



**CITY OF MILPITAS
AGENDA REPORT
(AR)**

Item Title:	Receive Report on 2022 Citywide Community Engagement Survey
Category:	Leadership and Support Services
Meeting Date:	3/1/2022
Staff Contact:	Ashwini Kantak, Assistant City Manager, 408-586-3053 Charmaine Angelo, Public Information Officer, 408-586-3055
Recommendation:	Receive a report on results of the 2022 Citywide Community Engagement Survey.

Background:

As discussed at the January 25, 2022, Council Budget Study Session, a Citywide survey was conducted by Fairbank, Maslin, Mauling, Metz & Associates (FM3), a California-based company that has been conducting public policy-oriented opinion research since 1981. FM3 has worked with hundreds of local government agencies in research and strategic services. For the past three 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 budget process. The outcome of the collaborative budget prioritization process impacts all City programs and services that in turn, directly affect the daily lives of everyone in Milpitas.

Analysis:

In order to conduct a true community satisfaction survey of adult residents, FM3 conducted an “address-based” survey with some combination of phone numbers, emails, and residential addresses. The survey was conducted January 3 through January 17, 2022, and was available in English, Mandarin, Spanish, and Vietnamese. Both email and mailed postcards were sent to geographical clusters throughout the City directing recipients to complete an online survey and after the first wave was completed, remaining open areas were targeted to complete a telephone survey. Because of the strong response from the community, FM3 was able to provide statistically sound and fully representative results from the adult residents of Milpitas at a 95% confidence interval, clearly demonstrating that the community is eager to provide their feedback to the City Council and administration and have a very strong favorable sentiment towards Milpitas and the services offered.

Representatives from FM3 will make a formal presentation to the City Council of the results, during the Council meeting. Topline results include:

- The overall quality of life rating has increased from last year’s 79% to 83%, suggesting that residents continue to view living in Milpitas favorably;
- 84% of residents agree that Milpitas’ diversity is an asset, different cultures are celebrated, and the City is family friendly;
- Large majorities continue to be proud to live in Milpitas, and see it as accepting (91%) and safe (86%);
- The share of those who trust the City to manage their tax dollars has increased by 3% in the last year, 68% trust the City to plan for Milpitas’ future;
- Just two in five now believe the City is growing too fast (41%), while 45% think it is growing at the right pace.
- Police, 911 response and infrastructure continue to rate as residents’ top priorities;

- Residents' allocation of \$100 to the budget suggests three different tiers of priorities. Tier one is public safety; tier two is economic development and neighborhoods/housing; and tier three is environment, community wellness and transportation.

As with the Council provided feedback at the Council Budget Study Session, this online and telephone survey is just one additional tool being used to facilitate preparation of the Fiscal Year 2022-23 annual city budget. In addition to this survey, there will be numerous community meetings for the general public, business community, external agencies with which Milpitas partners, and non-profit and volunteer agencies 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 so as 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 2022-23 budget.

California Environmental Quality Act:

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 2022 Citywide Community Engagement Survey.

Attachment:

1. 2022 City of Milpitas Community Survey Results - Matrix Table
2. 2022 City of Milpitas Community Survey Results - Rank Table
3. 2022 City of Milpitas Community Survey Results – XTAB
4. 2022 City of Milpitas Community Survey Results - Mean Score Summary Table