 11                  | 13                        | 10                     | 10          | 9                            | 10               | 6                             | 23                | 19                                  | 14          | 9                 | 4            | 8          |
| E DRIVING IN MILPITAS       | 9                                       | 2           | 5           | 5                  | 32              | 4                    | 9                       | 7             | 9                   | 18                        | 7                      | 9           | 8                            | 9                | 5                             | 25                | 13                                  | 16          | 6                 | 4            | 9          |
| C SHOPPING IN MILPITAS      | 5                                       | 2           | 2           | 2                  | 22              | 7                    | 3                       | 4             | 6                   | 11                        | 3                      | 6           | 6                            | 5                | 2                             | 22                | 10                                  | 14          | 4                 | 2            | 3          |
| F IN YOUR NEIGHBORHOOD      | 5                                       | 0           | 2           | 2                  | 17              | 5                    | 2                       | 3             | 5                   | 11                        | 3                      | 5           | 4                            | 5                | 1                             | 18                | 7                                   | 7           | 3                 | 3            | 5          |
| B PARK CLOSEST TO RESIDENCE | 4                                       | 0           | 3           | 2                  | 14              | 6                    | 4                       | 4             | 5                   | 0                         | 4                      | 4           | 5                            | 3                | 3                             | 15                | 8                                   | 5           | 2                 | 4            | 3          |
|                             | Q19 RESIDENCE                           |             |             | Q20 WORK SITUATION |                 |                      | Q21 WORK IN<br>MILPITAS |               | Q22 MODE OF COMMUTE |                           |                        |             | Q23 HOUSEHOLD INCOME         |                  |                               |                   |                                     |             |                   |              |            |
|                             | Total                                   | OWN         | RENT        | WFH                | COM<br>MUTE     | DON'T<br>WORK        | YES                     | NO            | DRIVE               | RIDE<br>SHARE             | PUBLIC<br>TRANS        | WALK        | <\$60K                       | \$60K-<br>\$120K | \$120K-<br>\$180K             | \$180K+           |                                     |             |                   |              |            |
|                             |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size               | 647                                     | 414         | 184         | 146                | 317             | 140                  | 169                     | 145           | 146                 | 4                         | 10                     | 4           | 55                           | 201              | 154                           | 146               |                                     |             |                   |              |            |
| A BICYCLING IN MILPITAS     | 18                                      | 16          | 20          | 26                 | 18              | 10                   | 8                       | 29            | 9                   | 21                        | 0                      | 0           | 20                           | 12               | 13                            | 26                |                                     |             |                   |              |            |
| D WALKING IN MILPITAS       | 10                                      | 9           | 11          | 8                  | 9               | 7                    | 7                       | 12            | 6                   | 33                        | 0                      | 46          | 8                            | 10               | 5                             | 9                 |                                     |             |                   |              |            |
| E DRIVING IN MILPITAS       | 9                                       | 8           | 11          | 6                  | 8               | 10                   | 2                       | 15            | 2                   | 0                         | 5                      | 0           | 10                           | 9                | 7                             | 6                 |                                     |             |                   |              |            |
| C SHOPPING IN MILPITAS      | 5                                       | 6           | 5           | 10                 | 4               | 2                    | 3                       | 5             | 2                   | 33                        | 0                      | 0           | 2                            | 4                | 5                             | 6                 |                                     |             |                   |              |            |
| F IN YOUR NEIGHBORHOOD      | 5                                       | 6           | 3           | 4                  | 4               | 4                    | 2                       | 6             | 2                   | 0                         | 0                      | 0           | 10                           | 2                | 3                             | 8                 |                                     |             |                   |              |            |
| B PARK CLOSEST TO RESIDENCE | 4                                       | 4           | 4           | 4                  | 4               | 3                    | 4                       | 4             | 4                   | 13                        | 0                      | 0           | 4                            | 4                | 4                             | 5                 |                                     |             |                   |              |            |

Table 8: Q6 SAFETY RATING RANK MATRIX TABLE (TOTAL UNSAFE)

|                             | QD GENDER |     |       |       | QB AGE |       |       |       |     |       |     |       |       |     | QE EDUCATION |           |           |           |       |       |
|-----------------------------|-----------|-----|-------|-------|--------|-------|-------|-------|-----|-------|-----|-------|-------|-----|--------------|-----------|-----------|-----------|-------|-------|
|                             | Total     | MEN | WOMEN | 18-29 | 30-39  | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 | 65+ | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
|                             |           |     |       |       |        |       |       |       |     |       |     |       |       |     |              |           |           |           |       |       |
| Column n-Size               | 647       | 330 | 311   | 116   | 155    | 91    | 129   | 78    | 65  | 362   | 272 | 272   | 220   | 142 | 148          | 129       | 207       | 162       | 277   | 369   |
| A BICYCLING IN MILPITAS     | 18        | 18  | 18    | 11    | 21     | 24    | 17    | 7     | 18  | 19    | 15  | 17    | 20    | 12  | 15           | 15        | 13        | 30        | 15    | 20    |
| D WALKING IN MILPITAS       | 10        | 11  | 9     | 10    | 14     | 7     | 8     | 8     | 8   | 11    | 8   | 12    | 8     | 8   | 12           | 7         | 4         | 17        | 10    | 10    |
| E DRIVING IN MILPITAS       | 9         | 10  | 8     | 4     | 12     | 10    | 5     | 10    | 12  | 9     | 8   | 8     | 7     | 11  | 10           | 5         | 6         | 15        | 7     | 10    |
| C SHOPPING IN MILPITAS      | 5         | 6   | 5     | 4     | 7      | 8     | 5     | 1     | 5   | 6     | 4   | 6     | 6     | 3   | 4            | 4         | 2         | 12        | 4     | 7     |
| F IN YOUR NEIGHBORHOOD      | 5         | 6   | 3     | 6     | 5      | 1     | 5     | 4     | 5   | 4     | 4   | 5     | 3     | 4   | 6            | 4         | 3         | 7         | 5     | 5     |
| B PARK CLOSEST TO RESIDENCE | 4         | 5   | 4     | 8     | 4      | 3     | 2     | 2     | 3   | 5     | 2   | 6     | 3     | 3   | 3            | 6         | 3         | 5         | 5     | 4     |

|                             | GENDER BY AGE |           |         |             |           | GENDER BY EDUCATION |           |             |             | QC ETHNICITY/RACE |        |      |     |             |           |           |           |
|-----------------------------|---------------|-----------|---------|-------------|-----------|---------------------|-----------|-------------|-------------|-------------------|--------|------|-----|-------------|-----------|-----------|-----------|
|                             | Total         | MEN 18-49 | MEN 50+ | WOMEN 18-49 | WOMEN 50+ | NCOLL MEN           | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN | WHITE             | LATINO | CHIN | FIL | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
|                             |               |           |         |             |           |                     |           |             |             |                   |        |      |     |             |           |           |           |
| Column n-Size               | 647           | 196       | 129     | 162         | 141       | 137                 | 193       | 138         | 172         | 71                | 84     | 97   | 84  | 123         | 116       | 420       | 562       |
| A BICYCLING IN MILPITAS     | 18            | 20        | 11      | 16          | 18        | 17                  | 18        | 13          | 22          | 27                | 11     | 18   | 14  | 19          | 18        | 17        | 16        |
| D WALKING IN MILPITAS       | 10            | 13        | 7       | 7           | 9         | 13                  | 9         | 7           | 10          | 8                 | 7      | 7    | 14  | 8           | 14        | 10        | 10        |
| E DRIVING IN MILPITAS       | 9             | 11        | 8       | 5           | 9         | 9                   | 10        | 6           | 9           | 13                | 3      | 6    | 12  | 9           | 8         | 8         | 8         |
| C SHOPPING IN MILPITAS      | 5             | 6         | 5       | 6           | 2         | 4                   | 7         | 4           | 6           | 9                 | 3      | 6    | 1   | 9           | 5         | 5         | 5         |
| F IN YOUR NEIGHBORHOOD      | 5             | 6         | 7       | 2           | 2         | 6                   | 7         | 4           | 2           | 9                 | 0      | 4    | 7   | 4           | 3         | 5         | 4         |
| B PARK CLOSEST TO RESIDENCE | 4             | 5         | 4       | 5           | 1         | 5                   | 4         | 4           | 3           | 7                 | 2      | 2    | 9   | 2           | 6         | 4         | 4         |

|                             | LANGUAGE |     |      |      |      | A/B SPLIT SAMPLES |     |
|-----------------------------|----------|-----|------|------|------|-------------------|-----|
|                             | Total    | ENG | SPAN | VIET | CHIN | A                 | B   |
|                             |          |     |      |      |      |                   |     |
| Column n-Size               | 647      | 587 | 15   | 27   | 18   | 323               | 324 |
| A BICYCLING IN MILPITAS     | 18       | 19  | 14   | 0    | 6    | 18                | 18  |
| D WALKING IN MILPITAS       | 10       | 10  | 0    | 9    | 9    | 8                 | 12  |
| E DRIVING IN MILPITAS       | 9        | 9   | 0    | 0    | 19   | 10                | 8   |
| C SHOPPING IN MILPITAS      | 5        | 5   | 0    | 5    | 10   | 5                 | 5   |
| F IN YOUR NEIGHBORHOOD      | 5        | 5   | 0    | 0    | 0    | 5                 | 4   |
| B PARK CLOSEST TO RESIDENCE | 4        | 4   | 0    | 5    | 13   | 4                 | 4   |

Table 9: Q11 CITY SERVICE IMPORTANCE RANK MATRIX TABLE (EXTREMELY IMPORTANT)

|                                | DATA COLLECTION MODE/<br>CONTACT METHOD |       |        |       |      |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |      |      | Q7B VIOLENT CRIME |      |      | Q7 COMBINED CRIME |      |      |
|--------------------------------|-----------------------------------------|-------|--------|-------|------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------|------|-------------------|------|------|-------------------|------|------|
|                                | Total                                   | PHONE | ONLINE | EMAIL | TEXT | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME | DECR | INCR              | SAME | DECR | INCR              | SAME | DECR |
|                                | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| Column n-Size                  | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| T EMERGENCY 911/FIRE RESPONSE  | 64                                      | 52    | 74     | 75    | 77   | 42           | 76                 | 56          | 78              | 66                        | 58             | 73          | 0                  | 0    | 0    | 69                | 60   | 45   | 69                | 60   | 45   |
| N SEWER/WASTEWATER SYSTEM      | 59                                      | 52    | 64     | 63    | 68   | 52           | 69                 | 51          | 77              | 66                        | 52             | 59          | 0                  | 0    | 0    | 69                | 53   | 39   | 69                | 53   | 39   |
| C POLICE SERVICES              | 55                                      | 47    | 62     | 68    | 51   | 80           | 74                 | 48          | 50              | 57                        | 54             | 50          | 61                 | 48   | 54   | 0                 | 0    | 0    | 61                | 48   | 54   |
| D EMERGENCIES/NAT DISASTERS    | 54                                      | 50    | 57     | 59    | 55   | 50           | 57                 | 54          | 48              | 59                        | 52             | 46          | 61                 | 46   | 53   | 0                 | 0    | 0    | 61                | 46   | 53   |
| G STREETS AND ROADS            | 54                                      | 52    | 56     | 61    | 46   | 78           | 59                 | 50          | 60              | 56                        | 48             | 65          | 64                 | 46   | 41   | 0                 | 0    | 0    | 64                | 46   | 41   |
| L TRAFFIC LAWS                 | 49                                      | 46    | 51     | 53    | 53   | 24           | 56                 | 43          | 62              | 50                        | 49             | 44          | 0                  | 0    | 0    | 56                | 45   | 43   | 56                | 45   | 43   |
| B PUBLIC PARKS                 | 45                                      | 41    | 49     | 46    | 52   | 71           | 62                 | 39          | 44              | 48                        | 43             | 44          | 44                 | 45   | 39   | 0                 | 0    | 0    | 44                | 45   | 39   |
| J AFFORDABLE HOUSING           | 44                                      | 40    | 47     | 47    | 52   | 0            | 52                 | 39          | 52              | 48                        | 42             | 33          | 45                 | 35   | 47   | 0                 | 0    | 0    | 45                | 35   | 47   |
| K BLIGHT/ILLEGAL DUMPING       | 42                                      | 36    | 47     | 45    | 51   | 49           | 56                 | 36          | 46              | 44                        | 42             | 41          | 46                 | 38   | 31   | 0                 | 0    | 0    | 46                | 38   | 31   |
| A REC/COMMUNITY SERVICES       | 41                                      | 37    | 45     | 45    | 43   | 58           | 52                 | 35          | 45              | 46                        | 35             | 49          | 44                 | 38   | 38   | 0                 | 0    | 0    | 44                | 38   | 38   |
| E PROGRAMS TO HELP SENIORS     | 41                                      | 39    | 42     | 43    | 44   | 0            | 45                 | 38          | 40              | 46                        | 39             | 31          | 42                 | 34   | 47   | 0                 | 0    | 0    | 42                | 34   | 47   |
| S CLEAN ENERGY/WATER CONS.     | 40                                      | 40    | 40     | 42    | 42   | 17           | 45                 | 40          | 32              | 38                        | 41             | 41          | 0                  | 0    | 0    | 38                | 42   | 38   | 38                | 42   | 38   |
| V SOCIAL SERVICE SUPPORT       | 38                                      | 38    | 39     | 39    | 41   | 18           | 45                 | 36          | 40              | 38                        | 36             | 45          | 0                  | 0    | 0    | 47                | 39   | 25   | 47                | 39   | 25   |
| U RENT RELIEF                  | 37                                      | 40    | 35     | 39    | 36   | 0            | 42                 | 37          | 33              | 30                        | 44             | 32          | 0                  | 0    | 0    | 39                | 44   | 24   | 39                | 44   | 24   |
| R LOCAL BUSINESSES             | 37                                      | 36    | 39     | 44    | 35   | 19           | 48                 | 32          | 44              | 38                        | 34             | 42          | 0                  | 0    | 0    | 40                | 37   | 30   | 40                | 37   | 30   |
| W LANDSCAPING                  | 36                                      | 36    | 37     | 39    | 35   | 35           | 40                 | 35          | 36              | 36                        | 36             | 37          | 44                 | 31   | 36   | 37                | 36   | 23   | 41                | 34   | 27   |
| M AFTERSCHOOL PROGRAMS         | 36                                      | 39    | 34     | 38    | 27   | 44           | 40                 | 33          | 44              | 36                        | 34             | 45          | 0                  | 0    | 0    | 36                | 39   | 28   | 36                | 39   | 28   |
| P CITY PROGRAMS/EVENTS         | 35                                      | 34    | 35     | 33    | 39   | 26           | 32                 | 34          | 42              | 43                        | 27             | 45          | 0                  | 0    | 0    | 41                | 30   | 27   | 41                | 30   | 27   |
| F BICYCLE LANES/PATHS          | 34                                      | 31    | 37     | 36    | 38   | 18           | 40                 | 33          | 28              | 41                        | 33             | 24          | 26                 | 32   | 47   | 0                 | 0    | 0    | 26                | 32   | 47   |
| I NEW BUSINESSES/COMPANIES     | 34                                      | 34    | 34     | 33    | 32   | 73           | 34                 | 35          | 28              | 25                        | 35             | 58          | 33                 | 38   | 32   | 0                 | 0    | 0    | 33                | 38   | 32   |
| Q DIVERSITY/DIFFERENT CULTURES | 32                                      | 28    | 35     | 37    | 36   | 10           | 38                 | 30          | 32              | 31                        | 33             | 33          | 0                  | 0    | 0    | 23                | 35   | 35   | 23                | 35   | 35   |
| H CITY GOV'T OPPORTUNITIES     | 28                                      | 33    | 23     | 23    | 26   | 0            | 29                 | 24          | 40              | 26                        | 26             | 40          | 31                 | 25   | 33   | 0                 | 0    | 0    | 31                | 25   | 33   |
| X OPERATING MILPITAS SMART     | 26                                      | 26    | 26     | 26    | 28   | 7            | 30                 | 25          | 21              | 29                        | 26             | 25          | 33                 | 28   | 25   | 21                | 27   | 25   | 27                | 27   | 25   |
| O ARTS/CULTURAL ACTIVITIES     | 25                                      | 29    | 21     | 21    | 23   | 10           | 10                 | 30          | 22              | 22                        | 29             | 21          | 0                  | 0    | 0    | 26                | 27   | 21   | 26                | 27   | 21   |

Table 9: Q11 CITY SERVICE IMPORTANCE RANK MATRIX TABLE (EXTREMELY IMPORTANT)

| Column n-Size                  | Q8 CITY SERVICES |          |          |           |              | Q9 SMART FAMILIARITY |      |            |                |    | Q10 EVER USED SMART |     | Q14 RECENT CNTACT W/ CITY |     | Q15 CSTMR SVC SATISFACTION |                | Q18 LENGTH OF RESIDENCE IN MILPITAS |          |           |           |         |
|--------------------------------|------------------|----------|----------|-----------|--------------|----------------------|------|------------|----------------|----|---------------------|-----|---------------------------|-----|----------------------------|----------------|-------------------------------------|----------|-----------|-----------|---------|
|                                | Total            | VERY SAT | SMWT SAT | TOTAL SAT | TOTAL DISSAT | VERY                 | SMWT | VERY/ SMWT | NT TOO/ AT ALL | DK | YES                 | NO  | YES                       | NO  | VERY/ SMWT                 | NT TOO/ AT ALL | 0-6 YRS                             | 7-10 YRS | 11-20 YRS | 21-30 YRS | 31+ YRS |
|                                | 647              | 81       | 422      | 503       | 107          | 85                   | 234  | 318        | 280            | 49 | 136                 | 488 | 308                       | 324 | 252                        | 55             | 102                                 | 59       | 123       | 144       | 213     |
| T EMERGENCY 911/FIRE RESPONSE  | 64               | 61       | 62       | 62        | 72           | 67                   | 50   | 55         | 71             | 88 | 44                  | 70  | 65                        | 60  | 61                         | 86             | 56                                  | 54       | 68        | 68        | 64      |
| N SEWER/WASTEWATER SYSTEM      | 59               | 67       | 54       | 56        | 70           | 61                   | 51   | 54         | 63             | 66 | 48                  | 62  | 57                        | 58  | 53                         | 72             | 53                                  | 58       | 60        | 67        | 54      |
| C POLICE SERVICES              | 55               | 61       | 52       | 53        | 60           | 83                   | 41   | 52         | 57             | 60 | 50                  | 57  | 57                        | 53  | 55                         | 64             | 72                                  | 65       | 56        | 43        | 52      |
| D EMERGENCIES/NAT DISASTERS    | 54               | 65       | 53       | 55        | 49           | 76                   | 51   | 57         | 48             | 68 | 56                  | 53  | 60                        | 49  | 62                         | 48             | 47                                  | 31       | 58        | 50        | 62      |
| G STREETS AND ROADS            | 54               | 54       | 50       | 51        | 71           | 80                   | 51   | 58         | 50             | 55 | 55                  | 54  | 55                        | 53  | 54                         | 61             | 62                                  | 63       | 54        | 44        | 54      |
| L TRAFFIC LAWS                 | 49               | 60       | 51       | 53        | 40           | 60                   | 42   | 46         | 50             | 61 | 38                  | 52  | 51                        | 46  | 52                         | 42             | 29                                  | 55       | 61        | 56        | 46      |
| B PUBLIC PARKS                 | 45               | 38       | 46       | 45        | 46           | 58                   | 47   | 50         | 41             | 46 | 45                  | 45  | 48                        | 43  | 49                         | 43             | 41                                  | 42       | 43        | 41        | 51      |
| J AFFORDABLE HOUSING           | 44               | 49       | 43       | 44        | 47           | 62                   | 37   | 44         | 44             | 46 | 35                  | 45  | 44                        | 46  | 43                         | 44             | 55                                  | 26       | 43        | 32        | 50      |
| K BLIGHT/ILLEGAL DUMPING       | 42               | 42       | 41       | 41        | 49           | 69                   | 38   | 46         | 38             | 47 | 29                  | 43  | 47                        | 36  | 47                         | 47             | 54                                  | 34       | 38        | 29        | 48      |
| A REC/COMMUNITY SERVICES       | 41               | 56       | 41       | 43        | 33           | 76                   | 37   | 47         | 37             | 24 | 47                  | 40  | 45                        | 37  | 45                         | 48             | 45                                  | 34       | 36        | 33        | 49      |
| E PROGRAMS TO HELP SENIORS     | 41               | 46       | 39       | 40        | 42           | 57                   | 38   | 43         | 34             | 61 | 39                  | 39  | 43                        | 39  | 42                         | 45             | 42                                  | 13       | 29        | 40        | 53      |
| S CLEAN ENERGY/WATER CONS.     | 40               | 43       | 44       | 44        | 30           | 48                   | 36   | 39         | 39             | 54 | 43                  | 40  | 38                        | 41  | 37                         | 41             | 30                                  | 44       | 49        | 44        | 39      |
| V SOCIAL SERVICE SUPPORT       | 38               | 43       | 41       | 41        | 30           | 38                   | 35   | 36         | 39             | 57 | 39                  | 38  | 37                        | 40  | 38                         | 30             | 31                                  | 38       | 43        | 44        | 38      |
| U RENT RELIEF                  | 37               | 44       | 40       | 41        | 22           | 43                   | 29   | 33         | 44             | 26 | 38                  | 38  | 37                        | 37  | 37                         | 35             | 32                                  | 29       | 47        | 40        | 36      |
| R LOCAL BUSINESSES             | 37               | 56       | 37       | 41        | 26           | 50                   | 28   | 34         | 42             | 35 | 33                  | 39  | 40                        | 33  | 41                         | 34             | 25                                  | 13       | 54        | 45        | 37      |
| W LANDSCAPING                  | 36               | 29       | 38       | 36        | 39           | 52                   | 37   | 41         | 31             | 38 | 39                  | 35  | 38                        | 35  | 40                         | 30             | 39                                  | 33       | 37        | 29        | 40      |
| M AFTERSCHOOL PROGRAMS         | 36               | 40       | 37       | 38        | 36           | 45                   | 30   | 34         | 40             | 30 | 37                  | 36  | 39                        | 32  | 38                         | 41             | 34                                  | 37       | 42        | 32        | 36      |
| P CITY PROGRAMS/EVENTS         | 35               | 43       | 35       | 37        | 28           | 50                   | 31   | 36         | 32             | 39 | 30                  | 36  | 38                        | 31  | 37                         | 38             | 23                                  | 34       | 37        | 32        | 40      |
| F BICYCLE LANES/PATHS          | 34               | 34       | 35       | 35        | 31           | 40                   | 36   | 37         | 30             | 42 | 45                  | 31  | 38                        | 32  | 39                         | 36             | 38                                  | 20       | 31        | 28        | 41      |
| I NEW BUSINESSES/COMPANIES     | 34               | 27       | 35       | 33        | 35           | 35                   | 39   | 38         | 31             | 28 | 37                  | 34  | 34                        | 35  | 37                         | 16             | 41                                  | 27       | 38        | 24        | 36      |
| Q DIVERSITY/DIFFERENT CULTURES | 32               | 39       | 34       | 35        | 20           | 24                   | 31   | 29         | 36             | 29 | 27                  | 34  | 32                        | 31  | 31                         | 35             | 12                                  | 41       | 36        | 39        | 33      |
| H CITY GOVT OPPORTUNITIES      | 28               | 27       | 27       | 27        | 33           | 36                   | 34   | 34         | 22             | 24 | 27                  | 28  | 28                        | 29  | 30                         | 23             | 30                                  | 13       | 34        | 26        | 27      |
| X OPERATING MILPITAS SMART     | 26               | 28       | 27       | 27        | 20           | 55                   | 29   | 36         | 17             | 13 | 34                  | 24  | 29                        | 22  | 29                         | 32             | 20                                  | 17       | 26        | 29        | 29      |
| O ARTS/CULTURAL ACTIVITIES     | 25               | 33       | 29       | 29        | 8            | 30                   | 27   | 28         | 23             | 13 | 31                  | 23  | 29                        | 20  | 32                         | 11             | 22                                  | 15       | 22        | 35        | 25      |

Table 9: Q11 CITY SERVICE IMPORTANCE RANK MATRIX TABLE (EXTREMELY IMPORTANT)

|                                | Q19 RESIDENCE |     |      | Q20 WORK SITUATION |          |            | Q21 WORK IN MILPITAS |     | Q22 MODE OF COMMUTE |            |              |      | Q23 HOUSEHOLD INCOME |              |               |         |
|--------------------------------|---------------|-----|------|--------------------|----------|------------|----------------------|-----|---------------------|------------|--------------|------|----------------------|--------------|---------------|---------|
|                                | Total         | OWN | RENT | WFH                | COM MUTE | DON'T WORK | YES                  | NO  | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+ |
|                                | 647           | 414 | 184  | 146                | 317      | 140        | 169                  | 145 | 146                 | 4          | 10           | 4    | 55                   | 201          | 154           | 146     |
| Column n-Size                  | 647           | 414 | 184  | 146                | 317      | 140        | 169                  | 145 | 146                 | 4          | 10           | 4    | 55                   | 201          | 154           | 146     |
| T EMERGENCY 911/FIRE RESPONSE  | 64            | 68  | 53   | 67                 | 56       | 79         | 48                   | 65  | 48                  | 100        | 30           | 54   | 74                   | 55           | 53            | 79      |
| N SEWER/WASTEWATER SYSTEM      | 59            | 62  | 48   | 66                 | 53       | 63         | 48                   | 59  | 46                  | 100        | 79           | 0    | 52                   | 57           | 50            | 70      |
| C POLICE SERVICES              | 55            | 58  | 53   | 55                 | 50       | 60         | 42                   | 58  | 42                  | 34         | 63           | 0    | 63                   | 47           | 49            | 69      |
| D EMERGENCIES/NAT DISASTERS    | 54            | 53  | 49   | 54                 | 51       | 57         | 55                   | 44  | 54                  | 45         | 61           | 0    | 61                   | 52           | 52            | 52      |
| G STREETS AND ROADS            | 54            | 51  | 64   | 50                 | 54       | 52         | 48                   | 61  | 45                  | 45         | 75           | 0    | 62                   | 47           | 55            | 65      |
| L TRAFFIC LAWS                 | 49            | 53  | 42   | 45                 | 46       | 62         | 41                   | 53  | 40                  | 100        | 57           | 0    | 50                   | 43           | 52            | 51      |
| B PUBLIC PARKS                 | 45            | 45  | 38   | 52                 | 47       | 39         | 46                   | 47  | 44                  | 45         | 100          | 0    | 35                   | 41           | 53            | 47      |
| J AFFORDABLE HOUSING           | 44            | 38  | 46   | 39                 | 48       | 42         | 48                   | 46  | 47                  | 58         | 34           | 0    | 38                   | 48           | 47            | 42      |
| K BLIGHT/ILLEGAL DUMPING       | 42            | 46  | 35   | 41                 | 41       | 40         | 40                   | 40  | 39                  | 0          | 76           | 0    | 60                   | 33           | 35            | 53      |
| A REC/COMMUNITY SERVICES       | 41            | 38  | 45   | 41                 | 43       | 38         | 47                   | 41  | 47                  | 79         | 27           | 0    | 46                   | 40           | 38            | 49      |
| E PROGRAMS TO HELP SENIORS     | 41            | 39  | 41   | 44                 | 39       | 40         | 42                   | 33  | 40                  | 79         | 51           | 0    | 61                   | 40           | 42            | 33      |
| S CLEAN ENERGY/WATER CONS.     | 40            | 39  | 46   | 44                 | 40       | 42         | 41                   | 39  | 37                  | 100        | 55           | 54   | 39                   | 40           | 39            | 47      |
| V SOCIAL SERVICE SUPPORT       | 38            | 40  | 35   | 45                 | 38       | 34         | 40                   | 35  | 35                  | 100        | 57           | 54   | 38                   | 44           | 44            | 39      |
| U RENT RELIEF                  | 37            | 31  | 48   | 37                 | 43       | 31         | 50                   | 34  | 46                  | 100        | 79           | 54   | 50                   | 44           | 41            | 37      |
| R LOCAL BUSINESSES             | 37            | 38  | 37   | 45                 | 39       | 30         | 39                   | 40  | 37                  | 0          | 30           | 54   | 37                   | 37           | 43            | 43      |
| W LANDSCAPING                  | 36            | 35  | 39   | 37                 | 39       | 29         | 40                   | 37  | 38                  | 65         | 70           | 0    | 31                   | 35           | 41            | 42      |
| M AFTERSCHOOL PROGRAMS         | 36            | 38  | 29   | 46                 | 35       | 29         | 33                   | 38  | 30                  | 100        | 35           | 54   | 24                   | 41           | 41            | 40      |
| P CITY PROGRAMS/EVENTS         | 35            | 39  | 25   | 38                 | 34       | 28         | 37                   | 31  | 35                  | 100        | 52           | 0    | 7                    | 32           | 38            | 44      |
| F BICYCLE LANES/PATHS          | 34            | 32  | 33   | 38                 | 39       | 27         | 44                   | 30  | 43                  | 0          | 61           | 0    | 51                   | 32           | 37            | 35      |
| I NEW BUSINESSES/COMPANIES     | 34            | 35  | 27   | 35                 | 39       | 22         | 45                   | 30  | 50                  | 0          | 9            | 0    | 15                   | 34           | 35            | 39      |
| Q DIVERSITY/DIFFERENT CULTURES | 32            | 31  | 33   | 31                 | 34       | 25         | 38                   | 29  | 36                  | 100        | 39           | 54   | 27                   | 31           | 29            | 43      |
| H CITY GOVT OPPORTUNITIES      | 28            | 26  | 29   | 17                 | 34       | 21         | 42                   | 23  | 40                  | 45         | 85           | 0    | 24                   | 26           | 40            | 23      |
| X OPERATING MILPITAS SMART     | 26            | 26  | 25   | 23                 | 30       | 18         | 37                   | 20  | 34                  | 67         | 55           | 0    | 23                   | 22           | 34            | 30      |
| O ARTS/CULTURAL ACTIVITIES     | 25            | 25  | 26   | 29                 | 29       | 13         | 33                   | 24  | 28                  | 100        | 39           | 54   | 21                   | 26           | 28            | 36      |



Table 9: Q11 CITY SERVICE IMPORTANCE RANK MATRIX TABLE (EXTREMELY IMPORTANT)

| Column n-Size                  | QD GENDER |     |       | QB AGE |       |       |       |       |     |       |     |       |       | QE EDUCATION |           |           |           |       |       |     |
|--------------------------------|-----------|-----|-------|--------|-------|-------|-------|-------|-----|-------|-----|-------|-------|--------------|-----------|-----------|-----------|-------|-------|-----|
|                                | Total     | MEN | WOMEN |        |       |       |       |       |     |       |     |       |       | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |     |
|                                |           |     |       | 18-29  | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 |              |           |           |           |       |       | 65+ |
|                                | 647       | 330 | 311   | 116    | 155   | 91    | 129   | 78    | 65  | 362   | 272 | 272   | 220   | 142          | 148       | 129       | 207       | 162   | 277   | 369 |
| T EMERGENCY 911/FIRE RESPONSE  | 64        | 56  | 71    | 55     | 56    | 67    | 63    | 81    | 72  | 58    | 70  | 56    | 65    | 77           | 71        | 52        | 69        | 60    | 62    | 65  |
| N SEWER/WASTEWATER SYSTEM      | 59        | 50  | 67    | 62     | 46    | 65    | 62    | 69    | 57  | 56    | 63  | 53    | 63    | 64           | 61        | 59        | 61        | 53    | 60    | 57  |
| C POLICE SERVICES              | 55        | 55  | 56    | 32     | 44    | 60    | 72    | 65    | 73  | 44    | 70  | 39    | 67    | 68           | 45        | 46        | 62        | 65    | 45    | 63  |
| D EMERGENCIES/NAT DISASTERS    | 54        | 48  | 61    | 51     | 49    | 47    | 66    | 55    | 61  | 49    | 62  | 50    | 58    | 58           | 62        | 57        | 50        | 50    | 60    | 50  |
| G STREETS AND ROADS            | 54        | 55  | 53    | 46     | 57    | 52    | 55    | 51    | 67  | 52    | 56  | 52    | 54    | 58           | 48        | 47        | 62        | 55    | 47    | 59  |
| L TRAFFIC LAWS                 | 49        | 43  | 55    | 48     | 43    | 47    | 48    | 60    | 56  | 45    | 54  | 45    | 48    | 58           | 42        | 61        | 51        | 42    | 51    | 47  |
| B PUBLIC PARKS                 | 45        | 45  | 45    | 36     | 48    | 56    | 41    | 46    | 46  | 46    | 44  | 43    | 47    | 46           | 46        | 47        | 43        | 46    | 47    | 44  |
| J AFFORDABLE HOUSING           | 44        | 44  | 45    | 44     | 52    | 42    | 43    | 43    | 31  | 47    | 40  | 49    | 43    | 37           | 55        | 42        | 47        | 32    | 49    | 41  |
| K BLIGHT/ILLEGAL DUMPING       | 42        | 38  | 46    | 29     | 31    | 38    | 51    | 53    | 65  | 32    | 55  | 30    | 46    | 58           | 25        | 41        | 44        | 55    | 33    | 49  |
| A REC/COMMUNITY SERVICES       | 41        | 37  | 45    | 37     | 48    | 43    | 40    | 41    | 25  | 44    | 37  | 44    | 41    | 34           | 36        | 41        | 43        | 41    | 39    | 42  |
| E PROGRAMS TO HELP SENIORS     | 41        | 34  | 48    | 30     | 40    | 33    | 48    | 52    | 45  | 35    | 48  | 36    | 42    | 49           | 39        | 51        | 43        | 31    | 45    | 38  |
| S CLEAN ENERGY/WATER CONS.     | 40        | 32  | 49    | 57     | 42    | 21    | 33    | 40    | 45  | 41    | 38  | 48    | 28    | 42           | 30        | 49        | 52        | 28    | 39    | 41  |
| V SOCIAL SERVICE SUPPORT       | 38        | 32  | 47    | 47     | 37    | 36    | 40    | 35    | 30  | 40    | 36  | 41    | 38    | 33           | 49        | 41        | 37        | 29    | 45    | 33  |
| U RENT RELIEF                  | 37        | 28  | 47    | 49     | 38    | 36    | 29    | 41    | 32  | 41    | 33  | 43    | 32    | 37           | 40        | 42        | 44        | 23    | 41    | 35  |
| R LOCAL BUSINESSES             | 37        | 35  | 41    | 36     | 36    | 41    | 41    | 34    | 37  | 37    | 38  | 36    | 41    | 35           | 42        | 42        | 37        | 31    | 42    | 34  |
| W LANDSCAPING                  | 36        | 39  | 33    | 32     | 43    | 35    | 33    | 39    | 34  | 38    | 35  | 38    | 34    | 37           | 32        | 36        | 39        | 36    | 34    | 38  |
| M AFTERSCHOOL PROGRAMS         | 36        | 30  | 43    | 35     | 36    | 43    | 31    | 41    | 27  | 38    | 33  | 36    | 36    | 35           | 36        | 42        | 37        | 31    | 39    | 34  |
| P CITY PROGRAMS/EVENTS         | 35        | 33  | 37    | 23     | 31    | 45    | 46    | 33    | 22  | 32    | 37  | 27    | 46    | 28           | 34        | 34        | 36        | 35    | 34    | 35  |
| F BICYCLE LANES/PATHS          | 34        | 30  | 38    | 23     | 42    | 36    | 34    | 23    | 43  | 34    | 33  | 34    | 35    | 32           | 31        | 41        | 35        | 29    | 36    | 32  |
| I NEW BUSINESSES/COMPANIES     | 34        | 36  | 31    | 24     | 48    | 31    | 38    | 24    | 34  | 36    | 33  | 37    | 35    | 28           | 23        | 38        | 34        | 41    | 30    | 37  |
| Q DIVERSITY/DIFFERENT CULTURES | 32        | 22  | 44    | 37     | 37    | 23    | 33    | 22    | 31  | 34    | 29  | 37    | 29    | 26           | 30        | 38        | 36        | 23    | 34    | 30  |
| H CITY GOV'T OPPORTUNITIES     | 28        | 31  | 24    | 27     | 25    | 31    | 25    | 32    | 32  | 27    | 28  | 26    | 27    | 32           | 22        | 33        | 28        | 29    | 27    | 29  |
| X OPERATING MILPITAS SMART     | 26        | 22  | 30    | 30     | 22    | 27    | 32    | 21    | 22  | 26    | 26  | 26    | 30    | 22           | 21        | 34        | 31        | 18    | 27    | 25  |
| O ARTS/CULTURAL ACTIVITIES     | 25        | 25  | 25    | 34     | 29    | 27    | 26    | 20    | 5   | 30    | 19  | 31    | 26    | 13           | 27        | 26        | 28        | 18    | 27    | 24  |

Table 9: Q11 CITY SERVICE IMPORTANCE RANK MATRIX TABLE (EXTREMELY IMPORTANT)

|                                | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |        |      |     |                |              |              |              |
|--------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|--------|------|-----|----------------|--------------|--------------|--------------|
|                                | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO | CHIN | FIL | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                  | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84     | 97   | 84  | 123            | 116          | 420          | 562          |
| T EMERGENCY 911/FIRE RESPONSE  | 64            | 51           | 65         | 65             | 75           | 57                  | 56           | 66             | 74             | 74                | 56     | 66   | 68  | 56             | 58           | 61           | 62           |
| N SEWER/WASTEWATER SYSTEM      | 59            | 48           | 55         | 64             | 71           | 49                  | 51           | 70             | 64             | 62                | 53     | 59   | 47  | 60             | 54           | 56           | 57           |
| C POLICE SERVICES              | 55            | 50           | 61         | 36             | 78           | 46                  | 62           | 44             | 63             | 50                | 55     | 59   | 57  | 67             | 37           | 55           | 56           |
| D EMERGENCIES/NAT DISASTERS    | 54            | 40           | 59         | 60             | 64           | 55                  | 42           | 65             | 59             | 55                | 54     | 41   | 59  | 61             | 54           | 54           | 55           |
| G STREETS AND ROADS            | 54            | 53           | 55         | 51             | 57           | 52                  | 58           | 42             | 61             | 48                | 62     | 51   | 71  | 55             | 43           | 54           | 55           |
| L TRAFFIC LAWS                 | 49            | 43           | 45         | 49             | 63           | 42                  | 43           | 59             | 52             | 48                | 40     | 44   | 52  | 50             | 50           | 49           | 49           |
| B PUBLIC PARKS                 | 45            | 48           | 38         | 44             | 48           | 55                  | 37           | 36             | 51             | 30                | 55     | 32   | 60  | 60             | 31           | 46           | 47           |
| J AFFORDABLE HOUSING           | 44            | 49           | 34         | 46             | 46           | 54                  | 35           | 42             | 47             | 40                | 45     | 32   | 60  | 41             | 49           | 45           | 45           |
| K BLIGHT/ILLEGAL DUMPING       | 42            | 29           | 50         | 36             | 58           | 34                  | 41           | 30             | 56             | 33                | 45     | 42   | 54  | 48             | 22           | 40           | 42           |
| A REC/COMMUNITY SERVICES       | 41            | 45           | 22         | 42             | 49           | 39                  | 36           | 38             | 49             | 34                | 44     | 30   | 47  | 42             | 42           | 40           | 42           |
| E PROGRAMS TO HELP SENIORS     | 41            | 29           | 41         | 44             | 54           | 41                  | 28           | 48             | 48             | 42                | 50     | 27   | 63  | 34             | 41           | 40           | 41           |
| S CLEAN ENERGY/WATER CONS.     | 40            | 38           | 25         | 46             | 50           | 29                  | 34           | 48             | 51             | 24                | 48     | 26   | 52  | 41             | 34           | 38           | 41           |
| V SOCIAL SERVICE SUPPORT       | 38            | 34           | 30         | 48             | 43           | 39                  | 28           | 52             | 42             | 26                | 51     | 32   | 38  | 36             | 39           | 36           | 40           |
| U RENT RELIEF                  | 37            | 32           | 21         | 52             | 45           | 34                  | 25           | 46             | 48             | 32                | 42     | 32   | 47  | 31             | 40           | 37           | 39           |
| R LOCAL BUSINESSES             | 37            | 38           | 31         | 37             | 45           | 36                  | 34           | 46             | 35             | 28                | 38     | 34   | 49  | 36             | 38           | 39           | 39           |
| W LANDSCAPING                  | 36            | 39           | 39         | 36             | 31           | 40                  | 38           | 28             | 37             | 24                | 41     | 27   | 50  | 42             | 34           | 38           | 38           |
| M AFTERSCHOOL PROGRAMS         | 36            | 31           | 30         | 46             | 36           | 29                  | 31           | 47             | 39             | 32                | 48     | 20   | 46  | 28             | 27           | 29           | 36           |
| P CITY PROGRAMS/EVENTS         | 35            | 32           | 35         | 33             | 38           | 25                  | 38           | 41             | 33             | 25                | 41     | 36   | 48  | 40             | 19           | 35           | 36           |
| F BICYCLE LANES/PATHS          | 34            | 32           | 24         | 37             | 40           | 36                  | 25           | 36             | 40             | 25                | 52     | 20   | 39  | 32             | 34           | 31           | 36           |
| I NEW BUSINESSES/COMPANIES     | 34            | 41           | 30         | 29             | 35           | 35                  | 37           | 24             | 37             | 21                | 39     | 39   | 37  | 42             | 18           | 34           | 36           |
| Q DIVERSITY/DIFFERENT CULTURES | 32            | 28           | 13         | 41             | 46           | 23                  | 21           | 44             | 43             | 16                | 41     | 21   | 28  | 34             | 30           | 29           | 34           |
| H CITY GOV'T OPPORTUNITIES     | 28            | 29           | 34         | 26             | 23           | 31                  | 32           | 21             | 26             | 14                | 32     | 17   | 48  | 37             | 23           | 31           | 30           |
| X OPERATING MILPITAS SMART     | 26            | 22           | 21         | 31             | 31           | 25                  | 21           | 30             | 31             | 11                | 33     | 25   | 30  | 37             | 17           | 28           | 28           |
| O ARTS/CULTURAL ACTIVITIES     | 25            | 29           | 20         | 33             | 18           | 29                  | 23           | 25             | 26             | 11                | 20     | 19   | 29  | 32             | 35           | 29           | 27           |

Table 9: Q11 CITY SERVICE IMPORTANCE RANK MATRIX TABLE (EXTREMELY IMPORTANT)

| Column n-Size                  | LANGUAGE |     |      |      |      | A/B SPLIT<br>SAMPLES |     |
|--------------------------------|----------|-----|------|------|------|----------------------|-----|
|                                | Total    | ENG | SPAN | VIET | CHIN | A                    | B   |
|                                | 647      | 587 | 15   | 27   | 18   | 323                  | 324 |
| T EMERGENCY 911/FIRE RESPONSE  | 64       | 63  | 70   | 62   | 79   | 0                    | 64  |
| N SEWER/WASTEWATER SYSTEM      | 59       | 58  | 66   | 77   | 64   | 0                    | 59  |
| C POLICE SERVICES              | 55       | 57  | 53   | 39   | 34   | 55                   | 0   |
| D EMERGENCIES/NAT DISASTERS    | 54       | 53  | 51   | 71   | 52   | 54                   | 0   |
| G STREETS AND ROADS            | 54       | 56  | 48   | 37   | 48   | 54                   | 0   |
| L TRAFFIC LAWS                 | 49       | 49  | 51   | 44   | 50   | 0                    | 49  |
| B PUBLIC PARKS                 | 45       | 47  | 59   | 17   | 33   | 45                   | 0   |
| J AFFORDABLE HOUSING           | 44       | 45  | 25   | 32   | 40   | 44                   | 0   |
| K BLIGHT/ILLEGAL DUMPING       | 42       | 46  | 22   | 4    | 12   | 42                   | 0   |
| A REC/COMMUNITY SERVICES       | 41       | 42  | 22   | 39   | 34   | 41                   | 0   |
| E PROGRAMS TO HELP SENIORS     | 41       | 42  | 47   | 20   | 34   | 41                   | 0   |
| S CLEAN ENERGY/WATER CONS.     | 40       | 41  | 41   | 31   | 35   | 0                    | 40  |
| V SOCIAL SERVICE SUPPORT       | 38       | 38  | 70   | 45   | 41   | 0                    | 38  |
| U RENT RELIEF                  | 37       | 36  | 25   | 54   | 57   | 0                    | 37  |
| R LOCAL BUSINESSES             | 37       | 36  | 70   | 68   | 21   | 0                    | 37  |
| W LANDSCAPING                  | 36       | 36  | 45   | 42   | 20   | 39                   | 33  |
| M AFTERSCHOOL PROGRAMS         | 36       | 36  | 51   | 45   | 8    | 0                    | 36  |
| P CITY PROGRAMS/EVENTS         | 35       | 35  | 70   | 31   | 16   | 0                    | 35  |
| F BICYCLE LANES/PATHS          | 34       | 34  | 51   | 39   | 11   | 34                   | 0   |
| I NEW BUSINESSES/COMPANIES     | 34       | 35  | 49   | 10   | 20   | 34                   | 0   |
| Q DIVERSITY/DIFFERENT CULTURES | 32       | 32  | 45   | 31   | 8    | 0                    | 32  |
| H CITY GOV'T OPPORTUNITIES     | 28       | 28  | 15   | 37   | 8    | 28                   | 0   |
| X OPERATING MILPITAS SMART     | 26       | 27  | 14   | 11   | 19   | 28                   | 24  |
| O ARTS/CULTURAL ACTIVITIES     | 25       | 25  | 25   | 38   | 16   | 0                    | 25  |

Table 10: Q11 CITY SERVICE IMPORTANCE RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

|                                | DATA COLLECTION MODE/<br>CONTACT METHOD |       |        |       |      |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |      |      | Q7B VIOLENT CRIME |      |      | Q7 COMBINED CRIME |      |      |
|--------------------------------|-----------------------------------------|-------|--------|-------|------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------|------|-------------------|------|------|-------------------|------|------|
|                                | Total                                   | PHONE | ONLINE | EMAIL | TEXT | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME | DECR | INCR              | SAME | DECR | INCR              | SAME | DECR |
|                                | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| Column n-Size                  | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| T EMERGENCY 911/FIRE RESPONSE  | 94                                      | 92    | 95     | 95    | 96   | 91           | 98                 | 91          | 100             | 95                        | 91             | 97          | 0                  | 0    | 0    | 97                | 90   | 95   | 97                | 90   | 95   |
| G STREETS AND ROADS            | 92                                      | 91    | 92     | 96    | 88   | 89           | 93                 | 91          | 92              | 91                        | 93             | 90          | 92                 | 92   | 89   | 0                 | 0    | 0    | 92                | 92   | 89   |
| L TRAFFIC LAWS                 | 91                                      | 90    | 92     | 91    | 94   | 82           | 91                 | 91          | 89              | 91                        | 92             | 86          | 0                  | 0    | 0    | 92                | 92   | 91   | 92                | 92   | 91   |
| N SEWER/WASTEWATER SYSTEM      | 91                                      | 92    | 89     | 87    | 92   | 91           | 90                 | 91          | 89              | 90                        | 90             | 91          | 0                  | 0    | 0    | 93                | 88   | 89   | 93                | 88   | 89   |
| D EMERGENCIES/NAT DISASTERS    | 88                                      | 86    | 89     | 91    | 88   | 68           | 94                 | 86          | 85              | 89                        | 90             | 75          | 84                 | 89   | 94   | 0                 | 0    | 0    | 84                | 89   | 94   |
| C POLICE SERVICES              | 87                                      | 85    | 89     | 94    | 79   | 100          | 96                 | 86          | 73              | 86                        | 88             | 85          | 88                 | 90   | 60   | 0                 | 0    | 0    | 88                | 90   | 60   |
| B PUBLIC PARKS                 | 86                                      | 82    | 89     | 86    | 94   | 89           | 91                 | 84          | 85              | 84                        | 88             | 78          | 82                 | 87   | 88   | 0                 | 0    | 0    | 82                | 87   | 88   |
| V SOCIAL SERVICE SUPPORT       | 82                                      | 85    | 79     | 79    | 85   | 47           | 84                 | 83          | 73              | 83                        | 81             | 79          | 0                  | 0    | 0    | 84                | 82   | 85   | 84                | 82   | 85   |
| E PROGRAMS TO HELP SENIORS     | 80                                      | 83    | 78     | 80    | 80   | 20           | 89                 | 80          | 67              | 81                        | 85             | 55          | 78                 | 83   | 72   | 0                 | 0    | 0    | 78                | 83   | 72   |
| R LOCAL BUSINESSES             | 80                                      | 81    | 79     | 82    | 76   | 68           | 84                 | 78          | 82              | 79                        | 83             | 74          | 0                  | 0    | 0    | 82                | 78   | 84   | 82                | 78   | 84   |
| S CLEAN ENERGY/WATER CONS.     | 79                                      | 82    | 77     | 74    | 83   | 62           | 75                 | 82          | 72              | 77                        | 80             | 79          | 0                  | 0    | 0    | 82                | 78   | 80   | 82                | 78   | 80   |
| P CITY PROGRAMS/EVENTS         | 79                                      | 81    | 77     | 71    | 87   | 76           | 76                 | 80          | 82              | 83                        | 79             | 77          | 0                  | 0    | 0    | 83                | 83   | 63   | 83                | 83   | 63   |
| K BLIGHT/ILLEGAL DUMPING       | 78                                      | 76    | 81     | 78    | 83   | 100          | 83                 | 79          | 72              | 80                        | 79             | 69          | 79                 | 78   | 76   | 0                 | 0    | 0    | 79                | 78   | 76   |
| A REC/COMMUNITY SERVICES       | 78                                      | 76    | 79     | 79    | 79   | 65           | 86                 | 76          | 69              | 76                        | 81             | 69          | 72                 | 83   | 75   | 0                 | 0    | 0    | 72                | 83   | 75   |
| J AFFORDABLE HOUSING           | 77                                      | 81    | 75     | 80    | 74   | 0            | 81                 | 78          | 66              | 80                        | 78             | 68          | 73                 | 83   | 70   | 0                 | 0    | 0    | 73                | 83   | 70   |
| W LANDSCAPING                  | 77                                      | 75    | 78     | 77    | 80   | 79           | 82                 | 75          | 77              | 77                        | 79             | 72          | 79                 | 76   | 67   | 76                | 78   | 78   | 77                | 77   | 74   |
| M AFTERSCHOOL PROGRAMS         | 76                                      | 77    | 75     | 74    | 77   | 80           | 70                 | 79          | 73              | 77                        | 78             | 71          | 0                  | 0    | 0    | 76                | 81   | 74   | 76                | 81   | 74   |
| F BICYCLE LANES/PATHS          | 75                                      | 76    | 75     | 72    | 84   | 18           | 75                 | 81          | 54              | 76                        | 80             | 60          | 68                 | 83   | 74   | 0                 | 0    | 0    | 68                | 83   | 74   |
| H CITY GOV'T OPPORTUNITIES     | 74                                      | 75    | 73     | 69    | 80   | 68           | 77                 | 72          | 77              | 76                        | 74             | 75          | 72                 | 79   | 67   | 0                 | 0    | 0    | 72                | 79   | 67   |
| U RENT RELIEF                  | 74                                      | 81    | 68     | 74    | 68   | 26           | 84                 | 73          | 64              | 71                        | 79             | 66          | 0                  | 0    | 0    | 67                | 79   | 84   | 67                | 79   | 84   |
| I NEW BUSINESSES/COMPANIES     | 73                                      | 71    | 75     | 74    | 76   | 80           | 78                 | 75          | 57              | 69                        | 76             | 78          | 69                 | 80   | 67   | 0                 | 0    | 0    | 69                | 80   | 67   |
| Q DIVERSITY/DIFFERENT CULTURES | 70                                      | 76    | 65     | 63    | 70   | 51           | 67                 | 74          | 54              | 70                        | 75             | 63          | 0                  | 0    | 0    | 69                | 77   | 69   | 69                | 77   | 69   |
| O ARTS/CULTURAL ACTIVITIES     | 67                                      | 72    | 64     | 59    | 70   | 68           | 53                 | 76          | 53              | 64                        | 75             | 62          | 0                  | 0    | 0    | 65                | 73   | 67   | 65                | 73   | 67   |
| X OPERATING MILPITAS SMART     | 56                                      | 57    | 55     | 54    | 60   | 35           | 60                 | 58          | 41              | 56                        | 61             | 46          | 50                 | 67   | 53   | 52                | 59   | 71   | 51                | 63   | 64   |

Table 10: Q11 CITY SERVICE IMPORTANCE RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

| Column n-Size                  | Q8 CITY SERVICES |          |          |           |              | Q9 SMART FAMILIARITY |      |            |                |     | Q10 EVER USED SMART |     | Q14 RECENT CNTACT W/ CITY |     | Q15 CSTMR SVC SATISFACTION |                | Q18 LENGTH OF RESIDENCE IN MILPITAS |          |           |           |         |
|--------------------------------|------------------|----------|----------|-----------|--------------|----------------------|------|------------|----------------|-----|---------------------|-----|---------------------------|-----|----------------------------|----------------|-------------------------------------|----------|-----------|-----------|---------|
|                                | Total            | VERY SAT | SMWT SAT | TOTAL SAT | TOTAL DISSAT | VERY                 | SMWT | VERY/ SMWT | NT TOO/ AT ALL | DK  | YES                 | NO  | YES                       | NO  | VERY/ SMWT                 | NT TOO/ AT ALL | 0-6 YRS                             | 7-10 YRS | 11-20 YRS | 21-30 YRS | 31+ YRS |
|                                | 647              | 81       | 422      | 503       | 107          | 85                   | 234  | 318        | 280            | 49  | 136                 | 488 | 308                       | 324 | 252                        | 55             | 102                                 | 59       | 123       | 144       | 213     |
| T EMERGENCY 911/FIRE RESPONSE  | 94               | 96       | 93       | 93        | 93           | 94                   | 92   | 92         | 94             | 100 | 85                  | 96  | 91                        | 96  | 90                         | 95             | 98                                  | 86       | 94        | 94        | 92      |
| G STREETS AND ROADS            | 92               | 93       | 92       | 92        | 92           | 98                   | 97   | 98         | 85             | 92  | 91                  | 92  | 93                        | 91  | 92                         | 97             | 89                                  | 90       | 87        | 90        | 97      |
| L TRAFFIC LAWS                 | 91               | 91       | 93       | 93        | 82           | 96                   | 92   | 93         | 87             | 97  | 89                  | 92  | 91                        | 91  | 92                         | 83             | 89                                  | 95       | 87        | 92        | 91      |
| N SEWER/WASTEWATER SYSTEM      | 91               | 94       | 92       | 92        | 88           | 92                   | 91   | 91         | 90             | 90  | 85                  | 92  | 87                        | 94  | 85                         | 95             | 90                                  | 90       | 90        | 92        | 90      |
| D EMERGENCIES/NAT DISASTERS    | 88               | 89       | 90       | 90        | 80           | 86                   | 92   | 91         | 85             | 88  | 88                  | 88  | 92                        | 85  | 91                         | 93             | 75                                  | 80       | 84        | 92        | 95      |
| C POLICE SERVICES              | 87               | 98       | 86       | 88        | 81           | 94                   | 89   | 91         | 83             | 90  | 83                  | 89  | 86                        | 87  | 87                         | 82             | 88                                  | 92       | 86        | 86        | 86      |
| B PUBLIC PARKS                 | 86               | 91       | 85       | 86        | 85           | 84                   | 93   | 90         | 81             | 86  | 88                  | 85  | 89                        | 82  | 88                         | 91             | 83                                  | 86       | 75        | 88        | 91      |
| V SOCIAL SERVICE SUPPORT       | 82               | 80       | 85       | 84        | 73           | 82                   | 86   | 85         | 78             | 77  | 84                  | 81  | 80                        | 83  | 79                         | 85             | 76                                  | 81       | 76        | 86        | 84      |
| E PROGRAMS TO HELP SENIORS     | 80               | 93       | 83       | 85        | 60           | 75                   | 86   | 83         | 77             | 82  | 88                  | 78  | 80                        | 82  | 82                         | 68             | 62                                  | 62       | 82        | 89        | 86      |
| R LOCAL BUSINESSES             | 80               | 93       | 82       | 84        | 69           | 82                   | 86   | 85         | 76             | 67  | 74                  | 82  | 79                        | 81  | 81                         | 70             | 68                                  | 73       | 83        | 87        | 83      |
| S CLEAN ENERGY/WATER CONS.     | 79               | 75       | 82       | 81        | 71           | 88                   | 80   | 82         | 76             | 79  | 90                  | 76  | 76                        | 83  | 76                         | 74             | 77                                  | 79       | 82        | 82        | 78      |
| P CITY PROGRAMS/EVENTS         | 79               | 69       | 86       | 83        | 70           | 81                   | 82   | 82         | 76             | 76  | 80                  | 79  | 81                        | 78  | 78                         | 92             | 63                                  | 76       | 83        | 78        | 87      |
| K BLIGHT/ILLEGAL DUMPING       | 78               | 87       | 78       | 80        | 71           | 84                   | 83   | 83         | 73             | 82  | 73                  | 79  | 84                        | 73  | 85                         | 77             | 80                                  | 79       | 72        | 77        | 82      |
| A REC/COMMUNITY SERVICES       | 78               | 87       | 80       | 81        | 70           | 85                   | 85   | 85         | 73             | 59  | 88                  | 76  | 79                        | 78  | 81                         | 71             | 71                                  | 79       | 72        | 79        | 82      |
| J AFFORDABLE HOUSING           | 77               | 86       | 81       | 82        | 64           | 75                   | 84   | 82         | 74             | 69  | 85                  | 76  | 75                        | 83  | 78                         | 61             | 65                                  | 58       | 84        | 81        | 81      |
| W LANDSCAPING                  | 77               | 80       | 79       | 79        | 70           | 82                   | 82   | 82         | 72             | 71  | 77                  | 76  | 75                        | 79  | 75                         | 74             | 75                                  | 71       | 74        | 76        | 81      |
| M AFTERSCHOOL PROGRAMS         | 76               | 62       | 84       | 80        | 63           | 71                   | 79   | 77         | 76             | 67  | 82                  | 75  | 75                        | 77  | 74                         | 78             | 71                                  | 83       | 67        | 71        | 84      |
| F BICYCLE LANES/PATHS          | 75               | 78       | 78       | 78        | 68           | 80                   | 87   | 85         | 68             | 62  | 85                  | 74  | 70                        | 80  | 72                         | 64             | 64                                  | 80       | 81        | 71        | 78      |
| H CITY GOV'T OPPORTUNITIES     | 74               | 69       | 77       | 76        | 72           | 76                   | 85   | 83         | 68             | 59  | 85                  | 72  | 74                        | 76  | 77                         | 60             | 60                                  | 66       | 81        | 74        | 78      |
| U RENT RELIEF                  | 74               | 82       | 78       | 79        | 55           | 81                   | 76   | 77         | 72             | 59  | 85                  | 72  | 72                        | 77  | 74                         | 64             | 67                                  | 75       | 76        | 83        | 68      |
| I NEW BUSINESSES/COMPANIES     | 73               | 69       | 79       | 77        | 62           | 64                   | 82   | 77         | 70             | 69  | 79                  | 72  | 69                        | 80  | 75                         | 41             | 78                                  | 70       | 69        | 77        | 73      |
| Q DIVERSITY/DIFFERENT CULTURES | 70               | 63       | 80       | 77        | 47           | 72                   | 73   | 72         | 69             | 52  | 78                  | 68  | 67                        | 72  | 68                         | 62             | 59                                  | 65       | 69        | 74        | 75      |
| O ARTS/CULTURAL ACTIVITIES     | 67               | 59       | 78       | 74        | 41           | 67                   | 74   | 72         | 66             | 40  | 81                  | 63  | 66                        | 68  | 70                         | 48             | 64                                  | 67       | 65        | 66        | 73      |
| X OPERATING MILPITAS SMART     | 56               | 64       | 63       | 63        | 35           | 81                   | 69   | 72         | 41             | 37  | 80                  | 49  | 58                        | 55  | 60                         | 45             | 42                                  | 48       | 59        | 67        | 56      |

Table 10: Q11 CITY SERVICE IMPORTANCE RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

| Column n-Size                  | Q19 RESIDENCE |     |      | Q20 WORK SITUATION |          |            | Q21 WORK IN MILPITAS |     | Q22 MODE OF COMMUTE |            |              |      | Q23 HOUSEHOLD INCOME |              |               |         |
|--------------------------------|---------------|-----|------|--------------------|----------|------------|----------------------|-----|---------------------|------------|--------------|------|----------------------|--------------|---------------|---------|
|                                | Total         | OWN | RENT | WFH                | COM MUTE | DON'T WORK | YES                  | NO  | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+ |
|                                | 647           | 414 | 184  | 146                | 317      | 140        | 169                  | 145 | 146                 | 4          | 10           | 4    | 55                   | 201          | 154           | 146     |
| T EMERGENCY 911/FIRE RESPONSE  | 94            | 93  | 92   | 98                 | 91       | 96         | 91                   | 92  | 92                  | 100        | 57           | 100  | 96                   | 92           | 93            | 95      |
| G STREETS AND ROADS            | 92            | 92  | 91   | 95                 | 89       | 93         | 94                   | 84  | 95                  | 45         | 100          | 0    | 96                   | 95           | 86            | 96      |
| L TRAFFIC LAWS                 | 91            | 89  | 94   | 91                 | 90       | 94         | 95                   | 84  | 95                  | 100        | 90           | 100  | 90                   | 89           | 93            | 91      |
| N SEWER/WASTEWATER SYSTEM      | 91            | 90  | 92   | 95                 | 91       | 90         | 92                   | 89  | 94                  | 100        | 100          | 46   | 79                   | 88           | 92            | 96      |
| D EMERGENCIES/NAT DISASTERS    | 88            | 89  | 84   | 90                 | 86       | 91         | 95                   | 74  | 96                  | 66         | 100          | 0    | 95                   | 89           | 88            | 84      |
| C POLICE SERVICES              | 87            | 89  | 84   | 90                 | 82       | 94         | 82                   | 81  | 84                  | 55         | 63           | 0    | 95                   | 86           | 82            | 92      |
| B PUBLIC PARKS                 | 86            | 90  | 73   | 95                 | 84       | 83         | 89                   | 77  | 88                  | 100        | 100          | 0    | 95                   | 83           | 85            | 88      |
| V SOCIAL SERVICE SUPPORT       | 82            | 77  | 89   | 85                 | 84       | 77         | 90                   | 75  | 92                  | 100        | 100          | 54   | 89                   | 84           | 93            | 72      |
| E PROGRAMS TO HELP SENIORS     | 80            | 79  | 82   | 83                 | 77       | 91         | 87                   | 65  | 86                  | 100        | 100          | 0    | 91                   | 83           | 84            | 71      |
| R LOCAL BUSINESSES             | 80            | 80  | 80   | 84                 | 82       | 78         | 85                   | 77  | 86                  | 100        | 82           | 54   | 71                   | 80           | 90            | 83      |
| S CLEAN ENERGY/WATER CONS.     | 79            | 78  | 84   | 87                 | 81       | 70         | 85                   | 77  | 83                  | 100        | 92           | 100  | 78                   | 82           | 81            | 78      |
| P CITY PROGRAMS/EVENTS         | 79            | 82  | 72   | 85                 | 77       | 79         | 83                   | 69  | 85                  | 100        | 100          | 0    | 56                   | 83           | 85            | 88      |
| K BLIGHT/ILLEGAL DUMPING       | 78            | 87  | 62   | 86                 | 75       | 76         | 86                   | 62  | 85                  | 66         | 100          | 0    | 94                   | 76           | 77            | 79      |
| A REC/COMMUNITY SERVICES       | 78            | 75  | 81   | 87                 | 79       | 68         | 87                   | 70  | 85                  | 100        | 100          | 0    | 85                   | 81           | 78            | 78      |
| J AFFORDABLE HOUSING           | 77            | 70  | 91   | 82                 | 81       | 75         | 88                   | 72  | 88                  | 79         | 100          | 0    | 71                   | 85           | 85            | 72      |
| W LANDSCAPING                  | 77            | 76  | 78   | 80                 | 78       | 73         | 84                   | 72  | 86                  | 79         | 96           | 0    | 76                   | 73           | 86            | 79      |
| M AFTERSCHOOL PROGRAMS         | 76            | 78  | 71   | 82                 | 79       | 65         | 82                   | 76  | 82                  | 100        | 90           | 54   | 54                   | 83           | 82            | 78      |
| F BICYCLE LANES/PATHS          | 75            | 72  | 80   | 87                 | 76       | 71         | 88                   | 62  | 87                  | 100        | 100          | 0    | 82                   | 79           | 81            | 72      |
| H CITY GOV'T OPPORTUNITIES     | 74            | 74  | 73   | 72                 | 76       | 71         | 88                   | 63  | 87                  | 100        | 100          | 0    | 85                   | 83           | 79            | 67      |
| U RENT RELIEF                  | 74            | 66  | 91   | 74                 | 79       | 66         | 88                   | 68  | 86                  | 100        | 100          | 100  | 80                   | 81           | 91            | 58      |
| I NEW BUSINESSES/COMPANIES     | 73            | 75  | 74   | 77                 | 74       | 70         | 87                   | 59  | 88                  | 45         | 100          | 0    | 76                   | 75           | 82            | 69      |
| Q DIVERSITY/DIFFERENT CULTURES | 70            | 67  | 77   | 73                 | 72       | 58         | 85                   | 57  | 87                  | 100        | 100          | 54   | 62                   | 69           | 87            | 64      |
| O ARTS/CULTURAL ACTIVITIES     | 67            | 68  | 72   | 75                 | 72       | 52         | 80                   | 61  | 77                  | 100        | 92           | 100  | 56                   | 69           | 81            | 65      |
| X OPERATING MILPITAS SMART     | 56            | 56  | 58   | 64                 | 59       | 45         | 75                   | 40  | 76                  | 67         | 90           | 0    | 58                   | 58           | 69            | 52      |

Table 10: Q11 CITY SERVICE IMPORTANCE RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

| Column n-Size                  | QD GENDER |     |       | QB AGE |       |       |       |       |     |       |     |       |       |     | QE EDUCATION |           |           |           |       |       |
|--------------------------------|-----------|-----|-------|--------|-------|-------|-------|-------|-----|-------|-----|-------|-------|-----|--------------|-----------|-----------|-----------|-------|-------|
|                                | Total     | MEN | WOMEN | 18-29  | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 | 65+ | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
|                                |           |     |       |        |       |       |       |       |     |       |     |       |       |     |              |           |           |           |       |       |
| 647                            | 330       | 311 | 116   | 155    | 91    | 129   | 78    | 65    | 362 | 272   | 272 | 220   | 142   | 148 | 129          | 207       | 162       | 277       | 369   |       |
| T EMERGENCY 911/FIRE RESPONSE  | 94        | 94  | 93    | 93     | 89    | 93    | 96    | 97    | 96  | 91    | 96  | 91    | 95    | 96  | 94           | 84        | 98        | 96        | 89    | 97    |
| G STREETS AND ROADS            | 92        | 93  | 90    | 86     | 95    | 90    | 91    | 95    | 98  | 91    | 94  | 91    | 91    | 97  | 89           | 92        | 93        | 92        | 90    | 92    |
| L TRAFFIC LAWS                 | 91        | 89  | 93    | 89     | 88    | 92    | 94    | 92    | 95  | 89    | 94  | 89    | 93    | 93  | 87           | 95        | 93        | 90        | 91    | 91    |
| N SEWER/WASTEWATER SYSTEM      | 91        | 89  | 92    | 92     | 81    | 95    | 98    | 92    | 88  | 88    | 94  | 86    | 97    | 90  | 90           | 88        | 94        | 89        | 89    | 92    |
| D EMERGENCIES/NAT DISASTERS    | 88        | 85  | 91    | 88     | 85    | 86    | 88    | 90    | 98  | 86    | 91  | 86    | 87    | 94  | 90           | 88        | 89        | 84        | 89    | 87    |
| C POLICE SERVICES              | 87        | 86  | 88    | 84     | 75    | 92    | 94    | 91    | 97  | 82    | 94  | 79    | 93    | 94  | 87           | 76        | 89        | 93        | 82    | 91    |
| B PUBLIC PARKS                 | 86        | 83  | 89    | 72     | 88    | 90    | 91    | 87    | 92  | 83    | 90  | 81    | 91    | 89  | 75           | 87        | 90        | 90        | 80    | 90    |
| V SOCIAL SERVICE SUPPORT       | 82        | 76  | 88    | 87     | 77    | 77    | 87    | 78    | 79  | 80    | 82  | 81    | 83    | 79  | 80           | 84        | 90        | 71        | 82    | 81    |
| E PROGRAMS TO HELP SENIORS     | 80        | 74  | 87    | 86     | 72    | 68    | 85    | 90    | 88  | 75    | 87  | 78    | 78    | 89  | 86           | 86        | 83        | 68        | 86    | 76    |
| R LOCAL BUSINESSES             | 80        | 81  | 79    | 80     | 71    | 89    | 87    | 76    | 82  | 78    | 83  | 75    | 88    | 79  | 81           | 80        | 82        | 75        | 81    | 79    |
| S CLEAN ENERGY/WATER CONS.     | 79        | 72  | 87    | 93     | 73    | 82    | 81    | 68    | 78  | 82    | 76  | 82    | 81    | 72  | 80           | 81        | 87        | 68        | 80    | 78    |
| P CITY PROGRAMS/EVENTS         | 79        | 77  | 81    | 78     | 70    | 86    | 89    | 77    | 79  | 76    | 83  | 73    | 88    | 78  | 78           | 86        | 80        | 73        | 82    | 77    |
| K BLIGHT/ILLEGAL DUMPING       | 78        | 76  | 80    | 62     | 71    | 80    | 86    | 89    | 99  | 70    | 90  | 67    | 83    | 93  | 64           | 84        | 82        | 82        | 73    | 82    |
| A REC/COMMUNITY SERVICES       | 78        | 76  | 79    | 79     | 78    | 73    | 80    | 82    | 71  | 77    | 78  | 79    | 77    | 77  | 73           | 90        | 78        | 71        | 81    | 75    |
| J AFFORDABLE HOUSING           | 77        | 78  | 78    | 91     | 82    | 67    | 74    | 79    | 64  | 81    | 73  | 86    | 71    | 72  | 89           | 84        | 78        | 61        | 87    | 70    |
| W LANDSCAPING                  | 77        | 76  | 78    | 78     | 72    | 78    | 79    | 80    | 82  | 76    | 80  | 75    | 79    | 81  | 73           | 78        | 81        | 73        | 76    | 78    |
| M AFTERSCHOOL PROGRAMS         | 76        | 70  | 82    | 79     | 77    | 90    | 71    | 81    | 55  | 81    | 70  | 78    | 79    | 69  | 73           | 86        | 81        | 64        | 79    | 74    |
| F BICYCLE LANES/PATHS          | 75        | 73  | 78    | 74     | 84    | 76    | 75    | 67    | 69  | 79    | 71  | 80    | 75    | 68  | 73           | 92        | 75        | 65        | 82    | 70    |
| H CITY GOV'T OPPORTUNITIES     | 74        | 75  | 73    | 84     | 82    | 69    | 67    | 75    | 61  | 79    | 68  | 83    | 68    | 69  | 76           | 82        | 73        | 68        | 79    | 71    |
| U RENT RELIEF                  | 74        | 70  | 79    | 86     | 74    | 76    | 67    | 62    | 74  | 78    | 67  | 79    | 71    | 68  | 69           | 85        | 81        | 60        | 77    | 72    |
| I NEW BUSINESSES/COMPANIES     | 73        | 74  | 72    | 64     | 75    | 80    | 74    | 75    | 81  | 73    | 76  | 71    | 77    | 78  | 64           | 78        | 78        | 73        | 70    | 75    |
| Q DIVERSITY/DIFFERENT CULTURES | 70        | 65  | 75    | 73     | 68    | 73    | 72    | 72    | 55  | 71    | 68  | 70    | 72    | 64  | 69           | 77        | 74        | 59        | 73    | 68    |
| O ARTS/CULTURAL ACTIVITIES     | 67        | 68  | 68    | 72     | 77    | 72    | 66    | 64    | 50  | 74    | 62  | 75    | 69    | 58  | 71           | 75        | 72        | 51        | 73    | 63    |
| X OPERATING MILPITAS SMART     | 56        | 52  | 60    | 64     | 47    | 61    | 60    | 56    | 50  | 56    | 56  | 54    | 61    | 53  | 58           | 69        | 59        | 40        | 64    | 51    |

Table 10: Q11 CITY SERVICE IMPORTANCE RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

| Column n-Size                  | GENDER BY AGE |       |     |       | GENDER BY EDUCATION |       |       |       | QC ETHNICITY/RACE |       |        |      |     |             |           |           |           |
|--------------------------------|---------------|-------|-----|-------|---------------------|-------|-------|-------|-------------------|-------|--------|------|-----|-------------|-----------|-----------|-----------|
|                                | Total         | MEN   | MEN | WOMEN | WOMEN               | NCOLL | COLL+ | NCOLL | COLL+             | WHITE | LATINO | CHIN | FIL | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
|                                |               | 18-49 | 50+ | 18-49 | 50+                 | MEN   | MEN   | WOMEN | WOMEN             |       |        |      |     |             |           |           |           |
|                                | 647           | 196   | 129 | 162   | 141                 | 137   | 193   | 138   | 172               | 71    | 84     | 97   | 84  | 123         | 116       | 420       | 562       |
| T EMERGENCY 911/FIRE RESPONSE  | 94            | 92    | 96  | 91    | 96                  | 86    | 99    | 91    | 95                | 91    | 94     | 88   | 89  | 93          | 98        | 93        | 94        |
| G STREETS AND ROADS            | 92            | 91    | 96  | 90    | 93                  | 92    | 94    | 88    | 92                | 93    | 86     | 89   | 94  | 95          | 94        | 93        | 92        |
| L TRAFFIC LAWS                 | 91            | 86    | 94  | 94    | 94                  | 85    | 92    | 95    | 91                | 93    | 89     | 80   | 85  | 93          | 96        | 89        | 90        |
| N SEWER/WASTEWATER SYSTEM      | 91            | 86    | 92  | 89    | 96                  | 84    | 92    | 93    | 92                | 89    | 90     | 93   | 84  | 93          | 95        | 92        | 91        |
| D EMERGENCIES/NAT DISASTERS    | 88            | 80    | 93  | 93    | 91                  | 89    | 82    | 89    | 92                | 87    | 87     | 89   | 90  | 88          | 91        | 89        | 88        |
| C POLICE SERVICES              | 87            | 83    | 92  | 82    | 96                  | 79    | 93    | 87    | 88                | 92    | 87     | 95   | 80  | 87          | 76        | 85        | 86        |
| B PUBLIC PARKS                 | 86            | 80    | 87  | 87    | 93                  | 78    | 87    | 83    | 93                | 83    | 83     | 95   | 84  | 85          | 82        | 86        | 86        |
| V SOCIAL SERVICE SUPPORT       | 82            | 74    | 77  | 88    | 88                  | 74    | 76    | 88    | 89                | 76    | 89     | 63   | 86  | 84          | 86        | 80        | 82        |
| E PROGRAMS TO HELP SENIORS     | 80            | 70    | 80  | 82    | 94                  | 81    | 69    | 91    | 84                | 81    | 88     | 81   | 86  | 70          | 85        | 80        | 81        |
| R LOCAL BUSINESSES             | 80            | 79    | 83  | 79    | 82                  | 77    | 83    | 83    | 76                | 77    | 80     | 68   | 73  | 87          | 85        | 79        | 81        |
| S CLEAN ENERGY/WATER CONS.     | 79            | 77    | 67  | 87    | 86                  | 74    | 71    | 85    | 88                | 59    | 81     | 70   | 84  | 85          | 86        | 82        | 81        |
| P CITY PROGRAMS/EVENTS         | 79            | 74    | 84  | 78    | 82                  | 79    | 76    | 84    | 77                | 77    | 77     | 72   | 87  | 83          | 86        | 82        | 79        |
| K BLIGHT/ILLEGAL DUMPING       | 78            | 67    | 92  | 74    | 88                  | 77    | 76    | 68    | 88                | 87    | 77     | 84   | 84  | 82          | 60        | 77        | 77        |
| A REC/COMMUNITY SERVICES       | 78            | 80    | 69  | 74    | 86                  | 80    | 73    | 82    | 77                | 69    | 87     | 69   | 91  | 79          | 76        | 78        | 79        |
| J AFFORDABLE HOUSING           | 77            | 80    | 73  | 82    | 74                  | 90    | 67    | 82    | 74                | 67    | 85     | 74   | 92  | 64          | 89        | 79        | 79        |
| W LANDSCAPING                  | 77            | 75    | 77  | 77    | 82                  | 75    | 76    | 76    | 79                | 70    | 79     | 70   | 82  | 81          | 78        | 78        | 78        |
| M AFTERSCHOOL PROGRAMS         | 76            | 75    | 65  | 87    | 75                  | 67    | 72    | 89    | 76                | 69    | 92     | 54   | 84  | 77          | 71        | 71        | 76        |
| F BICYCLE LANES/PATHS          | 75            | 76    | 68  | 84    | 74                  | 78    | 68    | 86    | 73                | 62    | 90     | 70   | 75  | 81          | 74        | 75        | 77        |
| H CITY GOV'T OPPORTUNITIES     | 74            | 77    | 73  | 83    | 64                  | 80    | 71    | 77    | 71                | 52    | 80     | 70   | 80  | 80          | 78        | 77        | 77        |
| U RENT RELIEF                  | 74            | 75    | 63  | 84    | 72                  | 75    | 67    | 77    | 81                | 63    | 83     | 52   | 84  | 68          | 88        | 73        | 76        |
| I NEW BUSINESSES/COMPANIES     | 73            | 74    | 77  | 72    | 75                  | 71    | 77    | 70    | 73                | 63    | 74     | 76   | 76  | 71          | 74        | 74        | 74        |
| Q DIVERSITY/DIFFERENT CULTURES | 70            | 70    | 57  | 73    | 79                  | 71    | 62    | 74    | 76                | 46    | 68     | 60   | 72  | 77          | 80        | 73        | 72        |
| O ARTS/CULTURAL ACTIVITIES     | 67            | 75    | 59  | 74    | 64                  | 74    | 63    | 72    | 64                | 40    | 71     | 62   | 75  | 77          | 77        | 73        | 72        |
| X OPERATING MILPITAS SMART     | 56            | 53    | 51  | 60    | 61                  | 63    | 45    | 64    | 57                | 43    | 66     | 48   | 63  | 71          | 54        | 59        | 58        |



Table 10: Q11 CITY SERVICE IMPORTANCE RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

| Column n-Size                  | LANGUAGE |       |       |       |       | A/B SPLIT<br>SAMPLES |       |
|--------------------------------|----------|-------|-------|-------|-------|----------------------|-------|
|                                | Total    | ENG   | SPAN  | VIET  | CHIN  | A                    | B     |
|                                | -----    | ----- | ----- | ----- | ----- | -----                | ----- |
|                                | 647      | 587   | 15    | 27    | 18    | 323                  | 324   |
| T EMERGENCY 911/FIRE RESPONSE  | 94       | 94    | 86    | 100   | 87    | 0                    | 94    |
| G STREETS AND ROADS            | 92       | 92    | 74    | 100   | 88    | 92                   | 0     |
| L TRAFFIC LAWS                 | 91       | 91    | 100   | 100   | 79    | 0                    | 91    |
| N SEWER/WASTEWATER SYSTEM      | 91       | 90    | 100   | 100   | 100   | 0                    | 91    |
| D EMERGENCIES/NAT DISASTERS    | 88       | 87    | 90    | 96    | 88    | 88                   | 0     |
| C POLICE SERVICES              | 87       | 85    | 100   | 100   | 100   | 87                   | 0     |
| B PUBLIC PARKS                 | 86       | 86    | 90    | 76    | 88    | 86                   | 0     |
| V SOCIAL SERVICE SUPPORT       | 82       | 81    | 100   | 91    | 80    | 0                    | 82    |
| E PROGRAMS TO HELP SENIORS     | 80       | 79    | 90    | 94    | 88    | 80                   | 0     |
| R LOCAL BUSINESSES             | 80       | 79    | 85    | 91    | 87    | 0                    | 80    |
| S CLEAN ENERGY/WATER CONS.     | 79       | 79    | 60    | 87    | 100   | 0                    | 79    |
| P CITY PROGRAMS/EVENTS         | 79       | 79    | 86    | 91    | 67    | 0                    | 79    |
| K BLIGHT/ILLEGAL DUMPING       | 78       | 80    | 90    | 44    | 78    | 78                   | 0     |
| A REC/COMMUNITY SERVICES       | 78       | 78    | 79    | 76    | 66    | 78                   | 0     |
| J AFFORDABLE HOUSING           | 77       | 77    | 79    | 90    | 83    | 77                   | 0     |
| W LANDSCAPING                  | 77       | 77    | 79    | 75    | 76    | 76                   | 77    |
| M AFTERSCHOOL PROGRAMS         | 76       | 75    | 86    | 91    | 72    | 0                    | 76    |
| F BICYCLE LANES/PATHS          | 75       | 74    | 89    | 94    | 82    | 75                   | 0     |
| H CITY GOV'T OPPORTUNITIES     | 74       | 73    | 90    | 87    | 72    | 74                   | 0     |
| U RENT RELIEF                  | 74       | 73    | 85    | 91    | 80    | 0                    | 74    |
| I NEW BUSINESSES/COMPANIES     | 73       | 72    | 80    | 87    | 77    | 73                   | 0     |
| Q DIVERSITY/DIFFERENT CULTURES | 70       | 68    | 45    | 100   | 93    | 0                    | 70    |
| O ARTS/CULTURAL ACTIVITIES     | 67       | 66    | 70    | 100   | 72    | 0                    | 67    |
| X OPERATING MILPITAS SMART     | 56       | 56    | 48    | 60    | 54    | 56                   | 56    |

Table 11: Q12 CITY SERVICE SATISFACTION RANK MATRIX TABLE (TOTAL SATISFIED)

|                                | DATA COLLECTION MODE/<br>CONTACT METHOD |       |        |       |      |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |      |      | Q7B VIOLENT CRIME |      |      | Q7 COMBINED CRIME |      |      |
|--------------------------------|-----------------------------------------|-------|--------|-------|------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------|------|-------------------|------|------|-------------------|------|------|
|                                | Total                                   | PHONE | ONLINE | EMAIL | TEXT | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME | DECR | INCR              | SAME | DECR | INCR              | SAME | DECR |
|                                | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| Column n-Size                  | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| T EMERGENCY 911/FIRE RESPONSE  | 82                                      | 81    | 83     | 84    | 81   | 86           | 94                 | 81          | 72              | 86                        | 85             | 67          | 0                  | 0    | 0    | 75                | 88   | 83   | 75                | 88   | 83   |
| B PUBLIC PARKS                 | 80                                      | 79    | 81     | 79    | 89   | 43           | 88                 | 84          | 51              | 81                        | 86             | 59          | 76                 | 85   | 61   | 0                 | 0    | 0    | 76                | 85   | 61   |
| C POLICE SERVICES              | 80                                      | 78    | 82     | 80    | 83   | 100          | 86                 | 83          | 57              | 80                        | 84             | 70          | 69                 | 87   | 92   | 0                 | 0    | 0    | 69                | 87   | 92   |
| N SEWER/WASTEWATER SYS         | 79                                      | 85    | 73     | 76    | 68   | 87           | 88                 | 80          | 61              | 76                        | 86             | 64          | 0                  | 0    | 0    | 72                | 82   | 85   | 72                | 82   | 85   |
| L TRAFFIC LAWS                 | 72                                      | 72    | 71     | 73    | 70   | 65           | 79                 | 74          | 50              | 67                        | 77             | 65          | 0                  | 0    | 0    | 69                | 76   | 78   | 69                | 76   | 78   |
| W LANDSCAPING                  | 70                                      | 74    | 67     | 65    | 72   | 50           | 80                 | 73          | 44              | 70                        | 78             | 47          | 61                 | 81   | 62   | 59                | 74   | 75   | 60                | 78   | 70   |
| A REC/COMMUNITY SERVICES       | 70                                      | 74    | 67     | 64    | 74   | 24           | 73                 | 76          | 33              | 70                        | 79             | 46          | 66                 | 81   | 66   | 0                 | 0    | 0    | 66                | 81   | 66   |
| P CITY PROGRAMS/EVENTS         | 69                                      | 71    | 67     | 65    | 71   | 57           | 69                 | 74          | 44              | 71                        | 75             | 51          | 0                  | 0    | 0    | 63                | 77   | 70   | 63                | 77   | 70   |
| O ARTS/CULTURAL ACTIVITIES     | 66                                      | 71    | 62     | 62    | 63   | 52           | 66                 | 71          | 41              | 60                        | 75             | 54          | 0                  | 0    | 0    | 58                | 73   | 67   | 58                | 73   | 67   |
| Q DIVERSITY/DIFFERENT CULTURES | 65                                      | 66    | 64     | 61    | 69   | 61           | 67                 | 69          | 45              | 65                        | 71             | 55          | 0                  | 0    | 0    | 52                | 76   | 56   | 52                | 76   | 56   |
| F BICYCLE LANES/PATHS          | 64                                      | 71    | 58     | 59    | 61   | 0            | 67                 | 68          | 43              | 64                        | 71             | 54          | 62                 | 73   | 69   | 0                 | 0    | 0    | 62                | 73   | 69   |
| R LOCAL BUSINESSES             | 63                                      | 64    | 61     | 61    | 61   | 62           | 78                 | 63          | 40              | 67                        | 68             | 37          | 0                  | 0    | 0    | 49                | 77   | 65   | 49                | 77   | 65   |
| K BLIGHT/ILLEGAL DUMPING       | 62                                      | 73    | 52     | 49    | 59   | 35           | 63                 | 66          | 37              | 57                        | 72             | 45          | 51                 | 80   | 60   | 0                 | 0    | 0    | 51                | 80   | 60   |
| V SOCIAL SERVICE SUPPORT       | 61                                      | 59    | 62     | 64    | 59   | 59           | 64                 | 66          | 33              | 58                        | 70             | 37          | 0                  | 0    | 0    | 51                | 74   | 67   | 51                | 74   | 67   |
| G STREETS AND ROADS            | 61                                      | 66    | 56     | 50    | 68   | 24           | 71                 | 62          | 37              | 59                        | 70             | 41          | 49                 | 72   | 65   | 0                 | 0    | 0    | 49                | 72   | 65   |
| S CLEAN ENERGY/WATER CONS.     | 60                                      | 63    | 58     | 55    | 61   | 64           | 75                 | 63          | 28              | 65                        | 68             | 26          | 0                  | 0    | 0    | 49                | 73   | 66   | 49                | 73   | 66   |
| D EMERGENCIES/NAT DISASTERS    | 59                                      | 68    | 50     | 49    | 55   | 11           | 62                 | 65          | 24              | 65                        | 61             | 42          | 55                 | 71   | 73   | 0                 | 0    | 0    | 55                | 71   | 73   |
| M AFTERSCHOOL PROGRAMS         | 57                                      | 63    | 52     | 50    | 56   | 52           | 54                 | 64          | 32              | 56                        | 68             | 33          | 0                  | 0    | 0    | 50                | 72   | 66   | 50                | 72   | 66   |
| H CITY GOV'T OPPORTUNITIES     | 57                                      | 63    | 52     | 51    | 56   | 18           | 67                 | 60          | 24              | 57                        | 66             | 36          | 43                 | 72   | 61   | 0                 | 0    | 0    | 43                | 72   | 61   |
| E PROGRAMS TO HELP SENIORS     | 55                                      | 59    | 52     | 46    | 64   | 18           | 57                 | 61          | 27              | 52                        | 65             | 38          | 54                 | 66   | 51   | 0                 | 0    | 0    | 54                | 66   | 51   |
| I NEW BUSINESSES/COMPANIES     | 53                                      | 58    | 49     | 48    | 52   | 39           | 52                 | 59          | 26              | 58                        | 59             | 29          | 42                 | 66   | 49   | 0                 | 0    | 0    | 42                | 66   | 49   |
| J AFFORDABLE HOUSING           | 53                                      | 57    | 49     | 45    | 56   | 33           | 54                 | 59          | 19              | 52                        | 60             | 41          | 46                 | 67   | 49   | 0                 | 0    | 0    | 46                | 67   | 49   |
| X OPERATING MILPITAS SMART     | 50                                      | 56    | 45     | 41    | 53   | 36           | 40                 | 59          | 28              | 53                        | 55             | 38          | 46                 | 66   | 54   | 41                | 61   | 60   | 43                | 64   | 57   |
| U RENT RELIEF                  | 49                                      | 50    | 48     | 43    | 55   | 41           | 53                 | 52          | 27              | 50                        | 57             | 25          | 0                  | 0    | 0    | 46                | 63   | 50   | 46                | 63   | 50   |

Table 11: Q12 CITY SERVICE SATISFACTION RANK MATRIX TABLE (TOTAL SATISFIED)

| Column n-Size                  | Q8 CITY SERVICES |          |          |           |              | Q9 SMART FAMILIARITY |      |            |                |    | Q10 EVER USED SMART |     | Q14 RECENT CNTACT W/ CITY |     | Q15 CSTMR SVC SATISFACTION |                | Q18 LENGTH OF RESIDENCE IN MILPITAS |          |           |           |         |
|--------------------------------|------------------|----------|----------|-----------|--------------|----------------------|------|------------|----------------|----|---------------------|-----|---------------------------|-----|----------------------------|----------------|-------------------------------------|----------|-----------|-----------|---------|
|                                | Total            | VERY SAT | SMWT SAT | TOTAL SAT | TOTAL DISSAT | VERY                 | SMWT | VERY/ SMWT | NT TOO/ AT ALL | DK | YES                 | NO  | YES                       | NO  | VERY/ SMWT                 | NT TOO/ AT ALL | 0-6 YRS                             | 7-10 YRS | 11-20 YRS | 21-30 YRS | 31+ YRS |
|                                | 647              | 81       | 422      | 503       | 107          | 85                   | 234  | 318        | 280            | 49 | 136                 | 488 | 308                       | 324 | 252                        | 55             | 102                                 | 59       | 123       | 144       | 213     |
| T EMERGENCY 911/FIRE RESPONSE  | 82               | 88       | 88       | 88        | 69           | 77                   | 87   | 84         | 81             | 75 | 83                  | 82  | 86                        | 80  | 89                         | 67             | 82                                  | 80       | 81        | 87        | 81      |
| B PUBLIC PARKS                 | 80               | 94       | 86       | 87        | 53           | 81                   | 82   | 82         | 79             | 74 | 79                  | 80  | 79                        | 81  | 84                         | 55             | 69                                  | 72       | 88        | 75        | 85      |
| C POLICE SERVICES              | 80               | 93       | 86       | 87        | 53           | 84                   | 85   | 85         | 75             | 81 | 88                  | 77  | 83                        | 77  | 86                         | 69             | 72                                  | 91       | 72        | 85        | 83      |
| N SEWER/WASTEWATER SYS         | 79               | 93       | 86       | 87        | 57           | 69                   | 82   | 78         | 79             | 77 | 84                  | 77  | 75                        | 83  | 83                         | 44             | 60                                  | 79       | 82        | 79        | 86      |
| L TRAFFIC LAWS                 | 72               | 82       | 78       | 79        | 50           | 66                   | 74   | 72         | 73             | 59 | 80                  | 69  | 68                        | 76  | 74                         | 44             | 63                                  | 75       | 71        | 77        | 73      |
| W LANDSCAPING                  | 70               | 86       | 78       | 79        | 38           | 72                   | 76   | 75         | 66             | 65 | 75                  | 68  | 66                        | 75  | 72                         | 39             | 58                                  | 62       | 78        | 78        | 69      |
| A REC/COMMUNITY SERVICES       | 70               | 90       | 77       | 79        | 34           | 76                   | 84   | 82         | 66             | 22 | 82                  | 69  | 70                        | 70  | 77                         | 40             | 67                                  | 67       | 75        | 69        | 71      |
| P CITY PROGRAMS/EVENTS         | 69               | 86       | 78       | 79        | 38           | 78                   | 78   | 78         | 60             | 54 | 76                  | 67  | 75                        | 65  | 82                         | 44             | 52                                  | 64       | 64        | 78        | 76      |
| O ARTS/CULTURAL ACTIVITIES     | 66               | 76       | 71       | 72        | 45           | 85                   | 71   | 75         | 58             | 45 | 77                  | 63  | 68                        | 63  | 74                         | 42             | 66                                  | 48       | 58        | 80        | 66      |
| Q DIVERSITY/DIFFERENT CULTURES | 65               | 76       | 71       | 72        | 51           | 81                   | 73   | 75         | 58             | 27 | 79                  | 61  | 69                        | 62  | 74                         | 51             | 55                                  | 60       | 57        | 77        | 68      |
| F BICYCLE LANES/PATHS          | 64               | 77       | 71       | 72        | 37           | 74                   | 75   | 75         | 57             | 40 | 76                  | 62  | 59                        | 70  | 66                         | 26             | 56                                  | 43       | 67        | 71        | 67      |
| R LOCAL BUSINESSES             | 63               | 74       | 74       | 74        | 29           | 64                   | 67   | 66         | 61             | 43 | 74                  | 60  | 64                        | 61  | 70                         | 34             | 51                                  | 49       | 65        | 77        | 63      |
| K BLIGHT/ILLEGAL DUMPING       | 62               | 81       | 68       | 70        | 28           | 69                   | 73   | 72         | 54             | 40 | 80                  | 56  | 61                        | 65  | 68                         | 28             | 48                                  | 54       | 65        | 73        | 60      |
| V SOCIAL SERVICE SUPPORT       | 61               | 72       | 71       | 71        | 29           | 62                   | 69   | 67         | 55             | 44 | 78                  | 56  | 60                        | 60  | 69                         | 21             | 58                                  | 51       | 60        | 67        | 61      |
| G STREETS AND ROADS            | 61               | 77       | 67       | 69        | 25           | 66                   | 67   | 66         | 56             | 54 | 72                  | 57  | 60                        | 62  | 66                         | 33             | 51                                  | 53       | 62        | 67        | 62      |
| S CLEAN ENERGY/WATER CONS.     | 60               | 80       | 72       | 73        | 26           | 64                   | 65   | 64         | 58             | 47 | 73                  | 57  | 62                        | 60  | 71                         | 25             | 44                                  | 59       | 65        | 65        | 64      |
| D EMERGENCIES/NAT DISASTERS    | 59               | 73       | 64       | 65        | 31           | 52                   | 71   | 66         | 54             | 41 | 83                  | 54  | 61                        | 58  | 68                         | 30             | 44                                  | 61       | 45        | 74        | 64      |
| M AFTERSCHOOL PROGRAMS         | 57               | 64       | 67       | 66        | 36           | 66                   | 69   | 68         | 46             | 35 | 78                  | 52  | 62                        | 54  | 70                         | 27             | 44                                  | 57       | 50        | 69        | 59      |
| H CITY GOV'T OPPORTUNITIES     | 57               | 63       | 64       | 64        | 28           | 51                   | 78   | 71         | 46             | 39 | 80                  | 52  | 56                        | 58  | 63                         | 22             | 28                                  | 50       | 62        | 64        | 64      |
| E PROGRAMS TO HELP SENIORS     | 55               | 72       | 61       | 63        | 26           | 55                   | 73   | 69         | 45             | 32 | 71                  | 51  | 55                        | 56  | 63                         | 19             | 48                                  | 43       | 49        | 64        | 60      |
| I NEW BUSINESSES/COMPANIES     | 53               | 54       | 60       | 59        | 30           | 49                   | 69   | 63         | 46             | 33 | 70                  | 50  | 49                        | 59  | 55                         | 25             | 41                                  | 59       | 59        | 57        | 51      |
| J AFFORDABLE HOUSING           | 53               | 71       | 57       | 59        | 27           | 51                   | 73   | 67         | 42             | 29 | 74                  | 49  | 51                        | 56  | 53                         | 42             | 49                                  | 54       | 57        | 54        | 51      |
| X OPERATING MILPITAS SMART     | 50               | 55       | 56       | 56        | 31           | 78                   | 76   | 77         | 27             | 12 | 81                  | 43  | 52                        | 49  | 57                         | 30             | 37                                  | 43       | 52        | 59        | 52      |
| U RENT RELIEF                  | 49               | 51       | 60       | 58        | 23           | 52                   | 57   | 55         | 45             | 22 | 69                  | 43  | 47                        | 52  | 53                         | 21             | 38                                  | 49       | 62        | 51        | 48      |

Table 11: Q12 CITY SERVICE SATISFACTION RANK MATRIX TABLE (TOTAL SATISFIED)

| Column n-Size                  | Q19 RESIDENCE |     |      | Q20 WORK SITUATION |          |            | Q21 WORK IN MILPITAS |     | Q22 MODE OF COMMUTE |            |              |      | Q23 HOUSEHOLD INCOME |              |               |         |
|--------------------------------|---------------|-----|------|--------------------|----------|------------|----------------------|-----|---------------------|------------|--------------|------|----------------------|--------------|---------------|---------|
|                                | Total         | OWN | RENT | WFH                | COM MUTE | DON'T WORK | YES                  | NO  | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+ |
|                                | 647           | 414 | 184  | 146                | 317      | 140        | 169                  | 145 | 146                 | 4          | 10           | 4    | 55                   | 201          | 154           | 146     |
| T EMERGENCY 911/FIRE RESPONSE  | 82            | 81  | 87   | 83                 | 83       | 86         | 84                   | 82  | 83                  | 100        | 100          | 54   | 88                   | 79           | 89            | 85      |
| B PUBLIC PARKS                 | 80            | 77  | 82   | 79                 | 77       | 90         | 84                   | 70  | 86                  | 45         | 66           | 0    | 90                   | 81           | 81            | 74      |
| C POLICE SERVICES              | 80            | 85  | 71   | 83                 | 77       | 84         | 81                   | 71  | 83                  | 21         | 70           | 0    | 90                   | 76           | 81            | 78      |
| N SEWER/WASTEWATER SYS         | 79            | 81  | 76   | 79                 | 75       | 92         | 78                   | 71  | 83                  | 100        | 90           | 0    | 68                   | 80           | 87            | 74      |
| L TRAFFIC LAWS                 | 72            | 69  | 78   | 76                 | 73       | 67         | 75                   | 69  | 77                  | 100        | 55           | 54   | 73                   | 79           | 73            | 71      |
| W LANDSCAPING                  | 70            | 69  | 74   | 71                 | 70       | 74         | 75                   | 63  | 75                  | 67         | 82           | 46   | 63                   | 77           | 77            | 61      |
| A REC/COMMUNITY SERVICES       | 70            | 70  | 71   | 76                 | 65       | 78         | 79                   | 47  | 79                  | 100        | 61           | 0    | 80                   | 72           | 79            | 62      |
| P CITY PROGRAMS/EVENTS         | 69            | 67  | 72   | 57                 | 74       | 69         | 83                   | 63  | 85                  | 100        | 82           | 54   | 62                   | 72           | 82            | 60      |
| O ARTS/CULTURAL ACTIVITIES     | 66            | 62  | 78   | 69                 | 72       | 54         | 81                   | 61  | 80                  | 100        | 78           | 100  | 64                   | 65           | 78            | 61      |
| Q DIVERSITY/DIFFERENT CULTURES | 65            | 62  | 71   | 63                 | 73       | 51         | 80                   | 64  | 81                  | 100        | 87           | 54   | 64                   | 67           | 72            | 66      |
| F BICYCLE LANES/PATHS          | 64            | 61  | 72   | 70                 | 67       | 55         | 83                   | 48  | 82                  | 79         | 100          | 0    | 69                   | 69           | 73            | 55      |
| R LOCAL BUSINESSES             | 63            | 58  | 74   | 60                 | 70       | 53         | 75                   | 63  | 76                  | 100        | 63           | 54   | 67                   | 69           | 70            | 61      |
| K BLIGHT/ILLEGAL DUMPING       | 62            | 58  | 75   | 59                 | 65       | 64         | 80                   | 47  | 78                  | 66         | 100          | 0    | 72                   | 73           | 69            | 48      |
| V SOCIAL SERVICE SUPPORT       | 61            | 55  | 73   | 59                 | 65       | 56         | 69                   | 60  | 72                  | 100        | 25           | 54   | 60                   | 65           | 72            | 54      |
| G STREETS AND ROADS            | 61            | 65  | 51   | 64                 | 65       | 57         | 77                   | 50  | 76                  | 79         | 76           | 0    | 67                   | 62           | 67            | 55      |
| S CLEAN ENERGY/WATER CONS.     | 60            | 58  | 69   | 56                 | 59       | 72         | 66                   | 51  | 69                  | 100        | 49           | 0    | 55                   | 63           | 74            | 56      |
| D EMERGENCIES/NAT DISASTERS    | 59            | 59  | 62   | 69                 | 61       | 48         | 76                   | 42  | 74                  | 79         | 85           | 0    | 81                   | 62           | 68            | 49      |
| M AFTERSCHOOL PROGRAMS         | 57            | 50  | 72   | 53                 | 68       | 41         | 74                   | 61  | 75                  | 100        | 54           | 54   | 62                   | 64           | 69            | 52      |
| H CITY GOV'T OPPORTUNITIES     | 57            | 59  | 50   | 53                 | 60       | 56         | 78                   | 40  | 78                  | 100        | 61           | 0    | 73                   | 59           | 71            | 42      |
| E PROGRAMS TO HELP SENIORS     | 55            | 55  | 56   | 63                 | 56       | 49         | 75                   | 34  | 75                  | 66         | 75           | 0    | 67                   | 60           | 65            | 45      |
| I NEW BUSINESSES/COMPANIES     | 53            | 53  | 59   | 58                 | 53       | 51         | 70                   | 32  | 70                  | 79         | 61           | 0    | 63                   | 62           | 61            | 42      |
| J AFFORDABLE HOUSING           | 53            | 54  | 51   | 53                 | 58       | 44         | 78                   | 38  | 78                  | 55         | 73           | 0    | 63                   | 55           | 60            | 48      |
| X OPERATING MILPITAS SMART     | 50            | 47  | 54   | 51                 | 57       | 34         | 71                   | 41  | 68                  | 100        | 90           | 100  | 56                   | 54           | 67            | 38      |
| U RENT RELIEF                  | 49            | 42  | 64   | 43                 | 55       | 43         | 73                   | 32  | 73                  | 100        | 70           | 54   | 51                   | 56           | 60            | 42      |

Table 11: Q12 CITY SERVICE SATISFACTION RANK MATRIX TABLE (TOTAL SATISFIED)

| Column n-Size                  | QD GENDER |     |       | QB AGE |       |       |       |       |     |       |     |       |       | QE EDUCATION |            |           |           |           |       |       |
|--------------------------------|-----------|-----|-------|--------|-------|-------|-------|-------|-----|-------|-----|-------|-------|--------------|------------|-----------|-----------|-----------|-------|-------|
|                                | Total     | MEN | WOMEN | 18-29  | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 | 65+          | HS OR LESS | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
|                                |           |     |       |        |       |       |       |       |     |       |     |       |       |              |            |           |           |           |       |       |
| 647                            | 330       | 311 | 116   | 155    | 91    | 129   | 78    | 65    | 362 | 272   | 272 | 220   | 142   | 148          | 129        | 207       | 162       | 277       | 369   |       |
| T EMERGENCY 911/FIRE RESPONSE  | 82        | 85  | 80    | 77     | 82    | 85    | 82    | 88    | 87  | 81    | 85  | 80    | 83    | 88           | 83         | 82        | 81        | 83        | 82    | 82    |
| B PUBLIC PARKS                 | 80        | 79  | 81    | 90     | 80    | 64    | 84    | 84    | 81  | 79    | 83  | 84    | 76    | 83           | 89         | 74        | 83        | 73        | 82    | 79    |
| C POLICE SERVICES              | 80        | 83  | 77    | 74     | 72    | 78    | 88    | 82    | 97  | 74    | 88  | 73    | 84    | 89           | 81         | 83        | 78        | 79        | 82    | 78    |
| N SEWER/WASTEWATER SYS         | 79        | 81  | 76    | 72     | 74    | 82    | 73    | 94    | 87  | 75    | 82  | 73    | 76    | 91           | 79         | 74        | 82        | 78        | 77    | 80    |
| L TRAFFIC LAWS                 | 72        | 71  | 72    | 73     | 73    | 79    | 65    | 70    | 72  | 74    | 68  | 73    | 71    | 71           | 67         | 72        | 79        | 66        | 70    | 73    |
| W LANDSCAPING                  | 70        | 72  | 68    | 76     | 65    | 68    | 77    | 68    | 73  | 69    | 73  | 70    | 73    | 70           | 77         | 70        | 77        | 55        | 73    | 68    |
| A REC/COMMUNITY SERVICES       | 70        | 69  | 71    | 86     | 65    | 70    | 64    | 64    | 77  | 73    | 67  | 74    | 66    | 70           | 73         | 73        | 73        | 60        | 73    | 67    |
| P CITY PROGRAMS/EVENTS         | 69        | 67  | 71    | 59     | 66    | 79    | 69    | 75    | 80  | 67    | 73  | 63    | 73    | 77           | 69         | 77        | 78        | 50        | 73    | 66    |
| O ARTS/CULTURAL ACTIVITIES     | 66        | 66  | 66    | 68     | 65    | 69    | 63    | 75    | 55  | 67    | 65  | 66    | 65    | 66           | 62         | 64        | 77        | 56        | 63    | 68    |
| Q DIVERSITY/DIFFERENT CULTURES | 65        | 61  | 70    | 66     | 68    | 68    | 59    | 69    | 60  | 67    | 62  | 67    | 63    | 65           | 65         | 67        | 78        | 46        | 66    | 64    |
| F BICYCLE LANES/PATHS          | 64        | 71  | 56    | 78     | 64    | 64    | 65    | 54    | 57  | 68    | 60  | 70    | 64    | 55           | 66         | 73        | 67        | 52        | 69    | 60    |
| R LOCAL BUSINESSES             | 63        | 65  | 60    | 67     | 68    | 70    | 55    | 60    | 60  | 68    | 58  | 68    | 62    | 60           | 66         | 64        | 72        | 46        | 65    | 61    |
| K BLIGHT/ILLEGAL DUMPING       | 62        | 62  | 61    | 70     | 58    | 58    | 59    | 58    | 63  | 62    | 60  | 63    | 59    | 60           | 60         | 75        | 69        | 42        | 67    | 57    |
| V SOCIAL SERVICE SUPPORT       | 61        | 59  | 62    | 63     | 67    | 69    | 53    | 64    | 53  | 66    | 56  | 65    | 60    | 59           | 63         | 60        | 67        | 52        | 61    | 60    |
| G STREETS AND ROADS            | 61        | 60  | 61    | 61     | 59    | 57    | 58    | 65    | 68  | 59    | 62  | 60    | 58    | 66           | 53         | 69        | 60        | 60        | 61    | 60    |
| S CLEAN ENERGY/WATER CONS.     | 60        | 65  | 56    | 58     | 66    | 65    | 49    | 63    | 76  | 63    | 59  | 63    | 56    | 69           | 58         | 72        | 69        | 42        | 64    | 57    |
| D EMERGENCIES/NAT DISASTERS    | 59        | 61  | 56    | 52     | 62    | 60    | 61    | 51    | 67  | 58    | 59  | 57    | 61    | 58           | 51         | 70        | 68        | 43        | 60    | 57    |
| M AFTERSCHOOL PROGRAMS         | 57        | 61  | 54    | 69     | 60    | 59    | 52    | 63    | 38  | 63    | 52  | 64    | 55    | 51           | 52         | 65        | 68        | 42        | 58    | 56    |
| H CITY GOV'T OPPORTUNITIES     | 57        | 58  | 55    | 75     | 53    | 44    | 51    | 55    | 65  | 58    | 55  | 63    | 48    | 60           | 56         | 62        | 65        | 43        | 59    | 55    |
| E PROGRAMS TO HELP SENIORS     | 55        | 56  | 54    | 61     | 50    | 49    | 56    | 58    | 61  | 53    | 57  | 55    | 53    | 59           | 49         | 61        | 65        | 43        | 55    | 55    |
| I NEW BUSINESSES/COMPANIES     | 53        | 55  | 50    | 63     | 54    | 56    | 48    | 50    | 54  | 57    | 50  | 58    | 51    | 52           | 53         | 54        | 62        | 41        | 53    | 53    |
| J AFFORDABLE HOUSING           | 53        | 55  | 50    | 66     | 58    | 46    | 48    | 40    | 54  | 58    | 47  | 62    | 47    | 46           | 47         | 54        | 64        | 42        | 50    | 54    |
| X OPERATING MILPITAS SMART     | 50        | 53  | 47    | 61     | 54    | 47    | 49    | 42    | 41  | 54    | 45  | 57    | 48    | 41           | 51         | 55        | 59        | 34        | 53    | 48    |
| U RENT RELIEF                  | 49        | 49  | 48    | 58     | 51    | 49    | 48    | 40    | 47  | 53    | 46  | 54    | 49    | 43           | 51         | 56        | 55        | 32        | 54    | 45    |

Table 11: Q12 CITY SERVICE SATISFACTION RANK MATRIX TABLE (TOTAL SATISFIED)

| Column n-Size                  | GENDER BY AGE |       |     |       | GENDER BY EDUCATION |       |       |       | QC ETHNICITY/RACE |       |        |      |     |             |           |           |           |
|--------------------------------|---------------|-------|-----|-------|---------------------|-------|-------|-------|-------------------|-------|--------|------|-----|-------------|-----------|-----------|-----------|
|                                | Total         | MEN   | MEN | WOMEN | WOMEN               | NCOLL | COLL+ | NCOLL | COLL+             | WHITE | LATINO | CHIN | FIL | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
|                                |               | 18-49 | 50+ | 18-49 | 50+                 | MEN   | MEN   | WOMEN | WOMEN             |       |        |      |     |             |           |           |           |
|                                | 647           | 196   | 129 | 162   | 141                 | 137   | 193   | 138   | 172               | 71    | 84     | 97   | 84  | 123         | 116       | 420       | 562       |
| T EMERGENCY 911/FIRE RESPONSE  | 82            | 82    | 88  | 81    | 82                  | 84    | 85    | 81    | 79                | 86    | 88     | 85   | 90  | 75          | 76        | 81        | 82        |
| B PUBLIC PARKS                 | 80            | 80    | 81  | 78    | 86                  | 85    | 75    | 78    | 83                | 76    | 81     | 78   | 78  | 72          | 88        | 79        | 81        |
| C POLICE SERVICES              | 80            | 79    | 92  | 68    | 85                  | 87    | 79    | 76    | 77                | 83    | 80     | 88   | 75  | 86          | 68        | 79        | 79        |
| N SEWER/WASTEWATER SYS         | 79            | 77    | 86  | 74    | 78                  | 77    | 83    | 76    | 77                | 85    | 86     | 78   | 71  | 71          | 83        | 76        | 78        |
| L TRAFFIC LAWS                 | 72            | 74    | 69  | 75    | 68                  | 70    | 71    | 69    | 76                | 64    | 83     | 66   | 78  | 64          | 70        | 69        | 72        |
| W LANDSCAPING                  | 70            | 69    | 78  | 69    | 69                  | 76    | 69    | 71    | 66                | 62    | 83     | 70   | 70  | 60          | 76        | 69        | 72        |
| A REC/COMMUNITY SERVICES       | 70            | 70    | 70  | 77    | 66                  | 71    | 67    | 75    | 68                | 64    | 87     | 68   | 67  | 77          | 63        | 69        | 71        |
| P CITY PROGRAMS/EVENTS         | 69            | 66    | 67  | 69    | 79                  | 71    | 64    | 75    | 68                | 59    | 67     | 67   | 82  | 77          | 57        | 70        | 71        |
| O ARTS/CULTURAL ACTIVITIES     | 66            | 65    | 66  | 70    | 64                  | 67    | 65    | 60    | 72                | 57    | 62     | 55   | 76  | 65          | 71        | 67        | 67        |
| Q DIVERSITY/DIFFERENT CULTURES | 65            | 66    | 53  | 70    | 72                  | 65    | 59    | 68    | 71                | 52    | 73     | 50   | 79  | 72          | 57        | 64        | 68        |
| F BICYCLE LANES/PATHS          | 64            | 76    | 68  | 59    | 54                  | 81    | 64    | 55    | 57                | 49    | 72     | 72   | 70  | 58          | 68        | 66        | 66        |
| R LOCAL BUSINESSES             | 63            | 69    | 60  | 67    | 56                  | 69    | 62    | 62    | 59                | 51    | 70     | 49   | 77  | 68          | 60        | 63        | 65        |
| K BLIGHT/ILLEGAL DUMPING       | 62            | 56    | 70  | 69    | 50                  | 66    | 59    | 68    | 55                | 49    | 73     | 54   | 67  | 59          | 71        | 63        | 63        |
| V SOCIAL SERVICE SUPPORT       | 61            | 64    | 54  | 68    | 59                  | 59    | 59    | 63    | 62                | 44    | 64     | 49   | 64  | 66          | 66        | 62        | 63        |
| G STREETS AND ROADS            | 61            | 58    | 62  | 61    | 63                  | 62    | 58    | 59    | 63                | 51    | 61     | 68   | 64  | 58          | 62        | 63        | 62        |
| S CLEAN ENERGY/WATER CONS.     | 60            | 71    | 59  | 56    | 60                  | 71    | 61    | 58    | 53                | 42    | 77     | 61   | 70  | 61          | 60        | 62        | 64        |
| D EMERGENCIES/NAT DISASTERS    | 59            | 59    | 66  | 56    | 55                  | 62    | 59    | 56    | 56                | 44    | 71     | 58   | 63  | 49          | 64        | 58        | 60        |
| M AFTERSCHOOL PROGRAMS         | 57            | 65    | 57  | 62    | 46                  | 64    | 59    | 54    | 54                | 38    | 66     | 47   | 73  | 58          | 58        | 59        | 61        |
| H CITY GOV'T OPPORTUNITIES     | 57            | 57    | 63  | 59    | 49                  | 66    | 52    | 50    | 58                | 44    | 75     | 62   | 62  | 56          | 51        | 57        | 59        |
| E PROGRAMS TO HELP SENIORS     | 55            | 54    | 60  | 52    | 55                  | 57    | 55    | 52    | 55                | 51    | 56     | 60   | 64  | 48          | 53        | 55        | 55        |
| I NEW BUSINESSES/COMPANIES     | 53            | 51    | 63  | 64    | 38                  | 54    | 56    | 52    | 50                | 42    | 67     | 57   | 64  | 44          | 56        | 54        | 54        |
| J AFFORDABLE HOUSING           | 53            | 59    | 52  | 56    | 44                  | 53    | 58    | 48    | 51                | 41    | 67     | 64   | 54  | 52          | 43        | 53        | 54        |
| X OPERATING MILPITAS SMART     | 50            | 55    | 51  | 54    | 40                  | 57    | 51    | 49    | 45                | 32    | 60     | 42   | 59  | 61          | 46        | 52        | 53        |
| U RENT RELIEF                  | 49            | 53    | 46  | 54    | 45                  | 51    | 48    | 55    | 42                | 26    | 63     | 41   | 59  | 49          | 49        | 49        | 52        |

Table 11: Q12 CITY SERVICE SATISFACTION RANK MATRIX TABLE (TOTAL SATISFIED)

| Column n-Size                  | LANGUAGE |     |      |      |      | A/B SPLIT<br>SAMPLES |     |
|--------------------------------|----------|-----|------|------|------|----------------------|-----|
|                                | Total    | ENG | SPAN | VIET | CHIN | A                    | B   |
|                                | 647      | 587 | 15   | 27   | 18   | 323                  | 324 |
| T EMERGENCY 911/FIRE RESPONSE  | 82       | 82  | 100  | 64   | 100  | 0                    | 82  |
| B PUBLIC PARKS                 | 80       | 80  | 64   | 100  | 75   | 80                   | 0   |
| C POLICE SERVICES              | 80       | 81  | 90   | 64   | 76   | 80                   | 0   |
| N SEWER/WASTEWATER SYS         | 79       | 77  | 100  | 100  | 100  | 0                    | 79  |
| L TRAFFIC LAWS                 | 72       | 71  | 100  | 69   | 80   | 0                    | 72  |
| W LANDSCAPING                  | 70       | 69  | 71   | 95   | 81   | 72                   | 68  |
| A REC/COMMUNITY SERVICES       | 70       | 69  | 79   | 80   | 72   | 70                   | 0   |
| P CITY PROGRAMS/EVENTS         | 69       | 68  | 74   | 59   | 100  | 0                    | 69  |
| O ARTS/CULTURAL ACTIVITIES     | 66       | 65  | 59   | 68   | 100  | 0                    | 66  |
| Q DIVERSITY/DIFFERENT CULTURES | 65       | 65  | 44   | 68   | 67   | 0                    | 65  |
| F BICYCLE LANES/PATHS          | 64       | 61  | 79   | 90   | 82   | 64                   | 0   |
| R LOCAL BUSINESSES             | 63       | 62  | 74   | 68   | 73   | 0                    | 63  |
| K BLIGHT/ILLEGAL DUMPING       | 62       | 61  | 79   | 78   | 48   | 62                   | 0   |
| V SOCIAL SERVICE SUPPORT       | 61       | 60  | 44   | 68   | 80   | 0                    | 61  |
| G STREETS AND ROADS            | 61       | 59  | 64   | 76   | 76   | 61                   | 0   |
| S CLEAN ENERGY/WATER CONS.     | 60       | 59  | 74   | 69   | 87   | 0                    | 60  |
| D EMERGENCIES/NAT DISASTERS    | 59       | 57  | 82   | 72   | 60   | 59                   | 0   |
| M AFTERSCHOOL PROGRAMS         | 57       | 56  | 59   | 59   | 93   | 0                    | 57  |
| H CITY GOV'T OPPORTUNITIES     | 57       | 56  | 79   | 60   | 54   | 57                   | 0   |
| E PROGRAMS TO HELP SENIORS     | 55       | 55  | 63   | 58   | 48   | 55                   | 0   |
| I NEW BUSINESSES/COMPANIES     | 53       | 52  | 63   | 70   | 54   | 53                   | 0   |
| J AFFORDABLE HOUSING           | 53       | 53  | 56   | 44   | 48   | 53                   | 0   |
| X OPERATING MILPITAS SMART     | 50       | 51  | 43   | 38   | 43   | 51                   | 49  |
| U RENT RELIEF                  | 49       | 47  | 44   | 60   | 80   | 0                    | 49  |

Table 12: Q12 CITY SERVICE SATISFACTION RANK MATRIX TABLE (TOTAL DISSATISFIED)

|                                | DATA COLLECTION MODE/<br>CONTACT METHOD |       |        |       |      |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |      |      | Q7B VIOLENT CRIME |      |      | Q7 COMBINED CRIME |      |      |
|--------------------------------|-----------------------------------------|-------|--------|-------|------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------|------|-------------------|------|------|-------------------|------|------|
|                                | Total                                   | PHONE | ONLINE | EMAIL | TEXT | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME | DECR | INCR              | SAME | DECR | INCR              | SAME | DECR |
|                                | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| Column n-Size                  | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| G STREETS AND ROADS            | 37                                      | 32    | 42     | 46    | 32   | 76           | 23                 | 38          | 61              | 41                        | 28             | 55          | 48                 | 27   | 35   | 0                 | 0    | 0    | 48                | 27   | 35   |
| J AFFORDABLE HOUSING           | 29                                      | 28    | 29     | 31    | 27   | 29           | 23                 | 24          | 62              | 31                        | 23             | 40          | 33                 | 20   | 41   | 0                 | 0    | 0    | 33                | 20   | 41   |
| I NEW BUSINESSES/COMPANIES     | 24                                      | 24    | 23     | 26    | 19   | 41           | 18                 | 23          | 39              | 19                        | 19             | 55          | 35                 | 21   | 33   | 0                 | 0    | 0    | 35                | 21   | 33   |
| W LANDSCAPING                  | 24                                      | 21    | 25     | 27    | 20   | 50           | 11                 | 21          | 54              | 26                        | 15             | 45          | 34                 | 16   | 32   | 30                | 19   | 22   | 32                | 17   | 26   |
| F BICYCLE LANES/PATHS          | 23                                      | 17    | 28     | 25    | 30   | 57           | 14                 | 24          | 33              | 25                        | 18             | 27          | 22                 | 20   | 26   | 0                 | 0    | 0    | 22                | 20   | 26   |
| H CITY GOV'T OPPORTUNITIES     | 21                                      | 23    | 20     | 20    | 20   | 11           | 11                 | 18          | 56              | 25                        | 13             | 43          | 34                 | 16   | 18   | 0                 | 0    | 0    | 34                | 16   | 18   |
| K BLIGHT/ILLEGAL DUMPING       | 21                                      | 15    | 26     | 30    | 19   | 37           | 13                 | 20          | 44              | 23                        | 13             | 41          | 31                 | 13   | 30   | 0                 | 0    | 0    | 31                | 13   | 30   |
| L TRAFFIC LAWS                 | 20                                      | 22    | 18     | 16    | 17   | 35           | 13                 | 19          | 32              | 19                        | 18             | 28          | 0                  | 0    | 0    | 27                | 19   | 12   | 27                | 19   | 12   |
| S CLEAN ENERGY/WATER CONS.     | 18                                      | 18    | 18     | 22    | 14   | 8            | 4                  | 17          | 39              | 13                        | 15             | 34          | 0                  | 0    | 0    | 27                | 13   | 16   | 27                | 13   | 16   |
| U RENT RELIEF                  | 18                                      | 22    | 15     | 16    | 14   | 8            | 11                 | 18          | 28              | 14                        | 18             | 24          | 0                  | 0    | 0    | 27                | 16   | 19   | 27                | 16   | 19   |
| P CITY PROGRAMS/EVENTS         | 18                                      | 15    | 20     | 19    | 19   | 33           | 10                 | 16          | 36              | 13                        | 14             | 33          | 0                  | 0    | 0    | 21                | 12   | 17   | 21                | 12   | 17   |
| E PROGRAMS TO HELP SENIORS     | 17                                      | 20    | 15     | 15    | 14   | 11           | 9                  | 17          | 32              | 21                        | 13             | 16          | 17                 | 14   | 26   | 0                 | 0    | 0    | 17                | 14   | 26   |
| B PUBLIC PARKS                 | 16                                      | 19    | 13     | 14    | 9    | 57           | 7                  | 15          | 37              | 16                        | 11             | 29          | 21                 | 13   | 36   | 0                 | 0    | 0    | 21                | 13   | 36   |
| R LOCAL BUSINESSES             | 16                                      | 16    | 16     | 13    | 19   | 17           | 2                  | 15          | 39              | 14                        | 12             | 31          | 0                  | 0    | 0    | 29                | 12   | 9    | 29                | 12   | 9    |
| A REC/COMMUNITY SERVICES       | 15                                      | 14    | 17     | 16    | 13   | 76           | 11                 | 10          | 50              | 16                        | 10             | 36          | 20                 | 13   | 16   | 0                 | 0    | 0    | 20                | 13   | 16   |
| C POLICE SERVICES              | 15                                      | 20    | 11     | 11    | 13   | 0            | 9                  | 12          | 40              | 15                        | 12             | 23          | 26                 | 11   | 3    | 0                 | 0    | 0    | 26                | 11   | 3    |
| Q DIVERSITY/DIFFERENT CULTURES | 14                                      | 16    | 14     | 15    | 12   | 8            | 2                  | 14          | 34              | 15                        | 10             | 26          | 0                  | 0    | 0    | 22                | 11   | 15   | 22                | 11   | 15   |
| D EMERGENCIES/NAT DISASTERS    | 14                                      | 15    | 14     | 10    | 18   | 49           | 6                  | 13          | 36              | 10                        | 15             | 23          | 16                 | 17   | 9    | 0                 | 0    | 0    | 16                | 17   | 9    |
| O ARTS/CULTURAL ACTIVITIES     | 14                                      | 15    | 13     | 12    | 12   | 27           | 1                  | 14          | 30              | 15                        | 9              | 25          | 0                  | 0    | 0    | 22                | 12   | 12   | 22                | 12   | 12   |
| V SOCIAL SERVICE SUPPORT       | 13                                      | 17    | 10     | 9     | 13   | 8            | 3                  | 11          | 38              | 13                        | 12             | 17          | 0                  | 0    | 0    | 24                | 11   | 9    | 24                | 11   | 9    |
| M AFTERSCHOOL PROGRAMS         | 13                                      | 13    | 13     | 15    | 8    | 18           | 3                  | 13          | 26              | 12                        | 7              | 32          | 0                  | 0    | 0    | 18                | 10   | 8    | 18                | 10   | 8    |
| X OPERATING MILPITAS SMART     | 9                                       | 11    | 8      | 7     | 9    | 4            | 5                  | 8           | 21              | 11                        | 9              | 8           | 10                 | 6    | 6    | 18                | 8    | 20   | 14                | 7    | 14   |
| N SEWER/WASTEWATER SYS         | 9                                       | 8     | 10     | 8     | 12   | 8            | 2                  | 8           | 21              | 7                         | 8              | 12          | 0                  | 0    | 0    | 14                | 8    | 4    | 14                | 8    | 4    |
| T EMERGENCY 911/FIRE RESPONSE  | 8                                       | 10    | 6      | 5     | 9    | 5            | 0                  | 8           | 17              | 7                         | 9              | 7           | 0                  | 0    | 0    | 13                | 10   | 2    | 13                | 10   | 2    |



Table 12: Q12 CITY SERVICE SATISFACTION RANK MATRIX TABLE (TOTAL DISSATISFIED)

| Column n-Size                  | Q8 CITY SERVICES |          |          |           |              | Q9 SMART FAMILIARITY |      |            |                |    | Q10 EVER USED SMART |     | Q14 RECENT CNTACT W/ CITY |     | Q15 CSTMR SVC SATISFACTION |                | Q18 LENGTH OF RESIDENCE IN MILPITAS |          |           |           |         |
|--------------------------------|------------------|----------|----------|-----------|--------------|----------------------|------|------------|----------------|----|---------------------|-----|---------------------------|-----|----------------------------|----------------|-------------------------------------|----------|-----------|-----------|---------|
|                                | Total            | VERY SAT | SMWT SAT | TOTAL SAT | TOTAL DISSAT | VERY                 | SMWT | VERY/ SMWT | NT TOO/ AT ALL | DK | YES                 | NO  | YES                       | NO  | VERY/ SMWT                 | NT TOO/ AT ALL | 0-6 YRS                             | 7-10 YRS | 11-20 YRS | 21-30 YRS | 31+ YRS |
|                                | 647              | 81       | 422      | 503       | 107          | 85                   | 234  | 318        | 280            | 49 | 136                 | 488 | 308                       | 324 | 252                        | 55             | 102                                 | 59       | 123       | 144       | 213     |
| G STREETS AND ROADS            | 37               | 19       | 32       | 30        | 75           | 34                   | 32   | 32         | 42             | 36 | 26                  | 41  | 39                        | 35  | 33                         | 64             | 45                                  | 45       | 36        | 29        | 37      |
| J AFFORDABLE HOUSING           | 29               | 10       | 25       | 23        | 57           | 40                   | 18   | 24         | 33             | 29 | 21                  | 30  | 30                        | 28  | 28                         | 41             | 25                                  | 21       | 28        | 29        | 31      |
| I NEW BUSINESSES/COMPANIES     | 24               | 17       | 23       | 22        | 36           | 33                   | 18   | 22         | 27             | 14 | 18                  | 25  | 26                        | 22  | 26                         | 25             | 30                                  | 31       | 23        | 20        | 22      |
| W LANDSCAPING                  | 24               | 8        | 18       | 16        | 61           | 28                   | 20   | 22         | 25             | 20 | 18                  | 25  | 28                        | 19  | 23                         | 51             | 32                                  | 35       | 16        | 17        | 24      |
| F BICYCLE LANES/PATHS          | 23               | 9        | 20       | 18        | 47           | 16                   | 21   | 20         | 25             | 28 | 20                  | 23  | 23                        | 22  | 18                         | 46             | 21                                  | 51       | 23        | 17        | 19      |
| H CITY GOV'T OPPORTUNITIES     | 21               | 16       | 17       | 17        | 49           | 31                   | 14   | 18         | 29             | 0  | 13                  | 24  | 23                        | 21  | 16                         | 54             | 23                                  | 31       | 24        | 19        | 18      |
| K BLIGHT/ILLEGAL DUMPING       | 21               | 6        | 16       | 14        | 51           | 16                   | 21   | 19         | 24             | 17 | 8                   | 25  | 24                        | 17  | 21                         | 37             | 28                                  | 39       | 16        | 14        | 20      |
| L TRAFFIC LAWS                 | 20               | 13       | 18       | 17        | 41           | 25                   | 18   | 20         | 19             | 18 | 13                  | 22  | 22                        | 17  | 19                         | 39             | 24                                  | 20       | 15        | 18        | 20      |
| S CLEAN ENERGY/WATER CONS.     | 18               | 6        | 14       | 12        | 51           | 11                   | 20   | 17         | 19             | 14 | 12                  | 20  | 19                        | 17  | 12                         | 52             | 24                                  | 28       | 9         | 12        | 19      |
| U RENT RELIEF                  | 18               | 7        | 18       | 16        | 27           | 18                   | 16   | 17         | 19             | 16 | 17                  | 18  | 22                        | 14  | 22                         | 19             | 23                                  | 20       | 11        | 13        | 19      |
| P CITY PROGRAMS/EVENTS         | 18               | 4        | 13       | 12        | 48           | 6                    | 15   | 13         | 22             | 27 | 10                  | 20  | 18                        | 16  | 12                         | 43             | 20                                  | 31       | 16        | 13        | 16      |
| E PROGRAMS TO HELP SENIORS     | 17               | 0        | 18       | 15        | 28           | 7                    | 15   | 13         | 23             | 9  | 18                  | 17  | 17                        | 17  | 15                         | 31             | 4                                   | 20       | 17        | 14        | 22      |
| B PUBLIC PARKS                 | 16               | 2        | 13       | 11        | 38           | 19                   | 16   | 17         | 14             | 18 | 18                  | 16  | 17                        | 15  | 15                         | 28             | 15                                  | 28       | 7         | 25        | 13      |
| R LOCAL BUSINESSES             | 16               | 1        | 14       | 12        | 41           | 12                   | 16   | 15         | 15             | 23 | 11                  | 17  | 17                        | 15  | 14                         | 29             | 12                                  | 30       | 11        | 9         | 18      |
| A REC/COMMUNITY SERVICES       | 15               | 6        | 11       | 10        | 41           | 18                   | 10   | 12         | 19             | 17 | 11                  | 17  | 19                        | 13  | 15                         | 36             | 16                                  | 20       | 16        | 15        | 14      |
| C POLICE SERVICES              | 15               | 2        | 11       | 10        | 45           | 16                   | 14   | 14         | 19             | 0  | 7                   | 18  | 12                        | 19  | 9                          | 28             | 18                                  | 9        | 22        | 13        | 11      |
| Q DIVERSITY/DIFFERENT CULTURES | 14               | 4        | 13       | 12        | 34           | 3                    | 14   | 11         | 19             | 16 | 7                   | 17  | 18                        | 11  | 14                         | 34             | 14                                  | 24       | 7         | 10        | 18      |
| D EMERGENCIES/NAT DISASTERS    | 14               | 4        | 13       | 12        | 28           | 17                   | 17   | 17         | 13             | 5  | 5                   | 16  | 11                        | 18  | 10                         | 14             | 13                                  | 19       | 28        | 9         | 8       |
| O ARTS/CULTURAL ACTIVITIES     | 14               | 1        | 13       | 11        | 33           | 3                    | 16   | 12         | 16             | 12 | 15                  | 14  | 14                        | 14  | 12                         | 24             | 12                                  | 37       | 10        | 6         | 14      |
| V SOCIAL SERVICE SUPPORT       | 13               | 1        | 11       | 9         | 38           | 7                    | 16   | 14         | 12             | 14 | 11                  | 14  | 17                        | 10  | 14                         | 31             | 13                                  | 21       | 9         | 12        | 13      |
| M AFTERSCHOOL PROGRAMS         | 13               | 11       | 9        | 10        | 27           | 3                    | 11   | 9          | 19             | 5  | 7                   | 15  | 16                        | 10  | 10                         | 38             | 20                                  | 14       | 13        | 7         | 12      |
| X OPERATING MILPITAS SMART     | 9                | 5        | 8        | 7         | 22           | 10                   | 8    | 8          | 12             | 0  | 10                  | 10  | 11                        | 8   | 9                          | 18             | 8                                   | 16       | 5         | 8         | 12      |
| N SEWER/WASTEWATER SYS         | 9                | 7        | 6        | 6         | 28           | 8                    | 9    | 9          | 10             | 8  | 7                   | 10  | 11                        | 7   | 6                          | 34             | 20                                  | 14       | 8         | 6         | 4       |
| T EMERGENCY 911/FIRE RESPONSE  | 8                | 1        | 7        | 6         | 19           | 2                    | 6    | 5          | 10             | 14 | 11                  | 7   | 6                         | 9   | 5                          | 11             | 3                                   | 16       | 7         | 6         | 8       |

Table 12: Q12 CITY SERVICE SATISFACTION RANK MATRIX TABLE (TOTAL DISSATISFIED)

| Column n-Size                  | Q19 RESIDENCE |     |      | Q20 WORK SITUATION |          |            | Q21 WORK IN MILPITAS |     | Q22 MODE OF COMMUTE |            |              |      | Q23 HOUSEHOLD INCOME |              |               |         |
|--------------------------------|---------------|-----|------|--------------------|----------|------------|----------------------|-----|---------------------|------------|--------------|------|----------------------|--------------|---------------|---------|
|                                | Total         | OWN | RENT | WFH                | COM MUTE | DON'T WORK | YES                  | NO  | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+ |
|                                | 647           | 414 | 184  | 146                | 317      | 140        | 169                  | 145 | 146                 | 4          | 10           | 4    | 55                   | 201          | 154           | 146     |
| G STREETS AND ROADS            | 37            | 33  | 47   | 35                 | 32       | 41         | 20                   | 47  | 20                  | 21         | 24           | 0    | 33                   | 38           | 30            | 41      |
| J AFFORDABLE HOUSING           | 29            | 23  | 38   | 34                 | 26       | 26         | 16                   | 35  | 15                  | 45         | 27           | 0    | 12                   | 34           | 30            | 28      |
| I NEW BUSINESSES/COMPANIES     | 24            | 22  | 24   | 21                 | 26       | 21         | 26                   | 27  | 25                  | 21         | 39           | 0    | 22                   | 19           | 28            | 28      |
| W LANDSCAPING                  | 24            | 26  | 19   | 26                 | 23       | 19         | 18                   | 30  | 18                  | 33         | 18           | 0    | 23                   | 20           | 18            | 33      |
| F BICYCLE LANES/PATHS          | 23            | 20  | 25   | 21                 | 26       | 19         | 12                   | 42  | 12                  | 21         | 0            | 0    | 14                   | 21           | 19            | 31      |
| H CITY GOV'T OPPORTUNITIES     | 21            | 18  | 31   | 24                 | 20       | 20         | 17                   | 25  | 16                  | 0          | 39           | 0    | 13                   | 25           | 16            | 29      |
| K BLIGHT/ILLEGAL DUMPING       | 21            | 23  | 19   | 26                 | 17       | 18         | 12                   | 23  | 13                  | 34         | 0            | 0    | 24                   | 14           | 15            | 30      |
| L TRAFFIC LAWS                 | 20            | 21  | 19   | 16                 | 18       | 28         | 18                   | 18  | 18                  | 0          | 45           | 0    | 14                   | 15           | 25            | 17      |
| S CLEAN ENERGY/WATER CONS.     | 18            | 19  | 11   | 22                 | 17       | 12         | 14                   | 20  | 15                  | 0          | 23           | 0    | 18                   | 19           | 15            | 16      |
| U RENT RELIEF                  | 18            | 17  | 19   | 17                 | 20       | 11         | 15                   | 28  | 15                  | 0          | 22           | 0    | 21                   | 18           | 17            | 12      |
| P CITY PROGRAMS/EVENTS         | 18            | 19  | 14   | 25                 | 15       | 15         | 9                    | 22  | 9                   | 0          | 10           | 0    | 15                   | 13           | 13            | 27      |
| E PROGRAMS TO HELP SENIORS     | 17            | 15  | 20   | 10                 | 17       | 21         | 17                   | 18  | 16                  | 34         | 25           | 0    | 26                   | 23           | 17            | 8       |
| B PUBLIC PARKS                 | 16            | 18  | 15   | 21                 | 18       | 6          | 13                   | 23  | 11                  | 55         | 34           | 0    | 10                   | 17           | 16            | 17      |
| R LOCAL BUSINESSES             | 16            | 18  | 9    | 17                 | 13       | 15         | 12                   | 14  | 11                  | 0          | 37           | 0    | 5                    | 14           | 20            | 14      |
| A REC/COMMUNITY SERVICES       | 15            | 11  | 21   | 12                 | 20       | 8          | 14                   | 27  | 14                  | 0          | 39           | 0    | 12                   | 19           | 11            | 15      |
| C POLICE SERVICES              | 15            | 10  | 27   | 13                 | 18       | 11         | 13                   | 24  | 11                  | 79         | 15           | 0    | 10                   | 20           | 12            | 17      |
| Q DIVERSITY/DIFFERENT CULTURES | 14            | 17  | 10   | 17                 | 11       | 15         | 10                   | 14  | 9                   | 0          | 13           | 0    | 6                    | 15           | 18            | 11      |
| D EMERGENCIES/NAT DISASTERS    | 14            | 14  | 16   | 8                  | 15       | 17         | 15                   | 15  | 16                  | 0          | 15           | 0    | 9                    | 14           | 16            | 14      |
| O ARTS/CULTURAL ACTIVITIES     | 14            | 16  | 8    | 15                 | 12       | 12         | 9                    | 16  | 8                   | 0          | 22           | 0    | 7                    | 16           | 14            | 14      |
| V SOCIAL SERVICE SUPPORT       | 13            | 15  | 10   | 13                 | 14       | 9          | 13                   | 14  | 11                  | 0          | 66           | 0    | 23                   | 15           | 12            | 12      |
| M AFTERSCHOOL PROGRAMS         | 13            | 14  | 9    | 16                 | 14       | 6          | 15                   | 14  | 14                  | 0          | 46           | 0    | 3                    | 13           | 14            | 18      |
| X OPERATING MILPITAS SMART     | 9             | 9   | 11   | 8                  | 10       | 9          | 9                    | 11  | 9                   | 0          | 5            | 0    | 12                   | 14           | 5             | 9       |
| N SEWER/WASTEWATER SYS         | 9             | 9   | 11   | 13                 | 10       | 4          | 10                   | 11  | 8                   | 0          | 10           | 0    | 10                   | 11           | 8             | 11      |
| T EMERGENCY 911/FIRE RESPONSE  | 8             | 8   | 7    | 5                  | 9        | 5          | 10                   | 7   | 12                  | 0          | 0            | 0    | 3                    | 11           | 8             | 2       |

Table 12: Q12 CITY SERVICE SATISFACTION RANK MATRIX TABLE (TOTAL DISSATISFIED)

| Column n-Size                  | QD GENDER |     |       | QB AGE |       |       |       |       |     |       |     |       |       |     | QE EDUCATION |           |           |           |       |       |
|--------------------------------|-----------|-----|-------|--------|-------|-------|-------|-------|-----|-------|-----|-------|-------|-----|--------------|-----------|-----------|-----------|-------|-------|
|                                | Total     | MEN | WOMEN | 18-29  | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-49 | 50+ | 18-39 | 40-64 | 65+ | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
|                                | 647       | 330 | 311   | 116    | 155   | 91    | 129   | 78    | 65  | 362   | 272 | 272   | 220   | 142 | 148          | 129       | 207       | 162       | 277   | 369   |
| G STREETS AND ROADS            | 37        | 39  | 35    | 36     | 39    | 40    | 39    | 33    | 32  | 38    | 36  | 38    | 39    | 33  | 47           | 27        | 37        | 38        | 37    | 37    |
| J AFFORDABLE HOUSING           | 29        | 30  | 26    | 28     | 33    | 30    | 22    | 26    | 27  | 30    | 24  | 31    | 25    | 26  | 37           | 30        | 23        | 27        | 34    | 25    |
| I NEW BUSINESSES/COMPANIES     | 24        | 24  | 24    | 29     | 26    | 25    | 21    | 19    | 19  | 27    | 20  | 27    | 23    | 19  | 22           | 29        | 20        | 26        | 25    | 23    |
| W LANDSCAPING                  | 24        | 22  | 25    | 16     | 27    | 28    | 20    | 25    | 20  | 24    | 21  | 22    | 23    | 22  | 15           | 26        | 18        | 36        | 20    | 26    |
| F BICYCLE LANES/PATHS          | 23        | 19  | 27    | 22     | 28    | 27    | 14    | 25    | 15  | 26    | 17  | 25    | 20    | 20  | 22           | 19        | 21        | 30        | 21    | 25    |
| H CITY GOV'T OPPORTUNITIES     | 21        | 23  | 20    | 18     | 26    | 24    | 21    | 16    | 18  | 23    | 19  | 22    | 22    | 17  | 18           | 20        | 19        | 28        | 19    | 23    |
| K BLIGHT/ILLEGAL DUMPING       | 21        | 22  | 20    | 17     | 22    | 27    | 24    | 17    | 22  | 22    | 21  | 20    | 25    | 20  | 18           | 16        | 15        | 37        | 17    | 25    |
| L TRAFFIC LAWS                 | 20        | 21  | 18    | 19     | 17    | 19    | 21    | 24    | 21  | 18    | 21  | 18    | 20    | 22  | 19           | 22        | 14        | 26        | 20    | 19    |
| S CLEAN ENERGY/WATER CONS.     | 18        | 14  | 22    | 23     | 16    | 17    | 21    | 9     | 9   | 18    | 15  | 19    | 19    | 9   | 12           | 21        | 11        | 29        | 16    | 19    |
| U RENT RELIEF                  | 18        | 18  | 18    | 19     | 24    | 16    | 15    | 12    | 11  | 20    | 13  | 22    | 15    | 11  | 13           | 23        | 13        | 25        | 18    | 18    |
| P CITY PROGRAMS/EVENTS         | 18        | 17  | 18    | 19     | 18    | 15    | 23    | 14    | 3   | 17    | 16  | 18    | 19    | 9   | 12           | 14        | 12        | 33        | 13    | 21    |
| E PROGRAMS TO HELP SENIORS     | 17        | 12  | 22    | 21     | 20    | 13    | 12    | 17    | 21  | 19    | 16  | 20    | 13    | 19  | 25           | 19        | 13        | 14        | 22    | 13    |
| B PUBLIC PARKS                 | 16        | 16  | 16    | 10     | 15    | 34    | 11    | 13    | 8   | 18    | 11  | 13    | 21    | 11  | 9            | 24        | 13        | 20        | 16    | 16    |
| R LOCAL BUSINESSES             | 16        | 15  | 17    | 10     | 18    | 18    | 18    | 11    | 12  | 15    | 14  | 15    | 18    | 11  | 9            | 20        | 11        | 24        | 14    | 16    |
| A REC/COMMUNITY SERVICES       | 15        | 17  | 13    | 11     | 25    | 15    | 14    | 6     | 7   | 18    | 10  | 19    | 14    | 6   | 10           | 20        | 14        | 19        | 15    | 16    |
| C POLICE SERVICES              | 15        | 16  | 15    | 26     | 20    | 13    | 9     | 9     | 3   | 20    | 8   | 23    | 11    | 6   | 16           | 14        | 14        | 17        | 15    | 15    |
| Q DIVERSITY/DIFFERENT CULTURES | 14        | 13  | 16    | 9      | 16    | 19    | 19    | 9     | 5   | 15    | 13  | 13    | 19    | 7   | 9            | 22        | 7         | 24        | 15    | 14    |
| D EMERGENCIES/NAT DISASTERS    | 14        | 12  | 17    | 30     | 14    | 16    | 6     | 15    | 3   | 19    | 8   | 21    | 10    | 10  | 18           | 11        | 12        | 17        | 15    | 14    |
| O ARTS/CULTURAL ACTIVITIES     | 14        | 13  | 16    | 15     | 18    | 17    | 11    | 8     | 5   | 17    | 9   | 17    | 13    | 7   | 10           | 25        | 5         | 19        | 17    | 12    |
| V SOCIAL SERVICE SUPPORT       | 13        | 13  | 14    | 18     | 12    | 13    | 18    | 4     | 5   | 14    | 11  | 14    | 16    | 5   | 10           | 21        | 7         | 17        | 15    | 11    |
| M AFTERSCHOOL PROGRAMS         | 13        | 12  | 14    | 18     | 15    | 16    | 14    | 3     | 0   | 16    | 7   | 16    | 15    | 2   | 13           | 14        | 5         | 21        | 13    | 12    |
| X OPERATING MILPITAS SMART     | 9         | 10  | 9     | 14     | 13    | 9     | 6     | 4     | 7   | 12    | 5   | 13    | 7     | 5   | 9            | 12        | 5         | 13        | 11    | 8     |
| N SEWER/WASTEWATER SYS         | 9         | 9   | 9     | 12     | 12    | 16    | 9     | 0     | 0   | 13    | 4   | 12    | 12    | 0   | 5            | 14        | 8         | 10        | 9     | 9     |
| T EMERGENCY 911/FIRE RESPONSE  | 8         | 5   | 11    | 10     | 12    | 3     | 9     | 3     | 0   | 9     | 5   | 11    | 6     | 2   | 5            | 12        | 8         | 7         | 8     | 8     |

Table 12: Q12 CITY SERVICE SATISFACTION RANK MATRIX TABLE (TOTAL DISSATISFIED)

| Column n-Size                  | GENDER BY AGE |       |     |       | GENDER BY EDUCATION |       |       |       | QC ETHNICITY/RACE |       |        |      |     |             |           |           |           |
|--------------------------------|---------------|-------|-----|-------|---------------------|-------|-------|-------|-------------------|-------|--------|------|-----|-------------|-----------|-----------|-----------|
|                                | Total         | MEN   | MEN | WOMEN | WOMEN               | NCOLL | COLL+ | NCOLL | COLL+             | WHITE | LATINO | CHIN | FIL | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
|                                |               | 18-49 | 50+ | 18-49 | 50+                 | MEN   | MEN   | WOMEN | WOMEN             |       |        |      |     |             |           |           |           |
| 647                            | 196           | 129   | 162 | 141   | 137                 | 193   | 138   | 172   | 71                | 84    | 97     | 84   | 123 | 116         | 420       | 562       |           |
| G STREETS AND ROADS            | 37            | 40    | 38  | 36    | 33                  | 36    | 42    | 39    | 33                | 49    | 36     | 32   | 34  | 37          | 38        | 35        | 36        |
| J AFFORDABLE HOUSING           | 29            | 30    | 28  | 31    | 20                  | 33    | 28    | 35    | 21                | 32    | 14     | 18   | 36  | 29          | 45        | 33        | 28        |
| I NEW BUSINESSES/COMPANIES     | 24            | 33    | 11  | 19    | 28                  | 27    | 22    | 23    | 24                | 20    | 12     | 27   | 13  | 36          | 23        | 25        | 24        |
| W LANDSCAPING                  | 24            | 22    | 19  | 25    | 23                  | 19    | 24    | 22    | 28                | 32    | 12     | 27   | 22  | 29          | 20        | 25        | 22        |
| F BICYCLE LANES/PATHS          | 23            | 20    | 15  | 33    | 19                  | 12    | 25    | 31    | 24                | 26    | 18     | 18   | 19  | 29          | 23        | 23        | 22        |
| H CITY GOV'T OPPORTUNITIES     | 21            | 26    | 16  | 20    | 21                  | 15    | 30    | 24    | 17                | 14    | 5      | 27   | 19  | 27          | 30        | 26        | 22        |
| K BLIGHT/ILLEGAL DUMPING       | 21            | 23    | 22  | 20    | 21                  | 19    | 25    | 13    | 24                | 30    | 21     | 22   | 23  | 22          | 8         | 18        | 19        |
| L TRAFFIC LAWS                 | 20            | 20    | 21  | 15    | 22                  | 21    | 21    | 19    | 16                | 27    | 10     | 21   | 17  | 25          | 18        | 21        | 19        |
| S CLEAN ENERGY/WATER CONS.     | 18            | 14    | 15  | 24    | 14                  | 14    | 14    | 18    | 25                | 18    | 8      | 17   | 15  | 18          | 16        | 17        | 16        |
| U RENT RELIEF                  | 18            | 22    | 14  | 20    | 12                  | 19    | 18    | 17    | 18                | 8     | 18     | 15   | 14  | 21          | 25        | 19        | 19        |
| P CITY PROGRAMS/EVENTS         | 18            | 15    | 19  | 19    | 13                  | 12    | 19    | 13    | 24                | 13    | 17     | 20   | 5   | 15          | 24        | 17        | 17        |
| E PROGRAMS TO HELP SENIORS     | 17            | 14    | 9   | 25    | 21                  | 15    | 9     | 31    | 17                | 21    | 19     | 12   | 12  | 17          | 25        | 17        | 17        |
| B PUBLIC PARKS                 | 16            | 16    | 12  | 20    | 9                   | 14    | 17    | 18    | 14                | 15    | 16     | 16   | 15  | 25          | 11        | 17        | 15        |
| R LOCAL BUSINESSES             | 16            | 16    | 13  | 16    | 15                  | 11    | 16    | 17    | 17                | 7     | 18     | 29   | 3   | 19          | 13        | 16        | 15        |
| A REC/COMMUNITY SERVICES       | 15            | 21    | 8   | 14    | 11                  | 15    | 18    | 14    | 13                | 21    | 5      | 11   | 15  | 17          | 19        | 16        | 14        |
| C POLICE SERVICES              | 15            | 19    | 8   | 22    | 8                   | 13    | 19    | 17    | 13                | 6     | 16     | 7    | 20  | 11          | 30        | 17        | 16        |
| Q DIVERSITY/DIFFERENT CULTURES | 14            | 13    | 14  | 17    | 12                  | 10    | 16    | 20    | 12                | 15    | 15     | 20   | 2   | 14          | 17        | 14        | 13        |
| D EMERGENCIES/NAT DISASTERS    | 14            | 16    | 4   | 23    | 10                  | 9     | 14    | 22    | 13                | 12    | 10     | 14   | 8   | 22          | 21        | 17        | 14        |
| O ARTS/CULTURAL ACTIVITIES     | 14            | 18    | 5   | 16    | 12                  | 12    | 13    | 21    | 10                | 4     | 17     | 15   | 5   | 15          | 20        | 14        | 14        |
| V SOCIAL SERVICE SUPPORT       | 13            | 16    | 9   | 12    | 13                  | 18    | 10    | 14    | 14                | 9     | 11     | 20   | 10  | 11          | 14        | 14        | 13        |
| M AFTERSCHOOL PROGRAMS         | 13            | 14    | 6   | 19    | 9                   | 12    | 12    | 14    | 13                | 12    | 6      | 13   | 3   | 19          | 18        | 14        | 13        |
| X OPERATING MILPITAS SMART     | 9             | 12    | 6   | 13    | 4                   | 11    | 8     | 10    | 8                 | 9     | 7      | 10   | 7   | 8           | 13        | 10        | 9         |
| N SEWER/WASTEWATER SYS         | 9             | 13    | 4   | 13    | 5                   | 11    | 7     | 8     | 11                | 5     | 9      | 8    | 13  | 7           | 12        | 10        | 9         |
| T EMERGENCY 911/FIRE RESPONSE  | 8             | 7     | 2   | 11    | 8                   | 7     | 4     | 10    | 12                | 5     | 7      | 7    | 3   | 9           | 14        | 8         | 7         |

| Column n-Size                  | LANGUAGE |     |      |      |      | A/B SPLIT<br>SAMPLES |     |
|--------------------------------|----------|-----|------|------|------|----------------------|-----|
|                                | Total    | ENG | SPAN | VIET | CHIN | A                    | B   |
|                                | 647      | 587 | 15   | 27   | 18   | 323                  | 324 |
| G STREETS AND ROADS            | 37       | 39  | 26   | 24   | 24   | 37                   | 0   |
| J AFFORDABLE HOUSING           | 29       | 29  | 15   | 36   | 24   | 29                   | 0   |
| I NEW BUSINESSES/COMPANIES     | 24       | 26  | 0    | 4    | 24   | 24                   | 0   |
| W LANDSCAPING                  | 24       | 25  | 22   | 5    | 19   | 23                   | 24  |
| F BICYCLE LANES/PATHS          | 23       | 25  | 0    | 0    | 6    | 23                   | 0   |
| H CITY GOV'T OPPORTUNITIES     | 21       | 22  | 0    | 24   | 24   | 21                   | 0   |
| K BLIGHT/ILLEGAL DUMPING       | 21       | 22  | 11   | 0    | 30   | 21                   | 0   |
| L TRAFFIC LAWS                 | 20       | 20  | 0    | 23   | 20   | 0                    | 20  |
| S CLEAN ENERGY/WATER CONS.     | 18       | 18  | 0    | 23   | 13   | 0                    | 18  |
| U RENT RELIEF                  | 18       | 17  | 56   | 23   | 13   | 0                    | 18  |
| P CITY PROGRAMS/EVENTS         | 18       | 17  | 26   | 32   | 0    | 0                    | 18  |
| E PROGRAMS TO HELP SENIORS     | 17       | 17  | 0    | 24   | 24   | 17                   | 0   |
| B PUBLIC PARKS                 | 16       | 16  | 26   | 0    | 25   | 16                   | 0   |
| R LOCAL BUSINESSES             | 16       | 15  | 26   | 23   | 20   | 0                    | 16  |
| A REC/COMMUNITY SERVICES       | 15       | 17  | 0    | 0    | 18   | 15                   | 0   |
| C POLICE SERVICES              | 15       | 14  | 0    | 36   | 24   | 15                   | 0   |
| Q DIVERSITY/DIFFERENT CULTURES | 14       | 13  | 56   | 23   | 13   | 0                    | 14  |
| D EMERGENCIES/NAT DISASTERS    | 14       | 14  | 0    | 24   | 18   | 14                   | 0   |
| O ARTS/CULTURAL ACTIVITIES     | 14       | 13  | 41   | 23   | 0    | 0                    | 14  |
| V SOCIAL SERVICE SUPPORT       | 13       | 13  | 14   | 23   | 13   | 0                    | 13  |
| M AFTERSCHOOL PROGRAMS         | 13       | 13  | 0    | 23   | 0    | 0                    | 13  |
| X OPERATING MILPITAS SMART     | 9        | 9   | 9    | 9    | 22   | 7                    | 12  |
| N SEWER/WASTEWATER SYS         | 9        | 10  | 0    | 0    | 0    | 0                    | 9   |
| T EMERGENCY 911/FIRE RESPONSE  | 8        | 8   | 0    | 28   | 0    | 0                    | 8   |

Table 13: Q17 CITY OF MILPITAS INFORMATION SOURCE RANK MATRIX TABLE (DEFINITELY PAY ATTENTION)

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |       |        |       |      |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |      |      | Q7B VIOLENT CRIME |      |      | Q7 COMBINED CRIME |      |      |
|------------------------------|-----------------------------------------|-------|--------|-------|------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------|------|-------------------|------|------|-------------------|------|------|
|                              | Total                                   | PHONE | ONLINE | EMAIL | TEXT | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME | DECR | INCR              | SAME | DECR | INCR              | SAME | DECR |
|                              | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| Column n-Size                | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| C A TEXT FROM THE CITY       | 51                                      | 55    | 48     | 47    | 51   | 38           | 64                 | 48          | 50              | 50                        | 52             | 54          | 51                 | 50   | 72   | 0                 | 0    | 0    | 51                | 50   | 72   |
| G INFO FROM FRIEND/NEIGHBOR  | 50                                      | 54    | 47     | 50    | 42   | 51           | 58                 | 47          | 55              | 50                        | 53             | 43          | 52                 | 45   | 51   | 0                 | 0    | 0    | 52                | 45   | 51   |
| N ELEC. SIGN/CALAVERAS RD    | 39                                      | 41    | 37     | 46    | 23   | 58           | 52                 | 34          | 41              | 42                        | 34             | 53          | 0                  | 0    | 0    | 38                | 37   | 40   | 38                | 37   | 40   |
| F CONNECTED                  | 38                                      | 30    | 45     | 54    | 34   | 33           | 49                 | 33          | 44              | 39                        | 38             | 40          | 0                  | 0    | 0    | 40                | 30   | 44   | 40                | 30   | 44   |
| E MILPITAS MATTERS           | 34                                      | 26    | 41     | 42    | 41   | 26           | 37                 | 31          | 50              | 29                        | 35             | 44          | 28                 | 29   | 39   | 0                 | 0    | 0    | 28                | 29   | 39   |
| M OUTDOOR SIGNAGE            | 31                                      | 28    | 32     | 27    | 42   | 20           | 36                 | 29          | 32              | 32                        | 32             | 26          | 19                 | 32   | 34   | 0                 | 0    | 0    | 19                | 32   | 34   |
| D INFO/MILPITAS WEBSITE      | 28                                      | 31    | 26     | 25    | 28   | 18           | 28                 | 30          | 22              | 26                        | 32             | 25          | 0                  | 0    | 0    | 34                | 31   | 16   | 34                | 31   | 16   |
| L A COMMUNITY EVENT          | 28                                      | 26    | 30     | 34    | 27   | 17           | 30                 | 28          | 25              | 32                        | 26             | 31          | 0                  | 0    | 0    | 36                | 26   | 26   | 36                | 26   | 26   |
| H INFO/ELECTED OFFICIAL      | 25                                      | 19    | 29     | 33    | 27   | 8            | 24                 | 24          | 29              | 33                        | 21             | 27          | 0                  | 0    | 0    | 27                | 23   | 34   | 27                | 23   | 34   |
| I NEWS ARTICLE/MILPITAS BEAT | 22                                      | 19    | 25     | 21    | 32   | 27           | 30                 | 19          | 24              | 27                        | 20             | 21          | 19                 | 23   | 23   | 0                 | 0    | 0    | 19                | 23   | 23   |
| J NEWS ARTICLE/MILPITAS POST | 22                                      | 21    | 22     | 24    | 22   | 9            | 31                 | 19          | 22              | 18                        | 25             | 19          | 0                  | 0    | 0    | 26                | 22   | 20   | 26                | 22   | 20   |
| K A BOOTH AT A SPECIAL EVENT | 19                                      | 22    | 17     | 13    | 23   | 20           | 29                 | 17          | 16              | 24                        | 18             | 12          | 14                 | 20   | 28   | 0                 | 0    | 0    | 14                | 20   | 28   |
| A A FACEBOOK POST            | 17                                      | 14    | 19     | 16    | 25   | 0            | 20                 | 14          | 25              | 11                        | 22             | 18          | 14                 | 22   | 5    | 0                 | 0    | 0    | 14                | 22   | 5    |
| B A POST ON NEXTDOOR         | 16                                      | 16    | 15     | 18    | 9    | 25           | 16                 | 14          | 22              | 18                        | 14             | 21          | 0                  | 0    | 0    | 21                | 14   | 8    | 21                | 14   | 8    |
| O NON-ENGLISH LANGUAGE MEDIA | 8                                       | 11    | 6      | 5     | 9    | 6            | 10                 | 9           | 4               | 10                        | 8              | 5           | 7                  | 11   | 19   | 9                 | 12   | 4    | 8                 | 11   | 10   |

|                              | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |      |               |                   |    | Q10 EVER<br>USED SMART |     | Q14 RECENT<br>CNTACT W/ CITY |     | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|------|---------------|-------------------|----|------------------------|-----|------------------------------|-----|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                              | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK | YES                    | NO  | YES                          | NO  | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                              | 647              | 81          | 422         | 503          | 107             | 85                   | 234  | 318           | 280               | 49 | 136                    | 488 | 308                          | 324 | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Column n-Size                | 647              | 81          | 422         | 503          | 107             | 85                   | 234  | 318           | 280               | 49 | 136                    | 488 | 308                          | 324 | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| C A TEXT FROM THE CITY       | 51               | 59          | 52          | 53           | 40              | 65                   | 50   | 54            | 47                | 57 | 33                     | 56  | 53                           | 50  | 56                            | 36                | 51                                  | 56          | 56           | 48           | 50         |
| G INFO FROM FRIEND/NEIGHBOR  | 50               | 51          | 52          | 52           | 42              | 57                   | 48   | 50            | 49                | 56 | 38                     | 53  | 50                           | 50  | 51                            | 49                | 45                                  | 54          | 42           | 53           | 55         |
| N ELEC. SIGN/CALAVERAS RD    | 39               | 63          | 36          | 41           | 32              | 62                   | 31   | 39            | 42                | 15 | 23                     | 44  | 44                           | 34  | 45                            | 41                | 36                                  | 28          | 35           | 50           | 39         |
| F CONNECTED                  | 38               | 64          | 33          | 38           | 36              | 44                   | 34   | 37            | 39                | 41 | 28                     | 42  | 46                           | 31  | 46                            | 42                | 43                                  | 46          | 31           | 38           | 36         |
| E MILPITAS MATTERS           | 34               | 28          | 33          | 32           | 43              | 40                   | 35   | 37            | 32                | 32 | 17                     | 37  | 36                           | 33  | 36                            | 36                | 45                                  | 46          | 25           | 26           | 38         |
| M OUTDOOR SIGNAGE            | 31               | 38          | 31          | 32           | 24              | 43                   | 34   | 36            | 25                | 27 | 24                     | 32  | 36                           | 27  | 34                            | 43                | 29                                  | 34          | 30           | 20           | 38         |
| D INFO/MILPITAS WEBSITE      | 28               | 25          | 31          | 30           | 26              | 37                   | 31   | 33            | 23                | 25 | 20                     | 31  | 34                           | 25  | 35                            | 30                | 27                                  | 28          | 24           | 23           | 35         |
| L A COMMUNITY EVENT          | 28               | 33          | 28          | 29           | 21              | 33                   | 29   | 30            | 27                | 18 | 25                     | 29  | 36                           | 22  | 36                            | 36                | 18                                  | 24          | 31           | 32           | 29         |
| H INFO/ELECTED OFFICIAL      | 25               | 31          | 24          | 25           | 27              | 31                   | 24   | 26            | 24                | 20 | 17                     | 27  | 31                           | 19  | 29                            | 41                | 16                                  | 17          | 25           | 27           | 30         |
| I NEWS ARTICLE/MILPITAS BEAT | 22               | 14          | 24          | 22           | 24              | 24                   | 28   | 27            | 19                | 16 | 8                      | 25  | 28                           | 17  | 27                            | 32                | 12                                  | 14          | 20           | 17           | 34         |
| J NEWS ARTICLE/MILPITAS POST | 22               | 41          | 20          | 24           | 24              | 19                   | 27   | 24            | 20                | 12 | 16                     | 24  | 28                           | 17  | 30                            | 16                | 14                                  | 25          | 28           | 25           | 21         |
| K A BOOTH AT A SPECIAL EVENT | 19               | 27          | 19          | 20           | 14              | 32                   | 16   | 20            | 19                | 15 | 14                     | 20  | 22                           | 17  | 24                            | 13                | 25                                  | 28          | 7            | 20           | 23         |
| A A FACEBOOK POST            | 17               | 8           | 19          | 18           | 14              | 15                   | 19   | 18            | 17                | 11 | 9                      | 19  | 9                            | 24  | 10                            | 5                 | 24                                  | 14          | 17           | 12           | 18         |
| B A POST ON NEXTDOOR         | 16               | 26          | 14          | 16           | 18              | 14                   | 19   | 18            | 14                | 10 | 12                     | 17  | 21                           | 10  | 23                            | 12                | 14                                  | 13          | 15           | 16           | 17         |
| O NON-ENGLISH LANGUAGE MEDIA | 8                | 11          | 9           | 10           | 5               | 10                   | 10   | 10            | 8                 | 1  | 11                     | 7   | 9                            | 8   | 10                            | 3                 | 3                                   | 8           | 7            | 10           | 10         |

Table 13: Q17 CITY OF MILPITAS INFORMATION SOURCE RANK MATRIX TABLE (DEFINITELY PAY ATTENTION)

| Column n-Size                | Q19 RESIDENCE |     |       | Q20 WORK SITUATION |          |            | Q21 WORK IN MILPITAS |       | Q22 MODE OF COMMUTE |            |              |       | Q23 HOUSEHOLD INCOME |              |               |           |           |           |       |       |
|------------------------------|---------------|-----|-------|--------------------|----------|------------|----------------------|-------|---------------------|------------|--------------|-------|----------------------|--------------|---------------|-----------|-----------|-----------|-------|-------|
|                              | Total         | OWN | RENT  | WFH                | COM MUTE | DON'T WORK | YES                  | NO    | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK  | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |       |       |
|                              |               |     |       |                    |          |            |                      |       |                     |            |              |       |                      |              |               |           |           |           |       |       |
| 647                          | 414           | 184 | 146   | 317                | 140      | 169        | 145                  | 146   | 4                   | 10         | 4            | 55    | 201                  | 154          | 146           |           |           |           |       |       |
| C A TEXT FROM THE CITY       | 51            | 50  | 57    | 52                 | 48       | 58         | 44                   | 51    | 42                  | 45         | 87           | 0     | 64                   | 40           | 64            | 51        |           |           |       |       |
| G INFO FROM FRIEND/NEIGHBOR  | 50            | 49  | 43    | 57                 | 50       | 46         | 47                   | 50    | 45                  | 0          | 100          | 0     | 45                   | 56           | 51            | 49        |           |           |       |       |
| N ELEC. SIGN/CALAVERAS RD    | 39            | 43  | 31    | 44                 | 37       | 39         | 33                   | 41    | 32                  | 0          | 34           | 54    | 44                   | 32           | 51            | 38        |           |           |       |       |
| F CONNECTED                  | 38            | 38  | 37    | 33                 | 32       | 47         | 28                   | 38    | 27                  | 0          | 28           | 54    | 48                   | 29           | 38            | 40        |           |           |       |       |
| E MILPITAS MATTERS           | 34            | 37  | 30    | 30                 | 32       | 41         | 28                   | 35    | 29                  | 66         | 10           | 0     | 50                   | 30           | 33            | 37        |           |           |       |       |
| M OUTDOOR SIGNAGE            | 31            | 30  | 29    | 28                 | 30       | 32         | 28                   | 31    | 28                  | 21         | 34           | 0     | 41                   | 27           | 36            | 28        |           |           |       |       |
| D INFO/MILPITAS WEBSITE      | 28            | 28  | 22    | 24                 | 25       | 26         | 27                   | 23    | 27                  | 0          | 69           | 0     | 20                   | 21           | 47            | 22        |           |           |       |       |
| L A COMMUNITY EVENT          | 28            | 27  | 25    | 33                 | 26       | 17         | 27                   | 25    | 23                  | 0          | 37           | 100   | 20                   | 26           | 31            | 33        |           |           |       |       |
| H INFO/ELECTED OFFICIAL      | 25            | 26  | 21    | 26                 | 19       | 27         | 13                   | 27    | 11                  | 0          | 49           | 0     | 28                   | 16           | 32            | 23        |           |           |       |       |
| I NEWS ARTICLE/MILPITAS BEAT | 22            | 24  | 14    | 16                 | 22       | 26         | 24                   | 16    | 25                  | 21         | 27           | 0     | 24                   | 22           | 25            | 23        |           |           |       |       |
| J NEWS ARTICLE/MILPITAS POST | 22            | 24  | 17    | 19                 | 23       | 23         | 25                   | 21    | 29                  | 0          | 0            | 0     | 15                   | 24           | 27            | 22        |           |           |       |       |
| K A BOOTH AT A SPECIAL EVENT | 19            | 22  | 15    | 11                 | 19       | 25         | 20                   | 15    | 21                  | 0          | 15           | 0     | 35                   | 17           | 23            | 19        |           |           |       |       |
| A A FACEBOOK POST            | 17            | 15  | 23    | 17                 | 21       | 14         | 22                   | 16    | 24                  | 0          | 0            | 0     | 27                   | 15           | 20            | 21        |           |           |       |       |
| B A POST ON NEXTDOOR         | 16            | 17  | 14    | 20                 | 13       | 14         | 10                   | 17    | 8                   | 0          | 47           | 0     | 6                    | 14           | 18            | 18        |           |           |       |       |
| O NON-ENGLISH LANGUAGE MEDIA | 8             | 10  | 6     | 8                  | 10       | 5          | 11                   | 8     | 10                  | 27         | 20           | 0     | 13                   | 7            | 11            | 8         |           |           |       |       |
|                              |               |     |       |                    |          |            |                      |       |                     |            |              |       |                      |              |               |           |           |           |       |       |
| Column n-Size                | QD GENDER     |     |       | QB AGE             |          |            |                      |       |                     |            |              |       |                      |              | QE EDUCATION  |           |           |           |       |       |
|                              | Total         | MEN | WOMEN | 18-29              | 30-39    | 40-49      | 50-64                | 65-74 | 75+                 | 18-49      | 50+          | 18-39 | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
|                              |               |     |       |                    |          |            |                      |       |                     |            |              |       |                      |              |               |           |           |           |       |       |
| 647                          | 330           | 311 | 116   | 155                | 91       | 129        | 78                   | 65    | 362                 | 272        | 272          | 220   | 142                  | 148          | 129           | 207       | 162       | 277       | 369   |       |
| C A TEXT FROM THE CITY       | 51            | 53  | 49    | 61                 | 43       | 42         | 53                   | 51    | 61                  | 49         | 54           | 51    | 49                   | 55           | 43            | 51        | 55        | 54        | 47    | 55    |
| G INFO FROM FRIEND/NEIGHBOR  | 50            | 51  | 49    | 54                 | 54       | 58         | 45                   | 46    | 38                  | 55         | 44           | 54    | 50                   | 43           | 47            | 57        | 48        | 50        | 52    | 49    |
| N ELEC. SIGN/CALAVERAS RD    | 39            | 40  | 39    | 26                 | 35       | 44         | 43                   | 45    | 45                  | 35         | 44           | 31    | 43                   | 45           | 28            | 40        | 40        | 46        | 34    | 43    |
| F CONNECTED                  | 38            | 34  | 43    | 18                 | 28       | 42         | 53                   | 52    | 48                  | 29         | 51           | 24    | 48                   | 50           | 33            | 41        | 36        | 43        | 37    | 39    |
| E MILPITAS MATTERS           | 34            | 37  | 31    | 17                 | 30       | 33         | 35                   | 44    | 60                  | 27         | 44           | 25    | 34                   | 52           | 32            | 22        | 39        | 40        | 28    | 39    |
| M OUTDOOR SIGNAGE            | 31            | 33  | 28    | 33                 | 27       | 26         | 29                   | 29    | 46                  | 29         | 33           | 29    | 28                   | 37           | 45            | 24        | 25        | 31        | 35    | 27    |
| D INFO/MILPITAS WEBSITE      | 28            | 33  | 23    | 20                 | 32       | 25         | 39                   | 35    | 6                   | 26         | 30           | 27    | 33                   | 22           | 21            | 37        | 28        | 29        | 29    | 28    |
| L A COMMUNITY EVENT          | 28            | 29  | 28    | 25                 | 27       | 34         | 40                   | 30    | 6                   | 28         | 29           | 26    | 37                   | 19           | 32            | 31        | 30        | 20        | 31    | 26    |
| H INFO/ELECTED OFFICIAL      | 25            | 19  | 31    | 12                 | 19       | 24         | 34                   | 34    | 30                  | 18         | 33           | 16    | 30                   | 32           | 16            | 34        | 26        | 25        | 24    | 25    |
| I NEWS ARTICLE/MILPITAS BEAT | 22            | 28  | 16    | 17                 | 18       | 18         | 19                   | 31    | 42                  | 17         | 28           | 17    | 18                   | 36           | 26            | 20        | 20        | 24        | 23    | 22    |
| J NEWS ARTICLE/MILPITAS POST | 22            | 20  | 25    | 8                  | 15       | 31         | 27                   | 35    | 22                  | 17         | 28           | 12    | 28                   | 30           | 16            | 26        | 28        | 17        | 20    | 23    |
| K A BOOTH AT A SPECIAL EVENT | 19            | 21  | 17    | 16                 | 21       | 17         | 16                   | 23    | 31                  | 18         | 21           | 19    | 16                   | 27           | 23            | 18        | 18        | 19        | 21    | 18    |
| A A FACEBOOK POST            | 17            | 15  | 19    | 14                 | 15       | 19         | 24                   | 14    | 16                  | 16         | 19           | 15    | 22                   | 15           | 14            | 16        | 18        | 19        | 15    | 19    |
| B A POST ON NEXTDOOR         | 16            | 17  | 14    | 8                  | 9        | 29         | 22                   | 25    | 6                   | 13         | 19           | 8     | 25                   | 16           | 15            | 14        | 12        | 22        | 14    | 16    |
| O NON-ENGLISH LANGUAGE MEDIA | 8             | 9   | 7     | 13                 | 7        | 9          | 7                    | 10    | 4                   | 9          | 7            | 10    | 8                    | 8            | 4             | 13        | 10        | 6         | 8     | 8     |

Table 13: Q17 CITY OF MILPITAS INFORMATION SOURCE RANK MATRIX TABLE (DEFINITELY PAY ATTENTION)

|                              | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |        |      |     |                |              |              |              |
|------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|--------|------|-----|----------------|--------------|--------------|--------------|
|                              | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO | CHIN | FIL | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84     | 97   | 84  | 123            | 116          | 420          | 562          |
| C A TEXT FROM THE CITY       | 51            | 50           | 58         | 48             | 52           | 46                  | 60           | 48             | 50             | 44                | 53     | 41   | 47  | 60             | 57           | 52           | 52           |
| G INFO FROM FRIEND/NEIGHBOR  | 50            | 57           | 40         | 52             | 47           | 58                  | 45           | 43             | 53             | 47                | 41     | 35   | 43  | 58             | 60           | 51           | 50           |
| N ELEC. SIGN/CALAVERAS RD    | 39            | 36           | 43         | 34             | 44           | 30                  | 46           | 37             | 40             | 48                | 32     | 29   | 35  | 42             | 42           | 38           | 39           |
| F CONNECTED                  | 38            | 29           | 40         | 28             | 63           | 27                  | 39           | 45             | 40             | 50                | 31     | 24   | 35  | 40             | 33           | 33           | 37           |
| E MILPITAS MATTERS           | 34            | 31           | 44         | 21             | 43           | 37                  | 38           | 17             | 41             | 43                | 33     | 38   | 43  | 31             | 27           | 34           | 33           |
| M OUTDOOR SIGNAGE            | 31            | 29           | 38         | 27             | 30           | 48                  | 21           | 20             | 33             | 31                | 25     | 23   | 43  | 36             | 21           | 30           | 31           |
| D INFO/MILPITAS WEBSITE      | 28            | 36           | 29         | 14             | 31           | 33                  | 33           | 24             | 22             | 21                | 17     | 15   | 35  | 35             | 32           | 30           | 28           |
| L A COMMUNITY EVENT          | 28            | 34           | 22         | 23             | 36           | 32                  | 27           | 31             | 25             | 16                | 28     | 23   | 23  | 36             | 31           | 29           | 30           |
| H INFO/ELECTED OFFICIAL      | 25            | 16           | 24         | 21             | 42           | 16                  | 21           | 30             | 31             | 23                | 21     | 7    | 39  | 30             | 22           | 24           | 25           |
| I NEWS ARTICLE/MILPITAS BEAT | 22            | 25           | 31         | 7              | 25           | 30                  | 26           | 15             | 17             | 20                | 24     | 19   | 30  | 26             | 10           | 21           | 23           |
| J NEWS ARTICLE/MILPITAS POST | 22            | 15           | 23         | 19             | 33           | 18                  | 21           | 22             | 27             | 26                | 31     | 12   | 27  | 14             | 25           | 19           | 22           |
| K A BOOTH AT A SPECIAL EVENT | 19            | 21           | 23         | 15             | 21           | 23                  | 20           | 18             | 17             | 22                | 20     | 11   | 29  | 24             | 9            | 18           | 19           |
| A A FACEBOOK POST            | 17            | 13           | 19         | 19             | 19           | 14                  | 16           | 16             | 21             | 11                | 24     | 10   | 31  | 11             | 20           | 17           | 17           |
| B A POST ON NEXTDOOR         | 16            | 16           | 19         | 11             | 19           | 15                  | 19           | 14             | 13             | 10                | 14     | 9    | 24  | 21             | 17           | 18           | 17           |
| O NON-ENGLISH LANGUAGE MEDIA | 8             | 11           | 8          | 8              | 7            | 9                   | 10           | 8              | 7              | 1                 | 13     | 7    | 13  | 12             | 7            | 10           | 9            |

|                              | LANGUAGE |     |      |      |      | A/B SPLIT<br>SAMPLES |     |
|------------------------------|----------|-----|------|------|------|----------------------|-----|
|                              | Total    | ENG | SPAN | VIET | CHIN | A                    | B   |
| Column n-Size                | 647      | 587 | 15   | 27   | 18   | 323                  | 324 |
| C A TEXT FROM THE CITY       | 51       | 50  | 48   | 74   | 47   | 51                   | 0   |
| G INFO FROM FRIEND/NEIGHBOR  | 50       | 48  | 57   | 68   | 71   | 50                   | 0   |
| N ELEC. SIGN/CALAVERAS RD    | 39       | 39  | 70   | 39   | 0    | 0                    | 39  |
| F CONNECTED                  | 38       | 38  | 51   | 42   | 48   | 0                    | 38  |
| E MILPITAS MATTERS           | 34       | 36  | 26   | 7    | 22   | 34                   | 0   |
| M OUTDOOR SIGNAGE            | 31       | 33  | 21   | 0    | 8    | 31                   | 0   |
| D INFO/MILPITAS WEBSITE      | 28       | 26  | 41   | 90   | 16   | 0                    | 28  |
| L A COMMUNITY EVENT          | 28       | 27  | 25   | 59   | 16   | 0                    | 28  |
| H INFO/ELECTED OFFICIAL      | 25       | 25  | 45   | 22   | 0    | 0                    | 25  |
| I NEWS ARTICLE/MILPITAS BEAT | 22       | 24  | 16   | 4    | 6    | 22                   | 0   |
| J NEWS ARTICLE/MILPITAS POST | 22       | 21  | 66   | 29   | 13   | 0                    | 22  |
| K A BOOTH AT A SPECIAL EVENT | 19       | 21  | 10   | 6    | 12   | 19                   | 0   |
| A A FACEBOOK POST            | 17       | 17  | 10   | 14   | 22   | 17                   | 0   |
| B A POST ON NEXTDOOR         | 16       | 15  | 25   | 15   | 28   | 0                    | 16  |
| O NON-ENGLISH LANGUAGE MEDIA | 8        | 9   | 17   | 2    | 4    | 8                    | 8   |



Table 14: Q17 CITY OF MILPITAS INFORMATION SOURCE RANK MATRIX TABLE (TOTAL PAY ATTENTION)

|                              | DATA COLLECTION MODE/<br>CONTACT METHOD |       |        |       |      |              | Q1 QUALITY OF LIFE |             |                 | Q5 GROWTH/<br>DEVELOPMENT |                |             | Q7A PROPERTY CRIME |      |      | Q7B VIOLENT CRIME |      |      | Q7 COMBINED CRIME |      |      |
|------------------------------|-----------------------------------------|-------|--------|-------|------|--------------|--------------------|-------------|-----------------|---------------------------|----------------|-------------|--------------------|------|------|-------------------|------|------|-------------------|------|------|
|                              | Total                                   | PHONE | ONLINE | EMAIL | TEXT | POST<br>CARD | VERY<br>SAT        | SMWT<br>SAT | TOTAL<br>DISSAT | TOO<br>FAST               | ABOUT<br>RIGHT | TOO<br>SLOW | INCR               | SAME | DECR | INCR              | SAME | DECR | INCR              | SAME | DECR |
|                              | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| Column n-Size                | 647                                     | 295   | 352    | 200   | 135  | 17           | 142                | 413         | 86              | 217                       | 314            | 93          | 97                 | 134  | 25   | 87                | 139  | 44   | 184               | 273  | 69   |
| G INFO FROM FRIEND/NEIGHBOR  | 88                                      | 90    | 86     | 85    | 87   | 93           | 93                 | 87          | 86              | 87                        | 89             | 89          | 87                 | 89   | 84   | 0                 | 0    | 0    | 87                | 89   | 84   |
| C A TEXT FROM THE CITY       | 87                                      | 89    | 86     | 84    | 90   | 93           | 93                 | 87          | 88              | 85                        | 89             | 85          | 81                 | 89   | 87   | 0                 | 0    | 0    | 81                | 89   | 87   |
| F CONNECTED                  | 84                                      | 82    | 86     | 89    | 84   | 69           | 90                 | 83          | 79              | 87                        | 86             | 77          | 0                  | 0    | 0    | 82                | 82   | 91   | 82                | 82   | 91   |
| L A COMMUNITY EVENT          | 81                                      | 80    | 81     | 83    | 79   | 84           | 79                 | 82          | 77              | 79                        | 83             | 85          | 0                  | 0    | 0    | 79                | 83   | 89   | 79                | 83   | 89   |
| N ELEC. SIGN/CALAVERAS RD    | 78                                      | 82    | 75     | 81    | 67   | 76           | 79                 | 80          | 70              | 74                        | 82             | 83          | 0                  | 0    | 0    | 81                | 80   | 78   | 81                | 80   | 78   |
| D INFO/MILPITAS WEBSITE      | 78                                      | 79    | 77     | 78    | 76   | 75           | 77                 | 80          | 69              | 80                        | 81             | 76          | 0                  | 0    | 0    | 83                | 83   | 70   | 83                | 83   | 70   |
| H INFO/ELECTED OFFICIAL      | 77                                      | 78    | 77     | 77    | 79   | 66           | 84                 | 77          | 69              | 78                        | 81             | 78          | 0                  | 0    | 0    | 75                | 77   | 87   | 75                | 77   | 87   |
| E MILPITAS MATTERS           | 77                                      | 76    | 77     | 78    | 79   | 37           | 85                 | 76          | 73              | 73                        | 80             | 77          | 76                 | 73   | 75   | 0                 | 0    | 0    | 76                | 73   | 75   |
| M OUTDOOR SIGNAGE            | 75                                      | 76    | 75     | 69    | 84   | 70           | 77                 | 80          | 55              | 69                        | 84             | 65          | 66                 | 83   | 67   | 0                 | 0    | 0    | 66                | 83   | 67   |
| K A BOOTH AT A SPECIAL EVENT | 75                                      | 76    | 75     | 70    | 83   | 81           | 75                 | 78          | 69              | 80                        | 78             | 57          | 69                 | 77   | 69   | 0                 | 0    | 0    | 69                | 77   | 69   |
| J NEWS ARTICLE/MILPITAS POST | 73                                      | 74    | 71     | 70    | 73   | 76           | 77                 | 72          | 68              | 71                        | 74             | 78          | 0                  | 0    | 0    | 76                | 72   | 77   | 76                | 72   | 77   |
| A A FACEBOOK POST            | 65                                      | 64    | 65     | 61    | 73   | 48           | 66                 | 66          | 64              | 58                        | 69             | 68          | 56                 | 72   | 54   | 0                 | 0    | 0    | 56                | 72   | 54   |
| B A POST ON NEXTDOOR         | 63                                      | 59    | 66     | 64    | 68   | 69           | 54                 | 66          | 63              | 63                        | 61             | 74          | 0                  | 0    | 0    | 69                | 63   | 58   | 69                | 63   | 58   |
| I NEWS ARTICLE/MILPITAS BEAT | 61                                      | 60    | 62     | 60    | 66   | 38           | 70                 | 60          | 55              | 63                        | 63             | 50          | 49                 | 65   | 64   | 0                 | 0    | 0    | 49                | 65   | 64   |
| O NON-ENGLISH LANGUAGE MEDIA | 37                                      | 42    | 33     | 28    | 43   | 20           | 37                 | 42          | 15              | 38                        | 42             | 23          | 30                 | 42   | 54   | 35                | 49   | 38   | 33                | 45   | 44   |

|                              | Q8 CITY SERVICES |             |             |              |                 | Q9 SMART FAMILIARITY |      |               |                   |    | Q10 EVER<br>USED SMART |     | Q14 RECENT<br>CNTACT W/ CITY |     | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |              |              |            |
|------------------------------|------------------|-------------|-------------|--------------|-----------------|----------------------|------|---------------|-------------------|----|------------------------|-----|------------------------------|-----|-------------------------------|-------------------|-------------------------------------|-------------|--------------|--------------|------------|
|                              | Total            | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT | TOTAL<br>DISSAT | VERY                 | SMWT | VERY/<br>SMWT | NT TOO/<br>AT ALL | DK | YES                    | NO  | YES                          | NO  | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS | 21-30<br>YRS | 31+<br>YRS |
|                              | 647              | 81          | 422         | 503          | 107             | 85                   | 234  | 318           | 280               | 49 | 136                    | 488 | 308                          | 324 | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| Column n-Size                | 647              | 81          | 422         | 503          | 107             | 85                   | 234  | 318           | 280               | 49 | 136                    | 488 | 308                          | 324 | 252                           | 55                | 102                                 | 59          | 123          | 144          | 213        |
| G INFO FROM FRIEND/NEIGHBOR  | 88               | 91          | 91          | 91           | 77              | 90                   | 87   | 88            | 88                | 87 | 83                     | 89  | 89                           | 87  | 92                            | 77                | 84                                  | 96          | 81           | 87           | 94         |
| C A TEXT FROM THE CITY       | 87               | 88          | 89          | 89           | 83              | 92                   | 89   | 90            | 86                | 83 | 81                     | 89  | 91                           | 83  | 93                            | 85                | 89                                  | 87          | 87           | 83           | 89         |
| F CONNECTED                  | 84               | 91          | 86          | 87           | 73              | 74                   | 85   | 82            | 88                | 79 | 71                     | 88  | 90                           | 77  | 93                            | 78                | 80                                  | 97          | 69           | 88           | 88         |
| L A COMMUNITY EVENT          | 81               | 81          | 85          | 84           | 74              | 88                   | 86   | 87            | 76                | 67 | 71                     | 84  | 87                           | 74  | 88                            | 82                | 74                                  | 87          | 58           | 86           | 90         |
| N ELEC. SIGN/CALAVERAS RD    | 78               | 76          | 82          | 81           | 68              | 90                   | 85   | 86            | 74                | 44 | 73                     | 80  | 84                           | 73  | 88                            | 62                | 74                                  | 79          | 66           | 86           | 80         |
| D INFO/MILPITAS WEBSITE      | 78               | 64          | 82          | 79           | 83              | 78                   | 87   | 84            | 73                | 62 | 75                     | 79  | 81                           | 75  | 82                            | 82                | 73                                  | 79          | 68           | 77           | 87         |
| H INFO/ELECTED OFFICIAL      | 77               | 84          | 81          | 82           | 70              | 91                   | 84   | 86            | 71                | 54 | 77                     | 77  | 84                           | 72  | 83                            | 88                | 67                                  | 88          | 69           | 77           | 83         |
| E MILPITAS MATTERS           | 77               | 79          | 77          | 78           | 74              | 87                   | 76   | 79            | 76                | 67 | 67                     | 79  | 81                           | 74  | 82                            | 78                | 76                                  | 92          | 77           | 69           | 78         |
| M OUTDOOR SIGNAGE            | 75               | 86          | 79          | 80           | 55              | 79                   | 82   | 81            | 68                | 82 | 72                     | 75  | 78                           | 73  | 81                            | 62                | 79                                  | 76          | 66           | 70           | 83         |
| K A BOOTH AT A SPECIAL EVENT | 75               | 74          | 78          | 77           | 70              | 84                   | 75   | 77            | 73                | 77 | 73                     | 75  | 80                           | 71  | 82                            | 72                | 84                                  | 69          | 75           | 64           | 81         |
| J NEWS ARTICLE/MILPITAS POST | 73               | 87          | 72          | 75           | 70              | 84                   | 81   | 82            | 63                | 61 | 73                     | 73  | 82                           | 64  | 84                            | 77                | 70                                  | 88          | 53           | 70           | 83         |
| A A FACEBOOK POST            | 65               | 55          | 67          | 66           | 65              | 66                   | 73   | 71            | 60                | 54 | 71                     | 64  | 62                           | 69  | 63                            | 61                | 68                                  | 56          | 64           | 59           | 70         |
| B A POST ON NEXTDOOR         | 63               | 54          | 65          | 63           | 72              | 63                   | 71   | 69            | 58                | 48 | 64                     | 63  | 66                           | 59  | 69                            | 59                | 58                                  | 79          | 42           | 75           | 62         |
| I NEWS ARTICLE/MILPITAS BEAT | 61               | 67          | 62          | 63           | 54              | 63                   | 71   | 69            | 52                | 66 | 64                     | 60  | 70                           | 53  | 69                            | 72                | 55                                  | 67          | 53           | 57           | 70         |
| O NON-ENGLISH LANGUAGE MEDIA | 37               | 30          | 46          | 43           | 21              | 35                   | 51   | 46            | 30                | 19 | 52                     | 32  | 36                           | 40  | 40                            | 15                | 28                                  | 36          | 38           | 38           | 42         |

Table 14: Q17 CITY OF MILPITAS INFORMATION SOURCE RANK MATRIX TABLE (TOTAL PAY ATTENTION)

| Column n-Size                | Q19 RESIDENCE |     |       | Q20 WORK SITUATION |          |            | Q21 WORK IN MILPITAS |       | Q22 MODE OF COMMUTE |            |              |       | Q23 HOUSEHOLD INCOME |              |               |           |           |           |       |       |
|------------------------------|---------------|-----|-------|--------------------|----------|------------|----------------------|-------|---------------------|------------|--------------|-------|----------------------|--------------|---------------|-----------|-----------|-----------|-------|-------|
|                              | Total         | OWN | RENT  | WFH                | COM MUTE | DON'T WORK | YES                  | NO    | DRIVE               | RIDE SHARE | PUBLIC TRANS | WALK  | <\$60K               | \$60K-\$120K | \$120K-\$180K | \$180K+   |           |           |       |       |
|                              |               |     |       |                    |          |            |                      |       |                     |            |              |       |                      |              |               |           |           |           |       |       |
| 647                          | 414           | 184 | 146   | 317                | 140      | 169        | 145                  | 146   | 4                   | 10         | 4            | 55    | 201                  | 154          | 146           |           |           |           |       |       |
| G INFO FROM FRIEND/NEIGHBOR  | 88            | 87  | 86    | 93                 | 83       | 95         | 78                   | 88    | 79                  | 45         | 100          | 0     | 82                   | 89           | 88            | 88        |           |           |       |       |
| C A TEXT FROM THE CITY       | 87            | 87  | 88    | 93                 | 84       | 93         | 81                   | 87    | 81                  | 100        | 100          | 0     | 82                   | 91           | 90            | 85        |           |           |       |       |
| F CONNECTED                  | 84            | 84  | 87    | 75                 | 82       | 92         | 79                   | 87    | 79                  | 100        | 67           | 100   | 90                   | 77           | 86            | 89        |           |           |       |       |
| L A COMMUNITY EVENT          | 81            | 82  | 74    | 81                 | 82       | 73         | 77                   | 88    | 75                  | 100        | 100          | 100   | 71                   | 77           | 90            | 82        |           |           |       |       |
| N ELEC. SIGN/CALAVERAS RD    | 78            | 78  | 81    | 81                 | 81       | 72         | 76                   | 87    | 74                  | 100        | 87           | 100   | 78                   | 74           | 83            | 81        |           |           |       |       |
| D INFO/MILPITAS WEBSITE      | 78            | 80  | 72    | 82                 | 77       | 75         | 84                   | 68    | 84                  | 100        | 100          | 54    | 46                   | 80           | 85            | 77        |           |           |       |       |
| H INFO/ELECTED OFFICIAL      | 77            | 76  | 75    | 78                 | 77       | 73         | 80                   | 74    | 80                  | 100        | 92           | 46    | 61                   | 79           | 87            | 74        |           |           |       |       |
| E MILPITAS MATTERS           | 77            | 79  | 75    | 71                 | 78       | 80         | 71                   | 85    | 71                  | 66         | 85           | 0     | 90                   | 68           | 80            | 85        |           |           |       |       |
| M OUTDOOR SIGNAGE            | 75            | 76  | 69    | 86                 | 71       | 75         | 73                   | 69    | 76                  | 45         | 46           | 0     | 78                   | 75           | 77            | 76        |           |           |       |       |
| K A BOOTH AT A SPECIAL EVENT | 75            | 74  | 76    | 72                 | 73       | 83         | 74                   | 71    | 74                  | 66         | 100          | 0     | 75                   | 71           | 85            | 80        |           |           |       |       |
| J NEWS ARTICLE/MILPITAS POST | 73            | 72  | 75    | 78                 | 73       | 63         | 76                   | 71    | 77                  | 100        | 58           | 54    | 64                   | 65           | 90            | 68        |           |           |       |       |
| A A FACEBOOK POST            | 65            | 62  | 65    | 65                 | 70       | 56         | 70                   | 68    | 72                  | 100        | 27           | 0     | 67                   | 76           | 57            | 65        |           |           |       |       |
| B A POST ON NEXTDOOR         | 63            | 64  | 64    | 76                 | 64       | 52         | 65                   | 62    | 62                  | 100        | 90           | 54    | 53                   | 57           | 71            | 70        |           |           |       |       |
| I NEWS ARTICLE/MILPITAS BEAT | 61            | 61  | 59    | 57                 | 62       | 61         | 64                   | 59    | 65                  | 79         | 46           | 0     | 74                   | 56           | 65            | 64        |           |           |       |       |
| O NON-ENGLISH LANGUAGE MEDIA | 37            | 37  | 40    | 27                 | 46       | 30         | 57                   | 33    | 55                  | 100        | 79           | 0     | 52                   | 42           | 43            | 29        |           |           |       |       |
|                              |               |     |       |                    |          |            |                      |       |                     |            |              |       |                      |              |               |           |           |           |       |       |
| Column n-Size                | QD GENDER     |     |       | QB AGE             |          |            |                      |       |                     |            |              |       |                      |              | QE EDUCATION  |           |           |           |       |       |
|                              | Total         | MEN | WOMEN | 18-29              | 30-39    | 40-49      | 50-64                | 65-74 | 75+                 | 18-49      | 50+          | 18-39 | 40-64                | 65+          | HS OR LESS    | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
|                              |               |     |       |                    |          |            |                      |       |                     |            |              |       |                      |              |               |           |           |           |       |       |
| 647                          | 330           | 311 | 116   | 155                | 91       | 129        | 78                   | 65    | 362                 | 272        | 272          | 220   | 142                  | 148          | 129           | 207       | 162       | 277       | 369   |       |
| G INFO FROM FRIEND/NEIGHBOR  | 88            | 87  | 89    | 89                 | 87       | 88         | 85                   | 87    | 93                  | 88         | 88           | 88    | 87                   | 90           | 91            | 93        | 86        | 83        | 92    | 85    |
| C A TEXT FROM THE CITY       | 87            | 85  | 90    | 87                 | 89       | 81         | 89                   | 84    | 93                  | 87         | 88           | 88    | 85                   | 88           | 87            | 93        | 86        | 86        | 89    | 86    |
| F CONNECTED                  | 84            | 86  | 82    | 75                 | 80       | 78         | 96                   | 94    | 83                  | 78         | 92           | 78    | 89                   | 89           | 82            | 91        | 80        | 85        | 86    | 82    |
| L A COMMUNITY EVENT          | 81            | 81  | 80    | 80                 | 71       | 85         | 94                   | 85    | 71                  | 77         | 86           | 75    | 90                   | 79           | 84            | 87        | 82        | 72        | 85    | 78    |
| N ELEC. SIGN/CALAVERAS RD    | 78            | 82  | 74    | 76                 | 75       | 89         | 80                   | 82    | 71                  | 79         | 79           | 75    | 83                   | 77           | 78            | 81        | 81        | 72        | 79    | 77    |
| D INFO/MILPITAS WEBSITE      | 78            | 77  | 79    | 72                 | 82       | 74         | 86                   | 80    | 68                  | 77         | 80           | 78    | 81                   | 74           | 76            | 86        | 77        | 75        | 81    | 76    |
| H INFO/ELECTED OFFICIAL      | 77            | 78  | 76    | 75                 | 64       | 87         | 88                   | 73    | 82                  | 73         | 82           | 68    | 87                   | 77           | 74            | 90        | 78        | 70        | 81    | 74    |
| E MILPITAS MATTERS           | 77            | 80  | 73    | 75                 | 55       | 82         | 86                   | 88    | 93                  | 68         | 88           | 63    | 85                   | 90           | 71            | 67        | 84        | 82        | 69    | 83    |
| M OUTDOOR SIGNAGE            | 75            | 76  | 74    | 67                 | 76       | 80         | 76                   | 75    | 79                  | 74         | 77           | 72    | 78                   | 77           | 80            | 84        | 68        | 73        | 82    | 70    |
| K A BOOTH AT A SPECIAL EVENT | 75            | 75  | 75    | 84                 | 69       | 72         | 72                   | 74    | 87                  | 75         | 76           | 76    | 72                   | 80           | 86            | 75        | 70        | 72        | 81    | 71    |
| J NEWS ARTICLE/MILPITAS POST | 73            | 73  | 72    | 54                 | 68       | 81         | 86                   | 76    | 70                  | 67         | 79           | 62    | 84                   | 73           | 70            | 77        | 73        | 71        | 73    | 72    |
| A A FACEBOOK POST            | 65            | 58  | 71    | 66                 | 75       | 59         | 62                   | 64    | 50                  | 68         | 60           | 71    | 61                   | 58           | 62            | 64        | 70        | 61        | 63    | 66    |
| B A POST ON NEXTDOOR         | 63            | 65  | 60    | 50                 | 62       | 79         | 77                   | 68    | 34                  | 63         | 64           | 57    | 78                   | 52           | 54            | 76        | 68        | 54        | 64    | 62    |
| I NEWS ARTICLE/MILPITAS BEAT | 61            | 61  | 61    | 63                 | 50       | 57         | 63                   | 65    | 76                  | 56         | 67           | 56    | 60                   | 70           | 58            | 65        | 63        | 58        | 61    | 61    |
| O NON-ENGLISH LANGUAGE MEDIA | 37            | 38  | 37    | 52                 | 38       | 33         | 33                   | 37    | 25                  | 41         | 32           | 44    | 33                   | 32           | 36            | 50        | 43        | 21        | 43    | 33    |

Table 14: Q17 CITY OF MILPITAS INFORMATION SOURCE RANK MATRIX TABLE (TOTAL PAY ATTENTION)

|                              | GENDER BY AGE |              |            |                |              | GENDER BY EDUCATION |              |                |                | QC ETHNICITY/RACE |        |      |     |                |              |              |              |
|------------------------------|---------------|--------------|------------|----------------|--------------|---------------------|--------------|----------------|----------------|-------------------|--------|------|-----|----------------|--------------|--------------|--------------|
|                              | Total         | MEN<br>18-49 | MEN<br>50+ | WOMEN<br>18-49 | WOMEN<br>50+ | NCOLL<br>MEN        | COLL+<br>MEN | NCOLL<br>WOMEN | COLL+<br>WOMEN | WHITE             | LATINO | CHIN | FIL | SOUTH<br>ASIAN | OTHER<br>API | TOTAL<br>API | TOTAL<br>POC |
| Column n-Size                | 647           | 196          | 129        | 162            | 141          | 137                 | 193          | 138            | 172            | 71                | 84     | 97   | 84  | 123            | 116          | 420          | 562          |
| G INFO FROM FRIEND/NEIGHBOR  | 88            | 86           | 88         | 90             | 88           | 96                  | 79           | 87             | 90             | 88                | 84     | 79   | 84  | 92             | 90           | 87           | 88           |
| C A TEXT FROM THE CITY       | 87            | 86           | 84         | 87             | 92           | 90                  | 81           | 88             | 90             | 79                | 91     | 84   | 80  | 92             | 90           | 87           | 88           |
| F CONNECTED                  | 84            | 80           | 93         | 75             | 92           | 86                  | 86           | 87             | 78             | 85                | 85     | 74   | 86  | 87             | 82           | 82           | 83           |
| L A COMMUNITY EVENT          | 81            | 81           | 83         | 73             | 88           | 86                  | 78           | 84             | 77             | 66                | 80     | 70   | 82  | 90             | 82           | 82           | 83           |
| N ELEC. SIGN/CALAVERAS RD    | 78            | 84           | 79         | 73             | 78           | 84                  | 81           | 75             | 73             | 74                | 73     | 75   | 86  | 78             | 81           | 80           | 80           |
| D INFO/MILPITAS WEBSITE      | 78            | 79           | 76         | 74             | 84           | 77                  | 77           | 84             | 74             | 62                | 67     | 69   | 85  | 87             | 84           | 81           | 80           |
| H INFO/ELECTED OFFICIAL      | 77            | 76           | 81         | 69             | 84           | 85                  | 74           | 78             | 74             | 77                | 68     | 65   | 85  | 85             | 80           | 79           | 78           |
| E MILPITAS MATTERS           | 77            | 78           | 84         | 55             | 92           | 76                  | 84           | 60             | 81             | 81                | 70     | 82   | 68  | 81             | 78           | 78           | 76           |
| M OUTDOOR SIGNAGE            | 75            | 76           | 77         | 72             | 76           | 86                  | 69           | 77             | 72             | 72                | 78     | 71   | 71  | 80             | 69           | 73           | 75           |
| K A BOOTH AT A SPECIAL EVENT | 75            | 76           | 74         | 72             | 78           | 82                  | 70           | 79             | 73             | 71                | 80     | 68   | 72  | 81             | 74           | 74           | 76           |
| J NEWS ARTICLE/MILPITAS POST | 73            | 72           | 74         | 61             | 84           | 69                  | 76           | 76             | 68             | 68                | 68     | 58   | 77  | 83             | 75           | 74           | 74           |
| A A FACEBOOK POST            | 65            | 63           | 51         | 75             | 67           | 55                  | 61           | 72             | 70             | 58                | 67     | 67   | 66  | 57             | 75           | 66           | 65           |
| B A POST ON NEXTDOOR         | 63            | 64           | 69         | 61             | 59           | 65                  | 65           | 63             | 57             | 48                | 62     | 54   | 74  | 73             | 64           | 66           | 65           |
| I NEWS ARTICLE/MILPITAS BEAT | 61            | 62           | 57         | 47             | 75           | 66                  | 56           | 56             | 65             | 58                | 64     | 56   | 63  | 63             | 58           | 60           | 61           |
| O NON-ENGLISH LANGUAGE MEDIA | 37            | 42           | 34         | 42             | 31           | 40                  | 37           | 46             | 30             | 15                | 47     | 35   | 44  | 41             | 43           | 41           | 41           |

|                              | LANGUAGE |     |      |      |      | A/B SPLIT<br>SAMPLES |     |
|------------------------------|----------|-----|------|------|------|----------------------|-----|
|                              | Total    | ENG | SPAN | VIET | CHIN | A                    | B   |
| Column n-Size                | 647      | 587 | 15   | 27   | 18   | 323                  | 324 |
| G INFO FROM FRIEND/NEIGHBOR  | 88       | 88  | 86   | 75   | 100  | 88                   | 0   |
| C A TEXT FROM THE CITY       | 87       | 87  | 96   | 87   | 88   | 87                   | 0   |
| F CONNECTED                  | 84       | 84  | 100  | 100  | 71   | 0                    | 84  |
| L A COMMUNITY EVENT          | 81       | 80  | 100  | 90   | 71   | 0                    | 81  |
| N ELEC. SIGN/CALAVERAS RD    | 78       | 78  | 86   | 92   | 73   | 0                    | 78  |
| D INFO/MILPITAS WEBSITE      | 78       | 77  | 75   | 100  | 80   | 0                    | 78  |
| H INFO/ELECTED OFFICIAL      | 77       | 77  | 75   | 100  | 80   | 0                    | 77  |
| E MILPITAS MATTERS           | 77       | 76  | 67   | 87   | 95   | 77                   | 0   |
| M OUTDOOR SIGNAGE            | 75       | 77  | 71   | 52   | 76   | 75                   | 0   |
| K A BOOTH AT A SPECIAL EVENT | 75       | 76  | 73   | 79   | 45   | 75                   | 0   |
| J NEWS ARTICLE/MILPITAS POST | 73       | 72  | 100  | 77   | 63   | 0                    | 73  |
| A A FACEBOOK POST            | 65       | 64  | 59   | 84   | 72   | 65                   | 0   |
| B A POST ON NEXTDOOR         | 63       | 62  | 86   | 90   | 51   | 0                    | 63  |
| I NEWS ARTICLE/MILPITAS BEAT | 61       | 62  | 53   | 47   | 79   | 61                   | 0   |
| O NON-ENGLISH LANGUAGE MEDIA | 37       | 37  | 55   | 41   | 41   | 35                   | 39  |

Table 1: Q13 CITY BUDGET PRIORITIES MEAN RANK TABLE

|                             | DATA COLLECTION MODE/<br>CONTACT METHOD |             |             |                    |                 |                      | Q1 QUALITY OF LIFE      |               |                     | Q5 GROWTH/<br>DEVELOPMENT |                        |             | Q7A PROPERTY CRIME           |                  |                               | Q7B VIOLENT CRIME |                                     |             | Q7 COMBINED CRIME |              |            |
|-----------------------------|-----------------------------------------|-------------|-------------|--------------------|-----------------|----------------------|-------------------------|---------------|---------------------|---------------------------|------------------------|-------------|------------------------------|------------------|-------------------------------|-------------------|-------------------------------------|-------------|-------------------|--------------|------------|
|                             | Total                                   | PHONE       | ONLINE      | EMAIL              | TEXT            | POST<br>CARD         | VERY<br>SAT             | SMWT<br>SAT   | TOTAL<br>DISSAT     | TOO<br>FAST               | ABOUT<br>RIGHT         | TOO<br>SLOW | INCR                         | SAME             | DECR                          | INCR              | SAME                                | DECR        | INCR              | SAME         | DECR       |
|                             |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size               | 647                                     | 295         | 352         | 200                | 135             | 17                   | 142                     | 413           | 86                  | 217                       | 314                    | 93          | 97                           | 134              | 25                            | 87                | 139                                 | 44          | 184               | 273          | 69         |
| E PUBLIC SAFETY             | 24.1                                    | 24.3        | 23.9        | 23.3               | 24.6            | 24.0                 | 23.4                    | 24.1          | 25.0                | 24.6                      | 24.5                   | 21.4        | 24.0                         | 25.3             | 21.5                          | 26.0              | 22.6                                | 24.3        | 24.9              | 23.9         | 23.3       |
| D NEIGHBORHOODS/HOUSING     | 18.6                                    | 19.0        | 18.2        | 19.3               | 17.1            | 13.1                 | 18.9                    | 18.5          | 18.5                | 17.7                      | 19.0                   | 19.4        | 20.7                         | 18.8             | 16.5                          | 17.6              | 18.0                                | 18.7        | 19.2              | 18.4         | 17.9       |
| B ECONOMIC DEVELOPMENT      | 15.8                                    | 15.4        | 16.2        | 16.2               | 15.5            | 21.4                 | 15.7                    | 15.5          | 16.9                | 14.2                      | 16.1                   | 18.5        | 15.1                         | 15.7             | 13.7                          | 17.3              | 16.0                                | 14.2        | 16.1              | 15.8         | 14.0       |
| F TRANSPORTATION/TRANSIT    | 13.9                                    | 13.6        | 14.2        | 14.4               | 14.6            | 9.9                  | 14.4                    | 14.2          | 12.0                | 14.5                      | 14.1                   | 12.1        | 13.7                         | 13.6             | 14.9                          | 13.5              | 14.7                                | 15.5        | 13.6              | 14.1         | 15.3       |
| A COMM, WELLNESS/OPEN SPACE | 13.9                                    | 14.4        | 13.5        | 13.2               | 13.4            | 18.1                 | 13.6                    | 13.9          | 14.4                | 14.7                      | 13.0                   | 15.2        | 13.7                         | 13.5             | 16.8                          | 13.7              | 14.1                                | 13.7        | 13.7              | 13.8         | 14.8       |
| C ENVIRONMENT               | 13.7                                    | 13.3        | 14.1        | 13.6               | 14.8            | 13.5                 | 14.1                    | 13.7          | 13.2                | 14.3                      | 13.4                   | 13.4        | 13.0                         | 13.1             | 16.5                          | 11.9              | 14.7                                | 13.7        | 12.5              | 13.9         | 14.7       |
|                             | Q8 CITY SERVICES                        |             |             |                    |                 | Q9 SMART FAMILIARITY |                         |               |                     |                           | Q10 EVER<br>USED SMART |             | Q14 RECENT<br>CNTACT W/ CITY |                  | Q15 CSTMR SVC<br>SATISFACTION |                   | Q18 LENGTH OF RESIDENCE IN MILPITAS |             |                   |              |            |
|                             | Total                                   | VERY<br>SAT | SMWT<br>SAT | TOTAL<br>SAT       | TOTAL<br>DISSAT | VERY                 | SMWT                    | VERY/<br>SMWT | NT TOO/<br>AT ALL   | DK                        | YES                    | NO          | YES                          | NO               | VERY/<br>SMWT                 | NT TOO/<br>AT ALL | 0-6<br>YRS                          | 7-10<br>YRS | 11-20<br>YRS      | 21-30<br>YRS | 31+<br>YRS |
|                             |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size               | 647                                     | 81          | 422         | 503                | 107             | 85                   | 234                     | 318           | 280                 | 49                        | 136                    | 488         | 308                          | 324              | 252                           | 55                | 102                                 | 59          | 123               | 144          | 213        |
| E PUBLIC SAFETY             | 24.1                                    | 22.3        | 24.2        | 23.9               | 24.8            | 22.2                 | 24.5                    | 23.9          | 23.6                | 28.0                      | 21.1                   | 25.0        | 23.0                         | 25.1             | 22.7                          | 23.9              | 20.0                                | 24.3        | 22.8              | 26.4         | 24.5       |
| D NEIGHBORHOODS/HOUSING     | 18.6                                    | 20.0        | 18.4        | 18.6               | 18.1            | 19.1                 | 17.3                    | 17.8          | 19.6                | 18.2                      | 19.3                   | 18.2        | 18.2                         | 19.2             | 18.8                          | 15.5              | 21.2                                | 17.5        | 19.0              | 18.2         | 17.5       |
| B ECONOMIC DEVELOPMENT      | 15.8                                    | 18.1        | 15.4        | 15.8               | 15.7            | 16.8                 | 15.8                    | 16.1          | 15.5                | 15.5                      | 16.3                   | 15.6        | 15.9                         | 15.5             | 16.2                          | 13.9              | 17.7                                | 16.4        | 15.7              | 15.2         | 15.4       |
| F TRANSPORTATION/TRANSIT    | 13.9                                    | 13.3        | 14.5        | 14.3               | 12.7            | 15.6                 | 14.5                    | 14.8          | 13.3                | 12.1                      | 15.3                   | 13.7        | 14.5                         | 13.5             | 14.8                          | 13.4              | 13.7                                | 14.7        | 14.2              | 13.6         | 14.0       |
| A COMM, WELLNESS/OPEN SPACE | 13.9                                    | 13.0        | 13.8        | 13.7               | 14.1            | 13.3                 | 14.0                    | 13.8          | 14.2                | 12.7                      | 14.7                   | 13.7        | 14.5                         | 13.3             | 14.1                          | 16.8              | 13.2                                | 13.4        | 14.2              | 13.5         | 14.6       |
| C ENVIRONMENT               | 13.7                                    | 13.3        | 13.8        | 13.7               | 14.5            | 13.1                 | 13.9                    | 13.6          | 13.9                | 13.5                      | 13.4                   | 13.8        | 13.9                         | 13.4             | 13.4                          | 16.5              | 14.1                                | 13.7        | 14.2              | 13.1         | 13.9       |
|                             | Q19 RESIDENCE                           |             |             | Q20 WORK SITUATION |                 |                      | Q21 WORK IN<br>MILPITAS |               | Q22 MODE OF COMMUTE |                           |                        |             | Q23 HOUSEHOLD INCOME         |                  |                               |                   |                                     |             |                   |              |            |
|                             | Total                                   | OWN         | RENT        | WFH                | COM<br>MUTE     | DON'T<br>WORK        | YES                     | NO            | DRIVE               | RIDE<br>SHARE             | PUBLIC<br>TRANS        | WALK        | <\$60K                       | \$60K-<br>\$120K | \$120K-<br>\$180K             | \$180K+           |                                     |             |                   |              |            |
|                             |                                         |             |             |                    |                 |                      |                         |               |                     |                           |                        |             |                              |                  |                               |                   |                                     |             |                   |              |            |
| Column n-Size               | 647                                     | 414         | 184         | 146                | 317             | 140                  | 169                     | 145           | 146                 | 4                         | 10                     | 4           | 55                           | 201              | 154                           | 146               |                                     |             |                   |              |            |
| E PUBLIC SAFETY             | 24.1                                    | 24.2        | 23.7        | 22.1               | 23.9            | 26.5                 | 24.4                    | 22.8          | 25.6                | 11.9                      | 14.1                   | 22.7        | 23.1                         | 22.4             | 23.2                          | 26.3              |                                     |             |                   |              |            |
| D NEIGHBORHOODS/HOUSING     | 18.6                                    | 17.0        | 22.6        | 18.9               | 19.3            | 16.8                 | 19.1                    | 19.5          | 18.1                | 32.1                      | 20.2                   | 27.3        | 19.0                         | 19.8             | 19.4                          | 17.4              |                                     |             |                   |              |            |
| B ECONOMIC DEVELOPMENT      | 15.8                                    | 16.1        | 15.3        | 16.7               | 15.8            | 15.1                 | 15.3                    | 16.3          | 15.8                | 11.3                      | 14.0                   | 2.7         | 14.7                         | 15.9             | 15.5                          | 16.0              |                                     |             |                   |              |            |
| F TRANSPORTATION/TRANSIT    | 13.9                                    | 13.8        | 14.1        | 14.8               | 13.5            | 14.6                 | 14.5                    | 12.5          | 14.5                | 17.6                      | 16.1                   | 11.9        | 15.4                         | 15.3             | 13.8                          | 12.2              |                                     |             |                   |              |            |
| A COMM, WELLNESS/OPEN SPACE | 13.9                                    | 14.5        | 12.2        | 14.0               | 13.9            | 13.7                 | 13.4                    | 14.7          | 12.8                | 15.1                      | 19.5                   | 22.7        | 13.2                         | 14.0             | 14.0                          | 13.7              |                                     |             |                   |              |            |
| C ENVIRONMENT               | 13.7                                    | 14.4        | 12.1        | 13.6               | 13.7            | 13.4                 | 13.3                    | 14.2          | 13.2                | 12.1                      | 16.1                   | 12.7        | 14.7                         | 12.7             | 14.0                          | 14.5              |                                     |             |                   |              |            |

Table 1: Q13 CITY BUDGET PRIORITIES MEAN RANK TABLE

|                             | QD GENDER |      |       | QB AGE |       |       |       |       |      |       |      |       |       |      | QE EDUCATION |           |           |           |       |       |
|-----------------------------|-----------|------|-------|--------|-------|-------|-------|-------|------|-------|------|-------|-------|------|--------------|-----------|-----------|-----------|-------|-------|
|                             | Total     | MEN  | WOMEN | 18-29  | 30-39 | 40-49 | 50-64 | 65-74 | 75+  | 18-49 | 50+  | 18-39 | 40-64 | 65+  | HS OR LESS   | SOME COLL | COLL GRAD | POST GRAD | NCOLL | COLL+ |
| Column n-Size               | 647       | 330  | 311   | 116    | 155   | 91    | 129   | 78    | 65   | 362   | 272  | 272   | 220   | 142  | 148          | 129       | 207       | 162       | 277   | 369   |
| E PUBLIC SAFETY             | 24.1      | 24.9 | 23.2  | 22.9   | 21.2  | 22.5  | 27.2  | 25.8  | 25.3 | 22.1  | 26.3 | 21.9  | 25.2  | 25.6 | 23.9         | 22.0      | 25.0      | 24.7      | 23.0  | 24.9  |
| D NEIGHBORHOODS/HOUSING     | 18.6      | 18.6 | 18.6  | 19.7   | 20.6  | 18.2  | 17.0  | 18.3  | 16.3 | 19.7  | 17.2 | 20.2  | 17.5  | 17.4 | 19.6         | 20.2      | 18.2      | 16.9      | 19.9  | 17.6  |
| B ECONOMIC DEVELOPMENT      | 15.8      | 15.9 | 15.6  | 14.5   | 15.9  | 17.3  | 16.2  | 15.1  | 16.1 | 15.8  | 15.9 | 15.3  | 16.6  | 15.6 | 14.1         | 15.3      | 15.6      | 18.0      | 14.7  | 16.7  |
| F TRANSPORTATION/TRANSIT    | 13.9      | 13.5 | 14.5  | 14.5   | 14.3  | 14.3  | 13.0  | 13.6  | 14.3 | 14.4  | 13.5 | 14.4  | 13.5  | 13.9 | 14.3         | 14.3      | 14.4      | 12.7      | 14.3  | 13.7  |
| A COMM, WELLNESS/OPEN SPACE | 13.9      | 14.3 | 13.4  | 13.8   | 14.8  | 14.2  | 13.4  | 13.1  | 13.1 | 14.4  | 13.3 | 14.4  | 13.7  | 13.1 | 14.7         | 13.9      | 13.4      | 13.8      | 14.3  | 13.6  |
| C ENVIRONMENT               | 13.7      | 12.8 | 14.7  | 14.6   | 13.2  | 13.6  | 13.3  | 14.0  | 14.9 | 13.7  | 13.9 | 13.8  | 13.4  | 14.4 | 13.5         | 14.3      | 13.3      | 14.0      | 13.9  | 13.6  |

|                             | GENDER BY AGE |           |         |             | GENDER BY EDUCATION |           |           |             | QC ETHNICITY/RACE |       |        |      |      |             |           |           |           |
|-----------------------------|---------------|-----------|---------|-------------|---------------------|-----------|-----------|-------------|-------------------|-------|--------|------|------|-------------|-----------|-----------|-----------|
|                             | Total         | MEN 18-49 | MEN 50+ | WOMEN 18-49 | WOMEN 50+           | NCOLL MEN | COLL+ MEN | NCOLL WOMEN | COLL+ WOMEN       | WHITE | LATINO | CHIN | FIL  | SOUTH ASIAN | OTHER API | TOTAL API | TOTAL POC |
| Column n-Size               | 647           | 196       | 129     | 162         | 141                 | 137       | 193       | 138         | 172               | 71    | 84     | 97   | 84   | 123         | 116       | 420       | 562       |
| E PUBLIC SAFETY             | 24.1          | 21.9      | 29.8    | 22.3        | 23.2                | 24.3      | 25.4      | 21.8        | 24.2              | 26.9  | 23.4   | 24.4 | 23.6 | 23.0        | 24.4      | 23.8      | 23.6      |
| D NEIGHBORHOODS/HOUSING     | 18.6          | 20.0      | 16.4    | 19.5        | 17.9                | 20.1      | 17.6      | 19.6        | 17.8              | 18.5  | 21.2   | 15.5 | 21.5 | 16.2        | 20.1      | 18.2      | 18.7      |
| B ECONOMIC DEVELOPMENT      | 15.8          | 16.0      | 15.5    | 15.5        | 16.0                | 13.9      | 17.3      | 15.4        | 15.8              | 15.2  | 14.3   | 16.2 | 15.1 | 16.8        | 16.4      | 16.2      | 15.9      |
| F TRANSPORTATION/TRANSIT    | 13.9          | 13.9      | 12.7    | 14.9        | 14.3                | 13.7      | 13.3      | 14.9        | 14.1              | 14.4  | 14.3   | 14.6 | 12.8 | 14.7        | 12.2      | 13.6      | 13.9      |
| A COMM, WELLNESS/OPEN SPACE | 13.9          | 15.1      | 13.0    | 13.4        | 13.6                | 15.0      | 13.7      | 13.5        | 13.4              | 12.8  | 13.2   | 15.1 | 13.0 | 14.6        | 14.5      | 14.4      | 14.0      |
| C ENVIRONMENT               | 13.7          | 13.1      | 12.7    | 14.5        | 15.0                | 12.9      | 12.7      | 14.8        | 14.6              | 12.1  | 13.5   | 14.3 | 13.9 | 14.6        | 12.3      | 13.8      | 13.8      |

|                             | LANGUAGE |      |      |      | A/B SPLIT SAMPLES |      |      |
|-----------------------------|----------|------|------|------|-------------------|------|------|
|                             | Total    | ENG  | SPAN | VIET | CHIN              | A    | B    |
| Column n-Size               | 647      | 587  | 15   | 27   | 18                | 323  | 324  |
| E PUBLIC SAFETY             | 24.1     | 23.8 | 25.5 | 30.4 | 21.3              | 23.9 | 24.2 |
| D NEIGHBORHOODS/HOUSING     | 18.6     | 18.6 | 22.1 | 17.8 | 17.3              | 19.5 | 17.6 |
| B ECONOMIC DEVELOPMENT      | 15.8     | 15.8 | 12.7 | 15.3 | 18.0              | 15.5 | 16.1 |
| F TRANSPORTATION/TRANSIT    | 13.9     | 14.1 | 12.6 | 11.7 | 13.6              | 13.5 | 14.4 |
| A COMM, WELLNESS/OPEN SPACE | 13.9     | 13.9 | 14.1 | 12.8 | 16.1              | 13.9 | 13.9 |
| C ENVIRONMENT               | 13.7     | 13.8 | 13.0 | 12.0 | 13.6              | 13.7 | 13.8 |



## CITY OF MILPITAS AGENDA REPORT (AR)

|                        |                                                                                                                                                                  |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Item Title:</b>     | <b>Provide Feedback Regarding City of Milpitas Mayor and City Councilmember Salaries (Staff Contact: Matt Cano, Assistant City Manager, 408-586-3012)</b>        |
| <b>Category:</b>       | Leadership and Support Services                                                                                                                                  |
| <b>Meeting Date:</b>   | 1/21/2025                                                                                                                                                        |
| <b>Recommendation:</b> | Provide feedback and direction to the City Administration regarding potential increases to the monthly and annual salaries of the Mayor and City Councilmembers. |

### **BACKGROUND:**

On July 10, 2010, the City Council voluntarily voted to reduce the salary of City Councilmembers and the Mayor by approximately 6% due to the economic downturn and scarcity of municipal revenues. On March 8, 2012, the City Council voluntarily voted to further reduce the salary and car allowance of City Councilmembers and the Mayor such that a total 10% reduction took effect beginning December 2012. On December 2, 2014, the Milpitas City Council approved a restoration/increase of City Council salaries to the current amount as further described in this report.

Chapter 14 of Title 1 of the City of Milpitas Municipal Code (Attachment 1) outlines the salaries for the Milpitas Mayor and City Council. Specifically, it indicates that each member of the City Council shall receive the following:

- City Council members shall receive as salary \$904.37 per month (\$10,852.44 per year).
- The Mayor shall receive as salary \$1,130.75 per month (\$13,569 per year).

Additionally, the Municipal Code provides for potential increases or decreases as follows:

- Following any new and later estimate of population made by the State of California Department of Finance, the salary payable to each member of the Council may be increased or decreased by resolution of the City Council to equal the sum prescribed for that population group in Section 36516 of the Government Code as amended;
- An amount equal to five percent for each calendar year from the operative date of the last adjustment of the salaries in effect, in accordance with Government Code Section 36516(c) and as approved by City Council Resolution;
- In accordance with Government Code Section 36516(b), by a majority of the electors voting at any municipal election.
- The salaries as so increased or decreased shall become payable only on and after the date upon which one or more members of the Council becomes eligible upon beginning a new term of office following a general municipal election held in the City.

California Government Code section 36516 (Attachment 2), which outlines allowable salaries for non-charter cities such as Milpitas, was amended effective January 1, 2024. The Analysis section below provides information regarding options for the City Council to consider based upon the updated government code.

### **ANALYSIS:**

The State of California Legislature amended California Government Code section 36516 effective January 1, 2024. Specific amendments that would be applicable to the salary payable to the Milpitas Mayor and City Council are as follows:

1. In Cities between 75,000 and 150,000 in population, a City Councilmember may receive a salary of \$1,900 per month (\$22,800 per year) or;
2. The salary may be increased by the greater of: (1) 5% per year; or (2) An amount equal to inflation, based on the California Consumer Price Index, since January 1, 2024, which shall not exceed 10% for each calendar year.

The below table provides the parameters for which Council could change their salaries in alignment with California Government Code:

|                | <b>Current Salary</b>              | <b>Option 1 – Total<br/>(Population Based<br/>per year)</b> | <b>Option 2 – Total<br/>(Consumer Price Index<br/>Based per year)*</b> |
|----------------|------------------------------------|-------------------------------------------------------------|------------------------------------------------------------------------|
| Mayor          | \$1,130.75/month<br>\$13,569/year  | \$1,900/month<br>\$22,800/year                              | \$1,187.29/month<br>\$14,247.45/year                                   |
| Councilmembers | \$904.37/month<br>\$10,852.44/year | \$1,900/month<br>\$22,800/year                              | \$949.59/month<br>\$11,395.06/year                                     |

\*The most recent California Consumer Price Index from January 2024 to October 2024 is an average of 3.1%. As this is less than 5%, the 5% potential increase is being used for Option 2.

Based upon the above, the Mayor and City Council could choose to increase their salaries to as much as \$22,800 per year which would have a cumulative impact of salary and related benefits cost of total \$74,240 annually to the City's General Fund. However, a lesser amount would also be allowed per the Government Code. Additionally:

1. Per Government Code section 36516.1, the City Council by ordinance, or the electorate by majority vote, may provide an elected Mayor with additional compensation above and beyond an elected Mayor's salary as a member of the City Council. There is no specific limit in the Government Code in regard to this additional compensation. Furthermore, this additional compensation may be provided immediately, including during a mayor's current term. This additional compensation is for performing mayoral duties, not duties otherwise required as a member of the City Council.
2. Per Government Code section 36516.5, any changes to the base salary for the City Council would not take effect until after the next municipal election when one or more members of the City Council begin a new term of office. So, for example, if a change was made in March 2025, it would not take effect until a new term of office begins after the November 2026 municipal election.

Additionally, staff reviewed the annual salaries of City Councilmembers for the other cities within Santa Clara County. The table is divided between non-charter cities and charter cities as charter cities do not need to follow the California Government Code.

The following table provides the summary of this analysis:

| <b>City</b>                 | <b>Population*</b> | <b>2025 Mayor Annual Salary</b> | <b>2025 Councilmember Annual Salary</b> |
|-----------------------------|--------------------|---------------------------------|-----------------------------------------|
| <b>Non Chartered Cities</b> |                    |                                 |                                         |
| Campbell                    | 41,700             | \$15,300                        | \$15,300                                |
| Cupertino                   | 57,285             | \$8,917                         | \$8,917                                 |
| Los Altos                   | 8,189              | \$11,400                        | \$11,400                                |
| Los Gatos                   | 32,216             | \$6,840                         | \$6,840                                 |
| Milpitas                    | 77,321             | \$13,569                        | \$10,852.44                             |
| Monte Sereno                | 3,479              | \$0**                           | \$0**                                   |
| Morgan Hill                 | 44,478             | \$40,764                        | \$15,300                                |
| Saratoga                    | 29,607             | \$3,000                         | \$3,000                                 |
| <b>Charter Cities</b>       |                    |                                 |                                         |
| Gilroy                      | 58,250             | \$18,383                        | \$12,260                                |
| Mountain View               | 81,785             | \$18,649.44                     | \$14,918.64                             |
| Palo Alto                   | 65,882             | \$12,000                        | \$12,000                                |
| San José                    | 969,655            | \$225,000                       | \$169,000                               |
| Santa Clara                 | 131,062            | \$30,000                        | \$24,000                                |

|           |         |             |             |
|-----------|---------|-------------|-------------|
| Sunnyvale | 151,967 | \$49,822.07 | \$27,366.51 |
|-----------|---------|-------------|-------------|

\*Population data is from census.gov. Monte Sereno data is from 2020, remaining cities as of 2023.

\*\* Government Code section 36516 allows any councilmember to waive compensation, and that is what the City Council for Monte Sereno has chosen.

Through this agenda report, staff is requesting City Council feedback regarding the following:

- Do the Mayor and City Council wish staff to prepare a draft ordinance proposing an increase in salary for the Mayor and City Councilmembers? If so, what specific amount is being considered?

**FISCAL IMPACT:**

The total annual ongoing impact to the General Fund if the salaries for the Mayor and City Council were increased to the maximum of \$22,800 per year, would equate to a total of \$74,240 increase in salary and ancillary benefits. However, the Mayor and City Council could also choose a smaller increase which would have a lower ongoing impact to the General Fund.

**CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA):**

The action has no potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment and is not a project pursuant to Pub. Resources Code, §21065 and Cal. Code Regs., tit. 14, §15378. This action is organizational, administrative, or fiscal activity of the City government that does not require commitment to any specific project that may result in a potentially significant impact on the environment and therefore is not a project pursuant to Cal. Code of Regs., tit. 14, § 15378.

**RECOMMENDATION:**

Provide feedback and direction to the City Administration regarding potential increases to the monthly and annual salaries of the Mayor and City Councilmembers.

**ATTACHMENT(S):**

(a) Milpitas Municipal Code Title 1, Chapter 14

(b) California Government Code 36516



## **Attachment 1 – Title 1, Chapter 14 of Milpitas Municipal Code**

### **I-14-1.00 - Purpose**

The Ordinance codified in this chapter is enacted pursuant to Section 36516 of the Government Code, as amended, authorizing the Council to provide by ordinance that each member of the Council shall receive a prescribed salary, the amount of which is based upon the population of the City as determined by estimates made by the State Department of Finance, and prescribing the methods by which Council salaries may be increased or decreased in the future.

Government Code Section 36516.1 authorizes additional compensation for a Mayor elected pursuant to Section 34900 et. seq. as may be approved by an ordinance adopted by the City Council.

(Ord. 128.10 (part), 8/1/00)

### **I-14-2.00 - Salaries**

Each member of the City Council shall receive as salary the following:

- A. City Council members shall receive the sum of \$904.37 dollars per month.
- B. The Mayor of the City of Milpitas shall receive the sum of \$1,130.75 dollars per month.

(Ord. No. 128.12, § 2, 12/16/14; Ord. 128.11, 3/5/02; Ord. 128.10 (part), 8/1/00)

### **I-14-3.00 - Increase or Decrease in Salary**

The salaries provided in this Chapter may be increased or decreased as follows:

- A. Following any new and later estimate of population made by the Department of Finance, the salary payable to each member of the Council may be increased or decreased by resolution of the City Council to equal the sum prescribed for that population group in Section 36516 of the Government Code as amended.
- B. An amount equal to five percent for each calendar year from the operative date of the last adjustment of the salaries in effect, in accordance with Government Code Section 36516(c) and as approved by City Council resolution.
- C. In accordance with Government Code Section 36516(b), by a majority of the electors voting at any municipal election.
- D. The salaries as so increased or decreased shall become payable only on and after the date upon which one or more members of the Council becomes eligible upon beginning a new term of office following a general municipal election held in the City.

(Ord. 128.10 (part), 8/1/00)

### **I-14-4.00 - Reimbursement**

The salaries prescribed herein are and shall be exclusive of any amounts payable to each member of the Council as reimbursement for actual and necessary expenses incurred by him in the performance of official duties for the City of Milpitas.

(Ord. 128.10 (part), 8/1/00)



## **Attachment 2 – California Government Code 36516**

### **Government Code - GOV**

#### **TITLE 4. GOVERNMENT OF CITIES [34000 - 45345]**

*( Title 4 added by Stats. 1949, Ch. 79. )*

#### **DIVISION 3. OFFICERS [36501 - 41805]**

*( Division 3 added by Stats. 1949, Ch. 79. )*

#### **PART 1. GENERAL [36501 - 36525]**

*( Part 1 added by Stats. 1949, Ch. 79. )*

### **36516.**

(a) (1) A city council may enact an ordinance providing that each member of the city council shall receive a salary based on the population of the city as set forth in paragraph (2).

(2) The salaries approved by ordinance under paragraph (1) shall be as follows:

(A) In cities up to and including 35,000 in population, up to and including nine hundred fifty dollars (\$950) per month.

(B) In cities over 35,000 up to and including 50,000 in population, up to and including one thousand two hundred seventy-five dollars (\$1,275) per month.

(C) In cities over 50,000 up to and including 75,000 in population, up to and including one thousand six hundred dollars (\$1,600) per month.

(D) In cities over 75,000 up to and including 150,000 in population, up to and including one thousand nine hundred dollars (\$1,900) per month.

(E) In cities over 150,000 up to and including 250,000 in population, up to and including two thousand five hundred fifty dollars (\$2,550) per month.

(F) In cities over 250,000 population, up to and including three thousand two hundred dollars (\$3,200) per month.

(3) For the purposes of this subdivision, the population of a city shall be determined by the last preceding federal census, or a subsequent census, or estimate validated by the Department of Finance.

(4) The salary of council members may be increased beyond the amount provided in this subdivision by an ordinance or by an amendment to an ordinance, but the amount of the increase shall not exceed the greater of either of the following:

(A) An amount equal to 5 percent for each calendar year from the operative date of the last adjustment of the salary in effect when the ordinance or amendment is enacted.

(B) An amount equal to inflation since January 1, 2024, based upon the California Consumer Price Index, which shall not exceed 10 percent for each calendar year.

(5) No ordinance shall be enacted or amended to provide automatic future increases in salary.

(b) Notwithstanding subdivision (a), at any municipal election, the question of whether city council members shall receive a salary for services, and the amount of that salary, may be submitted to the electors. If a majority of the electors voting at the election favor it, all of the council members shall receive the salary specified in the election call. The salary of council members may be increased beyond the amount provided in this section or decreased below the amount in the same manner.

(c) Unless specifically authorized by another statute, a city council may not enact an ordinance providing for compensation to city council members in excess of that authorized by the procedures described in subdivisions (a) and (b). For the purposes of this section, compensation includes payment for service by a city council member on a commission, committee, board, authority, or similar body on which the city council member serves. If the other statute that authorizes the compensation does not specify the amount of compensation, the maximum amount shall be one hundred fifty dollars (\$150) per month for each commission, committee, board, authority, or similar body.

(d) Any amounts paid by a city for retirement, health and welfare, and federal social security benefits shall not be included for purposes of determining salary under this section, provided that the same benefits are available and paid by the city for its employees.

(e) Any amounts paid by a city to reimburse a council member for actual and necessary expenses pursuant to Section 36514.5 shall not be included for purposes of determining salary pursuant to this section.

(f) A city council member may waive any or all of the compensation permitted by this section.

(g) (1) For the purposes of this section, a city council shall consider the adoption of an ordinance to increase compensation in open session during at least two regular meetings of the city council.

(2) At the first meeting, the city council shall present the proposed ordinance, which shall include findings demonstrating the need for the increased compensation. The ordinance shall not be adopted at the first meeting.

(3) At least seven days after the first meeting, the city council shall hold a second meeting to consider whether to adopt the ordinance.

*(Amended by Stats. 2023, Ch. 27, Sec. 2. (SB 329) Effective January 1, 2024.)*

## **Attachment 2 – California Government Code 36516**

### **Government Code - GOV**

#### **TITLE 4. GOVERNMENT OF CITIES [34000 - 45345]**

*( Title 4 added by Stats. 1949, Ch. 79. )*

#### **DIVISION 3. OFFICERS [36501 - 41805]**

*( Division 3 added by Stats. 1949, Ch. 79. )*

#### **PART 1. GENERAL [36501 - 36525]**

*( Part 1 added by Stats. 1949, Ch. 79. )*

#### **36516.**

(a) (1) A city council may enact an ordinance providing that each member of the city council shall receive a salary based on the population of the city as set forth in paragraph (2).

(2) The salaries approved by ordinance under paragraph (1) shall be as follows:

(A) In cities up to and including 35,000 in population, up to and including nine hundred fifty dollars (\$950) per month.

(B) In cities over 35,000 up to and including 50,000 in population, up to and including one thousand two hundred seventy-five dollars (\$1,275) per month.

(C) In cities over 50,000 up to and including 75,000 in population, up to and including one thousand six hundred dollars (\$1,600) per month.

(D) In cities over 75,000 up to and including 150,000 in population, up to and including one thousand nine hundred dollars (\$1,900) per month.

(E) In cities over 150,000 up to and including 250,000 in population, up to and including two thousand five hundred fifty dollars (\$2,550) per month.

(F) In cities over 250,000 population, up to and including three thousand two hundred dollars (\$3,200) per month.

(3) For the purposes of this subdivision, the population of a city shall be determined by the last preceding federal census, or a subsequent census, or estimate validated by the Department of Finance.

(4) The salary of council members may be increased beyond the amount provided in this subdivision by an ordinance or by an amendment to an ordinance, but the amount of the increase shall not exceed the greater of either of the following:

(A) An amount equal to 5 percent for each calendar year from the operative date of the last adjustment of the salary in effect when the ordinance or amendment is enacted.

(B) An amount equal to inflation since January 1, 2024, based upon the California Consumer Price Index, which shall not exceed 10 percent for each calendar year.

(5) No ordinance shall be enacted or amended to provide automatic future increases in salary.

(b) Notwithstanding subdivision (a), at any municipal election, the question of whether city council members shall receive a salary for services, and the amount of that salary, may be submitted to the electors. If a majority of the electors voting at the election favor it, all of the council members shall receive the salary specified in the election call. The salary of council members may be increased beyond the amount provided in this section or decreased below the amount in the same manner.

(c) Unless specifically authorized by another statute, a city council may not enact an ordinance providing for compensation to city council members in excess of that authorized by the procedures described in subdivisions (a) and (b). For the purposes of this section, compensation includes payment for service by a city council member on a commission, committee, board, authority, or similar body on which the city council member serves. If the other statute that authorizes the compensation does not specify the amount of compensation, the maximum amount shall be one hundred fifty dollars (\$150) per month for each commission, committee, board, authority, or similar body.

(d) Any amounts paid by a city for retirement, health and welfare, and federal social security benefits shall not be included for purposes of determining salary under this section, provided that the same benefits are available and paid by the city for its employees.

(e) Any amounts paid by a city to reimburse a council member for actual and necessary expenses pursuant to Section 36514.5 shall not be included for purposes of determining salary pursuant to this section.

(f) A city council member may waive any or all of the compensation permitted by this section.

(g) (1) For the purposes of this section, a city council shall consider the adoption of an ordinance to increase compensation in open session during at least two regular meetings of the city council.

(2) At the first meeting, the city council shall present the proposed ordinance, which shall include findings demonstrating the need for the increased compensation. The ordinance shall not be adopted at the first meeting.

(3) At least seven days after the first meeting, the city council shall hold a second meeting to consider whether to adopt the ordinance.

*(Amended by Stats. 2023, Ch. 27, Sec. 2. (SB 329) Effective January 1, 2024.)*

### **36516.1.**

A mayor elected pursuant to Sections 34900 to 34904, inclusive, may be provided with compensation in addition to that which he or she receives as a council member. That additional

compensation may be provided by an ordinance adopted by the city council or by a majority vote of the electors voting on the proposition at a municipal election.

*(Amended by Stats. 2010, Ch. 699, Sec. 14. (SB 894) Effective January 1, 2011.)*

**36516.5.**

A change in compensation does not apply to a council member during the council member's term of office. This prohibition shall not prevent the adjustment of the compensation of all members of a council serving staggered terms whenever one or more members of the city council becomes eligible for a salary increase by virtue of the council member beginning a new term of office.

- *(Amended by Stats. 2010, Ch. 699, Sec. 15. (SB 894) Effective January 1, 2011.)*



## CITY OF MILPITAS AGENDA REPORT (AR)

|                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Item Title:</b>     | <b>Review the List of Agenda Item Requests From Individual Councilmembers and Provide Direction to Staff Through the Council-Approved Prioritization Process (Staff Contact: Matt Cano, Assistant City Manager, 408-586-3012)</b>                                                                                                                                                                                                                     |
| <b>Category:</b>       | Leadership and Support Services                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Meeting Date:</b>   | 1/21/2025                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Recommendation:</b> | (1) Review list of agenda item requests from individual Councilmembers and provide direction to staff, through the prioritization process, on which Group 1 items should be advanced; (2) Remove two items sponsored by a former City Councilmember from the priority list; (3) Provide additional input to staff, if any, on Group 1 items that received Council direction to advance; and (4) By majority vote, approve the list as so prioritized. |

### **BACKGROUND:**

At City Council meetings, under the Announcements section, City Councilmembers may request items for the full Council to consider. These items are placed on a list for a future City Council discussion and action. On January 19, 2021, at a Special City Council meeting, Council provided direction to staff to streamline the process by presenting individual Council agenda item requests for prioritization to City Council on a quarterly basis.

On January 10, 2023, City Council approved a City Council Request Prioritization Policy which guides the prioritization process. As part of this approval, language was included in this Policy to remove items recommended by prior members of the City Council unless a current City Councilmember chose to sponsor the continuation of those items.

The last prioritization was held on September 17, 2024. Links to prior prioritization reports and minutes are included under Attachments.

### **ANALYSIS:**

The Council is now being asked to prioritize the list of potential new work items requested by Council between September 17, 2024, and January 7, 2025. Attachment 3 includes a status update on work completed by staff on all items previously prioritized by the Council.

As shown in Attachment 1, a total of 33 items, some which were considered during the prior prioritization discussion, have been grouped into four categories, differentiated by level of effort and status of the agenda request, as outlined below:

**Group 1** – Items that have not been initiated; will require more than four hours of staff time; and may require additional funding or resources (6 items).

**Group 2** – Items that have not been initiated but will require less than 4 hours of staff work (1 item).

**Group 3** – Items that are currently underway and/or already included in workplan (19 items).

**Group 4** – Items that have been completed, postponed indefinitely, or withdrawn (7 items).

### **Prioritization Process**

Similar to the prior prioritization process, the new Group 1 agenda item requests are detailed in Attachment 2. As these requests have not yet been discussed, staff has attempted to identify alignment with Council priority areas to the extent possible. As part of Attachment 2, staff provided a summary which



includes the lead and supporting departments, estimated resources and cost to complete the work, description of work effort, any actions taken to date, clarification or direction sought from City Council, and other additional considerations including impacts on other workplan items. To the extent possible, staff sought clarification from City Councilmembers sponsoring the request; however, some items may need additional clarification from the requesting Councilmember(s). To facilitate Council prioritization, Group 1 items have been further categorized into three sub-groups: Ordinances and Policies, Projects and Programs, and Miscellaneous.

For the Group 1 items, the total annual costs are estimated as follows:

| Item                                                     | Potential Ongoing Costs |            | Potential One Time Costs |            |
|----------------------------------------------------------|-------------------------|------------|--------------------------|------------|
|                                                          | Low Range               | High Range | Low Range                | High Range |
| CC01: Analysis of Permit Process                         | \$0                     | \$0        | \$10,000                 | \$120,000  |
| CC02: Job Fair for City Careers                          | \$3,300                 | \$5,500    | \$0                      | \$0        |
| CC03: Impact Fee for Car Transports                      | \$0                     | \$0        | \$0                      | \$0        |
| CC04: Explore Modernizing Business Tax Rate Schedule     | \$0                     | \$0        | \$264,000                | \$264,000  |
| CC05: Review of Traffic Conditions at Edsel & Roswell    | \$0                     | \$0        | \$10,000                 | \$10,000   |
| CC06: Pickleball Feasibility Study at Dixon Landing Park | \$0                     | \$0        | \$50,000                 | \$50,000   |

Since Group 2 items (see Attachment 1) require less than four hours of staff time, these items can be advanced without requiring a majority vote, Council may wish to provide additional input or direction on this item. For Group 3 items, which are underway and/or already included in staff workplans, staff provided an update in Attachment 1. A list of Items completed, postponed indefinitely, or withdrawn, are presented as a separate attachment (Attachment 3).

### **Voting Process**

In accordance with the adopted City Council Prioritization Policy, existing staff workload and the number of Group 1 items, staff proposes the Council prioritize no more than two items. The typical voting process for prioritization is summarized below.

#### Round 1

Each member of the Council will be asked to prioritize their top two items from Group 1. Councilmembers will receive paper copies to help them review and complete the preliminary prioritization, and electronic voting will be conducted.

All items receiving three or more votes will move forward. If the number of items receiving three or more votes is two or greater, the prioritization process will be deemed complete. If the number of items is less than two, the remaining items will be prioritized as described in Round 2.

#### Round 2

If items receiving three or more votes are less than two in number, Councilmembers will be asked to prioritize the remaining items to develop a top two list. Each member of the Council will be given the number of votes equivalent to two minus the number of items prioritized for staff work at the completion of Round 1. For example, if after Round 1, the Council agreed on advancing one item, one additional item will require prioritization. Therefore, each Member of the Council will be asked to vote on one item. Any item receiving

three or more votes will be added to the prioritized list. If the total number of items on the list is one or greater, the prioritization process will be deemed complete.

#### Additional Rounds, if needed

If the total number of prioritized items after Round 2 is less than two, all remaining items which received at least one vote will be prioritized through additional rounds of voting. Items which receive zero votes in a round will be eliminated from the subsequent round of voting.

Any items that do not advance through this multi-step prioritization process will be removed from the active list and need to be resubmitted through Announcements for the next prioritization discussion, tentatively scheduled for April 2025.

#### **Group 4 Items**

As discussed above, the following seven items have been moved to “Group 4” in this update as they have been completed or withdrawn:

- Completed:
  - *Recognize local 2024 Olympians with ties to Milpitas:* Recognition of the three 2024 Olympians with ties to Milpitas occurred at the October 15, 2024, City Council meeting.
  - *Communicate Need for Weeds to be Cleared on Montague Expressway to County:* City staff coordinated with the County Department of Roads & Airports and the County cleared the weeds on Montague Expressway.
  - *Have a picture of Albert Vogel Sr. put up in the Senior Center & Include Maria Lemery on the Mural in front of the Senior Center:* Portraits of Albert Vogel Sr. and Maria Lemery were installed in late December 2024.
  - *Look into defining either a standalone teen center or updating information to indicate the Senior Center also functions as a Teen Center:* Starting in June 2023, staff have been conducting outreach via survey, discussions, new, and one time programming, to the teen community on services, activities and events they would like to participate in/benefit from. The outreach revealed heavy interest in life skills classes, trips, and meet-ups.  
  
Starting in June 2024 staff launched a *Teen Center Everywhere* campaign and have successfully brought back sport drop-in programming to teen programs as well as a series of meet ups around Milpitas. Programming was successful, with many trips, classes, meet-ups and sports drop-in sessions at full capacity. The summer Milpitas Youth Force program, held out of the Teen Center and run by Teen Center staff, had one of their best sessions in the history of the program. Center programs, events, and workshops for the new school year included increased collaboration with high school clubs, a Halloween event, and financial aid workshops for college preparedness.
  - *Memorial Plaque in honor of youth skateboarder that passed away:* The memorial plaque was installed and a unveiling ceremony was held on November 2, 2024.
- Withdrawn:
  - *Charter City Evaluation:* Per City Council policy this item which was prioritized by a former City Councilmembers will be removed unless it is brought forward for consideration by an existing City Councilmember.
  - *Request that the Arts Commission explore alternatives for future of statue in front of City Hall:* Per City Council policy this item which was prioritized by a former City Councilmembers will be removed unless it is brought forward for consideration by an existing City Councilmember.

#### **POLICY ALTERNATIVES:**

Not applicable

**FISCAL IMPACT:**

For the Group 1 items, annual ongoing and one-time costs are summarized in the table in the analysis section of this report. Based on Council direction, staff will consider prioritized items that require new funding as part of a future budget process.

**CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA):**

This item is not a Project under CEQA in accordance with CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption) as it can be seen with certainty that a general discussion of funding priorities by the City Council will not have a significant effect on the environment. Further, the item is also not a Project pursuant to CEQA Guidelines Section 15378(b)(4) as it is a government fiscal activity that does not involve any commitment to any specific project which may result in a potentially significant physical impact on the environment. Although the use of funding will be discussed, any project scope and potential environmental analysis would be speculative at this time, and future environmental analysis will be conducted for the potential projects prior to the City making any commitment or approval of any project.

**RECOMMENDATION:**

- (1) Review list of agenda item requests from individual Councilmembers and provide direction to staff, through the prioritization process, on which Group 1 items should be advanced;
- (2) Remove two items sponsored by a former City Councilmember from the priority list;
- (3) Provide additional input to staff, if any, on Group 1 items that received Council direction to advance; and;
- (4) By majority vote, approve the list as so prioritized.

**ATTACHMENTS:**

- (a) List of Councilmember Agenda Item Requests
- (b) Detailed Information on Group 1 Items
  - CC01 – Permit Process Analysis
  - CC02 – Job Fair for City Jobs
  - CC03 – Impact Fees for Car Transports
  - CC04 – Explore Modernizing Business License Tax
  - CC05 – Review of Traffic Conditions at Edsel and Roswell
  - CC06 – Pickleball Feasibility Study - Dixon Landing Park
- (c) List of Completed, Postponed Indefinitely, or Withdrawn Items

**Attachement 1**  
**List of Councilmember Agenda Item Requests**

| No.                                                                                                                                                        | Topic                                                                                                                         | Requested By    | Date Requested | Requires more than 4 hours of additional staff time | Department / Office            | Council Priority Area(s)          | January 2025 Update                                                                                                                                                                                                                                                                                                                               | Additional Resources/Funding Needed or Deferral of Council Approved Programs |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------|-----------------------------------------------------|--------------------------------|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <b>Group 1 – New Items that have not been initiated; will require more than four hours of staff time; and may require additional funding or resources.</b> |                                                                                                                               |                 |                |                                                     |                                |                                   |                                                                                                                                                                                                                                                                                                                                                   |                                                                              |
| <b>Ordinances and Policies</b>                                                                                                                             |                                                                                                                               |                 |                |                                                     |                                |                                   |                                                                                                                                                                                                                                                                                                                                                   |                                                                              |
|                                                                                                                                                            | none                                                                                                                          |                 |                |                                                     |                                |                                   |                                                                                                                                                                                                                                                                                                                                                   |                                                                              |
| <b>Projects and Programs</b>                                                                                                                               |                                                                                                                               |                 |                |                                                     |                                |                                   |                                                                                                                                                                                                                                                                                                                                                   |                                                                              |
| CC01                                                                                                                                                       | Analysis of permit process                                                                                                    | Evelyn Chua     | 19-Nov         | yes                                                 | CMO                            | Economic Development & Job Growth | see attached writeup                                                                                                                                                                                                                                                                                                                              |                                                                              |
| CC02                                                                                                                                                       | Job fair for city careers                                                                                                     | Evelyn Chua     | 19-Nov         | yes                                                 | Human Resources (OED support)  | Governance & Administration       | see attached writeup                                                                                                                                                                                                                                                                                                                              |                                                                              |
| CC03                                                                                                                                                       | Impact fees for car transports                                                                                                | Carmen Montano  | 19-Nov         | yes                                                 | CAO                            | Transportation & Transit          | see attached writeup                                                                                                                                                                                                                                                                                                                              |                                                                              |
| CC04                                                                                                                                                       | Explore Modernizing Business License Tax Rate Schedule                                                                        | Evelyn Chua     | 10/1/2024      | yes                                                 | CMO, Finance                   | Governance & Administration       | see attached writeup                                                                                                                                                                                                                                                                                                                              |                                                                              |
| CC05                                                                                                                                                       | Review of traffic conditions at Edsel and Roswell                                                                             | Carmen Montano  | 10/1/2024      | yes                                                 | Public Works                   | Transportation & Transit          | see attached writeup                                                                                                                                                                                                                                                                                                                              |                                                                              |
| CC06                                                                                                                                                       | Pickleball Feasibility Study at Dixon Landing Park                                                                            | Carmen Montano  | 10/15/2024     | yes                                                 | Recreation                     | Community Wellness & Open Space   | see attached writeup                                                                                                                                                                                                                                                                                                                              |                                                                              |
| <b>Group 2 – New items that have not been completed and will require less than 4 hours of staff time</b>                                                   |                                                                                                                               |                 |                |                                                     |                                |                                   |                                                                                                                                                                                                                                                                                                                                                   |                                                                              |
| 1                                                                                                                                                          | Human Resources Department Presentation to Council on Recruitment and Staffing                                                | Hon Lien        | 10/1/2024      | yes                                                 | Human Resources                | Governance & Administration       | Staff will bring forward an item to Council by February 2025 to provide an update on and discussion about recruitment and hiring.                                                                                                                                                                                                                 |                                                                              |
| <b>Group 3 - Items that are currently underway and/or already included in workplan</b>                                                                     |                                                                                                                               |                 |                |                                                     |                                |                                   |                                                                                                                                                                                                                                                                                                                                                   |                                                                              |
| 1                                                                                                                                                          | Explore new ordinance for ADUs to allow condominium conversions                                                               | Evelyn Chua     | 8/13/2024      | Yes                                                 | Planning                       | Economic Development & Job Growth | This effort is underway. Staff is researching ordinances from other jurisdictions in the Bay Area that already allow ADU condominium conversions, and model ordinances provided by regional planning/housing groups with a target of bringing options forward to City Council in Spring 2025.                                                     |                                                                              |
| 2                                                                                                                                                          | Explore potential purchase of additional property on Main Street                                                              | Carmen Montano  | 8/13/2024      | Yes                                                 | Office of Economic Development | Economic Development & Job Growth | Staff is investigating the potential purchase of a property on Main Street and will bring alternatives forward to City Council in January 2025.                                                                                                                                                                                                   | Yes                                                                          |
| 3                                                                                                                                                          | Revise municipal code to include Animal Cruelty guidelines for additional animals such as horses, cats, etc..                 | Evelyn Chua     | 9/3/2024       | Yes                                                 | City Attorney's Office         | Governance & Administration       | Staff has surveyed alternative regulatory schemes in other jurisdictions to determine which, if any, changes are viable. Staff anticipates being able to brief Councilmembers regarding the various proposals for feral cats in June and regarding horses and other animals in early March.                                                       |                                                                              |
| 4                                                                                                                                                          | Review sources of funds for library name and return to City Council with alternatives prior to the next annual budget process | Gary Barbadillo | 9/3/2024       | No                                                  | City Manager's Office          | Community Wellness & Open Space   | Staff has reviewed options. The recommended option is to install 1 monument sign and 2 plaques at a total estimate cost of \$17,000. An alternative option would be to replace all building signage at a total estimated cost of \$268,700. This will be discussed as part of the CIP Budget study session on February 11, 2025..                 | Yes                                                                          |
| 5                                                                                                                                                          | Evaluate hours of service for Food Pantry                                                                                     | Carmen Montano  | 9/3/2024       | No                                                  | City Manager's Office          | Neighborhoods & Housing           | Staff has had several discussions with the operator of the food pantry. The operator has indicated that they do not have plans to increase their hours, even if the City increases the rent. Staff are continuing to perform analysis on this situation and plan on returning to the City Council to discuss alternatives by March or April 2025. |                                                                              |

**Attachement 1**  
**List of Councilmember Agenda Item Requests**

| No. | Topic                                                                                                                        | Requested By    | Date Requested | Requires more than 4 hours of additional staff time | Department / Office                         | Council Priority Area(s)          | January 2025 Update                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Additional Resources/Funding Needed or Deferral of Council Approved Programs |
|-----|------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------|-----------------------------------------------------|---------------------------------------------|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| 6   | Feasibility Study for Night Market/Food Trucks on Main Street                                                                | Carmen Montano  | 5/7/2024       | No                                                  | City Manager's Office: Economic Development | Economic Development & Job Growth | In support of downtown revitalization efforts, Council directed staff to explore an event on Main Street with a Night Market. Economic Development staff researched and identified four companies producing the majority of the events in Silicon Valley. After talking with the four companies, staff determined that Moveable Feast could offer the best event for Milpitas' historic district. Moveable Feast attended the special EDTC meeting on August 12, 2024, contacted businesses with staff, researched site opportunities, and submitted a proposal. The proposal was based on Moveable Feast's years of experience and specific insights on what works best for Milpitas. The event will be Milpitas branded, creating a sense of place and activating Main Street. Staff recommends moving forward with funding for Moveable Feast to produce a 2-day Night Market on Main Street in Spring/Summer 2025. A lively Night Market with local food and craft vendors, along with live music and entertainment will create excitement. The event will bring new audiences into our downtown and get residents interested in coming back to Main Street. This event supports Economic Development's goal to revitalize the Main Street, attract new businesses and ensure businesses succeed, and create opportunities for placemaking. | Yes                                                                          |
| 7   | Explore increasing stipend for planning commission                                                                           | Gary Barbadillo | 4/16/2024      | Yes                                                 | Planning                                    | Neighborhoods & Housing           | This effort is underway. Staff is researching the Planning Commission stipend for comparable jurisdictions in the Bay Area. The next step is to complete this research and prepare a recommendation for the City Council's consideration in March 2025.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Yes                                                                          |
| 8   | Escuela Parkway Traffic Safety Review                                                                                        | Carmen Montano  | 5/7/2024       | Yes                                                 | Public Works                                | Transportation & Transit          | Staff is currently soliciting proposals from qualified consultants to perform a traffic study along Escuela Parkway from Jacklin Road to Washington Street. The study is estimate to be up to \$80,000 and will be funded through CIP Project No. 4288 - Traffic Studies & Safety Improvements. The study's schedule is anticipated to run from spring of 2025 through the summer. In addition, the City was selected to recieved \$2.9M through the SS4A grant to enhance pedestrian and bicycle safety throughout the city's school zones including Escuela Parkway.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Yes                                                                          |
| 9   | Affordable Housing Ordinance Review                                                                                          | Carmen Montano  | 12/5/2023      | Yes                                                 | City Attorney's Office                      | Neighborhoods & Housing           | Staff is completing initial review of a full draft of the previously discussed guidelines for the City's AHO and anticipates being able to complete that review and brief Councilmembers about those proposed guidelines in March. Additionally, staff has begun review of various proposals for incentives or updates to the AHO that may assist the City in meeting its RHNA and other goals for affordable housing needs in its lowest income categories.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                              |
| 10  | Main Street Movie Night (formerly named International Festival)                                                              | Hon Lien        | 10/3/2023      | Yes                                                 | Recreation & Community Services             | Community Wellness & Open Space   | Staff are continuing internal discussions on the summer 2025 series, including possible collaboration with other efforts around Main Street Revitalization, and are doing site visits to determine the best location. Efforts over the next few months will be to identify the cultural movie(s) shows as part of this event.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                              |
| 11  | Recreation & Community Services Department to Review of potentially returning additional programs for Bingo and Senior Trips | Evelyn Chua     | 11/7/2023      | No                                                  | Recreation & Community Services             | Community Wellness & Open Space   | Trips returned to the Milpitas Senior Program lineup in December 2024. Staff will continue to incorporate trips as part of their regular work plan. The Bingo license application is complete and staff are working with the City Clerk's Office on submittal and public hearing scheduling.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                              |

**Attachement 1**  
**List of Councilmember Agenda Item Requests**

| No. | Topic                                                                                                   | Requested By    | Date Requested | Requires more than 4 hours of additional staff time | Department / Office                         | Council Priority Area(s)          | January 2025 Update                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Additional Resources/Funding Needed or Deferral of Council Approved Programs |
|-----|---------------------------------------------------------------------------------------------------------|-----------------|----------------|-----------------------------------------------------|---------------------------------------------|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| 12  | Look into possibility of Senior citywide discount from all Milpitas businesses.                         | Gary Barbadillo | 2/7/2023       | Yes                                                 | City Manager's Office                       | Community Wellness & Open Space   | FM3 has completed the survey of local businesses and have reviewed initial response results with staff in late 2024. Staff will return to council in early 2025 with policy analysis.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Yes                                                                          |
| 13  | Look into implementing a workshop for small businesses on the bidding process for projects in the city. | Evelyn Chua     | 8/9/2022       | Yes                                                 | City Manager's Office: Economic Development | Economic Development & Job Growth | Staff is reviewing business license data to determine which local businesses the City should focus for procurement opportunities. Staff is also reviewing the City's last five years' expenditures on local businesses. After the purchasing division is fully staffed, the Doing Business with the City of Milpitas handbook and procurement webpage will be reviewed and updated.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                              |
| 14  | Pickleball Pilot Project                                                                                | Evelyn Chua     | 2/28/2023      | Yes                                                 | Recreation & Community Services             | Community Wellness & Open Space   | Site improvements were completed in mid November, including safety fencing, court resurfacing, and the installation of the sound dampening panels. Staff will be surveying court users and the surrounding neighborhood in mid January. Staff anticipated returning to City Council in late February/early March with final policy recommendations.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                              |
| 15  | Main Street Infrastructure Projects                                                                     | Carmen Montano  | 2/28/2023      | Yes                                                 | Public Works                                | Transportation & Transit          | Staff is anticipating to meet with Caltrans and the FHWA in January/February to discuss alternatives for the use of the \$750K in federal earmark funding for projects on Main Street as this amount falls short of the needed budget for the Streetlight Project.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                              |
| 16  | Main Street Flooding at Library                                                                         | Evelyn Chua     | 2/28/2023      | Yes                                                 | Public Works                                | Transportation & Transit          | Lowering of the weir wall was completed. Staff is also now in receipt of a memorandum completed by the engineering firm Schaaf & Wheeler who were the authors of the storm drain master plan. The memo addresses the flooding issue experienced on Main Street and makes preliminary recommendations to mitigate it. Among these recommendations are the following: 1) maintenance of Ford Creek 2) raise Main Street 3) improvements to Ford Creek 4) upstream storage enhancements 5) local storm drain pumps 6) extend Lower Penitencia storm drain system 7) modify operations to Wrigley-Ford storm pump station. Based on the assessment, several mitigation alternatives were recommended, the preferred (and most cost effective) being channel maintenance and local pump stations with creek monitoring. Staff has been working with the Regional Water Board to obtain a permit allowing for the dredging and vegetation management of Ford Creek for some time and will continue this effort. |                                                                              |
| 17  | Evaluate reopening the childcare center with a non-profit organization running the center               | Carmen Montano  | 2/1/2022       |                                                     | Recreation & Community Services             | Community Wellness & Open Space   | Staff are currently completing cost estimates for becoming a permissible childcare center at the Milpitas Community Center and Sal Cracolice Recreation Facility and are targeting sharing these estimates at the February 2025 CIP Budget study session.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Yes                                                                          |
| 18  | Present Quarterly or Monthly crime statistics on the Homekey Project                                    | Evelyn Chua     | 6/7/2022       |                                                     | City Manager's Office: Housing              | Neighborhoods & Housing           | Staff is preparing for the next meeting with the group to occur in February or March 2025.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                              |
| 19  | Staff to look into mural Art on Great Mall Parkway on the VTA owned Light rail pillars                  | Carmen Montano  | 11/16/2021     |                                                     | Recreation & Community Services             | Community Wellness & Open Space   | In accordance with the City's Public Art Policy, a Public Arts Selection Committee has been established to identify artists and projects for the project that will install murals on two pillars supporting the VTA Light Rail Line at Great Mall Parkway and McCandless Drive/Fairlane Drive. The release of the project scope to qualified artists is currently on hold while new laws affecting the required certifications and licenses is updated. Current efforts between the arts community and cities associations are moving forward. This project is expected to be a \$30,000 commission.                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                              |

**Attachement 1**  
**List of Councilmember Agenda Item Requests**

| No.                                                                                                                  | Topic                                                                                                                                                                         | Requested By   | Date Requested         | Requires more than 4 hours of additional staff time | Department / Office             | Council Priority Area(s)        | January 2025 Update                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Additional Resources/Funding Needed or Deferral of Council Approved Programs |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------------------|-----------------------------------------------------|---------------------------------|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <b>Group 4 – items that have been completed, postponed indefinitely, or withdrawn since last City Council update</b> |                                                                                                                                                                               |                |                        |                                                     |                                 |                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                              |
| 1                                                                                                                    | Communicate Need for Weeds to be Cleared on Montague Expressway to County (prior name as: Send letter to County Supervisor Otto Lee re: weeds on Montague) <b>(completed)</b> | Carmen Montano | 8/13/2024              |                                                     | City Manager's Office           | Community Wellness & Open Space | This is completed but will continue to be monitored. County staff was contacted and following this they cleared the weeds on Montague Expressway median islands within their jurisdiction.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                              |
| 2                                                                                                                    | Recognize local 2024 Olympians with ties to Milpitas <b>(completed)</b>                                                                                                       | Carmen Montano | 8/5/2024               |                                                     | City Manager's Office           | Governance & Administration     | This is completed. Recognition was provided at the October 15, 2024 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                              |
| 3                                                                                                                    | Request that the Arts Commission explore alternatives for future of statue in front of City Hall <b>(to be removed - former City Councilmember)</b>                           | Anthony Phan   | 1/30/2024              |                                                     | Recreation & Community Services | Community Wellness & Open Space | Per City Council policy this item is being removed from consideration unless it is sponsored by an existing Councilmember. The Arts Commission discussed City Hall Public Art at their September 23 and November 25 meetings. The Commission focus for art ideas for City Hall, include possibilities for artwork on the wall above the main door to the west parking lot, either a mural, lightweight sculpture, or digital artwork projection. A piece(s) for the southside of City Hall was not discussed as a priority area.                                                                                                                                                                                                                                                                                                                                                                                                       | Additional funding likely needed pending further staff analysis.             |
| 4                                                                                                                    | Charter City Evaluation <b>(to be removed - former City Councilmember)</b>                                                                                                    | Anthony Phan   | 9/5/2023               |                                                     | City Manager's Office           | Governance & Administration     | Per City Council policy this item is being removed from consideration unless it is sponsored by an existing Councilmember.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Additional funding likely needed pending further staff analysis.             |
| 5                                                                                                                    | Look into defining either a standalone teen center or updating information to indicate the Senior Center also functions as a Teen Center <b>(completed)</b>                   | Evelyn Chua    | 9/20/2022              |                                                     | Recreation & Community Services | Community Wellness & Open Space | Starting in June 2023 staff have been conducting outreach via survey, discussions, new, and one time programming, to the teen community on services, activities and events they would like to participate in/benefit from. Heavy interest in lifeskills classes, trips and meetups was received. Starting in June 2024 staff launched a Teen Center Everywhere campaign and have successfully brought back sport drop in programming to teen programs, as well as a series of meet ups around Milpitas. programming was successful, with many trips, classes, meet ups and sports drop-in sessions at full capacity. The summer MYF program, held out of the center and run by Teen Center staff, had one of their best sessions yet. Center programs, events and workshops for the new school year, included increased collaboration with high school clubs, a Halloween event, and financial aid workshops for college preparedness. |                                                                              |
| 6                                                                                                                    | Have a picture of Albert Vogel Sr. put up in the Senior Center & Include Maria Lemery on the Mural in front of the Senior Center <b>(complete)</b>                            | Carmen Montano | 10/19/2021 & 8/17/2021 |                                                     | Recreation & Community Services | Community Wellness & Open Space | Portraits of Albert Vogel Sr. and Maria Lemery were installed in late December 2024. Staff is discussing a small reception for the pieces.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                              |
| 7                                                                                                                    | Memorial Plaque in honor of youth skateboarder that passed away <b>(complete)</b>                                                                                             | Carmen Montano | 6/7/2022               |                                                     | Recreation & Community Services | Community Wellness & Open Space | The memorial plaque was installed and a unveiling ceremony was held on November 2., 2024.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                              |

**Attachement 1**  
**List of Councilmember Agenda Item Requests**

| No. | Topic | Requested By | Date Requested | Requires more than 4 hours of additional staff time | Department / Office | Council Priority Area(s) | January 2025 Update | Additional Resources/Funding Needed or Deferral of Council Approved Programs |
|-----|-------|--------------|----------------|-----------------------------------------------------|---------------------|--------------------------|---------------------|------------------------------------------------------------------------------|
|-----|-------|--------------|----------------|-----------------------------------------------------|---------------------|--------------------------|---------------------|------------------------------------------------------------------------------|



**City Council Referral**  
(requires more than 4 hours of staff time)

| Category and Topic No.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Topic:                                                    | Requested by:                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|--------------------------------|
| CC01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Analysis of the City’s Permit Process                     | Councilmember Evelyn Chua      |
| Lead Department/Office                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Supporting Department(s)/Office(s)                        |                                |
| City Manager’s Office/Economic Development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Planning, Building, Public Works, Fire Prevention, and IT |                                |
| Council Priority Areas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Estimated Completion Date                                 | Estimated Cost                 |
| Economic Development & Job Growth                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | To be Determined (TBD)                                    | Up to \$120,000                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                           | Funding Needed                 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                           | TBD depending on scope of work |
| Description of Required Work Effort                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                           |                                |
| <p>At the November 19, 2024, City Council meeting, Councilmember Evelyn Chua requested that staff analyze the City’s permit process across development departments. The City Council unanimously agreed to add the item to the prioritization list.</p> <p>The City of Milpitas provides city planning, building, and permitting services to residential, business, and real estate development communities. These services are performed by the following departments: Planning; Building, Public Works (Engineering/Land Development), and Fire Prevention. In addition, the Office of Economic Development engages in business development, recruitment, and permit facilitation. These departments serve under the direction of the City Manager’s Office and are identified as the Community Development “Service Area” (CSA).</p> <p>On April 16, 2019, the City Council received a presentation on the evaluation of the development review process and associated cost of services from staff and Matrix Consulting Group. City executives identified a need for addressing various organizational and operational issues to best serve Milpitas. The purpose of the Matrix study was to assess organizational structure, staffing levels, service delivery, and user fees related to the development review, permitting, and inspection processes. This study was designed to provide an understanding of the organizational structure, and the efficiency and effectiveness of processes and operations, identify appropriate staffing levels, and analyze current fee structures and rates. A series of stakeholder meetings provided customers and staff the ability to share opinions on strengths and opportunities for improvements through a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. A comparative survey assessed development review activities between the City of Milpitas and other comparable jurisdictions in the Bay Area. The analysis resulted in recommendations for staffing, services, processes, and technology usage to streamline the services provided and to help the City meet its goals.</p> <p>Moving forward, staff is planning on continuing to enhance customer service for private development review and approval. This includes the replacement of the electronic system used to process permits,</p> |                                                           |                                |

**City Council Referral**  
(requires more than 4 hours of staff time)

referred to as the Land Management System (LMS). Additional items that could be included in this work include but are not limited to the following (potential costs are also included below):

- 1) Survey development review applicants on operational structure and efficiency and effectiveness. (no cost for staff survey, \$20,000 for outside statistically valid survey).
- 2) Conduct Customer Service training for staff (\$10,000 to \$20,000).
- 3) Hire a consultant to conduct a study on the current permit process (\$80,000).

**Status Update as of December 2024**

Community Development Service Area representatives have successfully implemented many of the Matrix study's recommendations. To name a few examples, the Planning Department established standard operating procedures for development review, created the award-winning Development Review Handbook and ADU Toolkit, and hired a Principal Planner in 2020. In addition to implementing the Matrix study's recommendations, the Planning Department is comprehensively updating the Zoning Ordinance to streamline the Planning permitting process by either allowing more uses by-right or lowering the level of approval required so that fewer types of projects require public hearings. The Comprehensive Zoning Ordinance Update also proposes to increase the development thresholds for certain permit types and create an administrative process for minor deviations from development standards. The ongoing Gateway-Main St. Specific Plan will also propose similar strategies to facilitate redevelopment within the Plan area.

The Building Department has filled all positions (3) Plan Check Engineers, Plan Checker, Plan Review Manager, Building Inspection Manager, (3) Building Inspectors, Administrative Analyst II recommended in the Matrix study except one Building Inspector. The Permit and Development Fee Summary has been updated as of July 2024 that provides a comprehensive list of fees from all departments for various types of permits and development projects. The Fire Prevention Division hired a Fire Protection Engineer and reviewed 896 Life Safety Plans for Building or Planning permits, with 99% (877) completed within the turnaround time.

The Office of Economic Development hired a Permit Navigator in May 2024 to facilitate improvements resulting in a more user-friendly permitting process. The Permit Navigator focuses on delivering projects and strengthening the overall development process to improve review schedules, ensure consistency, increase predictability, resolve issues across different departments/divisions, eliminate service gaps, and ensure a positive customer experience. The Permit Navigator has assisted development review departments with over 40 businesses by facilitating pre-application meetings, permit guidance, and site selection for expanding or relocating to Milpitas. This included both large and small businesses such as Amazon, Rivian, Supermicro Electronics, Tesla, Golfand, Duran Construction, Urban Air, Lantana, The Fields, and FootLax, to name a few, in partnership with representatives from Planning, Building, Public Works, and Fire Prevention.

## City Council Referral

(requires more than 4 hours of staff time)

Per the Economic Development Strategy, strategies to support small businesses include expediting and reducing the time and expense of permits/inspections for small businesses and addressing delays and challenges in permitting processes and requirements. Implementation Action 6.1. requires expediting and streamlining permitting processes for small businesses and Implementation Action 34.1. calls for implementing Matrix study recommendations to improve the development review process through interdepartmental coordination, enhanced technology tools, and other measures, including the express plan check process for tenant improvements.

### Council Clarification/Further Direction Requested

At this time if this item proceeds, staff would plan on proceeding with items 1 (survey) and 2 (training) below. However, staff could also include an additional consultant survey at the additional cost if directed by the Mayor and City Council.

- Survey development review applicants on operational structure and efficiency and effectiveness.
- Conduct Customer Service training for staff.
- Hire a consultant to conduct a study on the current permit process.

### Other Considerations

N/A

**City Council Referral**  
(requires more than 4 hours of staff time)

| Category and Topic No.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Topic:                             | Requested by:                                                                            |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------------------|--|
| CC02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Job Fair for City Jobs             | Evelyn Chua                                                                              |  |
| Lead Department/Office                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Supporting Department(s)/Office(s) |                                                                                          |  |
| Human Resources                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | All Departments                    |                                                                                          |  |
| Council Priority Areas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Estimated Completion Date          | Estimated Cost                                                                           |  |
| Governance and Administration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | December 2025                      | \$300-500 for tabling at 3-5 events (would be incorporated into existing staffing costs) |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                    | \$3,000-\$5,000 for specific City job fair event.                                        |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                    | <b>Funding Needed</b><br>\$3,300 to \$5,500                                              |  |
| Description of Required Work Effort                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                    |                                                                                          |  |
| <p>The City has about 30 open opportunities at any point in time, with about half of those posted at any point in time. There are a few different options to proceed with this initiative as follows:</p> <ol style="list-style-type: none"> <li>1) <u>HR Presence at Existing City Community Events</u> – if a primary goal is awareness of HR as hiring employer in Milpitas this can advance this goal. This would involve HR recruiters, in collaboration with City Departments, to identify opportunities in the community to set up a “tabling” event to engage with people about open opportunities as well as educate about the nature of our services and positions. HR did an event of this nature in June of 2024. Additionally, announcements on city job openings have been listed in the citywide newsletter to our residents. Staff would set a goal of tabling for three to five City events per year. This could be performed with existing staffing levels at no additional cost.</li> <li>2) <u>HR Participation in Existing job fairs in the City of Milpitas</u> – If the primary goal is to align specific recruitment needs to broader City events with potential applicant pools then this could advance this goal. This would involve HR recruiters and Department subject matter experts to collaborate with the business community, school district and others to identify existing events with specific applicant audiences where the City’s HR team can provide a table and market the City for existing employment opportunities. This could be performed with existing staff levels at no additional costs.</li> <li>3) <u>HR Create a Job Fair at City Hall (or another location) to recruit for City specific vacancies or impending opportunities:</u> This would entail holding a City specific job fair at City Hall or another appropriate location. As the City would be running this event, there would be costs associated with event marketing, setup and production, coordination with City department</li> </ol> |                                    |                                                                                          |  |

## City Council Referral

(requires more than 4 hours of staff time)

subject matter experts (e.g. attractive department tabling, give aways, etc.). It is expected that this would cost approximately \$3,000 to \$5,000 per event.

### Status Update

General market research that suggests that young people are unaware or uninterested in government as a career interest and yet local government, especially in Silicon Valley, have a long-term need to attract the next generation of employees to local government and in a smaller City like Milpitas this is even more challenging. HR staff have begun discussions with Office of Economic Development (OED) and are currently coordinating with Recreation and Community Services (RCS) to integrate HR into existing opportunities with the community to educate about working in the public sector. The focus of this, consistent with what is happening in other agencies, is to create or generate interest by K-12 and college students who would not consider a career in government. Additionally, the Police Department frequently attends public safety specific recruitment events to market our Police Department recruitment opportunities.

### Council Clarification/Further Direction Requested

If this priority item proceeds, staff would like clarification on whether the City Council is supportive of a primary focus of tabling at existing events within the City or if the City Council would prefer further exploration of the City hosting it's own specific job fair event.

### Other Considerations

None at this time.

**City Council Referral**  
(requires more than 4 hours of staff time)

| Category and Topic No.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Topic:                             | Requested by:     |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------------------|--|
| CC03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Impact Fee for Car Transports      | Carmen Montano    |  |
| Lead Department/Office                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Supporting Department(s)/Office(s) |                   |  |
| City Manager's Office                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | City Attorney, Public Works        |                   |  |
| Council Priority Areas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Estimated Completion Date          | Estimated Cost    |  |
| Transportation & Transit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | TBD                                | TBD               |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                    | Funding Needed    |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                    | None at this time |  |
| Description of Required Work Effort                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                    |                   |  |
| <p>The City of Milpitas has a large rail yard operated by Union Pacific Railroad on Hammond Street, just north of the Great Mall. This rail yard is used to transport cars to and from locations where they are produced and being sold. This leads to a number of car hauler trucks (also known as car carriers or car transporters) to use Milpitas Roadways such as Great Mall Parkway.</p> <p>At the November 19, 2024, City Council meeting, Mayor Carmen Montano requested that staff review options to determine if a fee could be charged to these car transporter trucks due to the impact that they cause to the roadway surface.</p> <p>In consultation with the City Attorney's Office, staff reviewed options such as a mitigation impact fee or an assessment district as well as various zoning and other regulatory changes. Unfortunately, these alternatives would not allow the City to charge the car transporter trucks directly for this heavier use of this road due to state and federal laws. Additionally, the City already has an impact fee for the Metro Specific Plan Area, which comprises a portion of the area through which these trucks travel.</p> <p>At this time, it does not appear that there is a viable mechanism to charge the truck haulers a specific fee. However, items that staff has implemented, and can continue to implement include but are not limited to:</p> <ol style="list-style-type: none"> <li>1) Great Mall Parkway: <ol style="list-style-type: none"> <li>a. In Summer 2024, the City repaved Great Mall Parkway from I880 to McCandless Drive which is designed for heavy truck traffic. This repaving met the appropriate design criteria for an arterial street with heavy truck traffic and staff thoroughly inspected the work upon completion.</li> <li>b. Staff is in the process of applying for a grant to repave Great Mall Parkway from McCandless Drive to Montague Expressway. When this project is completed, it will follow the same design and inspection standards as discussed above.</li> </ol> </li> <li>2) Truck Haul Routes: <ol style="list-style-type: none"> <li>a. The City has set predetermined truck routes to allow safe passage for heavier loads throughout the City. Staff can review the haul routes being used by the car transporter</li> </ol> </li> </ol> |                                    |                   |  |

## City Council Referral

(requires more than 4 hours of staff time)

trucks to confirm that they are following the City Engineer pre-approved haul routes, which were built to withstand truck traffic.

3) Union Pacific Railroad:

- a. Staff can discuss this situation with Union Pacific Railroad to see if there are any short or long term collaborations where Union Pacific Railroad can assist directly or indirectly with funding for roadway repair near their yard.

### Status Update

As mentioned above, staff has repaved a portion of Great Mall Parkway to appropriate design standards and will ensure that future repaving projects follow these same standards. Additionally, staff will confirm that the truck haul routes are appropriately being used by the car transporters and follow up with Union Pacific Railroad to explore future partnerships.

### Council Clarification/Further Direction Requested

If this priority proceeds, staff would like to confirm that the Mayor and City Council are supportive of the focus being on Great Mall Parkway design, truck haul route review and coordination with Union Pacific Railroad. Alternatively, staff could continue to review potential methods of charging truck haulers directly but there does not appear to be a viable alternative to this at this time.

### Other Considerations

none

**City Council Referral**  
(requires more than 4 hours of staff time)

| Category and Topic No.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Topic:                                   | Requested by:                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|------------------------------------------------------------------------|
| CC04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Explore Modernizing Business Tax License | Evelyn Chua                                                            |
| Lead Department/Office                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Supporting Department(s)/Office(s)       |                                                                        |
| City Manager’s Office                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Office of Economic Development/Finance   |                                                                        |
| Council Priority Areas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Estimated Completion Date                | Estimated Cost                                                         |
| Governance & Administration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | November 2026                            | \$264,000                                                              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                          | Funding Needed                                                         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                          | \$264,000 (one time funding, could be spread over next 2 fiscal years) |
| Description of Required Work Effort                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                          |                                                                        |
| <p><b>Background</b></p> <p>The current business license tax revenue is approximately \$330,000 annually for approximately 5,900 active business license accounts, which is approximately \$60 of business license tax per account per year. The current business license tax structure includes various categories wherein the basic annual rate is predominately \$35 per year and then \$1 or \$5 per employee.</p> <p>The Milpitas business license tax may be modernized with a gross receipt tax structure and/or square footage tax structure. In late 2023, with the help of a consultant, HdL &amp; Company, the City derived several conservative estimates. Under a business license gross receipts tax structure, the estimated business license tax revenue is between \$2 million and \$3 million annually or about \$360 per account per year. These are rough estimates as gross receipts are not generally available to City staff. Under a business license square footage tax structure, businesses would be taxed based upon occupied square footage. The property tax data indicates approximately 15.5 million square feet of non-residential property on the tax rolls. From previous experience, to be conservative, 60% is estimated to be taxable square footage. So, the City could have approximately 9.3 million non-residential square footage. At an annual rate of \$0.10 per square foot, a business license tax may generate approximately \$900,000 annually.</p> <p><b>Recommended Next Steps</b></p> <p>If the City Council provides direction for a business tax revenue measure, expected next steps would be as follows:</p> <ul style="list-style-type: none"><li>1) Refresh the late 2023 analysis with potential options and alternative scenarios for the business tax increase</li><li>2) Present this refreshed analysis to the City Council in Spring or late Summer 2025 and receive city council direction;</li></ul> |                                          |                                                                        |



## City Council Referral

(requires more than 4 hours of staff time)

- 3) Pending City Council direction, (1) conduct a statistically valid community poll; (2) engage a ballot measure communications consultant.

The expected costs of proceeding with a ballot measure are as follows. It should be noted that this includes the total costs assuming the City Council votes to place this measure on the November 2026 ballot. If the City Council determines not to place this measure on the ballot then only a portion of these costs would be incurred:

- 1) Ballot Measure survey: \$40,000
- 2) Communications consultant and associated education materials: \$135,000
- 3) Santa Clara County charge for placing measure on ballot: \$89,000

The potential total costs listed above are \$264,000 in one time costs.

### Status Update

No staff work is being performed on this at this time.

### Council Clarification/Further Direction Requested

If direction on this is received, staff would like clarification regarding whether a potential business tax measure would be targeted for the November 2026 ballot or an earlier ballot. If earlier, the costs could dramatically increase unless there is already an election in place.

### Other Considerations

None at this time

## City Council Referral

(requires more than 4 hours of staff time)

| Category and Topic No.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                        | Requested by:         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| CC05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Evaluation of the intersection of Edsel Drive and Roswell Drive to turn the intersection into a multi-way STOP controlled intersection | Mayor Montano         |
| Lead Department/Office                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Supporting Department(s)/Office(s)                                                                                                     |                       |
| Public Works                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Transportation and Traffic Engineering                                                                                                 |                       |
| Council Priority Areas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Estimated Completion Date                                                                                                              | Estimated Cost        |
| Transportation and Traffic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Summer 2025                                                                                                                            | \$10,000              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                        | <b>Funding Needed</b> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                        | \$10,000              |
| Description of Required Work Effort                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                        |                       |
| <p>At the 10/1/2024 City Council meeting, Mayor Montano requested staff to investigate if the Edsel Drive and Roswell Drive intersection can be converted from a two-way into a four-way STOP controlled intersection. Staff will have to evaluate if the request is warranted according to the guidelines set forth in the U.S. Department of Transportation Federal Highway Administration Manual on Uniform Traffic Devices for Streets and Highways which informs how the City adopts engineering standards for traffic safety. A number of factors are taken into account to determine if a multi-way STOP sign is appropriate for an intersection which include, but are not limited to: traffic volume, accident history, traffic patterns, pedestrian activity, sight distance and site conditions.</p> <p>A summary of the activities that will need to be performed as part of this task include:</p> <ol style="list-style-type: none"> <li>1. City staff will conduct a traffic warrant evaluation for converting the two-way stop-controlled intersection to a four-way stop controlled intersection.</li> <li>2. Staff will conduct the multi-way stop warrant analysis based on Section 2B.07 Guidance Criteria of the California Manual on Uniform Traffic Control Devices (MUTCD) 2014 standards.</li> <li>3. Traffic counts for vehicle, bike, and pedestrian volumes will be collected by consultant and evaluated by staff.</li> <li>4. A speed survey will be performed in order to obtain the 85<sup>th</sup> percentile approach speed along the major street.</li> </ol> <p>Once all the data has been collected and the site assessments have been completed, staff will complete the evaluation and provide a recommendation based on the findings.</p> |                                                                                                                                        |                       |
| Status Update                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                        |                       |
| <p>Upon approval staff will add this location to its traffic study priority list and schedule the analysis according to available funding and staff resources.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                        |                       |

**City Council Referral**  
(requires more than 4 hours of staff time)

|                                                          |
|----------------------------------------------------------|
| <b>Council Clarification/Further Direction Requested</b> |
| none                                                     |
| <b>Other Considerations</b>                              |
| None                                                     |

**City Council Referral**  
(requires more than 4 hours of staff time)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                           |                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-----------------------|
| <b>Category and Topic No.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Topic:</b>                                             | <b>Requested by:</b>  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Pickleball Feasibility Study at Dixon Landing Park</b> | Mayor Montano         |
| <b>Lead Department/Office</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Supporting Department(s)/Office(s)</b>                 |                       |
| Public Works                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Recreation and Community Services                         |                       |
| <b>Council Priority Areas</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Estimated Completion Date</b>                          | <b>Estimated Cost</b> |
| Community Wellness & Open Space                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | TBD, pending funding availability                         | \$50,000              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                           | <b>Funding Needed</b> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                           | \$50,000              |
| <b>Description of Required Work Effort</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                           |                       |
| <p>At the October 15, 2024, City Council meeting, the Council voted to include this item for future City Council prioritization. The request is for a feasibility study for pickleball courts at Dixon Landing Park. Dixon Landing Park is an 11.4 -acre park. Focused on sports, the park hosts four ball fields (softball and baseball), three tennis courts, recreational cricket pitch, snack shack and restrooms, basketball court, playground, and picnic areas. A feasibility study on Pickleball courts at this site would evaluate the practicality of dedicated pickleball courts at the park including by not limited to suitable location, parking, impacts to the current amenity uses, potential costs, and necessary amenities to support new or changing amenities, to determine the viability of this project.</p> |                                                           |                       |
| <b>Status Update</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                           |                       |
| No work has been conducted on this item.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                           |                       |
| <b>Council Clarification/Further Direction Requested</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                           |                       |
| <p>If the Mayor and City Council provide direction for this priority item to proceed, staff recommends that the study include a review of other sports needs, such as softball, at the park as part of the study.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                           |                       |
| <b>Other Considerations</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                           |                       |
| <p>Staff is still working on the Softball Feasibility study at Cardoza Park. Findings from the project will inform continued and future uses at Dixon Landing Park.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                           |                       |

**Commented [MC1]:** @Renee Lorentzen please review my edits

**Commented [RL2R1]:** @Matt Cano This looks good. We could add the scope to the gates contract.

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                |               |            |                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|---------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                                                                | Add Green Bike Lanes                                                                                           | Tran, Montano | 9/17/2019  | Included in CIP                                                                                                                                                                                                                                                                                  |
| 2                                                                | Adopt Resolution similar to County's re: xenophobia, discrimination                                            | Dominguez     | 4/21/2020  | Added to the consent calendar and adopted Resolution on 5/5/2020                                                                                                                                                                                                                                 |
| 3                                                                | Agendize a Flag Raising for India Independence Day                                                             | Tran          | 6/14/2022  | Item added to 6/21/2022 Consent Calendar                                                                                                                                                                                                                                                         |
| 4                                                                | Agendize an update to the Lobbyist Ordinance for the next meeting                                              | Chua          | 3/1/2022   | Discussed at 3/15 City Council Meeting; At the 3/15/2022 Council Meeting, City Attorney was directed to bring back a proposed ordinance amendment for further discussion; Council approved the ordinance on 6/7/2022                                                                             |
| 5                                                                | Amend Accessory Dwelling Units (ADU) ordinance to address unpermitted ADUs                                     | Chua          | 1/5/2021   | Safe ADU Legalization Program is launched on 3/24/2022, utilizing ARPA funding. No Ordinance amendment is necessary.                                                                                                                                                                             |
| 6                                                                | Amend Ordinance to remove affordable housing in-lieu fee                                                       | Chua          | 12/15/2020 | Amended Affordable Housing Ordinance adopted on 2/1/2022.                                                                                                                                                                                                                                        |
| 7                                                                | Below Market Rate (BMR) units - process for selecting applicants                                               | Chua          | 10/19/2021 | Info Memo sent to Council on 1/14/2022 and 3/17/2022.                                                                                                                                                                                                                                            |
| 8                                                                | BMR Homes sub-lease option during COVID-19                                                                     | Chua          | 1/19/2021  | Info Memo sent on 4/26/2021                                                                                                                                                                                                                                                                      |
| 9                                                                | Bring back a conversation in the budget meeting to fund "walking beats" in the commercial and high crime areas | Dominguez     | 4/5/2022   | At the 4/5/2022 City Council meeting, this item was discussed and there was direction from Councilmember Dominguez to work with the City Manager to find funding sources                                                                                                                         |
| 10                                                               | Bring back update report & discuss status of playing fields for girls' softball in Milpitas                    | Dominguez     | 10/20/2020 | Discussed on 02/11/2021, amended JUA for Russell approved on 6/15/2021                                                                                                                                                                                                                           |
| 11                                                               | Celebrate Mexican Independence Day annually on September 16                                                    | Montano       | 6/2/2020   | Approved on consent 8/18/2020                                                                                                                                                                                                                                                                    |
| 12                                                               | City to highlight mental health resources on the website                                                       | Dominguez     | 8/17/2021  | Staff will issue an email this week (week of 7/25)                                                                                                                                                                                                                                               |
| 13                                                               | Community Theatre, perhaps with MUSD                                                                           | Nuñez, Phan   | 8/20/2019  | Discussed @ CIP Study Session on 4/14/2020; councilmembers asked outdoor amphitheater to be placed into the tail end of 5 year CIP                                                                                                                                                               |
| 14                                                               | Community Workforce Agreement (PLA)                                                                            | Phan          | 2/18/2020  | Council voted to remove this item from the list on 2/02/2021 per CM Phan's request                                                                                                                                                                                                               |
| 15                                                               | Consider "Old Town" Main St. revitalization, funding, economic dev., improve area                              | Montano       | 12/15/2020 | Council provided direction to move forward with revitalization efforts on May 11, 2021. Staff is working on various items related to revitalization and have provided subsequent updates to the Council in October and to the Main Street Revitalization Subcommittee in September and November. |
| 16                                                               | Consider adding state certification NEC for electrical work done in the City (safety)                          | Dominguez     | 6/30/2020  | Not needed, staff is certified                                                                                                                                                                                                                                                                   |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                                                                                                                                                                              |           |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 17                                                               | Consider change in Commission structure, on term limits                                                                                                                                                                                                                                      | Tran      | 12/15/2020 | Completed on 1/19/2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 18                                                               | Consider change in term limits for Mayor + Councilmembers                                                                                                                                                                                                                                    | Montano   | 6/16/2020  | 8/4/2020: Voted 3 -2 to pursue; 2/02/2021 to agendize for a future meeting; 3/16/2021 voted 3-1-1 to move forward. Scheduled for 3/15/2022; rescheduled for 4/05/2022; 4/05/2022 could gave direction to move forward with Councilmember term limits and discuss the Mayoral seat at a later date; Discussed at the 5/10/2022 budget meeting and had a consensus not want to move foward with a ballot measure for the Mayor term limit; Councilmember term limits scheduled for June 7; Scheduled for June 21 meeting |
| 19                                                               | Consider Community Museum and Park on Main St.                                                                                                                                                                                                                                               | Phan      | 8/20/2019  | To be considered as part of Specific Plan process                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 20                                                               | Consider expanding the Fee Waiver Policy eligibility to non-profit organizations outside of Milpitas but the events are specific to Milpitas residents                                                                                                                                       | Chua      | 3/15/2022  | Council approved the policy revision at the June 21 2022 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 21                                                               | Consider funding to implement and create a homelessness encampment response team to be dispatched to encampment sites to address concerns, talked about creating a position to provide mental health assistance, and would like this to be brought back for discussion at the budget meeting | Dominguez | 3/15/2022  | Direction from Council to bring forward as part of FY 22-23 budget discussion; at the May 10 Budget Study Session Council did not direct to do any further work on this item.                                                                                                                                                                                                                                                                                                                                          |
| 22                                                               | Consider naming "Milpitas Hills"                                                                                                                                                                                                                                                             | Dominguez | 10/20/2020 | Deferred indefinitely on 2/02/2021; did not receive a majority vote from 2/02/2021 council meeting                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 23                                                               | Consider rescinding direction given on 1355 California Circle project and allow the project application to move forward without being tied to a specific plan (Original request was for item to be placed on November 2 agenda)                                                              | Chua      | 10/19/2021 | Staff is working with the developer on options to move the project forward.                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 24                                                               | Consider satellite consular offices (post Covid)                                                                                                                                                                                                                                             | Montano   | 6/2/2020   | Deferred indefinitely per VM Montano's request on 2/02/2021 council meeting                                                                                                                                                                                                                                                                                                                                                                                                                                            |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                                                                                             |            |            |                                                                                                                                                                                                                                        |
|------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 25                                                               | Create an “Incentive Corner,” which will be a sub-page with links to different freebies, grants, and incentives from the City and the regions, including the Water District and Silicon Valley Clean Energy | Chua       | 8/17/2021  | "Incentive Corner" webpage is live on the City's website. Banner posted on 3/28/2022.                                                                                                                                                  |
| 26                                                               | Designate the California Oak Tree as the City's official heritage tree                                                                                                                                      | Montano    | 2/1/2022   | Council approved at the 6/7/2022 meeting.                                                                                                                                                                                              |
| 27                                                               | Discuss a "safety first" or other event in lieu of National Night Out (per CAC)                                                                                                                             | Phan       | 10/20/2020 | Remove from the list per CM Phan's request on 2/02/2021 council meeting                                                                                                                                                                |
| 28                                                               | Discuss budget reductions in next FY with input from residents, employees                                                                                                                                   | Nuñez      | 10/6/2020  | On 10/20/2020, to 11/10, 11/17                                                                                                                                                                                                         |
| 29                                                               | Discuss having 4th of July parade                                                                                                                                                                           | Nuñez      | 2/18/2020  | No longer under discussion                                                                                                                                                                                                             |
| 30                                                               | Discuss potential litigation - re: govts' action on Jamboree-Project Homekey                                                                                                                                | Tran       | 10/6/2020  | Multiple Closed Sessions - Oct. 2020                                                                                                                                                                                                   |
| 31                                                               | Discussion in the next fiscal year, to have a sliding scale permitting program for seniors and low-income residence for necessary safety renovations                                                        | Tran       | 5/4/2021   | 8/09/2021 Council voted 5-0 to move this item forward and modify the existing Milpitas Assistance Program to include seniors; MAP continues to be available for low income seniors and sufficient funding was budgeted for FY 2022-23. |
| 32                                                               | Discussion of campaign finance reform and/or Open Government Ordinance                                                                                                                                      | Phan       | 6/30/2020  | Withdrawn @ 8/4/2020 CC meeting                                                                                                                                                                                                        |
| 33                                                               | Discussion of Minute Man as City's image, when City branding comes back                                                                                                                                     | Phan       | 8/18/2020  | Staff and consultant presented the item on 5/4/2021, due to the late hour it was deferred to a future meeting. Council provided input that the Minute Man discussion will not be pursued further.                                      |
| 34                                                               | Discussion on possible tax measures                                                                                                                                                                         | Tran, Phan | 4/21/2020  | Done on 5/15/2020                                                                                                                                                                                                                      |
| 35                                                               | Discussion to reduce the City's Senior Center facilities deposit                                                                                                                                            | Montano    | 5/4/2021   | 8/09/2021 Council voted 5-0 to refer this item as part of the development of the FY 2022-23 Master Fee Schedule; Council approved the item on 4/19 as part of the adoption of the Master Fee Schedule                                  |
| 36                                                               | Discussion/staff report on Beautify Milpitas, graffiti abatement, resources                                                                                                                                 | Montano    | 6/30/2020  | City Council approved the Beautify Milpitas program on June 1, 2021                                                                                                                                                                    |
| 37                                                               | Donate old, obsolete, noncompliance items from the Fire Department to Sister City Dagupan Philippines                                                                                                       | Chua       | 8/9/2021   | Council approved the resolution for donations of personal protective equipment on March 1, 2022 and staff implemented the program by the end of March.                                                                                 |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                      |           |                                                         |                                                                                                                                                                                                                                  |
|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------|---------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 38                                                               | Economic Development Corporation (EDC)                                                               | Montano   | 12/15/2020,<br>01/05/2021,<br>01/19/2021,<br>01/26/2021 | Deferred on 4/20/2021                                                                                                                                                                                                            |
| 39                                                               | Emergency item for next agenda: extend tenant eviction protections                                   | Dominguez | 6/16/2020                                               | Withdrawn, covered by other govt                                                                                                                                                                                                 |
| 40                                                               | Emergency request to cap rents on small businesses (tenants) in Milpitas                             | Dominguez | 10/6/2020                                               | On 12/01/20. Not supported                                                                                                                                                                                                       |
| 41                                                               | Establish "ADU Mondays"                                                                              | Chua      | 1/5/2021                                                | Launched in March 2021                                                                                                                                                                                                           |
| 42                                                               | Establish a Day Worker Program                                                                       | Montano   | 6/16/2020                                               | Mayor & Vice Mayor to brainstorm in future; Council voted to remove this item from the list on 2/02/2021 per VM Montano's request                                                                                                |
| 43                                                               | Establish Milpitas coronavirus testing site                                                          | Phan      | 4/7/2020                                                | Completed                                                                                                                                                                                                                        |
| 44                                                               | Expedite process for Measure F Oversight Committee                                                   | Chua      | 12/15/2020                                              | Staff explained planned process, appts. were approved by Council in March 2021                                                                                                                                                   |
| 45                                                               | Explore a lease for the vacant land adjacent to the Library for City use                             | Tran      | 1/18/2022                                               | <b>February 2023 update:</b> At the January 31, 2023 City Council Budget Study Session staff was directed to drop this item from the priority list.                                                                              |
| 46                                                               | Explore increasing the Conferences/Meetings/Memberships allowance for each Councilmember to \$10,000 | Chua      | 5/17/2022                                               | On 6/07/22, City Council did not approve increasing the allowance as part of the adoption of the FY 2022-23 Budget; however, Council provided direction to review funding need as part of the FY 2022-23 mid-year budget review. |
| 47                                                               | Extend the outdoor dining options through March of next year                                         | Phan      | 9/21/2021                                               | Planning Director to provide information on current outdoor dining extension                                                                                                                                                     |
| 48                                                               | Fee waiver for the Chamber of Commerce for either the Oktoberfest or Arts and wine Festival          | Montano   | 3/1/2022                                                | Staff reached out to the Chamber of Commerce. The Chamber may seek a fee waiver next fiscal year.                                                                                                                                |
| 49                                                               | Fee waiver for the Christian Worship Center's Easter Egg Hunt event                                  | Tran      | 3/1/2022                                                | The City Council approved a fee waiver for this event on April 5, 2022.                                                                                                                                                          |
| 50                                                               | Fee waiver for the Filipino American South Bay Community to hold pop-up resource fair at a City Park | Dominguez | 3/1/2022                                                | Staff engaged organizers of the event; event was held on June 19; organizers did not request a fee waiver.                                                                                                                       |
| 51                                                               | Fee waiver for the Kiwanis Annual Crab Feed event                                                    | Tran      | 3/1/2022                                                | Approved at the 3/15/2022 Council Meeting                                                                                                                                                                                        |
| 52                                                               | Form "Beautify Milpitas" subcommittee - for a future Task Force or Commission                        | Chua      | 12/15/2020                                              | Council approved the Beautify Milpitas program on June 1, 2021. No subcommittee to be formed.                                                                                                                                    |
| 53                                                               | Form a Historical Commission                                                                         | Montano   | 6/2/2020                                                | Already part of PRCRC. Commission discussed on 01-05- 2021, no change                                                                                                                                                            |



### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                                                            |           |            |                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 54                                                               | Form a Homelessness Task Force                                                                                                                                             | Tran      | 12/15/2020 | Approved by Council on 1/5/21                                                                                                                                                                                                                                                                                                                        |
| 55                                                               | Guide small businesses on ADA (Americans with Disabilities Act) requirements due to the quick changes made to facilities during the pandemic                               | Chua      | 8/5/2021   | SVEDA/SV Joint Venture hosted the “SV Small Businesses & ADA Compliance” webinar on 11/3/21. Several Milpitas business reps, & staff from Econ. Dev. & Building participated. Staff met with reps from CA Comm. on Disability Access to discuss business education & outreach.                                                                       |
| 56                                                               | Host a Townhall at City Hall in January, February, and March for the community to share comments about the issue of the unhoused                                           | Tran      | 11/2/2021  | Deferred by Mayor Tran because of public health status                                                                                                                                                                                                                                                                                               |
| 57                                                               | Illegal dumping                                                                                                                                                            | Phan      | 10/5/2021  | Info Memo sent to Council on 2/25/2022                                                                                                                                                                                                                                                                                                               |
| 58                                                               | Incorporate a Press Release Policy (if there is an existing policy) in the City Council Handbook                                                                           | Tran      | 8/17/2021  | The City Council Handbook was adopted at the Jan. 11, 2022 City Council meeting.                                                                                                                                                                                                                                                                     |
| 59                                                               | Increase number of commission members from seven to nine on the Parks, Recreation and Cultural Resources Commission                                                        | Montano   | 10/5/2021  | Council approved Bylaw changes at the April 19 Council meeting                                                                                                                                                                                                                                                                                       |
| 60                                                               | Increase the City's rebate program to match Valley Water's two dollars rebate increase and look into expanding the "Lawn Buster" program to more residents based on income | Chua      | 6/15/2021  | On October 19, 2021, the Council approved a contract amendment with the Santa Clara Valley Water District (District) to match the District's rebate amount and to authorize the City to manage the "Lawn Buster" program with "Our City Forest" on behalf of the District. On December 14, 2021, Council approved a contract with "Our City Forest." |
| 61                                                               | Increase the number of local businesses doing business with the City                                                                                                       | Chua      | 4/6/2021   | At 8/9/2021 Council meeting, Council voted that this item may have to come back for additional discussion because there may be some legal considerations.                                                                                                                                                                                            |
| 62                                                               | Info. on new SB 50 (housing, transit bill)                                                                                                                                 | Phan      | 1/7/2020   | Sent memo to City Council                                                                                                                                                                                                                                                                                                                            |
| 63                                                               | Job fair with 20 local businesses to be held soon and an additional one in the fall with the Chamber taking a larger role and the City providing some support              | Chua      | 6/1/2021   |                                                                                                                                                                                                                                                                                                                                                      |
| 64                                                               | Letter from City Council opposing AB 2181 (Berman) regarding VTA's Board Composition                                                                                       | Tran      | 6/7/2022   | Per the email sent to Council on 6/17/2022, consistent with the Council approved Legislative Advocacy Policy, Mayor Tran signed a letter opposing the legislation unless amended.                                                                                                                                                                    |
| 65                                                               | List of city charges/costs that could be waived for small businesses                                                                                                       | Dominguez | 6/16/2020  | 6/30/2020 info memo                                                                                                                                                                                                                                                                                                                                  |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                                                                                                               |                    |            |                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 66                                                               | Local Boy Scouts Fee Waiver for Eagle Scout Ceremony                                                                                                                                                                          | Tran               | 6/7/2022   | Fee waiver was approved on September 20, 2022.                                                                                                                                                                                                                                 |
| 67                                                               | Look into allowing outdoor music and would like the ordinance brought back to Council.                                                                                                                                        | Montano            | 8/5/2021   | Zoning Ordinance Text Amendment adopted 08/16/2022                                                                                                                                                                                                                             |
| 68                                                               | Look into how the City can be a resource for small businesses to help guide them on what to do in terms of ADA (Americans with Disabilities Act) requirements due to the quick changes made to facilities during the pandemic | Chua               | 8/5/2021   | SVEDA/SV Joint Venture hosted the “SV Small Businesses & ADA Compliance” webinar on 11/3/21. Several Milpitas business reps, & staff from Econ. Dev. & Building participated. Staff met with reps from CA Comm. on Disability Access to discuss business education & outreach. |
| 69                                                               | Look into reducing rates for the seniors and low-income families for Sports Center activities                                                                                                                                 | Montano            | 2/1/2022   | The FY2021-22 Adopted Fee Schedule includes discounted membership and fitness passes for Seniors; low-income families can apply for membership and fitness pass discounts through the Milpitas Assistance Program                                                              |
| 70                                                               | Maintain Dagupan, P.I. as a Sister City                                                                                                                                                                                       | Tran, Montano      | 9/17/2019  | Approved the renewed MOU continuing the Sister City relationship on 12/17/2019                                                                                                                                                                                                 |
| 71                                                               | Mayor shall recommend a Milpitas resident to serve on VTA Bike Committee                                                                                                                                                      | Dominguez          | 11/17/2020 | 12/15/20: resident Kristal Caidoy appointed to VTA BPAC                                                                                                                                                                                                                        |
| 72                                                               | Memorialize those that have passed due to COVID-19 in Milpitas                                                                                                                                                                | Dominguez          | 3/2/2021   | At 8/9/2021, Council provided input that COVID-19 had not yet passed and that the discussion about a memorial should be had at a future time.                                                                                                                                  |
| 73                                                               | Mini-libraries in the low-income areas of the City                                                                                                                                                                            | Montano            | 4/20/2021  | Discussed on 8/9/2021, staff to follow up with Vice Mayor Montano on specific vision. Staff met with the Vice Mayor. The City will continue to facilitate libraries as needed but will not take a lead role in funding or operating them.                                      |
| 74                                                               | No on possible ban on vaping, yes on restricting smoking in multi-unit bldgs                                                                                                                                                  | Montano            | 1/7/2020   | Ordinance for multi-unit buildings adopted on 6/15/2021                                                                                                                                                                                                                        |
| 75                                                               | Opportunity to share ideas for US census & on City "sponsored" events                                                                                                                                                         | Dominguez          | 9/1/2020   | 12/01: remove census topic, move events to CC retreat 2021; at 1/12 retreat Council direction to cease                                                                                                                                                                         |
| 76                                                               | Ordinance to ban vaping in the City                                                                                                                                                                                           | Montano            | 12/15/2020 | Study session with Council held 6/21/2022. Tobacco Retail Permitting program has been drafted, but there are unresolved issues with enforcement by Santa Clara County.                                                                                                         |
| 77                                                               | Outreach to notify the community of the trash voucher program                                                                                                                                                                 | Chua               | 9/7/2021   | Staff provided an Information Memorandum regarding the pilot program on April 6, 2022.                                                                                                                                                                                         |
| 78                                                               | Parade for MHS Trojans Football                                                                                                                                                                                               | Tran, City Manager | 1/21/2020  | Completed 1/28/2020                                                                                                                                                                                                                                                            |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                                          |                   |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 79                                                               | Partner with the Rotary Club of Silicon Andhra to promote the stem cell donor outreach with a webinar and campaign to help increase the number of donors | Chua              | 8/17/2021  | Staff will include the stem cell donor information in regularly scheduled wellness event                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 80                                                               | Performance Evaluation (Contract) of City Attorney                                                                                                       | Tran              | 1/5/2021   | Multiple Council closed session discussions held. Council voted to move to a full time in-house City Attorney on 6/21, additional direction on next steps to be provided to staff in August.                                                                                                                                                                                                                                                                                                                              |
| 81                                                               | PG&E power outage plan presentation to Council                                                                                                           | Tran              | 1/19/2021  | Presented to Council on 3/16/2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 82                                                               | Plan to put utility fines into a fund to help small businesses in the City                                                                               | Montano           | 12/15/2020 | Directed staff on 2/02/2021 to approve policy recommendations temporarily suspending penalties for delinquent fire permit fees, and delay or waive business lic. tax collections but no direction to create a separate fund. On 2/16/2021 Council approved waiving business license penalty between Jan 1 - May 31, 2021. Also, the utility late fee and water shut off have been suspended consistent with State Emergency Order (through Sept 31, 2021). Also, Council allocated ARPA funds to assist small businesses. |
| 83                                                               | Policy for Proclamations and Commendations                                                                                                               | Nuñez, Phan       | 8/20/2019  | Withdrawn 6/2/2020                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 84                                                               | Policy for Social Media                                                                                                                                  | Nuñez, Phan       | 8/20/2019  | Withdrawn 6/2/2020; policy already approved by Council                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 85                                                               | Pollination protection                                                                                                                                   | Dominguez         | 1/5/2021   | Deferred on 2/02/2021; did not receive a majority vote on 2/02/2021 council meeting                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 86                                                               | Postponement (not waiver) of penalties related to City business fees                                                                                     | Tran              | 1/5/2021   | On 2/16/2021 Council approved waiving penalties until May 31. The suspension of penalties is now no longer in effect.                                                                                                                                                                                                                                                                                                                                                                                                     |
| 87                                                               | Prepare a report on ghost guns; engage in legislative advocacy regarding ghost guns; and incentivize ghost gun buybacks at the May buyback event.        | Dominguez<br>Tran | 4/5/2022   | An Information Memorandum was distributed on August 12, 2022.                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 88                                                               | Prepare Vision Zero Action Plan                                                                                                                          | Tran              | 6/7/2022   | <b>February 2023 update:</b> At the January 31, 2023 City Council budget hearing, the City Council supported staff's recommendation to drop this item from the priority list due to the expense of the study as well as the fact that many traffic safety initiatives and projects are already underway in the City of Milpitas.                                                                                                                                                                                          |
| 89                                                               | Proclaim Saturday, March 19, 2022 as Chez the Ice Cream Man Appreciation Day                                                                             | Tran              | 3/1/2022   | Proclaimed at the 3/15/2022 Council Meeting                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                                                                                                                               |               |            |                                                                                                                                                                                                                                                        |
|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 90                                                               | Proclamation and support for face coverings                                                                                                                                                                                                   | Montano       | 4/7/2020   | 4/21/2020. CC directed City Manager to issue regs                                                                                                                                                                                                      |
| 91                                                               | Propose building height limits in area east of Milpitas Blvd.                                                                                                                                                                                 | Tran          | 12/15/2020 | City Council adopted Zoning Ordinance amendment to limit bldg heights in commercial areas adjacent to low-density residential area, including east of Milpitas Blvd. on 10/04/2022.                                                                    |
| 92                                                               | Provide Commissioners appreciation gifts                                                                                                                                                                                                      | Chua          | 10/19/2021 | Staff placed the order of fleece jackets the week of March 14th. Depending on the stock, the appreciation gifts will be distributed during the first two weeks in April 2022.                                                                          |
| 93                                                               | Read "Code of Conduct" aloud prior to each City Council meeting                                                                                                                                                                               | Montano       | 6/2/2020   | Approved 8/18/2020. City Attorney began this practice 9/01/20                                                                                                                                                                                          |
| 94                                                               | Reduce the City's Senior Center facilities deposit for the Auditorium/Community Room                                                                                                                                                          | Montano       | 5/4/2021   | Council approved the reduction of the facilities deposit as part of the adoption of the FY 2022-23 Master Fee Schedule Resolution. Will be brought forward on 4/19 as part of Master Fee Schedule discussion.                                          |
| 95                                                               | Reduce the park rental fees for the Samuel Ayer High School reunion                                                                                                                                                                           | Montano       | 2/1/2022   | Approved at 3/15/2022 Council meeting. Info Memo on City Council Policy on Fee Waivers & Reductions was sent out on 3/8/2022                                                                                                                           |
| 96                                                               | Rename Augustine Park to include "Sunnyhills"                                                                                                                                                                                                 | Tran, Montano | 9/17/2019  | Approved on 2/4/2020                                                                                                                                                                                                                                   |
| 97                                                               | Rename portion of Dixon Landing Rd., as Barack Obama Boulevard                                                                                                                                                                                | Nuñez, Phan   | 8/20/2019  | Deferred indefinitely                                                                                                                                                                                                                                  |
| 98                                                               | Report from staff on 2nd federal stimulus package - action plan on funds                                                                                                                                                                      | Chua          | 12/15/2020 | Info Memo sent to Council on 12/23/2020                                                                                                                                                                                                                |
| 99                                                               | Report on parking in The Pines                                                                                                                                                                                                                | Nuñez         | 1/7/2020   | 2/18/2020                                                                                                                                                                                                                                              |
| 100                                                              | Report on speed cameras like Fremont (radar displays) - no enforcement                                                                                                                                                                        | Phan          | 1/7/2020   | 1/28/2020, 3/24/2020, 4/14/2020                                                                                                                                                                                                                        |
| 101                                                              | Request for Dumpster Days                                                                                                                                                                                                                     | Tran          | 1/7/2020   | Program initiated in Spring 2021                                                                                                                                                                                                                       |
| 102                                                              | Requested a meeting for the subcommittee for the Old Town Main Street be scheduled next month                                                                                                                                                 | Montano       | 1/18/2022  | The Subcommittee meeting was held on April 12 at 4:30pm.                                                                                                                                                                                               |
| 103                                                              | Requested an agenda item on November 2 Council meeting allowing the Council to rescind direction given to 1355 California Circle and include direction to allow the project application to move forward without being tied to a specific plan | Chua          | 10/19/2021 | At the 1/18/2022 council meeting, Council voted 4-1 to rescind the direction and direct staff and the application to explore option one in the presentation to amend the General Plan and remove Council policy for the preparation of a Specific Plan |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                                                                                                                    |           |                         |                                                                                                                                                                                                                                                                             |
|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 104                                                              | Requested discussion and for staff to look at creating a pilot project to accommodate pickleball at Peter Gill Park and would like a feasibility study with a goal of making these courts multi-purpose                            | Chua      | 11/16/2021<br>1/18/2022 | City Council approved the pilot on 3/15/2022                                                                                                                                                                                                                                |
| 105                                                              | Requested staff work with the Vice Mayor and Mayor to explore and discuss building height limits near the hillside by January 2022                                                                                                 | Tran      | 9/21/2021               | Second reading of draft Zoning Ordinance scheduled for 08/16/2022                                                                                                                                                                                                           |
| 106                                                              | Requested that staff study the placement of a City sign for the Milpitas Police Department and explore the cost of a new sign                                                                                                      | Dominguez | 1/18/2022               | Lighted signage for the Police Department and Public Works and IT was installed and completed the week of January 24th 2023. Landscaping was completed in the Summer of 2022. This item is completed.                                                                       |
| 107                                                              | Requested that the City have mini-libraries in the low-income areas of the City.                                                                                                                                                   | Montano   | 4/20/2021               | 8/09/2021 Council voted 3-1-1 to move this item forward, staff to follow up with Vice Mayor Montano on specific vision. Staff met with the Vice Mayor. The City will continue to facilitate libraries as needed but will not take a lead role in funding or operating them. |
| 108                                                              | Requested the City Attorney's office explore encampment ordinances from the City of Oakland, Los Angeles, or other regional cities and would like a discussion on the existing policies to be brought back before the July recess. | Tran      | 2/15/2022               | 4/19/2022 direct the City Attorney to make the recommended changes to the Municipal Code to remove and prohibit property in public; the City Attorney will bring forward an ordinance in September 2022.                                                                    |
| 109                                                              | Requested the City create a youth scholarship fund for under privileged kids to play sports                                                                                                                                        | Montano   | 5/17/2022               | As part of the adoption of the FY 2022-23 Budget, the City Council allocated \$20,000 for this program. Staff will bring forward a policy framework for this program for Council approval in September 2022.                                                                |
| 110                                                              | Requested the City extend the outdoor dining options through March of next year                                                                                                                                                    | Phan      | 9/21/2021               | Emergency Outdoor Dining program extended. Draft zoning ordinance with standards for permanent outdoor dining prepared and now under review. Planning expects bring forward draft ordinance for PC and Council consideration before the end of 2022.                        |
| 111                                                              | Require implicit bias training for City Council, Commissioners & staff                                                                                                                                                             | Dominguez | 6/16/2020               | This item has been completed. The training was held on January 7, 2022 (for City Council) and various dates for staff. Training information was also sent to all Commissioners.                                                                                             |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                                                                                                                                                                                                                        |           |            |                                                                                                                                                                                                                                                                          |
|------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 112                                                              | Resolution in support of elimination of discrimination v. women                                                                                                                                                                                                                                                                        | Dominguez | 1/7/2020   | 5/19/2020 Reso. Adopted 8/04/2020 Ord. adopted                                                                                                                                                                                                                           |
| 113                                                              | Resolution on financial status of the City, steps to be taken                                                                                                                                                                                                                                                                          | Nuñez     | 8/18/2020  | Resolution adopted 9/01/2020                                                                                                                                                                                                                                             |
| 114                                                              | Responsible Construction Ordinance                                                                                                                                                                                                                                                                                                     | Phan      | 2/4/2020   | Ordinance adopted on 02/02/2021                                                                                                                                                                                                                                          |
| 115                                                              | Review City policy on speed bumps                                                                                                                                                                                                                                                                                                      | Tran      | 12/15/2020 | Presented to Transportation Subcommittee on 02/12/2021; voted on 3/16/2021 to revisit this item; on April 8, 2022 the Transportation Subcommittee provided input on a draft policy, which is scheduled to be reviewed by the Subcommittee at its September 2022 meeting. |
| 116                                                              | Revise Community Garden Strategy                                                                                                                                                                                                                                                                                                       | Dominguez | 1/5/2021   | Deferred on 2/02/2021; did not receive a majority vote on 2/02/2021                                                                                                                                                                                                      |
| 117                                                              | Revisit CC Housing Subcommittee, consider dismantling ; bring items to Council                                                                                                                                                                                                                                                         | Dominguez | 11/10/2020 | 12/01/20: Did not vote to eliminate Subcommittee                                                                                                                                                                                                                         |
| 118                                                              | Revisit contract provisions of executive staff (CM + CA) best working environment                                                                                                                                                                                                                                                      | Phan      | 11/10/2020 | Discussed @ Closed Session 11/17/2020                                                                                                                                                                                                                                    |
| 119                                                              | Schedule and host a "Milpitas Business Expo" in late 2021                                                                                                                                                                                                                                                                              | Chua      | 12/15/2020 | Did not receive a majority vote from 2/02/2021 council meeting                                                                                                                                                                                                           |
| 120                                                              | Science, Technology, and Innovation Commission agendaize and explore a comprehensive internet connectivity plan.                                                                                                                                                                                                                       | Tran      | 5/3/2022   | Item was discussed at June STI Commission meeting                                                                                                                                                                                                                        |
| 121                                                              | Staff provide and explain the Project Homekey Management Manual, see if the MOU is being followed including forming an oversight committee, and explore with County to have check-ins of the units. Dominguez indicated it could be included in Council Member Chua's recommendation. Mayor requested to include County in discussion. | Dominguez | 6/7/2022   | Item will be agendaized for August 16 City Council meeting                                                                                                                                                                                                               |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                      |           |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 122                                                              | Staff to look into creating “Welcome to Milpitas” signs in key areas of in the City                                                  | Montano   | 4/6/2021   | 8/09/2021 Council voted 5-0 to move this item forward and Council provided direction that the signs should align with the efforts currently underway with the Metro Plan and Main Street Gateway Specific Plan process and work with private development. Staff was directed to work with Vice Mayor on additional clarification. In November, Vice Mayor Montano noted a preference for a location on South Main Street. This project will be added to unfunded project list of the 2023-2027 CIP to allow time for staff to research potential grant funding and outreach to local business and service clubs. |
| 123                                                              | Staff to look into creating a rose garden with a children’s memorial site                                                            | Montano   | 4/6/2021   | 8/09/2021 Council voted 4-1 to discuss details with Vice Mayor Montano and refer this item as part of the development of the 2023-2027 CIP; The funding for this project will be included in the 2023-2027 Capital Improvement Program scheduled for adoption on May 3, 2022. Discussed at the May 3 meeting funding was reallocated to the Softball Field project                                                                                                                                                                                                                                               |
| 124                                                              | Staff to provide information to place a measure on the ballot to change the directly elected Mayor to a rotational at-large position | Tran      | 3/16/2021  | To be brought forward in Spring of 2022, once new City Attorney is in place; scheduled for 3/15/2022; rescheduled for 4/05/2022; discussed at the May 10 budget meeting and had a consensus that they did not want to move forward with a Mayoral ballot measure                                                                                                                                                                                                                                                                                                                                                 |
| 125                                                              | Street/traffic calming update                                                                                                        | Nuñez     | 1/7/2020   | Completed 3/3/2020                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 126                                                              | Support community distribution of masks                                                                                              | Dominguez | 4/7/2020   | Councilmembers supported at the 4/21/2020 Special Council meeting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 127                                                              | Support for Laura's Law                                                                                                              | Phan      | 2/4/2020   | Supported @ 5/19/2020 council meeting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 128                                                              | Update "My Milpitas" App for COVID- 19 information                                                                                   | Phan      | 1/5/2021   | Updated App to provide links                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 129                                                              | Update on planning grant for ADU marketing.                                                                                          | Chua      | 1/5/2021   | Presented to Council on 4/06/2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 130                                                              | Update on trash problems in homeless camps                                                                                           | Chua      | 1/19/2021  | Info Memo sent 1/24/2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 131                                                              | Vaccine distribution plan - add testing locations and expedite mass vaccine distribution                                             | Phan      | 1/19/2021  | COVID-19 mobile testing transition to vaccine distribution info memo was sent on 1/22/2021; SCC and MFD launched mobile vaccination on 4/5/2021, in-home vaccination program started on 4/15/2021                                                                                                                                                                                                                                                                                                                                                                                                                |
| 132                                                              | Vote on County 2020-2025 Plan to end Homelessness                                                                                    | Dominguez | 11/17/2020 | 12/1/20 adopted Resolution in support                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 133                                                              | Work with the school district to have a contest to create art murals for the pillars on Main Street                                  | Montano   | 9/7/2021   | Approved to move forward at the 1/11/2022 Council meeting; funding allocated to Great Mall Pkwy. VTA pillar murals                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |



### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                                                                                                                    |                   |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 134                                                              | Consider change in term limits for Mayor + Councilmembers                                                                                                                                                                          | Montano           | 6/16/2020 | 8/4/2020: Voted 3 -2 to pursue; 2/02/2021 to agendize for a future meeting; 3/16/2021 voted 3-1-1 to move forward. Scheduled for 3/15/2022; rescheduled for 4/05/2022; 4/05/2022 Council gave direction to move forward with Councilmember term limits and discuss the Mayoral seat at a later date; Discussed at the 5/10/2022 budget meeting and had a consensus not want to move forward with a ballot measure for the Mayor term limit; Councilmember term limits scheduled for June 7; on June 21, 2022, the Council approved Resolution No. 9178 submitting to the qualified voters of the City of Milpitas a measure amending the Mayoral and Councilmanic Term Limits at the November 8, 2022 General Elections. The election results for Measure F showed a majority of the voters (12,786 YES; 3,465 NO) voted in favor of the measure. |
| 135                                                              | Explore a lease for the vacant land adjacent to the Library for City use                                                                                                                                                           | Tran              | 1/18/2022 | <b>February 2023 update:</b> At the January 31, 2023 City Council Budget Study Session staff was directed to drop this item from the priority list.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 136                                                              | Local Boy Scouts Fee Waiver for Eagle Scout Ceremony                                                                                                                                                                               | Tran              | 6/7/2022  | Fee waiver was approved on September 20, 2022                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 137                                                              | Partner with the Rotary Club of Silicon Andhra to promote the stem cell donor outreach with a webinar and campaign to help increase the number of donors                                                                           | Chua              | 8/17/2021 | Staff will include the stem cell donor information in regularly scheduled wellness event. Staff made contact with the group and were told that Seniors were not good Stem Cell donors but would bring information to share at the Fall Health Fair. The contact did not bring the information.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 138                                                              | Prepare a report on ghost guns; engage in legislative advocacy regarding ghost guns; and incentivize ghost gun buybacks at the May buyback event.                                                                                  | Dominguez<br>Tran | 4/5/2022  | An Information Memorandum was distributed on August 12, 2022.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 139                                                              | Prepare Vision Zero Action Plan                                                                                                                                                                                                    | Tran              | 6/7/2022  | <b>February 2023 update:</b> At the January 31, 2023 City Council budget hearing, the City Council supported staff's recommendation to drop this item from the priority list due to the expense of the study as well as the fact that many traffic safety initiatives and projects are already underway in the City of Milpitas.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 140                                                              | Requested that the City have mini-libraries in the low-income areas of the City.                                                                                                                                                   | Montano           | 4/20/2021 | 8/09/2021 Council voted 3-1-1 to move this item forward, staff to follow up with Vice Mayor Montano on specific vision. Staff met with the Vice Mayor. The City will continue to facilitate libraries as needed but will not take a lead role in funding or operating them. Guidelines and information regarding little free libraries have been posted on the City's website.                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 141                                                              | Requested the City Attorney's office explore encampment ordinances from the City of Oakland, Los Angeles, or other regional cities and would like a discussion on the existing policies to be brought back before the July recess. | Tran              | 2/15/2022 | 4/19/2022 direct the City Attorney to make the recommended changes to the Municipal Code to remove and prohibit property in public. The ordinance was adopted by the City Council on September 20, 2022. The ordinance went into effect on October 20, 2022.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |



### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                                                                                                                                                                                                                        |                        |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 142                                                              | Requested the City create a youth scholarship fund for under privileged kids to play sports                                                                                                                                                                                                                                            | Montano                | 5/17/2022  | As part of the adoption of the FY 2022-23 Budget, the City Council allocated \$20,000 for this program. Staff will bring forward a policy framework for this program for Council approval in September 2022. This item was approved by the City Council on October 18, 2022.                                                                                                                                                                                                                                                                                                                      |
| 143                                                              | Requested the City extend the outdoor dining options through March of next year                                                                                                                                                                                                                                                        | Phan                   | 9/21/2021  | Zoning Ordinance with new standards and regulations for Outdoor Dining adopted by Council on 12/06/2022.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 144                                                              | Requested that staff study the placement of a City sign for the Milpitas Police Department and explore the cost of a new sign                                                                                                                                                                                                          | Dominguez              | 1/18/2022  | <b>February 2023 update:</b> Lighted signage for the Police Department and Public Works and IT was installed and completed the week of January 24th 2023. Landscaping was completed in the Summer of 2022. This item is completed                                                                                                                                                                                                                                                                                                                                                                 |
| 145                                                              | Review City policy on speed bumps                                                                                                                                                                                                                                                                                                      | Tran                   | 12/15/2020 | Presented to Transportation Subcommittee on 02/12/2021; voted on 3/16/2021 to revisit this item; on April 8, 2022 the Transportation Subcommittee provided input on a draft policy. on October 12, Subcommittee recommended bringing a policy amendment for full council consideration. On Nov 1, 2022, city council approved revised speed hump policy.                                                                                                                                                                                                                                          |
| 146                                                              | Staff provide and explain the Project Homekey Management Manual, see if the MOU is being followed including forming an oversight committee, and explore with County to have check-ins of the units. Dominguez indicated it could be included in Council Member Chua's recommendation. Mayor requested to include County in discussion. | Dominguez              | 6/7/2022   | The item was presented to the City Council in August 2022.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 147                                                              | Look into the impact of and how the City can compensate for the massive number of layoffs in the Bay Area. Staff consider how the City can help residents affected by layoffs, reach out to those affected and show them city programs.                                                                                                | Vice Mayor Evelyn Chua | 12/6/2022  | <b>Prior update:</b> Staff, in partnership with NOVAworks, provided information about past and upcoming layoffs, wage and labor data as well as job and career resources available to Milpitas residents and businesses at the Economic Development and Trade Commission meeting on January 9, 2023. City staff partnered with NOVAworks by promoting the layoff assistance webinars to assist with career transition and unemployment services and resources on January 24, February 7, February 21, May 23, and June 6. Staff will also promote the upcoming June 20 layoff assistance webinar. |
| 148                                                              | Requested an appropriation in an amount not to exceed \$250,000 to procure a contract to address the streetlights that are pending fieldwork.                                                                                                                                                                                          | Tran                   | 2/1/2022   | <b>Prior update:</b> At this time, staff has sufficient Council approved resources to address the remaining streetlight outages; however, will bring relevant actions for Council consideration, if needed.                                                                                                                                                                                                                                                                                                                                                                                       |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                |            |            |                                                                                                                                                                                                                                                                                                          |
|------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 149                                                              | Gill Park and other park lighting                                                                                              | Chua       | 2/28/2023  | <b>June 2023 update:</b> On April 13, 2023, the City Manager's Office distributed an info memo with details on ARPA funding for park improvements as well as a list of parks with night use lighting in Milpitas.                                                                                        |
| 150                                                              | Prepare a brief summary of previous Council action related to Sunnyhills from the first renewal to present day                 | Barbadillo | 12/20/2022 | <b>June 2023 update:</b> JMK Investments received preliminary approval February 9, 2023 and final confirmation of approval on March 7, 2023 from HUD on the renewal contract.                                                                                                                            |
| 151                                                              | Provide information on the grant to the Chamber of Commerce and Staff to meet with Chamber to discuss ARPA funding             | Barbadillo | 2/7/2023   | <b>June 2023 update:</b> On February 2, 2023, staff emailed Councilmember Barbadillo a Chamber of Commerce update and the City Council Info Memo issued on October 19, 2022 regarding the proposed ARPA funding of \$200,000. Additionally, the City Council reallocated this funding to other programs. |
| 152                                                              | City Manager to draft congratulatory letter to new County sheriff and express support for certain platforms                    | Chua       | 2/7/2023   | <b>June 2023 update:</b> Completed and sent on February 22, 2023.                                                                                                                                                                                                                                        |
| 153                                                              | Establish a fund for real estate acquisitions                                                                                  | Montano    | 6/7/2022   | <b>June 2023 update:</b> The creation of a fund for land acquisitions was approved and added to the City's Fiscal Policies as part of the Fiscal Year 2023-2024 Budget adoption on June 6, 2023.                                                                                                         |
| 154                                                              | Crossing Guard Program                                                                                                         | ??         | 1/31/2023  | <b>June 2023 update:</b> Transitioning to a contract service effective 7/1/2023, pending approval of the contract at the 6/20/2023 City Council meeting.                                                                                                                                                 |
| 155                                                              | City Manager to look into underutilized areas of parks or a portion of parks not being used and develop for use in the future. | Chua       | 8/16/2022  | <b>June 2023 update:</b> At the February 7, 2023 City Council meeting this request was withdrawn as this review is available in the Parks Master Plan document.                                                                                                                                          |
| 156                                                              | Schedule an additional ADU workshop                                                                                            | Chua       | 9/6/2022   | <b>June 2023 update:</b> On May 13, 2023 an ADU workshop was held at the Milpitas Community Center by the nonprofit organization FAREPA Silicon Valley.                                                                                                                                                  |
| 157                                                              | Staff explore eliminating or waiving the fee for the gym at the Milpitas Senior Center                                         | Chua       | 10/18/2022 | <b>June 2023 update:</b> On April 18, 2023 the separate fee for the gym at the Milpitas Senior Center was removed as part of the City Council's adoption of the Fiscal Year 2023-2024 Fees & Charges.                                                                                                    |
| 158                                                              | Look into bringing back a roller rink                                                                                          | Montano    | 8/5/2021   | <b>June 2023 update:</b> This will be part of the "retro milpitas" event in August 2023.                                                                                                                                                                                                                 |
| 159                                                              | Look into opening up the Senior Center on Saturdays for half a day                                                             | Chua       | 8/5/2021   | <b>June 2023 update:</b> This was included as a proposal in the Adopted Fiscal Year 2023-2024 Budget approved by the Mayor and City Council on June 6, 2023.                                                                                                                                             |
| 160                                                              | City Attorney or City Manager to draft a written policy regarding foreign language spoken at the dais                          | Chua       | 9/20/2022  | <b>June 2023 update:</b> On February 21, 2023, the City Council approved amendments to the City Council Procedures and Protocols Handbook to set forth the Council policy on language used at City Council meetings.                                                                                     |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                              |         |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 161                                                              | Establish State historical designation for the Sunnyhills community                                                                          | Tran    | 6/7/2022  | <b>November 2023 update:</b> Request is being included with the Historic Resources Master Plan project approved as part of the 2023-2027 Capital Improvement Program so this item is being deemed as closed.                                                                                                                                                                                                                                                                   |
| 162                                                              | Staff to provide information on a landmark policy for the City of Milpitas                                                                   | Tran    | 3/16/2021 | <b>November 2023 update:</b> Request is being included with the Historic Resources Master Plan project approved as part of the 2023-2027 Capital Improvement Program so this item is being deemed as closed.                                                                                                                                                                                                                                                                   |
| 163                                                              | Explore the policy for locking mechanisms on shopping carts for large commercial businesses                                                  | Tran    | 4/19/2022 | <b>November 2023 update:</b> Given the challenges and potential expenses of requiring existing owners to install locking mechanisms, staff is recommending closing this item and focusing efforts on (1) the City of Milpitas Cart Retrieval Program and (2) requiring new developments to install locking mechanisms.                                                                                                                                                         |
| 164                                                              | Requested an appropriation in an amount not to exceed \$250,000 to procure a contract to address the streetlights that are pending fieldwork | Tran    | 2/1/2022  | <b>November 2023 update:</b> This item is being recommened to be closed as, at this time, staff has sufficient Council approved resources to address the remaining streetlight outages; however, will bring relevant actions for Council consideration, if needed.                                                                                                                                                                                                             |
| 165                                                              | Review of commissioner's ability to release funds (New Item)                                                                                 | Chua    | 9/5/2023  | On September 19, 2023, Agenda Item C17, the Mayor and City Council approved a change to the Workplan for the Arts Commission. With this change, the authority to approve Milpitas Arts and Culture In-Kind Grants is no longer delegated to the Arts Commission. The City Council will now be the final approval for this grant program.                                                                                                                                       |
| 166                                                              | Request for Crossing Guards at McCandless and Montague Expressway and review wages for Crossing Guards                                       | Montano | 4/5/2022  | <b>November 2023 update:</b> This item is completed. In August 2023, the City of Milpitas transitioned management of the crossing guard program to ACMS. The intersection of McCandless and Montague Expressway was included in the list of sites to be staffed as recommended by Council and the November 2022 Traffic Survey.                                                                                                                                                |
| 167                                                              | Info memo on lessons learned from Maui Fire (New Item)                                                                                       | Chua    | 8/15/2023 | On September 5, 2023, the Fire Department issued an informational memorandum on this topic.                                                                                                                                                                                                                                                                                                                                                                                    |
| 168                                                              | Add larger electronic outdoor sign at Milpitas Library                                                                                       | Montano | 2/7/2023  | postponed indefinitely at 6/20/2023 city council meeting as it was not prioritized                                                                                                                                                                                                                                                                                                                                                                                             |
| 169                                                              | Amendment to the existing ordinance for third-party food delivery vendor services to prohibit regulatory response fees                       | Phan    | 2/16/2021 | <b>November 2023 update:</b> The City Attorney's Office has provided the City Council with a confidential memorandum regarding potential legal issue and implementation of food delivery cap. At the June 2023 City Council prioritization hearing, staff requested that further direction be provided to hire a consultant if this item is to continue to be evaluated. There was no specific direction provided to continue this work at the June 2023 City Council hearing. |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                       |            |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 170                                                              | Request for the City to make the temporary third-party food delivery fee caps permanent and add additional provisions for enforcement | Phan       | 11/16/2021 | <b>November 2023 update:</b> The City Attorney's Office has provided the City Council with a confidential memorandum regarding potential legal issue and implementation of food delivery cap. At the June 2023 City Council prioritization hearing, staff requested that further direction be provided to hire a consultant if this item is to continue to be evaluated. There was no specific direction provided to continue this work at the June 2023 City Council hearing. |
| 171                                                              | Identify a month and day to celebrate an International Cultural Festival on Main Street.                                              | Lien       | 2/7/2023   | postponed indefinitely at 6/20/2023 city council meeting as it was not prioritized                                                                                                                                                                                                                                                                                                                                                                                             |
| 172                                                              | Navigation Center                                                                                                                     | Montano    | 2/28/2023  | postponed indefinitely at 6/20/2023 city council meeting as it was not prioritized                                                                                                                                                                                                                                                                                                                                                                                             |
| 173                                                              | Appraise City owned parcels 2 & 3 on Main Street                                                                                      | Montano    | 4/18/2023  | postponed indefinitely at 6/20/2023 city council meeting as it was not prioritized                                                                                                                                                                                                                                                                                                                                                                                             |
| 174                                                              | Potential Safe Parking Site                                                                                                           | Montano    | 6/20/2023  | Shifted to Group 4 (withdrawn) as this item was not prioritized at the 11/14/2023 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                        |
| 175                                                              | City Hall Entrance Public Art                                                                                                         | Montano    | 9/5/2023   | Shifted to Group 4 (withdrawn) as this item was not prioritized at the 11/14/2023 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                        |
| 176                                                              | Parade on Main Street                                                                                                                 | Montano    | 11/7/2023  | Shifted to Group 4 (withdrawn) as this item was not prioritized at the 11/14/2023 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                        |
| 177                                                              | Affordable Housing Ordinance Change                                                                                                   | Montano    | 9/5/2023   | Shifted to Group 4 (withdrawn) as this item was not prioritized at the 11/14/2023 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                        |
| 178                                                              | Evaluation of Milpitas Sports Center for additional indoor pickleball location                                                        | Chua       | 8/2/2023   | <b>February 2024 Update:</b> Staff has reviewed the identified location and determined that this specific room is not suitable for pickleball. Staff will close out this particular request, however staff will still track the priority for increased pickleball facilities in Milpitas in the "pickleball pilot program" line item on this spreadsheet.                                                                                                                      |
| 179                                                              | Evaluation of Facilities that are not named and CIP Program Update                                                                    | Phan       | 9/19/2023  | <b>February 2024 Update:</b> Staff received clarification from Councilmember Phan at the January 23, 2024 City Council meeting to focus this request on the library and this item is being tracked on a separate line item. Additionally, a status of key CIP projects are included in the City Manager's bi-weekly report. This item will be closed out.                                                                                                                      |
| 180                                                              | Retail Theft: Provide review of what is being worked on locally versus State                                                          | Barbadillo | 10/3/2023  | <b>February 2024 update:</b> After consultation with the Police Department, CAO has determined that there is not a viable legislative solution for retail theft at the municipal level. PD, CAO, and CMO are working on a means of education for retailers regarding retail theft. This effort is being tracked as part of the "Workshop for Retailers" item that is being tracked separately on this priority list so this specific line item will be closed out              |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                              |            |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 181                                                              | Provide Information on City's Gray Water Rebate Program and Options                                          | Montano    | 10/17/2023 | <b>February 2024 Update:</b> On November 7, 2023 a city council agenda report was approved with information and a contract amendment for the City's relationship with Valley Water regarding our water conservation partnership, including the gray water program. The City continues to partner with Valley Water on the grey water program rebate. Given this continued relationship, this item will be closed out. Further information can be found here: <a href="http://www.valleywater.org/saving-water/rebates-surveys/graywater-rebate">www.valleywater.org/saving-water/rebates-surveys/graywater-rebate</a> |
| 182                                                              | Police Substation Feasibility Analysis in Metro Area                                                         | Montano    | 2/28/2023  | <b>February 2024 update:</b> An informational memorandum has been distributed for this project in February 2024. This project will continue to be tracked as part of future public infrastructure needs in the Metro Area. Since this task (info memo) has been completed, this item will be closed out from this tracking list                                                                                                                                                                                                                                                                                       |
| 183                                                              | Create a plan for future solar paneling at City facilities                                                   | Montano    | 3/1/2022   | <b>February 2024 Update:</b> As funding was not received in calendar year 2023 for a Federal earmark staff and staff is not working on any specific new projects, staff is recommending that this line item be closed out at this time. Staff will continue to pursue options to increase solar on facilities as noted in the November 2023 update.                                                                                                                                                                                                                                                                   |
| 184                                                              | Explore an ordinance or policy to reduce thefts and increase security in the commercial retail parking areas | Chua       | 4/5/2022   | <b>February 2024 Update:</b> Preliminary Crime Statistics indicate a 24.4% reduction in property crime. The data suggests existing police department strategies are effective. Staff is recommending that this item be closed out and that the efforts to work with our community on reducing theft in commercial and retail parking areas be tracked as part of the retail workshops that have been added to this priority list for tracking                                                                                                                                                                         |
| 185                                                              | Staff to create a plan on how to increase the number of local businesses doing business with the City        | Chua       | 4/6/2021   | <b>February 2024 update:</b> See update to prior item titled "City Manager to look into implementing a workshop for small businesses on the bidding process for projects in the city." This item will be move to the "closed" list and tracked/combined with this item                                                                                                                                                                                                                                                                                                                                                |
| 186                                                              | Revisit solicitation ordinance                                                                               | Barbadillo | 4/16/2024  | Shifted to Group 4 (withdrawn) as this item was not prioritized at the 6/11/2024 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 187                                                              | Strengthening of No Smoking ordinance                                                                        | Chua       | 5/7/2024   | Shifted to Group 4 (withdrawn) as this item was not prioritized at the 6/11/2024 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 188                                                              | Tobacco Ordinance Review                                                                                     | Chua       | 5/7/2024   | Shifted to Group 4 (withdrawn) as this item was not prioritized at the 6/11/2024 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 189                                                              | Animal Cruelty Ordinance                                                                                     | Chua       | 5/21/2024  | Shifted to Group 4 (withdrawn) as this item was not prioritized at the 6/11/2024 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 190                                                              | Arts month: wants to recommend that we have an arts month exhibit for commissioners to showcase art          | Chua       | 3/5/2024   | Shifted to Group 4 (withdrawn) as this item was not prioritized at the 6/11/2024 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                             |            |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|------------|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 191                                                              | Veteran Banner program                                                                                                      | Chua       | 3/19/2024 | Shifted to Group 4 (withdrawn) as this item was not prioritized at the 6/11/2024 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 192                                                              | Citywide Banner Program                                                                                                     | Chua       | 5/7/2024  | Shifted to Group 4 (withdrawn) as this item was not prioritized at the 6/11/2024 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 193                                                              | Review of a potential catalytic converter ordinance                                                                         | Chua       | 2/20/2024 | Shifted to Group 4 (withdrawn) as this item was not prioritized at the 6/11/2024 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 194                                                              | Accessory Dwelling Unit Ordinance to Allow Condominium Conversions                                                          | Chua       | 3/5/2024  | Shifted to Group 4 (withdrawn) as this item was not prioritized at the 6/11/2024 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 195                                                              | Update the Commissioner Handbook to include an option for outgoing commissioners to make presentations to other commissions | Chua       | 1/23/2024 | <b>June 2024 Update:</b> Revised Handbook adopted by City Council on March 19, 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 196                                                              | Workshop for retailers focusing on best practices and safety with plans for quarterly sessions (completed)                  | Chua       | 1/23/2024 | <b>June 2024 Update:</b> This item is completed. On March 22nd, the police department held a community forum at the Seasons Market Place (Seafood City) in cooperation with the Santa Clara County District Attorney's Office to discuss crime trends and organized retail theft. This event cost approximately \$800 to host and consumed significant police department resources and staff time to complete. Future event of this magnitude would require funding. Due to staffing constraints, it is recommended that future forums be reduced in size and provided at the request of the business community. When staffing within the police department improves, the police department will evaluate hosting additional events on a more regular basis. |
| 197                                                              | Explore Ordinance for Residential Home Solicitors (completed)                                                               | Barbadillo | 10/3/2023 | <b>June 2024 Update:</b> This item was brought forward to the City Council for consideration on April 2, 2024. The City Council determined to not proceed with the ordinance, which completed this item. This item was referred again by councilmember Barbadillo on April 16, 2024. This line item will be shown as completed, however the new referral that was made on April 16, 2024 will be tracked as a separate line item for potential prioritization.                                                                                                                                                                                                                                                                                               |
| 198                                                              | Satellite Consulate Office (completed)                                                                                      | Montano    | 2/28/2023 | <b>June 2024 update:</b> Economic Development and Recreation and Community Services staff coordinated a service on April 13, 2024 for a Consular Outreach Mission at the Community Center Auditorium.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

### Attachment 3

#### List of Completed, Postponed or Withdrawn Items

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                                                                 |            |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 199                                                              | Discuss converting vacant lot that was a basketball court into a community garden at Vasona and Adobe (completed).                              | Montano    | 8/16/2022 | <b>June 2024 update:</b> As funding for this analysis was not provided in the Fiscal Year 2024-2025 CIP process, staff has deemed this item completed for the time being. It is possible that staff can review this location again in the future for potential improvements.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 200                                                              | Recognize March as national endometriosis month                                                                                                 | Phan       | 3/5/2024  | <b>June 2024 update:</b> This item was completed. March was recognized as National Endometriosis month at the March 19, 2024 City Council meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 201                                                              | Letter to County regarding horseriding                                                                                                          | Chua       | 5/21/2024 | <b>September 2024 update:</b> This item is completed. The letter sent to County on 6/7/2024.<br><b>June 2024 update:</b> Staff is working on a letter to the County and expects it to be send by mid June 2024.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 202                                                              | Adopt a resolution supporting the Build the Future Santa Clara County (childcare) Campaign                                                      | Phan       | 8/5/2024  | <b>September 2024 Update:</b> This item is completed. A resolution was approved by the Mayor and City Council on August 20, 2024.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 203                                                              | Solicitation Ordinance - bring back prior version to council                                                                                    | Barbadillo | 8/21/2024 | <b>September 2024 Update:</b> This item is completed. On September 3, 2024 the Mayor and City Council adopted an ordinance prepared by the City Attorney's Office.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 204                                                              | Community Advisory Commission: Change focus to housing                                                                                          | Chua       | 4/2/2024  | <b>September 2024 Update:</b> This item is completed. On August 13, 2024 the Mayor and City Council approved changing the name of the Community Advisory Commission to the Community Housing Commission.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 205                                                              | Explore possibility of naming the County library on Main Street                                                                                 | Phan       | 1/23/2024 | <b>September 2024 Update:</b> This item is compeleted. On September 3, 2024, the Mayor and City Council adopted the name "Milpitas Jose Esteves Library". However, the funding and installation of the sign on the exterior of the buiding will be tracked as a separate item moving forward.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 206                                                              | Staff to complete analysis if, working with the County, it would be beneficial to have a location where residents can pickup Narcan (completed) | Chua       | 9/5/2023  | <b>September 2024 Update:</b> Based on current opioid OD statistical trends for Milpitas, staff is confident that there are adequate opportunites for members of the community to access Naloxone. These access points include a mail-in program for residents of Santa Clara County, sponsered by the Santa Clara County Opioid Prevention Project (SCCOOPP). Additionally, the County Public Health website lists several locations throughout the County that readily provide Naloxone to anybody, no questions asked. Lastly, the Milpitas Fire and Police Departments have taken a proactive approach to preventing Opioid ODs through the active deployment of Naloxone on all fire and police vehicles throughout the City. Without doubt, these actions have saved lives throughout the community. |



**Attachment 3**  
**List of Completed, Postponed or Withdrawn Items**

| Group 4 – items that have been completed, deferred, or withdrawn |                                                                                                     |         |          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 207                                                              | City Employment Job Fair at City Hall (completed)                                                   | Chua    | 5/2/2023 | <b>September 2024 Update:</b> This is complete. Human Resources conducted a recruitment tabling event at a Community Concert in Starlite park In June 2024. City Staff talked with attendees about job opportunities, signed people up for job alerts, and provided department information and give aways. The department will do more of these recruitment activities in the community (partnering with City departments) in the next year. An opportunity with the Library is already being planned. |
| 208                                                              | Create a compassion fund for Milpitas residents                                                     | Montano | 9/3/2024 | <b>September 2024 update:</b> After further discussions with Mayor Montano prior to the 9/17/2024 City Council meeting, this item was dropped from consideration as the underlying reason it was being raised had been resolved.                                                                                                                                                                                                                                                                       |
| 209                                                              | Revise the rental assistance yearly cap from \$5,000 to approximately \$3,500 to \$3,800 per family | Montano | 9/3/2024 | <b>September 2024 update:</b> This item was not prioritized at the September 17, 2024 meeting so it has been moved to the "completed" list".                                                                                                                                                                                                                                                                                                                                                           |