

Appendix 4.1
Comment Attachments

**Attachment to Comment Letter A9—San Joaquin
Regional Rail Commission, Stacey Mortensen**

Daily Summary, Monday 10/5/15

At-a-Glance

| | | | |
|------------------------|--------------|-------------------------|-------|
| A.M. Total Ridership: | 2,794 | | |
| P.M. Total Ridership: | 3,012 | | |
| Daily Total Ridership: | 5,806 | % Change vs. Last Week: | 0.36% |
| (last week) | 5,785 | | |

DAILY TOTAL, by station

| Station | AM Boarding | AM Alighting | PM Boarding | PM Alighting |
|------------------|--------------|--------------|--------------|--------------|
| Stockton | 326 | 0 | 0 | 331 |
| Lathrop/Manteca | 595 | 0 | 0 | 599 |
| Tracy | 653 | 0 | 2 | 645 |
| Vasco Road | 173 | 80 | 72 | 168 |
| Livermore | 224 | 92 | 76 | 199 |
| Pleasanton | 643 | 338 | 378 | 818 |
| Fremont | 180 | 242 | 383 | 252 |
| Great America | 0 | 1,604 | 1,601 | 0 |
| Santa Clara | 0 | 140 | 172 | 0 |
| San Jose Diridon | 0 | 298 | 328 | 0 |
| | 2,794 | | 3,012 | |

DAILY TOTAL, by train A.M.

| Station | ACE01 - 4:20a (794 seats) | | ACE03 - 5:35a (913 seats) | | ACE05 - 6:40a (906 seats) | | ACE07 - 7:05a (669 seats) | |
|--------------------|------------------------------|-----------|------------------------------|-----------|------------------------------|-----------|------------------------------|-----------|
| | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting |
| Stockton | 84 | 0 | 124 | 0 | 90 | 0 | 28 | 0 |
| <i>load factor</i> | <i>10.58%</i> | | <i>13.58%</i> | | <i>9.93%</i> | | <i>4.19%</i> | |
| Lathrop/Manteca | 153 | 0 | 223 | 0 | 158 | 0 | 61 | 0 |
| <i>load factor</i> | <i>29.85%</i> | | <i>38.01%</i> | | <i>27.37%</i> | | <i>13.30%</i> | |
| Tracy | 163 | 0 | 219 | 0 | 177 | 0 | 94 | 0 |
| <i>load factor</i> | <i>50.38%</i> | | <i>61.99%</i> | | <i>46.91%</i> | | <i>27.35%</i> | |
| Vasco Road | 29 | 8 | 57 | 39 | 58 | 25 | 29 | 8 |
| <i>load factor</i> | <i>53.02%</i> | | <i>63.96%</i> | | <i>50.55%</i> | | <i>30.49%</i> | |
| Livermore | 33 | 2 | 82 | 42 | 73 | 33 | 36 | 15 |
| <i>load factor</i> | <i>56.93%</i> | | <i>68.35%</i> | | <i>54.97%</i> | | <i>33.63%</i> | |
| Pleasanton | 48 | 34 | 234 | 114 | 210 | 127 | 151 | 63 |
| <i>load factor</i> | <i>58.69%</i> | | <i>81.49%</i> | | <i>64.13%</i> | | <i>46.79%</i> | |
| Fremont | 18 | 62 | 45 | 88 | 55 | 33 | 62 | 59 |
| <i>load factor</i> | <i>53.15%</i> | | <i>76.78%</i> | | <i>66.56%</i> | | <i>47.23%</i> | |
| Great America | 0 | 346 | 0 | 536 | 0 | 479 | 0 | 243 |
| <i>load factor</i> | <i>9.57%</i> | | <i>18.07%</i> | | <i>13.69%</i> | | <i>10.91%</i> | |
| Santa Clara | 0 | 19 | 0 | 50 | 0 | 50 | 0 | 21 |
| <i>load factor</i> | <i>7.18%</i> | | <i>12.60%</i> | | <i>8.17%</i> | | <i>7.77%</i> | |
| San Jose Diridon | 0 | 57 | 0 | 115 | 0 | 74 | 0 | 52 |
| TRAIN TOTAL | 528 | | 984 | | 821 | | 461 | |

DAILY TOTAL= 2,794

Daily Summary, Monday 9/28/15

| DAILY TOTAL, by train P.M. | | ACE04 - 3:35p (794 seats) | | ACE06 - 4:35p (913 seats) | | ACE08 - 5:35p (906 seats) | | ACE010 - 6:38p (669 seats) | | |
|----------------------------|--------------------|------------------------------|-----------|------------------------------|-----------|------------------------------|-----------|-------------------------------|-----------|---------------------------|
| Station | | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | |
| San Jose Diridon | | 71 | 0 | 109 | 0 | 105 | 0 | 43 | 0 | |
| | <i>load factor</i> | | 8.94% | | 11.94% | | 11.59% | | 6.43% | |
| Santa Clara | | 36 | 0 | 52 | 0 | 72 | 0 | 12 | 0 | |
| | <i>load factor</i> | | 13.48% | | 17.63% | | 19.54% | | 8.22% | |
| Great America | | 340 | 0 | 549 | 0 | 558 | 0 | 154 | 0 | |
| | <i>load factor</i> | | 56.30% | | 77.77% | | 81.13% | | 31.24% | |
| Fremont | | 102 | 19 | 169 | 131 | 83 | 71 | 29 | 31 | |
| | <i>load factor</i> | | 66.75% | | 81.93% | | 82.45% | | 30.94% | |
| Pleasanton | | 129 | 144 | 161 | 223 | 74 | 383 | 14 | 68 | |
| | <i>load factor</i> | | 64.86% | | 75.14% | | 48.34% | | 22.87% | |
| Livermore | | 34 | 31 | 28 | 89 | 9 | 52 | 5 | 27 | |
| | <i>load factor</i> | | 65.24% | | 68.46% | | 43.60% | | 19.58% | |
| Vasco Road | | 45 | 27 | 21 | 75 | 4 | 41 | 2 | 25 | 0 |
| | <i>load factor</i> | | 67.51% | | 62.54% | | 39.51% | | 16.14% | |
| Tracy | | 0 | 219 | 0 | 256 | 2 | 131 | 0 | 39 | |
| | <i>load factor</i> | | 39.92% | | 34.50% | | 25.28% | | 10.31% | |
| Lathrop/Manteca | | 0 | 205 | 0 | 192 | 0 | 165 | 0 | 37 | |
| | <i>load factor</i> | | 14.11% | | 13.47% | | 7.06% | | 4.78% | |
| Stockton | | 0 | 112 | 0 | 123 | 0 | 64 | 0 | 32 | |
| TRAIN TOTAL | | 757 | | 1089 | | 907 | | 259 | | DAILY TOTAL= 3,012 |

Daily Summary, Tuesday `0/6/15

At-a-Glance

| | | | |
|------------------------|--------------|-------------------------|---------------|
| AM Total Ridership: | 2,912 | | |
| PM Total Ridership: | 2,964 | | |
| Daily Total Ridership: | 5,876 | % Change vs. Last Week: | -3.97% |
| <i>(last week)</i> | <i>6,119</i> | | |

DAILY TOTAL, by station

| Station | AM Boarding | AM Alighting | PM Boarding | PM Alighting |
|------------------|--------------|--------------|--------------|--------------|
| Stockton | 349 | 0 | 0 | 322 |
| Lathrop/Manteca | 670 | 0 | 0 | 657 |
| Tracy | 653 | 0 | 0 | 677 |
| Vasco Road | 216 | 94 | 87 | 232 |
| Livermore | 238 | 84 | 59 | 213 |
| Pleasanton | 608 | 276 | 271 | 636 |
| Fremont | 178 | 239 | 328 | 227 |
| Great America | 0 | 1,690 | 1,684 | 0 |
| Santa Clara | 0 | 140 | 162 | 0 |
| San Jose Diridon | 0 | 389 | 373 | 0 |
| | 2,912 | | 2,964 | |

DAILY TOTAL, by train A.M.

| Station | ACE01 - 4:20a (794 seats) | | ACE03 - 5:35a (913 seats) | | ACE05 - 6:40a (906 seats) | | ACE07 - 7:05a (669 seats) | |
|--------------------|------------------------------|-----------|------------------------------|-----------|------------------------------|-----------|------------------------------|-----------|
| | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting |
| Stockton | 89 | 0 | 132 | 0 | 94 | 0 | 34 | 0 |
| <i>load factor</i> | <i>11.21%</i> | | <i>14.46%</i> | | <i>10.38%</i> | | <i>5.08%</i> | |
| Lathrop/Manteca | 212 | 0 | 227 | 0 | 163 | 0 | 68 | 0 |
| <i>load factor</i> | <i>37.91%</i> | | <i>39.32%</i> | | <i>28.37%</i> | | <i>15.25%</i> | |
| Tracy | 165 | 0 | 240 | 0 | 168 | 0 | 80 | 0 |
| <i>load factor</i> | <i>58.69%</i> | | <i>65.61%</i> | | <i>46.91%</i> | | <i>27.20%</i> | |
| Vasco Road | 54 | 12 | 61 | 38 | 64 | 36 | 37 | 8 |
| <i>load factor</i> | <i>63.98%</i> | | <i>68.13%</i> | | <i>50.00%</i> | | <i>31.54%</i> | |
| Livermore | 47 | 4 | 83 | 26 | 83 | 42 | 25 | 12 |
| <i>load factor</i> | <i>69.40%</i> | | <i>74.37%</i> | | <i>54.53%</i> | | <i>33.48%</i> | |
| Pleasanton | 59 | 22 | 222 | 119 | 220 | 89 | 107 | 46 |
| <i>load factor</i> | <i>74.06%</i> | | <i>85.65%</i> | | <i>68.98%</i> | | <i>42.60%</i> | |
| Fremont | 12 | 39 | 58 | 107 | 70 | 68 | 38 | 25 |
| <i>load factor</i> | <i>70.65%</i> | | <i>80.28%</i> | | <i>69.21%</i> | | <i>44.54%</i> | |
| Great America | 0 | 434 | 0 | 593 | 0 | 455 | 0 | 208 |
| <i>load factor</i> | <i>15.99%</i> | | <i>15.33%</i> | | <i>18.98%</i> | | <i>13.45%</i> | |
| Santa Clara | 0 | 31 | 0 | 35 | 0 | 47 | 0 | 27 |
| <i>load factor</i> | <i>12.09%</i> | | <i>11.50%</i> | | <i>13.80%</i> | | <i>9.42%</i> | |
| San Jose Diridon | 0 | 96 | 0 | 105 | 0 | 125 | 0 | 63 |
| TRAIN TOTAL | 638 | | 1023 | | 862 | | 389 | |

DAILY TOTAL= 2,912

Daily Summary, Tuesday 9/29/15

| DAILY TOTAL, by train P.M. | | ACE04 - 3:35p (794 seats) | | ACE06 - 4:35p (913 seats) | | ACE08 - 5:35p (906 seats) | | ACE010 - 6:38p (669 seats) | |
|----------------------------|--------------------|------------------------------|-----------|------------------------------|-----------|------------------------------|-----------|-------------------------------|-----------|
| Station | | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting |
| San Jose Diridon | | 81 | 0 | 96 | 0 | 142 | 0 | 54 | 0 |
| | <i>load factor</i> | | 10.20% | | 10.51% | | 15.67% | | 8.07% |
| Santa Clara | | 34 | 0 | 43 | 0 | 62 | 0 | 23 | 0 |
| | <i>load factor</i> | | 14.48% | | 15.22% | | 22.52% | | 11.51% |
| Great America | | 361 | 0 | 577 | 0 | 588 | 0 | 158 | 0 |
| | <i>load factor</i> | | 59.95% | | 78.42% | | 87.42% | | 35.13% |
| Fremont | | 84 | 31 | 128 | 33 | 88 | 126 | 28 | 37 |
| | <i>load factor</i> | | 66.62% | | 88.83% | | 83.22% | | 33.78% |
| Pleasanton | | 85 | 67 | 131 | 259 | 47 | 238 | 8 | 72 |
| | <i>load factor</i> | | 68.89% | | 74.81% | | 62.14% | | 24.22% |
| Livermore | | 36 | 26 | 16 | 74 | 5 | 87 | 2 | 26 |
| | <i>load factor</i> | | 70.15% | | 68.46% | | 53.09% | | 20.63% |
| Vasco Road | | 59 | 31 | 24 | 91 | 3 | 81 | 1 | 29 |
| | <i>load factor</i> | | 73.68% | | 61.12% | | 44.48% | | 16.44% |
| Tracy | | 0 | 226 | 0 | 216 | 0 | 202 | 0 | 33 |
| | <i>load factor</i> | | 45.21% | | 37.46% | | 22.19% | | 11.51% |
| Lathrop/Manteca | | 0 | 241 | 0 | 230 | 0 | 129 | 0 | 57 |
| | <i>load factor</i> | | 14.86% | | 12.27% | | 7.95% | | 2.99% |
| Stockton | | 0 | 118 | 0 | 112 | 0 | 72 | 0 | 20 |
| TRAIN TOTAL | | 740 | | 1015 | | 935 | | 274 | |

DAILY TOTAL= 2,964

Daily Summary, Wednesday 10/7/15

At-a-Glance

| | | | |
|------------------------|--------------|-------------------------|--------|
| A.M. Total Ridership: | 2,905 | | |
| P.M. Total Ridership: | 2,826 | | |
| Daily Total Ridership: | 5,731 | % Change vs. Last Week: | -1.38% |
| (last week) | 5,811 | | |

DAILY TOTAL, by station

| Station | AM Boarding | AM Alighting | PM Boarding | PM Alighting |
|------------------|--------------|--------------|--------------|--------------|
| Stockton | 325 | 0 | 0 | 356 |
| Lathrop/Manteca | 622 | 0 | 0 | 612 |
| Tracy | 695 | 0 | 0 | 616 |
| Vasco Road | 194 | 59 | 71 | 203 |
| Livermore | 255 | 100 | 65 | 235 |
| Pleasanton | 606 | 294 | 211 | 563 |
| Fremont | 208 | 279 | 300 | 241 |
| Great America | 0 | 1,643 | 1,696 | 0 |
| Santa Clara | 0 | 138 | 161 | 0 |
| San Jose Diridon | 0 | 392 | 322 | 0 |
| | 2,905 | | 2,826 | |

DAILY TOTAL, by train A.M.

| Station | ACE01 - 4:20a (794 seats) | | ACE03 - 5:35a (913 seats) | | ACE05 - 6:40a (906 seats) | | ACE07 - 7:05a (669 seats) | |
|--------------------|------------------------------|-----------|------------------------------|-----------|------------------------------|-----------|------------------------------|-----------|
| | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting |
| Stockton | 86 | 0 | 128 | 0 | 82 | 0 | 29 | 0 |
| <i>load factor</i> | | 10.83% | | 14.02% | | 9.05% | | 4.33% |
| Lathrop/Manteca | 195 | 0 | 197 | 0 | 148 | 0 | 82 | 0 |
| <i>load factor</i> | | 35.39% | | 35.60% | | 25.39% | | 16.59% |
| Tracy | 171 | 0 | 250 | 0 | 190 | 0 | 84 | 0 |
| <i>load factor</i> | | 56.93% | | 62.98% | | 46.36% | | 29.15% |
| Vasco Road | 47 | 9 | 72 | 0 | 44 | 38 | 31 | 12 |
| <i>load factor</i> | | 61.71% | | 70.87% | | 47.02% | | 31.99% |
| Livermore | 62 | 14 | 96 | 31 | 61 | 41 | 36 | 14 |
| <i>load factor</i> | | 67.76% | | 77.98% | | 49.23% | | 35.28% |
| Pleasanton | 74 | 48 | 168 | 126 | 237 | 79 | 127 | 41 |
| <i>load factor</i> | | 71.03% | | 82.58% | | 66.67% | | 48.13% |
| Fremont | 43 | 71 | 67 | 91 | 51 | 68 | 47 | 49 |
| <i>load factor</i> | | 67.51% | | 79.96% | | 64.79% | | 47.83% |
| Great America | 0 | 418 | 0 | 545 | 0 | 447 | 0 | 233 |
| <i>load factor</i> | | 14.86% | | 20.26% | | 15.45% | | 13.00% |
| Santa Clara | 0 | 23 | 0 | 43 | 0 | 49 | 0 | 23 |
| <i>load factor</i> | | 11.96% | | 15.55% | | 10.04% | | 9.57% |
| San Jose Diridon | 0 | 95 | 0 | 142 | 0 | 91 | 0 | 64 |
| TRAIN TOTAL | 678 | | 978 | | 813 | | 436 | |

DAILY TOTAL= 2,905

Daily Summary, Wednesday 9/30/15

| DAILY TOTAL, by train P.M. | | ACE04 - 3:35p (794 seats) | | | ACE06 - 4:35p (913 seats) | | | ACE08 - 5:35p (906 seats) | | | ACE010 - 6:38p (669 seats) | | |
|----------------------------|--------------------|------------------------------|-----------|------------|------------------------------|------------|-----------|------------------------------|-----------|---------------------|-------------------------------|--|--|
| Station | | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | | |
| San Jose Diridon | | 91 | 0 | 106 | 0 | 94 | 0 | 31 | 0 | | | | |
| | <i>load factor</i> | | 11.46% | | 11.61% | | 10.38% | | 4.63% | | | | |
| Santa Clara | | 48 | 0 | 48 | 0 | 43 | 0 | 22 | 0 | | | | |
| | <i>load factor</i> | | 17.51% | | 16.87% | | 15.12% | | 7.92% | | | | |
| Great America | | 401 | 0 | 517 | 0 | 568 | 0 | 210 | 0 | | | | |
| | <i>load factor</i> | | 68.01% | | 73.49% | | 77.81% | | 39.31% | | | | |
| Fremont | | 94 | 67 | 99 | 41 | 84 | 91 | 23 | 42 | | | | |
| | <i>load factor</i> | | 71.41% | | 79.85% | | 77.04% | | 36.47% | | | | |
| Pleasanton | | 72 | 80 | 71 | 157 | 52 | 258 | 16 | 68 | | | | |
| | <i>load factor</i> | | 70.40% | | 70.43% | | 54.30% | | 28.70% | | | | |
| Livermore | | 36 | 44 | 15 | 82 | 5 | 71 | 9 | 38 | | | | |
| | <i>load factor</i> | | 69.40% | | 63.09% | | 47.02% | | 24.36% | | | | |
| Vasco Road | | 51 | 39 | 16 | 61 | 2 | 68 | 2 | 35 | | | | |
| | <i>load factor</i> | | 70.91% | | 58.16% | | 39.74% | | 19.43% | | | | |
| Tracy | | 0 | 222 | 0 | 181 | 0 | 146 | 0 | 67 | | | | |
| | <i>load factor</i> | | 42.95% | | 38.34% | | 23.62% | | 9.42% | | | | |
| Lathrop/Manteca | | 0 | 216 | 0 | 221 | 0 | 133 | 0 | 42 | | | | |
| | <i>load factor</i> | | 15.74% | | 14.13% | | 8.94% | | 3.14% | | | | |
| Stockton | | 0 | 125 | 0 | 129 | 0 | 81 | 0 | 21 | | | | |
| TRAIN TOTAL | | 793 | | 872 | | 848 | | 313 | | DAILY TOTAL= | 2,826 | | |

Daily Summary, Thursday 10/8/15

At-a-Glance

| | | | |
|------------------------|--------------|-------------------------|--------|
| A.M. Total Ridership: | 2,945 | | |
| P.M. Total Ridership: | 2,744 | | |
| Daily Total Ridership: | 5,689 | % Change vs. Last Week: | -2.00% |
| (last week) | 5,805 | | |

DAILY TOTAL, by station

| Station | AM Boarding | AM Alighting | PM Boarding | PM Alighting |
|------------------|--------------|--------------|--------------|--------------|
| Stockton | 331 | 0 | 0 | 291 |
| Lathrop/Manteca | 650 | 0 | 0 | 654 |
| Tracy | 646 | 0 | 0 | 601 |
| Vasco Road | 224 | 79 | 64 | 194 |
| Livermore | 241 | 95 | 81 | 207 |
| Pleasanton | 623 | 315 | 228 | 569 |
| Fremont | 230 | 278 | 276 | 228 |
| Great America | 0 | 1,649 | 1,614 | 0 |
| Santa Clara | 0 | 153 | 150 | 0 |
| San Jose Diridon | 0 | 376 | 331 | 0 |
| | 2,945 | | 2,744 | |

DAILY TOTAL, by train A.M.

| Station | ACE01 - 4:20a (794 seats) | | ACE03 - 5:35a (913 seats) | | ACE05 - 6:40a (908 seats) | | ACE07 - 7:05a (669 seats) | |
|--------------------|------------------------------|------------|------------------------------|------------|------------------------------|------------|------------------------------|------------|
| | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting |
| Stockton | 90 | 0 | 120 | 0 | 83 | 0 | 38 | 0 |
| <i>load factor</i> | | 11.34% | | 13.14% | | 9.14% | | 5.68% |
| Lathrop/Manteca | 197 | 0 | 209 | 0 | 179 | 0 | 65 | 0 |
| <i>load factor</i> | | 36.15% | | 36.04% | | 28.85% | | 15.40% |
| Tracy | 169 | 0 | 237 | 0 | 155 | 0 | 85 | 0 |
| <i>load factor</i> | | 57.43% | | 61.99% | | 45.93% | | 28.10% |
| Vasco Road | 49 | 10 | 71 | 46 | 65 | 19 | 39 | 4 |
| <i>load factor</i> | | 62.34% | | 64.73% | | 50.99% | | 33.33% |
| Livermore | 41 | 8 | 87 | 53 | 86 | 26 | 27 | 8 |
| <i>load factor</i> | | 66.50% | | 68.46% | | 57.60% | | 36.17% |
| Pleasanton | 70 | 42 | 192 | 141 | 197 | 81 | 164 | 51 |
| <i>load factor</i> | | 70.03% | | 74.04% | | 70.37% | | 53.06% |
| Fremont | 42 | 66 | 64 | 98 | 68 | 72 | 56 | 42 |
| <i>load factor</i> | | 67.00% | | 70.32% | | 69.93% | | 55.16% |
| Great America | 0 | 417 | 0 | 461 | 0 | 478 | 0 | 293 |
| <i>load factor</i> | | 14.48% | | 19.82% | | 17.29% | | 11.36% |
| Santa Clara | 0 | 27 | 0 | 59 | 0 | 38 | 0 | 29 |
| <i>load factor</i> | | 11.08% | | 13.36% | | 13.11% | | 7.03% |
| San Jose Diridon | 0 | 88 | 0 | 122 | 0 | 119 | 0 | 47 |
| TRAIN TOTAL | | 658 | | 980 | | 833 | | 474 |

DAILY TOTAL= 2,945

Daily Summary, Thursday 10/1/15

| DAILY TOTAL, by train P.M. | | ACE04 - 3:35p (794 seats) | | | ACE06 - 4:35p (913 seats) | | | ACE08 - 5:35p (906 seats) | | | ACE010 - 6:38p (669 seats) | | |
|----------------------------|--------------------|------------------------------|-----------|------------|------------------------------|------------|-----------|------------------------------|-----------|---------------------|-------------------------------|--|--|
| Station | | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | | |
| San Jose Diridon | | 70 | 0 | 112 | 0 | 107 | 0 | 42 | 0 | | | | |
| | <i>load factor</i> | | 8.82% | | 12.27% | | 11.81% | | 6.28% | | | | |
| Santa Clara | | 26 | 0 | 57 | 0 | 48 | 0 | 19 | 0 | | | | |
| | <i>load factor</i> | | 12.09% | | 18.51% | | 17.11% | | 9.12% | | | | |
| Great America | | 330 | 0 | 594 | 0 | 531 | 0 | 159 | 0 | | | | |
| | <i>load factor</i> | | 53.65% | | 83.57% | | 75.72% | | 32.88% | | | | |
| Fremont | | 81 | 27 | 101 | 68 | 72 | 85 | 22 | 48 | | | | |
| | <i>load factor</i> | | 60.45% | | 87.19% | | 74.28% | | 29.00% | | | | |
| Pleasanton | | 85 | 35 | 89 | 225 | 39 | 235 | 15 | 74 | | | | |
| | <i>load factor</i> | | 66.75% | | 72.29% | | 52.65% | | 20.18% | | | | |
| Livermore | | 37 | 31 | 20 | 74 | 16 | 86 | 8 | 16 | | | | |
| | <i>load factor</i> | | 67.51% | | 66.37% | | 44.92% | | 18.98% | | | | |
| Vasco Road | | 40 | 32 | 21 | 70 | 2 | 79 | 1 | 13 | | | | |
| | <i>load factor</i> | | 68.51% | | 61.01% | | 36.42% | | 17.19% | | | | |
| Tracy | | 0 | 213 | 0 | 228 | 0 | 115 | 0 | 45 | | | | |
| | <i>load factor</i> | | 41.69% | | 36.04% | | 23.73% | | 10.46% | | | | |
| Lathrop/Manteca | | 0 | 248 | 0 | 213 | 0 | 144 | 0 | 49 | | | | |
| | <i>load factor</i> | | 10.45% | | 12.71% | | 7.84% | | 3.14% | | | | |
| Stockton | | 0 | 83 | 0 | 116 | 0 | 71 | 0 | 21 | | | | |
| TRAIN TOTAL | | 669 | | 994 | | 815 | | 266 | | DAILY TOTAL= | 2,744 | | |

Daily Summary, Friday 10/9/15

At-a-Glance

| | | | |
|------------------------|--------------|-------------------------|--------|
| A.M. Total Ridership: | 2,409 | | |
| P.M. Total Ridership: | 2,377 | | |
| Daily Total Ridership: | 4,786 | % Change vs. Last Week: | -5.75% |
| (last week) | 5,078 | | |

DAILY TOTAL, by station

| Station | AM Boarding | AM Alighting | PM Boarding | PM Alighting |
|------------------|--------------|--------------|--------------|--------------|
| Stockton | 275 | 0 | 0 | 261 |
| Lathrop/Manteca | 460 | 0 | 0 | 477 |
| Tracy | 481 | 0 | 0 | 470 |
| Vasco Road | 180 | 69 | 39 | 143 |
| Livermore | 234 | 95 | 40 | 179 |
| Pleasanton | 568 | 304 | 210 | 697 |
| Fremont | 211 | 225 | 250 | 150 |
| Great America | 0 | 1,268 | 1,345 | 0 |
| Santa Clara | 0 | 107 | 143 | 0 |
| San Jose Diridon | 0 | 341 | 350 | 0 |
| | 2,409 | | 2,377 | |

DAILY TOTAL, by train A.M.

| Station | ACE01 - 4:20a (794 seats) | | ACE03 - 5:35a (913 seats) | | ACE05 - 6:40a (908 seats) | | ACE07 - 7:05a (669 seats) | |
|--------------------|------------------------------|-----------|------------------------------|-----------|------------------------------|-----------|------------------------------|-----------|
| | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting | Boarding | Alighting |
| Stockton | 76 | 0 | 95 | 0 | 69 | 0 | 35 | 0 |
| <i>load factor</i> | | 9.57% | | 10.41% | | 7.60% | | 5.23% |
| Lathrop/Manteca | 154 | 0 | 161 | 0 | 101 | 0 | 44 | 0 |
| <i>load factor</i> | | 28.97% | | 28.04% | | 18.72% | | 11.81% |
| Tracy | 121 | 0 | 201 | 0 | 104 | 0 | 55 | 0 |
| <i>load factor</i> | | 44.21% | | 50.05% | | 30.18% | | 20.03% |
| Vasco Road | 27 | 5 | 69 | 23 | 63 | 37 | 21 | 4 |
| <i>load factor</i> | | 46.98% | | 55.09% | | 33.04% | | 22.57% |
| Livermore | 38 | 8 | 84 | 31 | 77 | 46 | 35 | 10 |
| <i>load factor</i> | | 50.76% | | 60.90% | | 36.45% | | 26.31% |
| Pleasanton | 49 | 29 | 210 | 122 | 202 | 124 | 107 | 29 |
| <i>load factor</i> | | 53.27% | | 70.54% | | 45.04% | | 37.97% |
| Fremont | 34 | 37 | 70 | 82 | 50 | 79 | 57 | 27 |
| <i>load factor</i> | | 52.90% | | 69.22% | | 41.85% | | 42.45% |
| Great America | 0 | 312 | 0 | 494 | 0 | 271 | 0 | 191 |
| <i>load factor</i> | | 13.60% | | 15.12% | | 12.00% | | 13.90% |
| Santa Clara | 0 | 21 | 0 | 37 | 0 | 28 | 0 | 21 |
| <i>load factor</i> | | 10.96% | | 11.06% | | 8.92% | | 10.76% |
| San Jose Diridon | 0 | 87 | 0 | 101 | 0 | 81 | 0 | 72 |
| TRAIN TOTAL | 499 | | 890 | | 666 | | 354 | |

DAILY TOTAL= 2,409

Daily Summary, Friday 10/2/15

| DAILY TOTAL, by train P.M. | | ACE04 - 3:35p (794 seats) | | | ACE06 - 4:35p (913 seats) | | | ACE08 - 5:35p (908 seats) | | | ACE010 - 6:38p (669 seats) | | |
|----------------------------|--------------------|------------------------------|-----------|-------------|------------------------------|-----------|-------------|------------------------------|-----------|-------------|-------------------------------|-----------|-------------|
| | | Boarding | Alighting | load factor | Boarding | Alighting | load factor | Boarding | Alighting | load factor | Boarding | Alighting | load factor |
| San Jose Diridon | | 115 | 0 | | 113 | 0 | | 81 | 0 | | 41 | 0 | |
| | <i>load factor</i> | | 14.48% | | | 12.38% | | | 8.92% | | | 6.13% | |
| Santa Clara | | 56 | 0 | | 41 | 0 | | 34 | 0 | | 12 | 0 | |
| | <i>load factor</i> | | 21.54% | | | 16.87% | | | 12.67% | | | 7.92% | |
| Great America | | 324 | 0 | | 551 | 0 | | 363 | 0 | | 107 | 0 | |
| | <i>load factor</i> | | 62.34% | | | 77.22% | | | 52.64% | | | 23.92% | |
| Fremont | | 107 | 31 | | 73 | 51 | | 56 | 42 | | 14 | 26 | |
| | <i>load factor</i> | | 71.91% | | | 79.63% | | | 54.19% | | | 22.12% | |
| Pleasanton | | 88 | 161 | | 70 | 306 | | 37 | 171 | | 15 | 59 | |
| | <i>load factor</i> | | 62.72% | | | 53.78% | | | 39.43% | | | 15.55% | |
| Livermore | | 21 | 55 | | 13 | 55 | | 5 | 58 | | 1 | 11 | |
| | <i>load factor</i> | | 58.44% | | | 49.18% | | | 33.59% | | | 14.05% | |
| Vasco Road | | 32 | 41 | | 6 | 48 | | 0 | 44 | 0 | 1 | 10 | |
| | <i>load factor</i> | | 57.30% | | | 44.58% | | | 28.74% | | | 12.71% | |
| Tracy | | 0 | 187 | | 0 | 157 | | 0 | 95 | | 0 | 31 | |
| | <i>load factor</i> | | 33.75% | | | 27.38% | | | 18.28% | | | 8.07% | |
| Lathrop/Manteca | | 0 | 171 | | 0 | 179 | | 0 | 94 | | 0 | 33 | |
| | <i>load factor</i> | | 12.22% | | | 7.78% | | | 7.93% | | | 3.14% | |
| Stockton | | 0 | 97 | | 0 | 71 | | 0 | 72 | | 0 | 21 | |
| TRAIN TOTAL | | 743 | | | 867 | | | 576 | | | 191 | | |

DAILY TOTAL= 2,377

Weekly Summary, 9/28/15 - 10/2/15

At-a-Glance

| | Mon 9/28 | Tue 9/30 | Wed 9/30 | Thur 10/1 | Fri 10/2 | Average |
|------------------------|----------|----------|----------|-----------|----------|---------|
| A.M. Total Ridership: | 2,794 | 2,912 | 2,905 | 2,945 | 2,409 | 2,793 |
| P.M. Total Ridership: | 3,012 | 2,964 | 2,826 | 2,744 | 2,377 | 2,785 |
| Daily Total Ridership: | 5,806 | 5,876 | 5,731 | 5,689 | 4,786 | 5,578 |

| Station | MONDAY 9/28 | | | TUESDAY 9/29 | | |
|------------------|-------------|-----------|------------|--------------|-----------|------------|
| | Boarding | Alighting | Difference | Boarding | Alighting | Difference |
| Stockton | 326 | 331 | -5 | 349 | 322 | 27 |
| Lathrop/Manteca | 595 | 599 | -4 | 670 | 657 | 13 |
| Tracy | 655 | 645 | 10 | 653 | 677 | -24 |
| Vasco Road | 245 | 248 | -3 | 303 | 326 | -23 |
| Livermore | 300 | 291 | 9 | 297 | 297 | 0 |
| Pleasanton | 1,021 | 1,156 | -135 | 879 | 912 | -33 |
| Fremont | 563 | 494 | 69 | 506 | 466 | 40 |
| Great America | 1,601 | 1,604 | -3 | 1,684 | 1,690 | -6 |
| Santa Clara | 172 | 140 | 32 | 162 | 140 | 22 |
| San Jose Diridon | 328 | 298 | 30 | 373 | 389 | -16 |

| Station | WEDNESDAY 9/30 | | | THURSDAY 10/1 | | |
|------------------|----------------|-----------|------------|---------------|-----------|------------|
| | Boarding | Alighting | Difference | Boarding | Alighting | Difference |
| Stockton | 325 | 356 | -31 | 331 | 291 | 40 |
| Lathrop/Manteca | 622 | 612 | -10 | 650 | 654 | 4 |
| Tracy | 695 | 616 | -79 | 646 | 601 | -45 |
| Vasco Road | 265 | 262 | -3 | 288 | 273 | -15 |
| Livermore | 320 | 335 | 15 | 322 | 302 | -20 |
| Pleasanton | 817 | 857 | 40 | 851 | 884 | 33 |
| Fremont | 508 | 520 | 12 | 506 | 506 | 0 |
| Great America | 1,696 | 1,643 | -53 | 1,614 | 1,649 | 35 |
| Santa Clara | 161 | 138 | -23 | 150 | 153 | 3 |
| San Jose Diridon | 322 | 392 | 70 | 331 | 376 | 45 |

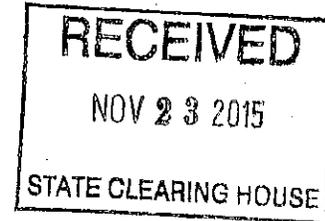
| Station | FRIDAY 10/2 | | | DAILY AVERAGE | | |
|------------------|-------------|-----------|------------|---------------|-----------|------------|
| | Boarding | Alighting | Difference | Boarding | Alighting | Difference |
| Stockton | 275 | 261 | 14 | 321 | 312 | 9 |
| Lathrop/Manteca | 460 | 477 | -17 | 599 | 600 | 0 |
| Tracy | 481 | 470 | 11 | 626 | 602 | 24 |
| Vasco Road | 219 | 212 | 7 | 264 | 264 | 0 |
| Livermore | 274 | 274 | 0 | 303 | 300 | 3 |
| Pleasanton | 778 | 1,001 | -223 | 869 | 962 | -93 |
| Fremont | 461 | 375 | 86 | 509 | 472 | 37 |
| Great America | 1,345 | 1,268 | 77 | 1,588 | 1,571 | 17 |
| Santa Clara | 143 | 107 | 36 | 158 | 136 | 22 |
| San Jose Diridon | 350 | 341 | 9 | 341 | 359 | -18 |

**Attachment to Comment Letter A22—Governor’s Office
of Planning and Research, State Clearinghouse and
Planning Unit, Scott Morgan**


DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY

1001 I STREET, SACRAMENTO, CALIFORNIA 95814 • WWW.CALRECYCLE.CA.GOV • (916) 322-4027
P.O. BOX 4025, SACRAMENTO, CALIFORNIA 95812

CLEAR
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November 17, 2015

State Clearinghouse
P.O. Box 3044
Sacramento, California 95812-3044

**ALL-PURPOSE LANDFILL, SANTA CLARA COUNTY (43-AO-0001)
CITY PLACE SANTA CLARA POSTCLOSURE LAND USE
DRAFT ENVIRONMENTAL IMPACT REPORT - SCH 2014072078
REVIEW COMMENTS**

Dear Sir or Madam:

California Department of Resources Recycling and Recovery (CalRecycle) Engineering Support Branch has received the Draft Environmental Impact Report (DEIR) for the City Place Santa Clara Project (Project). The DEIR evaluates the environmental impacts of the proposed Project which includes development on top of the closed All Purpose Landfill located in the City of Santa Clara in Santa Clara County. The landfill is owned and maintained by the City of Santa Clara (City). The proposed development consists of a mixed uses including, but not limited to, residential, commercial, entertainment, and offices.

CalRecycle is an agency, along with the State and Regional Water Quality Control Boards (RWQCB), responsible for the regulation and oversight of solid waste handling and disposal by implementing both State and Federal standards, including Subtitle D of the Resource Conservation and Recovery Act (RCRA). CalRecycle concentrates its expertise on the non-water quality issues with landfills including landfill gas. CalRecycle has expertise relative to solid waste and environmental, public health, and safety issues associated with land uses on or near solid waste facilities including landfills. CalRecycle works with and through local agencies that act as the Solid Waste Local Enforcement Agency (LEA), in this case the Santa Clara County Department of Environmental Health.

CalRecycle staff has focused our review of the DEIR on Chapter 4-11 (Hazards and Hazardous Materials) and provides the following comments.

1. CalRecycle appreciates and supports the inclusion and use of the California Code of Regulations, Title 27 (27 CCR) regulatory standards for closure and postclosure maintenance plans, postclosure land use, and landfill gas monitoring and control as part of the proposed mitigation measures for the Project. However, these postclosure land use design requirements are not utilized regarding Parcel 5. CalRecycle staff asks that they also be utilized for Parcel 5.

CalRecycle regulations prescribe standards for construction of structures on the landfill footprint and for structures that are within 1,000 feet of a disposal area (27 CCR 21190[g]).

While the disposal site operator is required to control landfill gas from migrating off site and within structures at concentrations that are dangerous to public health and safety, landfill gas control measures are not always 100% effective. Landfill gas control facilities can be idled periodically for routine maintenance and infrequently for major (and/or minor) repairs. Furthermore, the control facilities can become inoperable as a result of causal events. Additionally, gas migration can occur even during normal, non-upset gas control operations. CalRecycle has seen situations where onsite monitoring and controls have not been fully effective in detecting and/or controlling



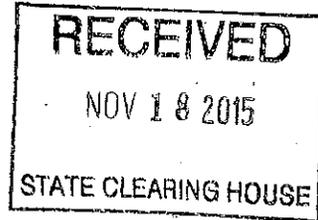


EDMUND G. BROWN JR.
GOVERNOR

MATTHEW RODRIGUEZ
SECRETARY FOR
ENVIRONMENTAL PROTECTION

State Water Resources Control Board
Division of Drinking Water

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11/23/15
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November 13, 2015

Ms. Debby Fernandez
Planning Department
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050

CITY PLACE SANTA CLARA – DRAFT ENVIRONMENTAL IMPACT REPORT (SCH# 2014072078)

Dear Ms. Fernandez:

The State Water Resources Control Board's (SWRCB) Division of Drinking Water's (Division or DDW) comments on the proposed project are as follows:

The City Place Santa Clara (Project) is a multi-use development proposed for a site formally utilized as a landfill which underwent final closure in 1994. The City of Santa Clara is planning to provide water supply for this project, which will include both potable and recycled water.

Section 64572(f), California Waterworks Standards, Title 22, California Code of Regulations (CCR) specifies that no new water mains be installed within 100 horizontal feet of any sanitary landfill, wastewater disposal pond, or hazardous waste disposal site, or within 25 horizontal feet of the nearest edge of any cesspool, septic tank, sewage leach file, seepage pit, underground hazardous materials storage tan, or groundwater recharge project site. The above-mentioned project appears to be in direct conflict with this requirement.

Section 644551.100 of the California Waterworks Standards allows a water system to propose the use of an alternative to a requirement of the standards, provided that the water system: (1) Demonstrate to the Division that the proposed alternative would provide at least the same level of protection to public health; and (2) Obtain written approval from the Division prior to the implementation of the alternative.

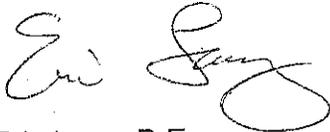
As such, the City would need to demonstrate to the Division that its proposed

FELICIA MARCUS, CHAIR | THOMAS HOWARD, EXECUTIVE DIRECTOR

alternative(s) to Section 64572(f), Chapter 16, Title 22, CCR will provide at least the same level of protection to public health and obtain written Division approval prior to implementation of the project.

If you have any questions, please call Jose P. Lozano at (510) 620-3459 or myself at (510) 620-3453.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Eric Lacy". The signature is fluid and cursive, with the first name "Eric" and the last name "Lacy" clearly distinguishable.

Eric Lacy, P.E.
District Engineer
Santa Clara District
Division of Drinking Water
State Water Resources Control Board

cc: Santa Clara County Environmental Health Department

Office of Planning and Research
State Clearinghouse
P. O. Box 3044
Sacramento, CA 95812-3044

County of Santa Clara

Department of Environmental Health

1555 Berger Drive, Suite 300
San Jose, California 95112-2716
(408) 918-3400
www.EHinfo.org

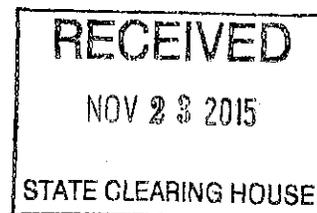
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November 19, 2015

Debby Fernandez, Associate Planner
City of Santa Clara
Planning Division
1500 Warburton Avenue
Santa Clara, CA 95050
dfernandez@santaclaraca.gov

State Clearinghouse
P.O. Box 3044
Sacramento, California 95812-3044
State.Clearinghouse@opr.ca.gov



RE: City Place Santa Clara Project – Draft Environmental Impact Report (DEIR) SCH
2014072078

Dear Ms. Fernandez:

Thank you for the opportunity to comment on the City Place Santa Clara Project – Draft Environmental Impact Report (DEIR). The County of Santa Clara Department of Environmental Health is designated as a Local Enforcement Agency (LEA) by the California Department of Resources Recycling and Recovery (CalRecycle) and works with CalRecycle to carry out oversight and regulation of solid waste handling and disposal sites at the local level. As a responsible agency, the LEA would like to make these comments in concert with those submitted by CalRecycle regarding this DEIR.

Authority for Fiscal Generation:

- The analysis seems to make conclusions based on unexamined financial support to perform long term monitoring/maintenance needs for the project. The LEA believes that this closed landfill will need funds for monitoring/maintenance /regulatory oversight for at least multiple decades or longer and that an autonomous entity may be needed to satisfy these needs. In order to accomplish this successfully this project would need an adequate financial stream and reserve dedicated to just this project to help ensure that health and safety issues can be addressed. It is the LEAs understanding that the City of Santa Clara is planning to lease the surface of the landfill for development by the Related Companies who plan to develop the property with the potential to subsequently sell off

the surface improvements. When this happens, an entity that assumes financial responsibility and authority for maintenance and repair of the surface improvements is needed and must be clearly defined. These entities can be maintenance districts or property owners' associations with the ability to assess a tax or fee to maintain surface improvements – roads, sidewalks landscaping utilities, foundation support structures, landfill gas control systems and common property. These entities function in a way that is similar to a condominium or property owners association and must be established at the onset of the development except with clearly defined authority to promptly address health and safety issues. It is important for such an entity to be able to develop substantial reserves so that it can have the resources to respond to any unforeseen problems that may occur, as well as periodic routine maintenance that may include utility maintenance, street and road repairs, landscape planting and maintenance. The entity must be included in any Conditions, Covenants and Restrictions that are recorded in any deed for the property. All property owners must be a party to the district or property owner's association. With this in mind, please consider clarifying/analyzing/commenting on the impact of having and not having an appropriate entity to administer and have ultimate authority in setting up a financial paradigm to guarantee funds to take care of health and safety needs for however long it is needed. The LEA would like to see the proposed mitigation measures to address this comment.

Authority to take action in the case of Immediate Health and Safety issues:

- Unimpeded and immediate compliance action to deal with any imminent health and safety issue would be required and necessary for a project like this and the LEA believes this is a significant authority issue for examination. With this in mind, please consider clarifying/analyzing/commenting on the impact of having and not having an institutional entity to administer and have ultimate authority to immediately deal with health and safety issues in a time critical fashion. The LEA would like to see the proposed mitigation measures to address this comment.

Property Ownership and Health and Safety Operational Concerns:

- For long-term effectiveness of the environmental control systems and efficient postclosure maintenance, it is imperative that there is a viable party responsible for the upkeep of the landfill control measures and postclosure maintenance. At this time, the City of Santa Clara is the responsible party, and City representatives have indicated that the City intends to maintain land ownership and responsibility. To the extent possible, the LEA requests that as a condition of development the City (or a created maintenance district) continue to be the land owner and with it the responsibility for maintaining the landfill and the postclosure financial assurance mechanism throughout the postclosure maintenance period which may be several decades into the future.
- If the City or some type of maintenance district does not maintain land ownership and/or responsibility, the LEA has some significant concerns with subdividing and selling off individual properties. Basically, the LEA is strongly opposed to the idea due to the

possible complication in managing health and safety issues. We are concerned that doing so may interfere/obstruct/dilute regulatory effectiveness and create a significant blockades in addressing health and safety issues and would like to see mitigation measures to address this concern. Some concerns have to do with:

- a. Ability to address health and safety needs/issues promptly if the type of property ownership impedes access/monitoring needs; and,
- b. Diminished financial responsibility to address health and safety needs due to autonomous property ownership.

Please consider analyzing/commenting/exploring negative impacts and mitigation measures associated with of individual property ownership.

Fire Suppression:

- HAZ-9.3: Subsurface Fire Suppression. Because any fire in the fill would threaten the structures nearby, it should be put out quickly. Injecting Class A foam will accomplish this very effectively and would lead to injection of water into the fill, which is undesirable. A method to correct this problem is the injection of liquid carbon dioxide through perforated metal pipe into the area where combustion is detected. This method rapidly cools the fill material and the vapor (CO₂) is a component of landfill gas. There are a few effective examples of this method of stopping combustion. The traditional method of controlling landfill fires – stopping withdrawal of gas from the fill and taking steps to seal the fill to prevent oxygen from entering it do work, but it often takes 1 to 3 years for the fill to cool to temperatures that are normal in the fill material. The LEA would like to submit this idea for analysis and comment.

Post Closure Land Use Plan – Future Test Results for Approval:

- The submitted design documents are predicated on the results of the appended draft geotechnical investigation that does include sufficient detail with respect to subsurface site characterization. Consequently, it remains for the applicant to complete the pending supplemental geotechnical investigation to refine their characterization of the subsurface conditions, perform additional geotechnical analyses to evaluate the anticipated performance of the site and proposed improvements, field test and evaluate proposed landfill gas collection and structure foundation systems, and modify the development plans and PCLUP for review and approval by the LEA prior to issuance of development and building permits.

Based on previous communications with the applicant, it is our understanding that the final design documents are likely to reflect changes and refinements to many aspects of the draft submittals including, but not limited to, landfill gas collection and venting systems, building foundation systems, surface drainage systems, gravity flow utility

systems, and landfill gas monitoring systems. These documents would need review and approval by the LEA prior to issuance of development and building permits.

Gas Controls for All Structures within 1000 Feet of Buried Waste:

- The Post Closure Maintenance Plan (to be developed and reviewed at a future date) and the Post Closure Land Use Plan circulated with this Draft EIR for this project may not have regulatory authority for the Centennial Gateway Mixed Use Project since it is currently outside of the noted property boundary of the landfill. As exhibited in other projects adjacent to old landfills (Calrecycle notes these examples in their comments), landfill gas migration has occurred even with functioning landfill gas control systems in place. The LEA believes there may be a possible significant issue with development if appropriate construction and gas controls are not implemented for construction within 1000 feet of buried waste. As a result, the LEA recommends that, as a condition of development approval, any enclosed structure within 1000 feet of the landfill waste footprint be required to comply with the standards similar to those contained in Title 27 California Code of Regulations Section 21190(g) (i.e. barrier layer, venting, in-structure alarms, etc). Furthermore, the LEA would also strongly recommend the requirement to other future proposed development outside this proposed project, but within 1000 feet of waste (i.e. Parcel 2 – Calle Del Mundo street area) to also adhere to this Title 27 Section 21190(g) standard. And lastly, the LEA would also like to recommend the consideration of the installation of a gas curtain wall, like that installed along Parcel 3, as a possible mitigation measure in these areas.

The LEA is grateful for this opportunity to review and comment on this DEIR. We hope that our comments are incorporated to facilitate the health and safety protection of our community for years to come. Should you have any questions, please feel free to contact Stan Chau (408.918.1961 Stan.Chau@deh.sccgov.org) or Roel Meregillano (408.918.1962 Roel.Meregillano@deh.sccgov.org).

Sincerely,



Jim Blamey
Director of Environmental Health
County of Santa Clara

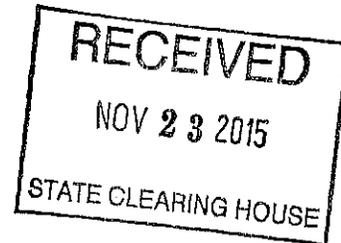
Cc: Terry Seward, San Francisco Bay Regional Water Quality Control Board
Wes Mindermann, Calrecycle
Bob Van Heuit
Barry Milstone

EDMUND G. BROWN, JR.
GOVERNORMATTHEW RODRIGUEZ
SECRETARY FOR
ENVIRONMENTAL PROTECTION

San Francisco Bay Regional Water Quality Control Board
November 23, 2015
CIWQS ID # 205075

Ms. Debby Fernandez, Associate Planner
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Planning Division
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State Clearinghouse
P.O. Box 3044
Sacramento, CA 95812-3044
State.Clearinghouse@opr.ca.gov

Subject: City Place Santa Clara Project – Draft Environmental Impact Report (DEIR)

Dear Ms. Fernandez:

Regional Water Quality Control Board (Water Board) staff has reviewed the portions of the Santa Clara City Place Draft Environmental Impact Report (DEIR) that fall within our regulatory purview. The Water Board is not a land use agency and we do not determine appropriate post-closure land uses over sites that we regulate, including municipal landfills. The Water Board's role in overseeing this Project is to ensure that water quality, human health, and the environment are protected during and after implementation of the Project. Our comments focus on aspects of the proposed Project that have the potential to adversely impact:

- 1) the containment of waste, landfill leachate, and landfill gases at the Santa Clara Landfill;
and
- 2) the health and safety of future site occupants.

Over the past two years, Water Board staff has had the opportunity to review and comment on numerous Project risk assessment reports, site investigation plans, and design and development documents that preceded the DEIR, and through this collaboration, many of our initial concerns have been addressed to our satisfaction. As noted below, other concerns have not yet been adequately addressed.

DR. TERRY F. YOUNG, CHAIR | BRUCE H. WOLFE, EXECUTIVE OFFICER

1515 Clay St., Suite 1400, Oakland, CA 94612 | www.waterboards.ca.gov/sanfranciscobay

Water Board Staff Comments

Issue No. 1: Project (Scheme A) includes Residents on the Landfill

Executive Summary, Areas of Controversy (Page ES-2):

This section summarizes the Project Proponent's responses to the Notice of Preparation (NOP) letters submitted by agencies and individuals. In our August 26, 2014, response to the NOP, we clearly indicated that "our primary concern with the project is the proposal to build residential units above a former municipal landfill, as this is something we have not approved previously at any other landfill in the Bay Area due to potential adverse health impacts to residents that would reside in structures built over waste." Given that this aspect of the project was expressed as *our primary concern*, we believe this should have been identified as an Area of Controversy, specifically under the heading of "Population and Housing."

Our NOP response letter specifically requested that the EIR "include in the range of reasonable alternatives an alternative that evaluates removal of contamination...and/or an alternative that does not propose construction of residential units above the landfill." We are pleased to see that Scheme B of the Project, which considers residential units only on Parcel 5 (which does not overlie the landfill), has been carried forward for further consideration. However, it is not clear what factors will be used to evaluate and ultimately select Scheme A or Scheme B. The analysis in Table 3.1-7 notes that Scheme B is consistent with general plan goals/policies only with the exception of mitigation of the jobs/housing ratio impacts.

Although an alternative to remove all waste (i.e., clean closure of the entire landfill) was considered, it was rejected on economic grounds (Related, 2015, Draft Santa Clara All-Purpose Landfill Clean Closure Scope and Budget Summary, May). It is unclear if clean closure of Parcel 4 only (the only parcel where residential units are proposed over buried waste) has been evaluated and whether this option could be economically feasible.

Also, a "Reduced Intensity Alternative" to the Project was considered, but this alternative considered reductions only in commercial development, and did not reduce the number of future residents on the landfill.

Staff have remaining uncertainties regarding the Project, Scheme A, which proposes residential units over buried waste that continues to produce prodigious amounts of methane, requiring active management. The Regional Board is not prepared to support Scheme A until staff has had the opportunity to review a number of pending documents that will describe in detail the mitigation measures to manage landfill gases. Proposed mitigation measures should be presented in sufficient detail for readers of the CEQA document to evaluate the likelihood that the proposed remedy will actually reduce impacts to a less than significant level. CEQA requires that mitigation measures for each significant environmental effect be adequate, timely, and resolved by the lead agency. Concerns related to the landfill post closure designs, maintenance, and mitigation will need to be detailed and evaluated by Water Board staff. Due to lingering concerns regarding the physical safety of residents that would reside in structures built over waste, Board staff prefer Scheme B over Scheme A.

Section 3.12, Population and Housing, Table 3.12-6. Proposed On-Site Residents and Employees—Scheme A

On-site Residents: 1,360 Units, 3,270 Residents

This estimate of the number of residential units and residents envisioned in the Project is 2.5 to 3.5 times higher than the 2 schemes presented in the NOP. While we understand the Project's need to balance job creation with residences, Water Board has repeatedly indicated our concerns with the placement of residents over the landfill. The significant addition of residents only heightens this concern.

Section 5.5 Alternatives Considered but Rejected, Removal of All Waste in Former Landfill ("Clean Closure" Alternative) (Page 5-15).

Approximately 15 percent of the waste would be classified as hazardous waste.

This indicates an estimated 825,000 tons of hazardous waste may be present in the landfill. Our concern of having residents over municipal solid waste is heightened if hazardous wastes are also present in the landfill.

Table ES-1, 3.10 Hydrology and Water Quality. Impact WQ-6: Place Housing or Structures within 100-Year Flood Hazard Area.

The Project would place housing or structures within a 100-year flood hazard area during large storm events, as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map. WQ-6.1: Incorporate Flood Warnings for the Lick Mill Boulevard Extension and Other Access Roads for Areas Vulnerable to Flooding.

What would be the relative impact with and without residents?

Table ES-1, 3.11 Hazards and Hazardous Materials, Impact HAZ-9: Landfill Hazards – Subsurface Fires.

The Project is located on a landfill where a subsurface fire resulting from the heating of waste materials could pose a significant risk of loss, injury, or death. HAZ-9.2: Subsurface Fire Prevention and Detection Measures. As with the Project, the Reduced Intensity Alternative would comply with BAAQMD Regulation 8, Rule 34, which requires wellheads for the landfill gas collection and removal system at the Project site to be sampled monthly for methane, oxygen, carbon dioxide, balance gas (primarily nitrogen), temperature, and vacuum pressure. These parameters can be useful for indicating potential subsurface fire events.

Does BAAQMD Regulation 8, Rule 34 (requiring monthly sampling for methane, oxygen, carbon dioxide, balance gas, temperature, and vacuum pressure) apply to landfills with the proposed land use development, and would there be any additional requirements?

Table 3.1-7 Comparison of the Project to General Plan Goals and Policies

Goals 5.10.4-G3: A reduction in the demand and consumption of water resources

Scheme A would result in a total water demand of 1,911 acre-feet per year (afy), which represents an increase of 1,599 afy compared with existing water demand on the Project site (311 afy). Scheme B would result in a total water demand of 1,921 afy, which represents an increase of 1,610 afy compared with existing water demand on the Project site (311 afy).

Please explain how the replacement of residents with office workers increases the water demand? Wouldn't residents account for a higher per occupancy area water use and wastewater generation than commercial space counterparts? What would be the relative impact of Scheme A versus Scheme B?

Section 5.5 Alternatives Considered but Rejected, Increased Housing Alternative (Page 5-64).

All the concerns that are expressed in our other comments are applicable to this alternative.

Issue No. 2: Uncertainties associated with Landfill Gas System and Geotechnical Issues

In addition to requirements specified in CCR Title 27, the Regional Board's Updated Waste Discharge Requirements (Order No. R2-2002-0008) includes the following specifications:

B.5. The Discharger shall assure that the structures, which control leachate, surface drainage, erosion and gas are constructed and maintained to withstand conditions generated during the maximum probable earthquake.

B.10. Landfill gases shall be adequately vented, removed from the landfill, or otherwise controlled to minimize the danger of explosion, adverse health effects, nuisance conditions, or the impairment of beneficial uses of water.

B.11. The Discharger shall maintain all devices or designed features installed in accordance with this Order, such that they continue to operate as intended without interruption.

These specifications applied to the post-closure landfill use at the time (golf course). These specifications cannot be relaxed for the proposed land use (the Project), which is expected to

have greater potential for impacts. As we have noted in our letter on the Revised Draft Post-Closure Land Use Plan (September 18, 2015), future design documents must demonstrate that the Project can and will meet these specifications. Additional and/or more stringent specifications may be necessary in an updated Waste Discharge Requirements Order based on the proposed land use change.

Section 5.5 Alternatives Considered but Rejected, Reduced Intensity Alternative, Geology and Soils, Strong Seismic Groundshaking (Page 5-51).

The risks to public safety from seismic hazards can be mitigated to the extent required by law with implementation of the proper design and construction methods, which would be within the responsibility of the City and the Project Developer to monitor and enforce through its building permit process. As with the Project, buildings and improvements proposed under the Reduced Intensity Alternative would be constructed in accordance with the latest California Building Code (CBC) standards, as required by the Santa Clara City Code. Structures built under the Reduced Intensity Alternative, as with the Project, would be required to meet the seismic design parameters of the CBC, as enforced by the City Building Official. The CBC, as updated, represents the best available guidance for design and construction to limit seismic risk. Consequently, the Reduced Intensity alternative, as with the Project, would result in less-than-significant impacts with regard to the exposure of people or structures to damage resulting from seismic groundshaking.

Considerations must be taken for the combined effects of earthquake proximity, unstable soil types underlying the landfill, seismic amplification through the landfill, potentially uneven effects over a large pier/platform, and multi-story structures in assessing peak horizontal acceleration and their effects on the structures, inhabitants, and landfill gas collection infrastructure. A final geotechnical investigation has yet to be performed, therefore the conclusion that the Reduced Intensity Alternative would result in "less-than-significant" impacts seems premature. Logically, the Reduced Intensity Alternative would involve less intense impacts than the project. But a reduced number of residents, especially from over the landfill portion of the site, would further reduce the impacts and should be considered in the evaluation of Scheme A versus Scheme B.

Issue No. 3: Uncertainties associated with Stormwater Treatment Measures

Executive Summary, (Table ES-1, Page ES-68).

The following stormwater treatment (or Low Impact Development) measures are examples that will be considered and carefully selected as part of the final design process for the different sections of the proposed development:

- *Bioretention Areas (impermeable liner with underdrain—no infiltration into landfill)*

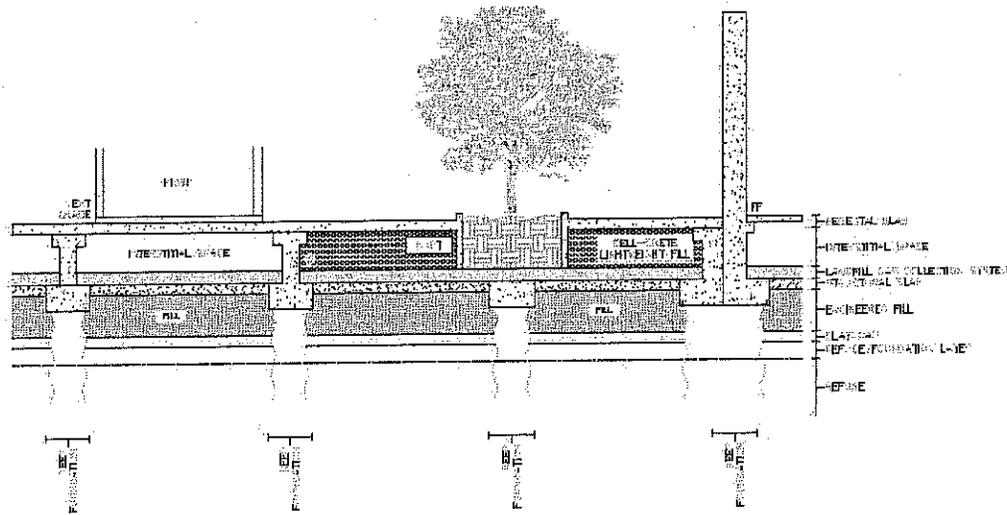
- *Infiltration Trenches (impermeable liner with underdrain—no infiltration into landfill)*
- *Pervious Pavements (impermeable liner with underdrain—no infiltration into landfill)*

Water use/irrigation has conjunctive issues with the proposed landfill gas mitigation in the podium. Specifically, there could be an issue on the use of trees/planters, or irrigation and domestic water lines, which could leak or rupture and flood the landfill gas venting lines located at the bottom of the podium layer (between the ground floor slab and the structural slab). In an earthquake, both water and landfill gas lines will be susceptible to rupture. If even a portion of this gets flooded, it may impact the ability to detect or vent methane in that area. Whether this can be monitored, or contingent mitigation can be implemented, is not known.

Section 2, Project Description, Utilities, Storm Drain (Page 2-28).

The following stormwater treatment measures would be considered and carefully selected as part of the final design process for the different sections of the proposed development: bioretention areas, flowthrough planters, tree well and media filters, infiltration trenches, rainwater harvesting and reuse, green roofs, green streets, and pervious pavements.

Regional Board staff is concerned about the use of irrigated landscape and the potential for infiltration into the landfill or the landfill gas venting system as shown below.



TYPICAL PLAZA SECTION - CITY CENTER
(STRUCTURE ON DEEP FOUNDATIONS)

From Figure 3.9

This figure shows an irrigated tree planter directly overlies the landfill gas collection system layer. A pervious planter bottom would result in flooding of the landfill gas venting system. It is

unclear how an impervious bottom would be monitored for potential breaches (or whether the planter could drain properly).

Section 3.10, Hydrology and Water Quality.

All new or recreated impervious surfaces at the Project site must be provided with post-construction water quality treatment consistent with the treatment requirements of the Municipal Regional Permit.

At sites that require CWA Section 401 Water Quality Certification from the Water Board and/or Waste Discharge Requirements for features such as the proposed new stormwater outfalls, pile driving in San Tomas Aquino Creek for a new bridge, or impacts to other waters of the State at the Project site, the Water Board has authority to approve post-construction stormwater management plans. Acceptable post-construction stormwater plans must provide stormwater runoff treatment that is consistent with the treatment requirements of the National Pollutant Discharge Elimination System (NPDES) Municipal Regional Permit (MRP) for the management of stormwater runoff (Order R2-2009-0074; NPDES Permit No. CAS612008) for all impervious surfaces created or recreated by the Project. In addition to the proposed on-site development components, this treatment requirement applies to the proposed new bridge over San Tomas Aquino Creek, or any other bridges constructed for the Project. Also, once the 40-acre concrete pad has been constructed, it will require post-construction stormwater treatment in conformance with the MRP; this will probably require the construction of interim treatment measures until the surface of the pad is developed with new structures with their own associated post-construction stormwater treatment features.

Table ES-1, 3.10 Hydrology and Water Quality. Impact WQ-1: Violation of Water Quality Standards or WDRs. *The Project could result in a violation of water quality standards or WDRs. WQ-1.1: Design and Implement Stormwater Control Measures.*

Measures considered include bioretention areas (impermeable liner with underdrain—no infiltration into landfill), flow-through planters, tree well and media filters, infiltration trenches (impermeable liner with underdrain—no infiltration into landfill), rainwater harvesting and reuse, green roofs, green streets, pervious pavements. It is unclear how some of these measures will be prevented from infiltration, and how others (with impermeable liners and underdrains) will function within the podium structure.

Table ES-1, 3.10 Hydrology and Water Quality. Impact WQ-3: Changes to the Existing Drainage Patterns. *The Project could substantially alter the existing drainage pattern of the site and could result in substantial erosion, siltation, or flooding on-site or off-site. WQ-3.1:*

Design New Bridge and Outfall Structures to Avoid Increase in 100-year Flow and Channel Erosion.

Please explain how new bridge and outfall structures will be designed to avoid increases in flow and erosion.

Issue No. 4: Questions on Biological Reserves

Section 3.8, Biological Resources, Existing Conditions, Vegetated Depressions (Page 3.8-8).

The jurisdictional status of the Vegetated Depressions should be assessed.

Based on the description of the vegetated depressions, it is possible that these depressions may contain wetlands. A wetland delineation should be performed for the vegetated depressions and submitted to the U.S. Army Corps of Engineers for verification. If the depressions meet the three-parameter test for wetlands, but are not subject to Corps jurisdiction because they are considered isolated, they will still be subject to State jurisdiction. If these depressions are jurisdictional wetlands, then the EIR should quantify the acreage of wetlands that would be impacted by the Project and provide proposed mitigation plans for impacts to these wetlands.

Section 3.8, Biological Resources, Impact BIO-5 and Mitigation Measure BIO-5.2: Substantial Effect on Wetlands and Other Waters. *The Project could result in the loss of or damage to wetlands and other waters (page 3.8-19).*

The DEIR does not quantify the extent of the Project's impacts to jurisdictional wetlands and other waters or propose specific mitigation measures for impacts to wetlands or other waters.

Text in Impact BIO-5 states:

As a result of the Project, some aquatic land cover types would be lost. The retention pond, although not being altered as part of the Project, could be affected during construction activities. Although some drainage ditches and creeks could be avoided, because roadways and bridges may cross over them, for the sake of this analysis it is assumed that drainage ditches internal to the Project site would be removed. The internal golf course and driving range ponds and vegetated depressions would be removed with build-out of the Project. In addition, there would be impacts in San Tomas Aquino Creek from instream work associated with the new bridge footings in the creek. Final impacts on ditches creeks, ponds, and vegetated depressions would be calculated once final design of Project features is complete. If these features are determined to be jurisdictional and if impacts are unavoidable, the Project Developer shall coordinate with DFW, USACE, and the Regional Water Board, as required and appropriate, to develop a compensation plan for the loss of waters of the United States and State per existing regulations. If compensation is required, construction activities (e.g., grading,

excavation) associated with habitat creation or enhancement could temporarily disturb waters of the United States and State. These impacts are considered significant.

As the text of the DEIR acknowledges, the extent of the Project's impacts on jurisdictional waters of the U.S. and waters of the State has not been established. Therefore, the full significance of the Project's impacts to jurisdictional waters cannot be assessed on the basis of information provided in the DEIR.

Mitigation Measure BIO-5.2 contains the following text:

BIO-5.2: Compensate for Wetland Loss. If impacts on jurisdictional ponds, wetlands, or drainage ditches; San Tomas Aquino Creek; or the Guadalupe River cannot be avoided, the Project Developer shall obtain permits or approvals to develop from USACE, the Regional Water Board, and DFW, as appropriate and required. To ensure that the Project results in no net loss of wetland habitat functions and values, the Project Developer shall compensate for the loss of wetland resources through either on-site restoration/creation following completion of construction and/or off-site protection and enhancement of riparian and wetland habitat prior to activities that would affect the equivalent Project resource (as determined by a qualified wetland biologist). The size and location(s) of the area(s) to be restored/created shall be based on appropriate mitigation ratios, as derived in consultation with DFW, USACE, and the Regional Water Board. Mitigation ratios shall be at least 2:1. The Project Developer shall prepare and implement a mitigation plan, which shall include monitoring requirements and success criteria, in consultation with DFW, USACE, and the Regional Water Board. The mitigation plan shall include measure to avoid and minimize the effects of construction on surrounding native habitats. Monitoring shall occur for a minimum of 5 years, at which time, if the success criteria are met, wetland compensation shall be deemed complete.

As is evident from the two quoted passages from Section 3.8, above, the DEIR contains insufficient detail on potential Project impacts to jurisdictional waters and no detail with respect to proposed mitigation measures for those impacts. In the absence of any detail about proposed mitigation projects, it is not possible for stakeholders reviewing the DIER to assess the adequacy of the proposed mitigation. Proposed mitigation measures should be presented in sufficient detail for readers of the CEQA document to evaluate the likelihood that the proposed remedy will actually reduce impacts to a less than significant level. CEQA requires that mitigation measures for each significant environmental effect be adequate, timely, and resolved by the lead agency. In an adequate CEQA document, mitigation measures must be feasible and fully enforceable through permit conditions, agreements, or other legally binding instruments (CEQA Guidelines Section 15126.4). Mitigation measures to be identified at some future time are not acceptable. It has been determined by court ruling that such mitigation measures would be

improperly exempted from the process of public and governmental scrutiny that is required under the California Environmental Quality Act.

In its present form the DEIR lacks an adequate discussion of impacts to waters of the State and proposed mitigation measures to support the issuance of Section 401 Water Quality Certification for the Project. Since an EIR should provide both proposed impacts and proposed mitigation measures for public review, the DEIR should be revised to include a more detailed mitigation proposal for public review. Re-circulation of the revised DEIR is necessary to allow for review and comment on the impacts and proposed mitigation. Provision of this information in a Final EIR is inappropriate, since this information would not have been subject to public review before the Final EIR was adopted.

Other Specific Issues:

Section 3.11, Hazards and Hazardous Materials (Page 3.11-25).

If methane levels are persistent in areas where earthwork and/or hot work activities are necessary, inert gases (e.g., nitrogen) can be introduced into affected subsurface materials to lower oxygen and methane concentrations. By introducing an inert gas into the affected area, methane and oxygen can be displaced to create insufficient oxygen concentrations to support combustion.

This could create another potentially dangerous situation - asphyxiation, especially should there be trench workers involved. Also, carbon dioxide is another prevalent landfill gas that should be addressed as part of this issue.

Section 3.11, Hazards and Hazardous Materials (Page 3.11-29).

In addition, the site-wide maximum groundwater concentrations of TCE and vinyl chloride were used to conservatively model potential vapor intrusion impacts.

The modeled cleanup goals for TCE and vinyl chloride on the Project site were 59,600 micrograms per liter ($\mu\text{g/L}$) and 442 $\mu\text{g/L}$, respectively.

In the Feasibility Study of Groundwater Remediation Alternatives, 59,600 micrograms per liter ($\mu\text{g/L}$) and 442 $\mu\text{g/L}$, for TCE and vinyl chloride, respectively, were established as target values specifically to address the vapor intrusion to indoor air concern, with modeled attenuation factors based on the specific project parameters. While they were proposed as groundwater remediation goals, the modeled concentrations do not address impacts to other receptors, including aquatic habitat, and general groundwater degradation. There may also be concerns on groundwater flow under Parcel 4, considering there is a pond on the golf course over the VOC plume and

insufficient monitoring control in the northwest portion of the parcel to indicate whether groundwater discharging to San Tomas Aquinas Creek. In addition, as documented in Waste Discharge Requirements Order No. R2-2002-0008, only the upper aquifer zone in the northern one-third of the site meets the exception criteria of the State Water Resources Control Board's Sources of Drinking Water Policy. Parcel 4 and the underlying VOC plume do not fall into this area. Therefore, drinking water cleanup standards (MCLs) may apply for deep groundwater. The Regional Board concurred with the report's conclusions regarding remedial options for groundwater at the site, however, groundwater remediation standards have not been established.

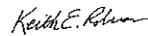
Section 3.11, Hazards and Hazardous Materials (Page 3.11-29).

Groundwater monitoring data indicates that reductive dechlorination is naturally occurring in the VOC plume, and it is expected to be a major process for contaminant removal over the long-term (10 to 20 years). Therefore, the Regional Water Board is overseeing the use of monitored natural attenuation at the Project site to ensure vinyl chloride concentrations are maintained below the site-specific cleanup goal.

Reductive dechlorination in groundwater does not necessarily mean it will affect soil vapor concentrations. In addition, some groundwater samples with rising vinyl chloride trends also have stable or rising DCE and TCE trends (e.g., G-10, G-19), which does not necessarily confirm biodegradation is occurring.

We appreciate the opportunity to comment on the DEIR for this project, and hope our comments are helpful. If you have any questions, please contact me at 510-622-2404 or by email at kroberson@waterboards.ca.gov.

Sincerely,



Digitally signed by Keith E. Roberson
DN: cn=Keith E. Roberson,
o=S.F. Bay RWQCB, ou,
email=Keith.Roberson@waterboards.ca.gov, c=US
Date: 2015.11.23 16:38:38 -08'00'

Keith E. Roberson
Senior Engineering Geologist
Land Disposal Program Manager

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Gordon Hart gordonhart@Paulhastings.com
Alice Kaufman alice@greenfoothills.org

**Attachment to Comment Letter O4—Santa Clara Valley
Audubon Society, Shani Kleinhaus**



SANTA CLARA VALLEY
HABITAT AGENCY

November 19, 2015

Ms. Debby Fernandez
Associate Planner
City of Santa Clara Planning Division
1500 Warburton Avenue
Santa Clara, CA 95050

Subject: City Place Project Draft Environmental Impact Report: Impacts to Western Burrowing Owl

Dear Ms Fernandez:

I am writing to express my concern about impacts to western burrowing owls in response to the City Place Santa Clara Project (Project) draft Environmental Impact Report (EIR). The Santa Clara Valley Habitat Agency (Habitat Agency), as a responsible public agency tasked with conserving natural communities and the recovery of state and federal special status species covered by the Santa Clara Valley Habitat Plan (Plan), wishes to bring to the Lead Agency's (City of Santa Clara) attention to Project impacts that could detrimentally effect the Santa Clara Valley Habitat Agency's ability to implement several of the Plan's conservation goals and objectives. In particular, direct impacts to Western burrowing owl breeding and foraging habitat.

Nesting burrowing owls in the greater San Francisco Bay area and the South Bay area in particular, are a dwindling resource. In the early 1990s there were an estimated 150–170 breeding pairs in the San Francisco Bay area (DeSante and Ruhlen 1995; DeSante et al. 1997). It was estimated that these numbers represented a 53% decline from the previous census period of 1986–1990 (DeSante et al. 1997) and more recent numbers indicate that, if anything, the downward trend is increasing. In those estimates it was assumed that 75% of the San Francisco Bay area burrowing owl population occurred in Santa Clara County and nearly all of those owls were congregated around the southern edge of the San Francisco Bay (DeSante et al. 1997). Surveys in the early 1990s revealed that about a third (43–47 pairs) of Santa Clara County breeding pairs occurred inside what is now the Santa Clara Valley Habitat Plan study area (City of San José 2000).

The Plan proposes to undertake a suite of measures aimed at reversing the declining trend of the burrowing owl population in Santa Clara County. The conservation goal of the Plan, as implemented by these measures, is to establish a burrowing owl population in the Santa Clara County that is first stable, then increasing over time, while accounting for normal fluctuations in population levels. The general

approach will be to increase the numbers, distribution, and connectivity of burrowing owl colonies in the permit area so that the potential for conservation success is high. The conservation strategy includes the Habitat Plan permit area as well as an expanded study area that targets the North San Jose/Baylands region. The Project site is located within this area. The EIR incorrectly states that, "The Project site is located in the South San José Region, which does not play a prominent role in the conservation strategy within the expanded study area for burrowing owls, as outlined in the HCP/NCCP (City Place DEIR, 3.8-13)." According to the Habitat Plan, the Project site is located in a high priority conservation zone, with high potential to increase the burrowing owl population (See Attachment 1).

The Project site is located within occupied nesting habitat for the western burrowing owl. The Plan defines occupied nesting habitat as breeding sites and associated essential foraging habitat within 0.5 mile of nest sites. The project is located within 0.4 miles to the north and 1 mile to the southwest of known occurrences and is part of the remaining burrowing owl breeding and foraging areas along Highway 237. The proposed Project site is critical to the survival of the local population and loss of these five parcels is a significant impact to western burrowing owl long-term survivability in Santa Clara County. The EIR does not currently include mitigation measures to offset the Project impacts.

In addition, the EIR fails to acknowledge that a portion of the Project site was recommended by the City Council to serve as a burrowing owl mitigation site. On page 3.8-6, the EIR states:

In 2000, City Council considered taking additional steps related to burrowing owl conservation but never took any final actions. On May 2, 2000, the City Council gave the City Manager the direction to look into potentially developing and maintaining "44.5 acres of burrowing owl habitat in some combination on the following three sites: the closed Lafayette landfill adjacent to the Santa Clara P.A.L. Track, two of the four slopes of the relocated golf holes on the Project site, and at the San José/Santa Clara Water Pollution Control Plant." No subsequent report was ever made to City Council on the potential for creating such habitat, and City Council did not take up the issue again after 2000. As the agenda report at the May 2, 2000, meeting explained, 6 the Mitigation Agreement required the City to acquire the 58.5 acres in Byron, but designating an additional 44.5 acres was a voluntary step, which the City ultimately did not undertake.

However, May 2, 2000 City Council meeting notes reveal that the additional 44.5 acres was not merely a "voluntary step," but a "Staff recommendation" for the Council (See Attachment 2). The Staff recommended that the Council "seek development and maintenance of 44.6 acres of burrowing habitat in some combination on the follow three sites—the closed Lafayette landfill adjacent to the PAL/BMX Track, two of the four slopes of the relocated golf holes on the Project site, and at the San José/Santa Clara Water Pollution Control Plant." These three sites are located on the current proposed Project site. The EIR fails to adequately acknowledge that the Project site was ever recommended to be a burrowing owl mitigation site.

The current EIR fails to adequately mitigate for impacts to burrowing owl habitat, as specified in the Habitat Plan Burrowing Owl Conservation strategy. The Habitat Agency recommends that the Project should be amended to include mitigation measures for impacts to burrowing owl, which can be achieved by providing conservation lands. The Habitat Agency is available to partner with the City of Santa Clara to seek out and acquire suitable lands. If the City does not wish to acquire conservation lands, the Project may opt to pay the burrowing owl fee to support burrowing owl conservation efforts.

If you have any questions, please feel free to contact me at (408) 779-7265 or edmund.sullivan@scv-habitatagency.org.

Sincerely,

A handwritten signature in blue ink, appearing to read "Edmund Sullivan". The signature is fluid and cursive, with a distinct initial "E" and a trailing flourish.

Edmund Sullivan,
Executive Officer

City of San José Bird-Friendly Building Design

Designing a bird-friendly building does not have to add to the cost of construction. Retrofitting an existing building can often be done by simply targeting problem areas. Consider bird-friendly best practices early on in project development to meet your project budget and demonstrate environmental leadership.

THE IMPORTANCE OF BIRDS

Birds provide numerous benefits to our economy, environment, and well-being including:

- over \$13 billion in tax revenues
- rodent and harmful insect control
- human enjoyment

BIRDS AND BUILDINGS

Birds can accidentally collide with buildings, causing a decline in the bird population.

Common Causes of Collisions:

- Reflective/mirrored glass that birds perceive as actual landscaping, trees, the sky, or another bird
- Transparent glass which shows trees or sky
- Exterior spotlights which can cause birds to collide
- Interior lighting at night that can attract birds



Peregrine Falcon at San José City Hall

BIRD-FRIENDLY BUILDINGS

The following best practices can reduce bird collisions with buildings and are particularly important for buildings near bird habitat, such as open spaces and water:

- Reduce mirrors and large areas of reflective glass
- Avoid transparent glass skyways, walkways, or entryways, free-standing glass walls and transparent building corners
- Avoid funneling open space towards a building façade
- Strategically place landscaping to reduce reflection and views of foliage inside or through glass
- Eliminate up-lighting and spotlights
- Turn non-emergency lighting off at night, especially during bird migration season (February - May and August - November)

The City applies the above bird-friendly principles to projects north of Highway 237 per policy ER-7.1 in Chapter 3 of the Envision San José 2040 General Plan. The City encourages projects to utilize the checklist on the reverse side in order to incorporate bird-friendly building design.

RESOURCES:

- The American Bird Conservancy's Bird-friendly Building Design guidelines: www.abcbirds.org/newsandreports/BirdFriendlyBuildingDesign.pdf
- Report Injured/Dead Birds: Contact the Wildlife Center of Silicon Valley at (408) 929-9453 or www.wcsv.org

City of San José

Bird-Friendly Building Design Checklist

- Avoid transparent glass skyways, walkways, or entryways, free-standing glass walls and transparent building corners
- Ensure that at least 90% of the exposed façade material from ground level to 40 feet and 60% of the exposed façade material above 40 feet is not composed of transparent or reflective glass

If the above cannot be met, implement one of the following measures:

- Secondary facades, netting, screens, shutters, or exterior shades
 - Patterned glass that contains UV-reflective or contrasting patterns that are visible to birds
 - Patterned glass designed in accordance with the “2 x4 rule”, which restricts glass areas to less than 2’ high or less than 4’ wide
-
- Reduce transparent glass at the top of buildings, especially when incorporating a green roof into the design
 - Avoid the use of mirrored glass facades
 - Avoid the funneling of open space towards a building façade
 - Locate water features and other bird habitat away from building exteriors to reduce reflection
 - Reduce or eliminate the visibility of landscaped areas behind glass
 - Reduce or eliminate up-lighting and spotlights
 - Ensure all site lighting uses shielded fixtures to cast light down onto the area to be illuminated
 - Turn non-emergency lighting off at night, especially during bird migration season (February - May and August - November)

**The City of Santa Clara:
Perceptions Among City Residents
About Santa Clara's Park System**

April 22, 2014

Executive Summary, Synopsis of Results, Graphic Summary
(with text of questionnaire)



Strategic Research
A S S O C I A T E S

Prepared by:

Strategic Research Associates

Contact: Steven Dean

25 W. Cataldo Ave., Suite D

Spokane, WA 99201

(509) 324-6960

Research Objectives

In February 2014, the City of Santa Clara commissioned Strategic Research Associates to conduct a telephone survey of city residents aged 18 and older. The survey's primary objectives were to measure current perceptions about Santa Clara's park system, explore level of interest in and the willingness to publicly fund each of a number of proposed park system changes, and investigate interest in improvements to the Santa Clara's International Swim Center (ISC). Other objectives included measuring recent use of the city's park facilities and assessing preferences regarding potential sites for new soccer fields.

These specific measurement areas are addressed in this report:

- **Reasons for choosing to live in Santa Clara**
- **Current use of Santa Clara park system facilities**
- **Perceptions about Santa Clara's existing park system**
- **Desirability of specific park system improvement options**
- **Perceptions about improvement options proposed for the International Swim Center**
- **Differences related to respondent background characteristics**

All reports in this volume are sub-divided by the first five objectives. The last was a general objective applicable within all sections.

Executive Review of Primary Findings

The *Executive Review* provides a brief summary of selected survey findings. The *Synopsis of Results* (pages 8 through 18) offers a more thorough summary, while a comprehensive, detailed analysis is given in this volume's *Graphic Summary*.

- **Reasons for choosing to live in Santa Clara**

The 400 respondents, asked to identify the most important reason for choosing to live in the City of Santa Clara, were most likely to answer that their home is near their place of employment, that they had grown up in the area, that Santa Clara is conveniently located, that the city seems safe, that it is a good place to live or it offers a high quality of life, and it exhibits a good sense of community.

- **Current use of Santa Clara park system facilities**

One-third (34%) said that, within the last six months, they had been visiting Santa Clara park system facilities “four or more times a month,” while 19% reported “two or three times a month” and 23%, a lower visiting frequency. About one-quarter (23%) had not visited any park facility within the last six months. Younger respondents, those with children, the more affluent were more likely than others to report frequent park system use. Six in ten (62%) had recently visited a city park other than Central Park and 59%, Central Park. Four in ten had visited a city playground (42%) or one of the city's biking or creek trails (40%) and three in ten, one of the city's recreational centers (32%) or a city-owned public athletic field (30%). Overall, 17% recalled visiting the International Swim Center within the last six months; those aged 50-64, the most affluent respondents, frequent park users, and those with the shortest drive times to Central Park were most likely to recall having done so.

- **Perceptions about Santa Clara's existing park system**

Six in ten (59%) rated the overall quality of the city's park and recreation facilities as “better than average” compared to other cities like Santa Clara, a positive result. Rating outcomes for maintenance and safety were just about as favorable. Only a small fraction (4% to 5%) rated each as “worse than average,” suggesting no serious-but-unaddressed park-related issues. Older respondents and more frequent park users were more likely than others to favorably evaluate each of the three park system elements. Asked to recommend the one most desirable improvement to the city's park system, respondents produced a range of answers, but little consensus. The most frequently cited recommendations included improving park equipment (such as playground equipment, tables, and benches), placing more emphasis on general maintenance, adding more restrooms, and giving more emphasis to retaining existing natural areas. Three percent (3%) recommended improving or renovating the International Swim Center.

Executive Review of Primary Findings (cont.)

- **Desirability of specific park system improvement options**

Respondents were asked to rate their degree of interest in each of six park system improvement options and then to judge their propensity to support additional funding for each. The results show that those reporting more (or less) interest in an improvement were more likely to favor (or oppose) funding for it. More than six in ten (63%) were “very interested” in expanding and improving the city jogging and biking trails to link city parks, an outcome significantly higher than all others. Two other options – incorporating more natural open space in existing city parks, and developing additional children’s playgrounds and play areas – also generated strong interest. About half or more said they would support additional public funding for each of the three. Among the sample’s consistent voters, more than half said they favor funding both city trails and natural open space. Respondents were also asked to evaluate the desirability of five potential locations for new soccer fields. For each of the two sites with the best outcomes – under-utilized land to be purchased inside Santa Clara near the dog park and Montague Park – the “favor” percentage was about 2.5 times higher than the “oppose” one. Finally, respondents were four times more likely to “favor” than “oppose” a proposal to increase developer parkland set-aside requirements from 3 to 4.6 acres.

- **Perceptions about improvement options proposed for the International Swim Center**

Overall, four in ten (38%) said they would be “very interested” in expanding and renovating the International Swim Center and 39%, in supporting additional public funding for it. (Among the six options described above and tested, these results placed the ISC renovation and expansion improvement option fifth.) Respondents were asked to rate their degree of interest in each of five improvement options proposed for the ISC. Among all respondents, two options – adding more facility parking, and adding community water play areas for families and children – scored significantly higher than the other three. Third in the rank-order was upgrading competition swimming facilities, attracting about one-third of the sample. However, among the 152 respondents previously indicating the strong general interest in ISC renovation, the most attractive improvement was the upgrading of competition facilities. “Very interested” percentages for this option and two others – adding water play areas and adding facility parking – were significantly higher than for the other two (including adding the International Hall of Fame, to which 36% were “very interested”). Asked to select their preferred location between the two proposed for the expanded ISC, respondents were almost three times more likely (49% to 17%) to recommend keeping the facility at its current location rather than moving it. To pay for ISC improvements, four in ten (42%) recommended “50% private and 50% public funding,” while 22% said “100% private funding,” and 5%, “100% public funding.” (The rest were not sure.) Finally, 15% claimed their household would be “very likely” to contribute to funding ISC improvements and 36%, “somewhat likely.” Members of the most affluent income category (\$120,000 or more) were significantly more likely than others to say they would help.

Synopsis of Results

● **Reasons for choosing to live in Santa Clara** (Figures 4 through 6 in *Graphic Summary Section One*)

- **Overall outcomes:** The 400 respondents were asked to identify, unaided, the most important reason for choosing to live in the City of Santa Clara. One in five (19%) said their home is near their place of employment; 15%, that they had grown up in the area; 14%, that Santa Clara is conveniently or centrally located; 12%, that the city seems safe; 12%, that it is a good place to live or it offers a high quality of life; 10%, that the city exhibits a good sense of community; 10%, that the area is affordable; 9%, that their location is near family; and 8%, that the city offers an above-average school system. Less frequently cited answers are listed in *Graphic Summary* Figure 4.
- **Outcomes by gender-age group:** Females 18 to 34 were disproportionately more likely than others to mention nearby family, low crime, the school system, and community. (For example, 22% of younger women noted family, versus 6% among all others.) Younger males were most likely to note proximity to work and growing up in the area, while middle-aged females tended to disproportionately note city amenities. Middle-aged and older males were most likely to mention the city's central location and its quality of life.

Detailed findings and additional results can be found in *Graphic Summary Section One* (“*Current Use of Santa Clara Park System Facilities*”). *Graphic Summary* Figure 6 displays a word cloud derived from the set of verbatim answers to unaided question Q1 (the most important reason for living in Santa Clara). Verbatim responses to Q1 are listed in this volume’s appendix.

● **Current use of Santa Clara park system facilities** (Figures 7 through 13 in *Graphic Summary Section Two*)

- **Frequency of park system use:** One-third (34%) said that, within the last six months, they had been visiting Santa Clara park system facilities “four or more times a month,” while 19% reported “two or three times a month” and 23%, a lower visiting frequency. About one-quarter (23%) had not visited any park facility within the last six months.

Statistically significant variations in park usage rates were observed among age, parental status, and household income categories:

- **Age:** Those aged 65 or older were roughly 1.6 times less likely than younger respondents to be visiting the city's park facilities at least twice a month. This age variation, however, was driven by the connection between age and parental status – 40% of those aged 18 to 64 had minor children, versus 5% for those aged 65 or older.
- **Parental status:** Those with children aged 17 or younger in Santa Clara were about 1.8 times more likely than others to report visits twice a month or more.
- **Household income:** The most affluent respondents were, as a group, visiting more frequently than others, but the income trend is not consistent. The variation, however, was significant even after adjusting for other background measurements.

Synopsis of Results (cont.)

Differences for gender, location, and voter status were not large enough to be statistically meaningful.

- **Recent visits to specific Santa Clara park facilities:** Respondents were asked to identify, among the 10 park-related locations listed in Table 2, those visited within the last six months. The table lists the percentages – among all respondents and among frequent park system users – having visited each location. The table’s color-coding is explained below.

Table 2
Percentages Having Visited Each of 10 Santa Clara Park System Facilities*

| Park System Facility (rank-ordered using second column percentages) | All respondents (n=400, weighted) | Those Visiting the Santa Clara Park System Twice a Month or More (n=229, weighted) |
|--|--------------------------------------|--|
| Any city park other than Central Park | 62% | 86% |
| Central Park | 59% | 74% |
| Any city playground | 42% | 64% |
| Any of the city’s off-street biking or creek trails | 40% | 57% |
| Any of the city’s recreational centers, such as the Teen Center, Senior Center, or Youth Activity Center | 32% | 49% |
| Any city-owned public athletic field, like those for soccer, football, or basketball | 30% | 46% |
| The International Swim Center in Central Park | 17% | 25% |
| Any of the city’s public swimming pools | 13% | 21% |
| Ulistac Natural Area | 12% | 18% |
| Youth Soccer Park, next to the 49ers’ new Levi Stadium | 10% | 13% |

* A difference of six percentage points or more can be considered meaningful.

Looking at the second column results – those for all 400 respondents – this was observed:

Synopsis of Results (cont.)

- **Well above-average visiting rate (burgundy in Table 2):** Six in ten (62%) had recently visited a city park other than Central Park. Almost the same number (59%) had visited Central Park. (Forty-six percent said “yes” to both and 75%, to at least one.) These usage rates were significantly higher than others.
- **Above-average visiting rates (turquoise):** About four in ten had visited a city playground (42%) or one of the city's biking or creek trails (40%).
- **Average visiting rates (green):** Approximately three in ten had visited one of the city’s recreational centers (32%) or a city-owned public athletic field (30%).
- **Below-average visiting rates (blue):** Less than one in five recalled visiting any of these four locations.

Overall, 17% recalled visiting the International Swim Center. (One-quarter [25%] of frequent park users had done so, compared to 7% for others.) Among 235 respondents visiting Central Park, 26% could recall visiting the ISC. Likelihood of visiting the ISC varied significantly by age, household income, frequency of overall park system use (as noted in Table 2), and driving time from home to Central Park. Respondents aged 50-64, the most affluent, frequent park users, and those with the shortest drive times were most likely to recall having visited the International Swim Center within the last six months, while younger respondents (aged 18-34), residents of zip code 95054 (that is, those tending to report the longest drive times), and infrequent park users were least likely.

Detailed findings and additional results can be found in *Graphic Summary Section Two (“Current Use of Santa Clara Park System Facilities”)*. Section Addendum Figures 12 and 13 list by-location visiting rates for gender, age, parental status, household income, location, overall park system use, and voter status categories, color-coded to indicate unusually high or low outcomes.

- **Perceptions about Santa Clara’s existing park system** (Figures 14 through 20 in *Graphic Summary Section Three*)
 - **Overall perceptions:** Respondents, asked to compare the city’s park system to what would be expected from a city like Santa Clara, produced the relatively favorable results shown in Table 3.

Synopsis of Results (cont.)

Table 3
Perception Rating Distributions for Elements of the Santa Clara Park System*

| Rating Option | Overall Quality of Santa Clara Park and Recreation Facilities (n=400, weighted) | Maintenance of Santa Clara City Park and Recreation Facilities (n=400, weighted) | Safety of Santa Clara City Parks (n=400, weighted) |
|----------------------|--|---|---|
| Better than average | 59% | 54% | 56% |
| Average | 36% | 39% | 35% |
| Worse than average | 4% | 4% | 4% |
| Don't know | 1% | 2% | 4% |
| Total | 100% | 100% | 100% |

* Unrounded percentages in each column sum to 100%..

In each case, a majority judged Santa Clara’s park system to be “better than average,” while only a small fraction (4% to 5%) rated each as “worse than average,” suggesting no serious-but-unaddressed park-related issues. As Table 3 shows, 54% rated park system maintenance as “better than average,” a marginally significant five-point decline from overall quality. (Younger to middle-aged respondents were more critical than older ones about park maintenance.)

The three measurements were all significantly correlated, meaning that those rating one measure favorably (or less so) also tended to do so with the others. That explains why the same respondents – older respondents and more frequent park users – were more likely than others to favorably evaluate each of the three park system elements.

- **The One Most Desirable Improvement to the Santa Clara Park System:** Asked to recommend, unaided, the one most desirable improvement to the city's park system, respondents produced a range of answers but exhibited little consensus. Seven percent (7%) suggested improving park equipment (such as playground equipment, tables and benches, batting cages, and other park amenities); 6%, placing more emphasis on general maintenance; 5%, adding more restrooms; 5%, giving more emphasis to retaining existing natural areas; 4%, adding more athletic fields or tennis courts; 4%, adding more dog parks; 4%, improving paths or trails; 4%, creating better lighting; 4%, improving park landscaping; and 4%, placing more emphasis on park cleanliness. Less frequently cited responses are listed in *Graphic Summary* Figure 19.

Three percent (3%) recommended improving or renovating the International Swim Center.

Frequent park system users were (by an 11% to 2% margin) more likely than others to recommend routine park equipment improvements, but other differences were relatively minor. Among frequent park users, 5% recommended improving or renovating the International Swim

Synopsis of Results (cont.)

Center. Among less frequent users, one respondent did, suggesting the ISC seems to have no top-of-mind presence within this group.

Detailed findings and additional results can be found in *Graphic Summary Section Three* (“Perceptions About Santa Clara’s Existing Park System”). *Graphic Summary* Figure 20 displays a word cloud derived from the set of verbatim answers to unaided question Q6 (the most desirable improvement). Verbatim responses to Q6 are listed in this volume’s appendix.

- **Desirability of Specific Park System Improvement Options** (Figures 21 through 36 in *Graphic Summary Section Four*)
 - **Perceptions about six park system improvement options:** Respondents were first asked to rate their degree of interest in each of six park system improvement options listed in Table 4, and then to forecast their propensity to support additional funding for each. Table 4’s second column displays the overall percentage rating themselves “very interested” in each option and the third column lists the percentage who would “favor” more funding of each. (The columns’ rank-orderings match.) As Table 4 show, the degree of interest in a park system improvement option was correlated with the willingness to support additional public funding for it. Those tending to show more (or less) interest in an improvement were more likely to favor (or oppose) funding for it.

Table 4
Degree of Interest in and Propensity to Support More Public Funding for Six Improvement Options

| Proposed Park System Improvement | “Very Interested” in this Option (n=400, weighted)* | “Favor” Additional Public Funding to Support this Option (n=400, weighted)* | Groups Exhibiting Significantly Higher Interest than Others in the Option |
|--|--|--|---|
| Expand and improve city jogging and biking trails to link city parks | 63% | 59% | Aged 18-49; using parks 4+ times a month |
| Incorporate more natural open space in existing city parks | 57% | 56% | Aged 18-34 |
| Develop additional children’s playgrounds and play areas | 53% | 48% | Aged 18-49; parents; using parks 4+ times a month |
| Build a state-of-the-art community recreation center with gymnasium | 41% | 42% | Aged 18-34; using parks 2+ times a months |
| Renovate and expand the International Swim Center in Central Park | 38% | 39% | Aged 50-64; 95051 residents; infrequent park users; consistent voters |
| Build a new youth sports park to provide more soccer fields | 34% | 33% | Aged 18-34 |

* Within each column, a difference of six percentage points or more can be considered meaningful.

Synopsis of Results (cont.)

Table 4's color-codes indicate the levels of performance within each column. Options with the same color-code produced similar outcomes (that is, their outcome percentages were not significantly different), but better or worse outcomes than those in other color-coded groups. This was observed:

- **“Very interested” percentages:** More than six in ten (63%) were “very interested” in expanding and improving the city jogging and biking trails to link city parks, an outcome significantly higher than all others. Two other options – incorporating more natural open space in existing city parks, and developing additional children’s playgrounds and play areas – received endorsements from over half the sample, a significantly better performance than for the options ranked below them.
- **“Favor” percentages for public funding:** Majorities said they would “favor” public funding to expand and improve city jogging and biking trails, and to incorporate more natural open space within existing city parks. Not only did these two options score significantly better than all others, the confidence intervals for these measurements suggest that the majority of Santa Clara residents favor each. About half (48%) said they would support funding to develop additional children’s playgrounds and play areas, placing this improvement in the middle of the rank-ordering. “Favor” percentages for the other three options – building a state-of-the-art community recreation center with gymnasium, renovating and expanding the International Swim Center, and building a new youth sports park to provide more soccer fields – were well below 50%, indicating that “neutrals” will need persuading for each. The favorable news is that “favor”-“oppose” splits ignoring “neutrals” for the community center (63% to 37%) and the ISC (61% to 39%) were significantly better than 50%-50%.
 - **Overall propensity to favor additional public funding by background category:** In general, younger respondents exhibited the highest propensity to say they would “favor” additional funding for one or more park system improvements. The age variation was significant even after adjusting for other background measurements. (Unfortunately, younger residents are less likely to be consistent voters.)
 - **Support for additional public funding among consistent voters:** Among the sample’s 180 consistent voters – those currently registered to vote and declaring that they “always” vote in local elections – 54% said they would “favor” additional public funding for expanding and improving city jogging and biking trails; 53%, for incorporating more natural open space within existing city parks; 42%, for renovating and expanding the International Swim Center; 42%, for developing additional children’s playgrounds and play areas; 40%, for building a state-of-the-art community recreation center with gymnasium; and 30%, for building a new youth sports park to provide more soccer fields. (Among these results, a ten percentage point difference is meaningful.)
 - **Desirable locations for new soccer fields:** Respondents were asked to evaluate (using a three-point “favor” to “oppose” scale) the desirability of five potential locations for new soccer fields. Table 5 lists the percentage results for “favor” and “oppose” (with the table’s rank-ordering based upon the “favor” column).

Synopsis of Results (cont.)

Table 5
Percentages Favoring and Opposing Each of Five Proposed Sites to Accommodate New Soccer Fields

| Proposed Site (n=400, weighted, for each question) | Favoring this Site | Opposing this Site | Favor/Oppose Ratio |
|---|--------------------|--------------------|--------------------|
| Under-utilized industrial land to be purchased inside Santa Clara near the dog park | 41% | 16% | 2.6 |
| Montague Park | 37% | 15% | 2.5 |
| On vacant land available at the city's water treatment plant on Zanker Avenue outside the city limits | 36% | 28% | 1.3 |
| In a portion of undeveloped parkland like Ulistac Natural Area | 21% | 36% | 0.6 |
| Jenny Strand Park | 14% | 14% | 1.0 |

* "Neutral" and "don't know" percentages are not shown.

For each of the two sites with the best outcomes – under-utilized land to be purchased inside Santa Clara near the dog park, and Montague Park – the “favor” percentage was about 2.5 times higher than the “oppose” one. Between the two, land near the dog park produced a slightly higher “favor” percentage (but the four point difference was not large enough to be statistically meaningful) and a lower “don't know” outcome.

For vacant land available at the city's water treatment plant on Zanker Avenue outside the city limits, the “favor” percentage was 1.3 times higher than the “oppose” one, not a bad performance but not in the class with the top two. Respondents clearly judged Ulistac Natural Area as undesirable as a site for soccer fields and many seemed unfamiliar with Jenny Strand Park. (Forty-two percent [42%] recorded “don't know's.”)

Among 137 respondents with children living in Santa Clara, the results also favored either land near the dog park or Montague Park. These sites were also favored by the 135 respondents rating themselves “very interested” in building a new youth sports park to accommodate soccer.

- **Perception About Increasing Developer Parkland Requirements:** Respondents, asked to evaluate a proposal to increase developer parkland set-aside requirements from 3 to 4.6 acres, were four times more likely to answer “favor” (61%) than “oppose” (16%).

The least affluent respondents (reporting under \$60,000 in household income) were, for some reason not measured, about 1.4 times less likely than others to “favor” the proposed parkland set-aside increase. The income effect was statistically significant even after adjusting for

Synopsis of Results (cont.)

differences in gender, age, parental status, and location. Gender, age, parental status, location, park system use, and voter status variations were not large enough to be statistically significant.

Detailed findings and additional results can be found in *Graphic Summary Section Four (“Desirability of Specific Park System Improvement Options”)*. Section Addendum Figures 33 through 36 list “very interested” and “favor” funding percentages for gender, age, parental status, household income, location, overall park system use, and voter status categories, color-coded to indicate unusually high or low outcomes.

- **Perceptions about improvement options proposed for the International Swim Center** (Figures 37 through 50 in *Graphic Summary Section Five*)

As shown in Table 4, about four in ten (38%) said they would be “very interested” in expanding and renovating the International Swim Center, a result placing it fifth among the six options tested. About the same percentage (39%) said they “favor” additional funding for the ISC, again placing the option fifth among the six tested. (However, ignoring those without an opinion, funding’s “favor”-“oppose” split [61% to 39%] was significantly better than a 50%-50% one, a reasonably good performance taken on its own.)

- **Desirability of specific International Swim Center improvements:** Respondents were asked to rate (using a three-point scale) their degree of interest in each of five improvement options proposed for the International Swim Center. The results are shown in Table 6. The first column of Table 6 lists “very interested” percentages for the total sample, and the second, percentages for the 152 respondents enthusiastic about renovating and expanding the ISC (that is, the 38% from the second column in Table 4.) Each column displays a separate rank-ordering – they differed by group – with the table’s color-codings indicate performance levels within each column.

Synopsis of Results (cont.)

Table 6
Percentages “Very Interested” in Specific International Swim Center Improvements*

| All Respondents (n=400, weighted) | Those “Very Interested” in Renovating and Expanding the ISC (from Q7f) (n=152, weighted) |
|---|---|
| Add more facility parking: 45% | Upgrade competition swimming facilities to attract additional competitive swimming events: 58% |
| Add community water play areas for families and kids: 43% | Add community water play areas for families and kids: 55% |
| Upgrade competition swimming facilities to attract additional competitive swimming events: 34% | Add more facility parking: 52% |
| Add an Olympic dry-land training facility with fitness, therapy, and weight-training equipment: 28% | Add an Olympic dry-land training facility with fitness, therapy, and weight-training equipment: 42% |
| Add the International Swimming Hall of Fame to the facility: 24% | Add the International Swimming Hall of Fame to the facility: 36% |

* In the first column, a difference of 6 percentage points or more is meaningful; in the second, a difference of 10 points or more.

- **Total sample outcomes (Table 6’s first column):** Two options – adding more facility parking, and adding community water play areas for families and kids – scored significantly higher than the other three. More than four in ten said they would be “very interested” in each. About one in three (34%) were “very interested” in upgrading competition swimming facilities to attract additional major competitive swimming events.
- **Those most interested in ISC renovation and expansion (second column):** Members of this sub-group produced a different rank-ordering, placing the upgrading of competition facilities at the top of the rank-ordering. “Very interested” percentages for this option and two others – adding water play areas and adding facility parking – were significantly higher than for the other two, with more than half enthusiastic about each. None of the pairwise differences among the three were large enough to be statistically significant. They were less enthusiastic about the two lower scoring options, but 42% still said they are “very interested” in adding an Olympic dry-land training facility and 36%, in adding the International Swimming Hall of Fame.
- **Unduplicated reach:** Among all respondents, the highest three-option combination reach was achieved with the option-bundle of additional parking, water play areas, and upgraded competition facilities. Sixty-nine percent (69%) said “very interested” to at least one of these. (The maximum possible reach was 71%. See *Graphic Summary* Figure 43 for more details.)

Synopsis of Results (cont.)

Among the 152 ISC enthusiasts, the best three-option reach (83% would be interested in at least one) was achieved by the same combination: upgraded facilities, water play areas, and additional parking. (The maximum possible reach in this group was 84%. See *Graphic Summary* Figure 45 for more details.)

- **The more desirable location for the upgraded International Swim Center:** Asked to select their preferred location between the two proposed for the expanded ISC, respondents were almost three times more likely (49% to 17%) to recommend “keep the facility where it's at [near its current location next to the library]” than “move the swim center [next to the Community Recreation Center].” A sizable number (34%), however, were “not sure.”

Within every gender, age, parental status, income, park use, and voter status sub-group, more respondents wanted to keep the ISC at its current location than to move it. Also, among those showing a special interest in the ISC, these results were observed:

- **Visited the ISC within the last six months (n=66, weighted):** 57% to keep the current site and 17% to move it
- **“Very interested” in ISC improvements (n=152; weighted):** 53% to 17%
- **“Favor” additional public funding for ISC improvements (n=156; weighted):** 54% to 21%

- **The best way to pay for International Swim Center improvements:** To pay for International Swim Center improvements, respondents were asked, should the city rely on “100% private funding,” “50% private and 50% public funding,” “100% public funding” or “you’re not sure.” Four in ten (42%) recommended “50% private and 50% public funding,” while 22% said “100% private funding,” and 5%, “100% public funding.” Thirty percent (30%) were “not sure.”

The most enthusiastic proponents of mixed public-private funding were those aged 18 to 34, 50% of whom recommended this option, compared to 38% of all others.

Those favoring either partial or full public funding of ISC improvements were asked to choose their preferred public funding method. Twenty-two percent (22%) said the city should rely on “charging developers on new residential development,” while 14% favored a “parcel tax or bond.” Most (65%), however, were “not sure.”

- **Likelihood of contributing to support ISC improvements:** Respondents were asked to rate the likelihood that members of their household would contribute to a funding campaign to help build an upgraded International Swim Center. Fifteen percent (15%) claimed their household would be “very likely” to contribute and 36%, “somewhat likely.” The “very likely” percentage statistically varied by household income, with members of the most affluent income category (\$120,000 or more) over three times more likely to report this answer than those with less than \$60,000 in income.

Synopsis of Results (cont.)

“Very likely” percentages were higher among those exhibiting interest in the ISC:

- **Visited the ISC within the last six months (n=66, weighted):** 28% were “very likely” to contribute.
- **“Very interested” in ISC renovation and expansion (n=152, weighted):** 23%
- **“Favor” additional public funding for ISC improvements (n=156, weighted):** 26%

Unfortunately, responses to contribution-related questions often suffer from biases and these results should be treated with caution and some skepticism.

Detailed findings and additional results can be found in *Graphic Summary Section Five* (“*Perceptions About Improvements to the International Swim Center*”).

Reasons for Choosing to Live in Santa Clara

Graphic Summary Section One



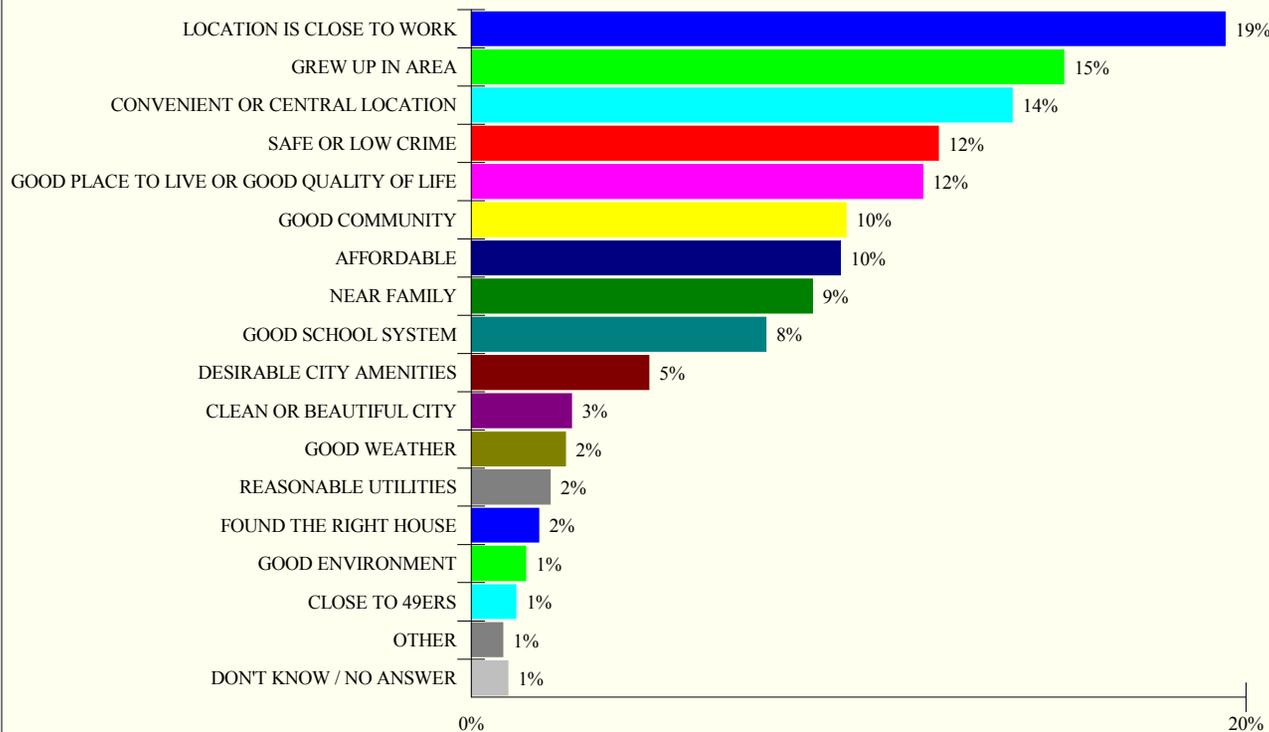
Figure 4

The Most Important Reason for Living in Santa Clara

Q1. "Thinking about the City of Santa Clara . . . In a sentence, what is the most important reason for your choosing to live in Santa Clara?"

Base for chart: Total sample (n=400, weighted)

Categorization of Unaided Responses



Notes

Respondents were asked to identify, unaided, the most important reason for choosing to live in the City of Santa Clara.* One in five (19%) said their home is near their place of employment; 15%, that they had grown up in the area; 14%, that Santa Clara is conveniently or centrally located; 12%, that the city seems safe; 12%, that it is a good place to live or it offers a high quality of life; 10%, that the city exhibits a good sense of community; 10%, that the area is affordable; 9%, that their location is near family; and 8%, that the city offers an above-average school system. Less frequently cited answers are listed.

The next chart examines differences in Q1's outcomes by gender-age groups. Section Addendum Figure 6 displays a word cloud derived from the verbatim responses to Q1.

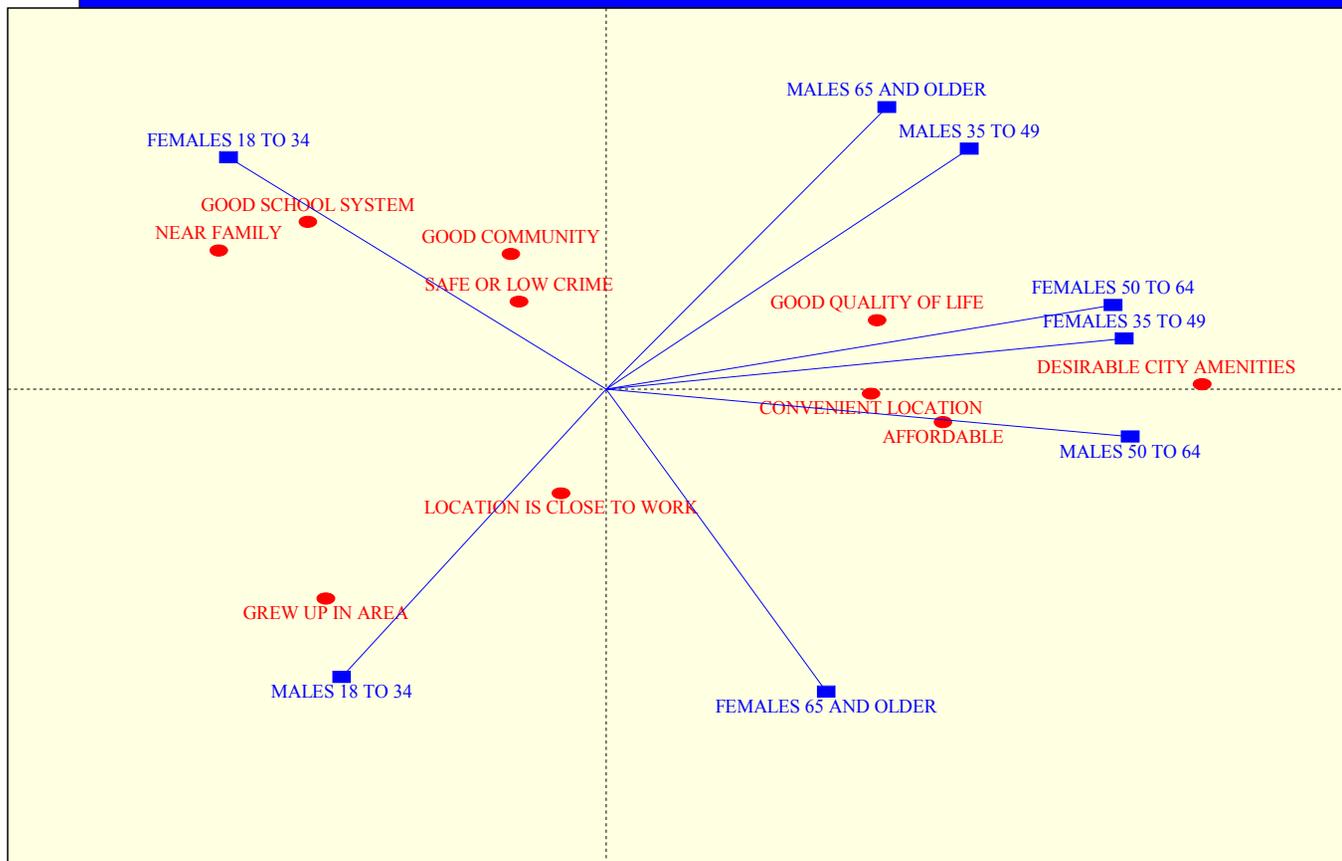
* The term "unaided" means that respondents were required to answer in their own words from memory rather than choosing among a list of options.

Figure 5

The Most Important Reason for Living in Santa Clara by Gender-Age Group

Q1. "Thinking about the City of Santa Clara . . . In a sentence, what is the most important reason for your choosing to live in Santa Clara?"

Base for chart: Total weighted sample: M18-34 (w=63), M35-49 (w=63), M50-54 (w=47), M65+ (w=27), F18-34 (w=60), F35-49 (w=55), F50-64 (w=49), F65+ (w=36)



Notes

This two dimensional map provides a quick, rough visual summary of the associations between the eight categories representing gender-age and the most frequently cited outcomes for Q1.* The gender-age vectors point toward outcomes members in these categories were disproportionately more likely to cite, and away from outcomes they are disproportionately less likely to mention. Vectors similarly positioned (like those for females 35-49 and females 50-64) indicate that respondents in these groups produced similar response sets to Q1. Outcomes to the left in the chart were cited more frequently by younger respondents; those to the right, by middle-aged and older respondents.

As shown, females 18-34 were disproportionately more likely than others to mention nearby family, low crime, the school system, and community. (For example, 22% of younger women noted family, versus 6% among all others.) Younger males were most likely to note proximity to work and growing up in the area, while females 35-49 and females 50-64 disproportionately noted city amenities. Middle-aged and older males were most likely to mention the city's central location and its quality of life. Other results are shown.

* This display – a correspondence analysis map in a biplot configuration – is an approximation only, explaining 72% of the association between gender-age and the Q1 categorizations. Several gender-age categories – M35-49, F35-49, and F65+ – are not optimally addressed. "Location close to work" is also not well explained; it was disproportionately cited by M18-34 (as shown) but also by M35-49 (which the map does not show).

Current Use of Santa Clara Park System Facilities

Graphic Summary Section Two

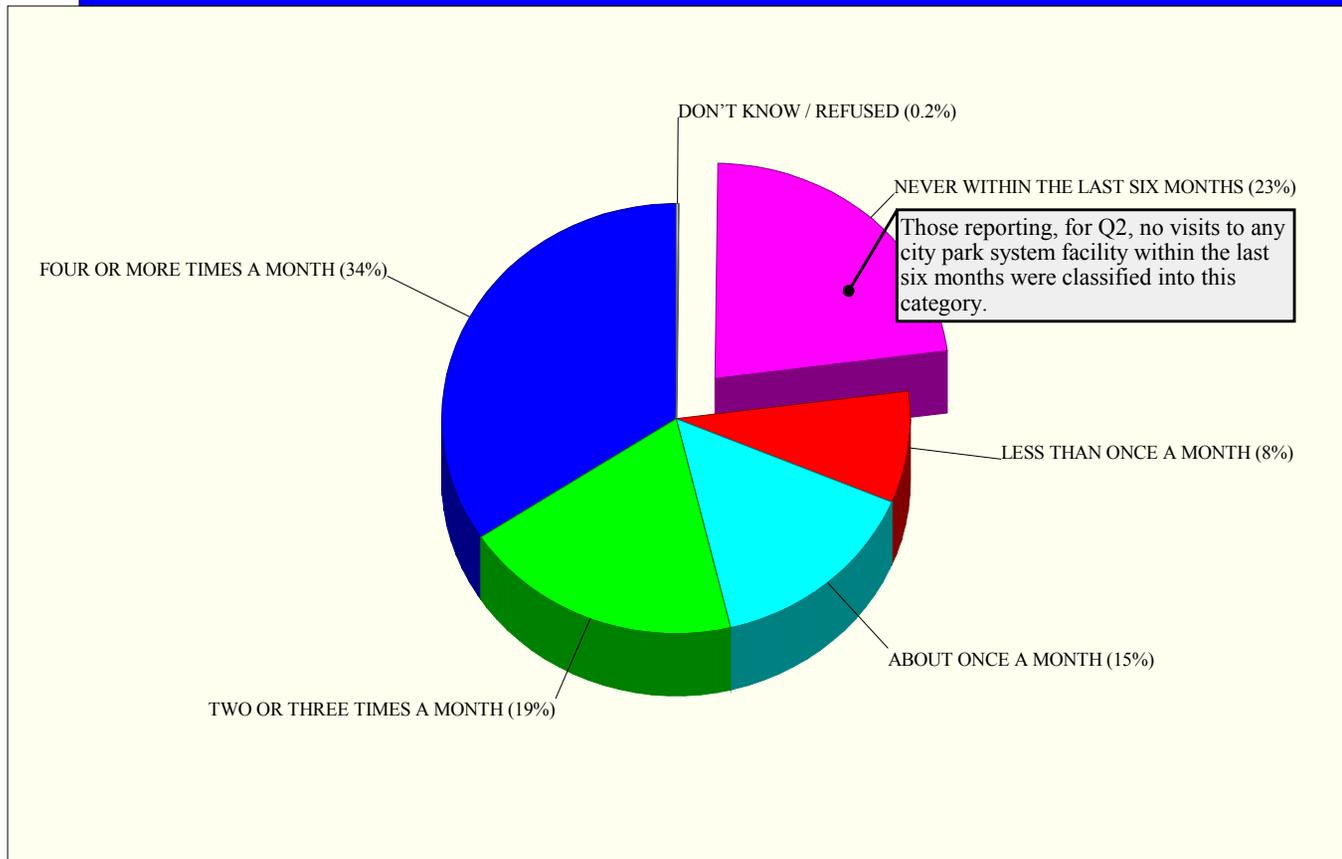
Figure 7

Frequency of Santa Clara Park System Use

Q2. "Within the last six months, do you recall visiting any of the City of Santa Clara's parks or recreational facilities – for example, any of its public playgrounds, public soccer or game fields, public swimming pools, parks, recreation centers, or other public recreational facilities?"

Q3. "Within the last six months, about how often have you had the chance to visit any of the city's parks or recreational facilities? Four or more times a month, two or three times a month, about once a month, or less than once a month?"

Base for chart: Total sample (n=400, weighted)



Notes

One-third (34%) said that, within the last six months, they had been visiting Santa Clara park system facilities "four or more times a month," while 19% reported "two or three times a month" and 23%, a lower visiting frequency. About one-quarter (23%) indicated, for Q2, not having visited any park facility within the last six months.*

The next chart, examining background measurement variations in the visiting rate, shows that younger to middle-aged respondents, those with children, and the most affluent were significantly more likely than others to say they visit the city's park facilities at least twice a month.

* Those reporting no visits within the last six months for Q2 were not asked to respond to Q3 or to Q4a-j (visits to specific city park system locations) and "no visits" were recorded for these individuals to these questions.

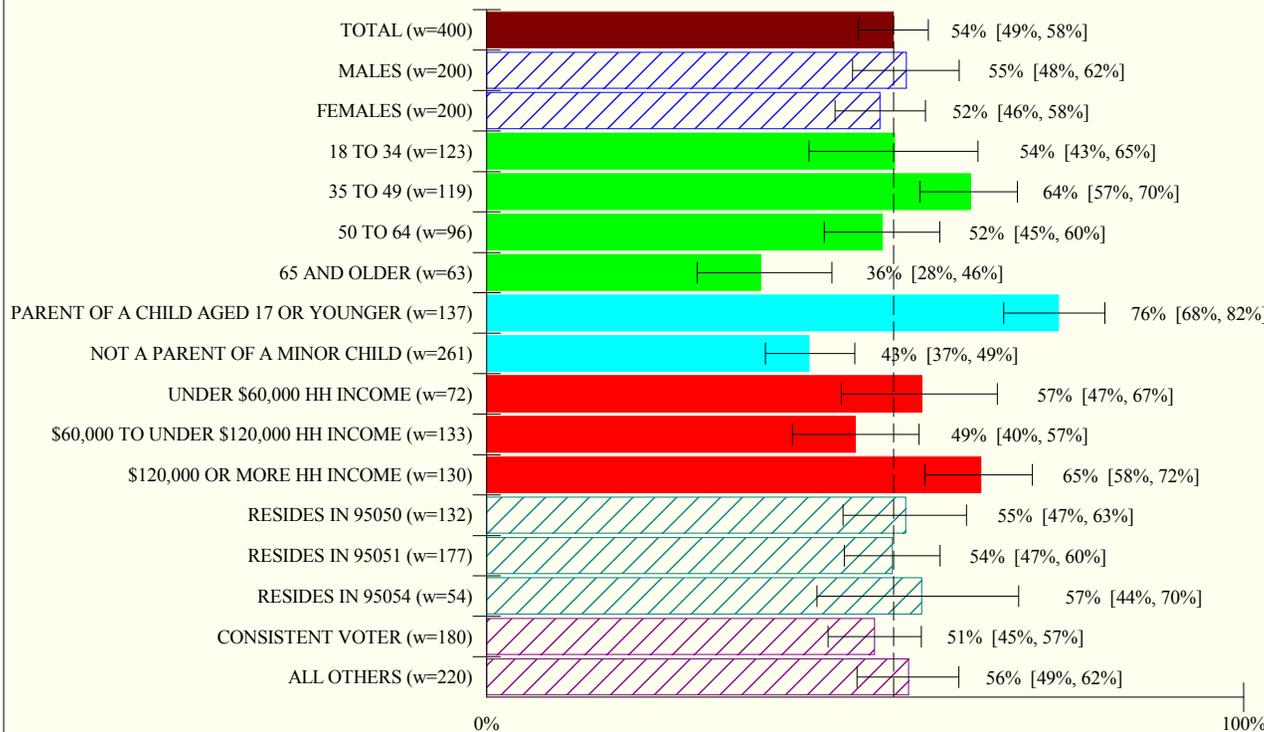
Figure 8

Frequency of Santa Clara Park System Use by Background Category

Q3. "Within the last six months, about how often have you had the chance to visit any of the city's parks or recreational facilities? Four or more times a month, two or three times a month, about once a month, or less than once a month?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed

Percent Visiting Twice or More a Month (with 90% Confidence Intervals)



Notes

For each category listed, this chart shows the percentage visiting Santa Clara park system facilities at least twice a month. The confidence intervals indicate the ranges within which the actual population percentages would likely fall if all adults in the targeted area had been surveyed, rather than this random sample of 400. Overall (looking at the top bar), 54% identified themselves as frequent park facility users, but the actual percentage could be as high as 58% or as low as 49% (a statement made with 90% confidence). These statistically significant background measurement variations were also observed:

- Age:** Those aged 65 or older were roughly 1.6 times less likely than younger respondents to be visiting the city's park facilities at least twice a month. This age variation, however, was driven by the connection between age and parental status – 40% of those aged 18 to 64 had minor children, versus 5% for those aged 65 or older. Controlling for parental status, the age variation was not significant. That is, the age-related visiting rate seems primarily driven by the presence or absence of minor children.
- Parental status:** Those with children aged 17 or younger in Santa Clara were about 1.8 times more likely than others to report a high visiting rate.
- Household income:** While the most affluent respondents were, as a group, visiting more frequently than others, the income trend is not consistent and results are hard to interpret. The variation, however, was significant even after adjusting for other background measurements.

Differences for gender, location, and voter status were not large enough to be statistically meaningful. Categories in these measurement areas are represented at left with a crosshatched pattern.

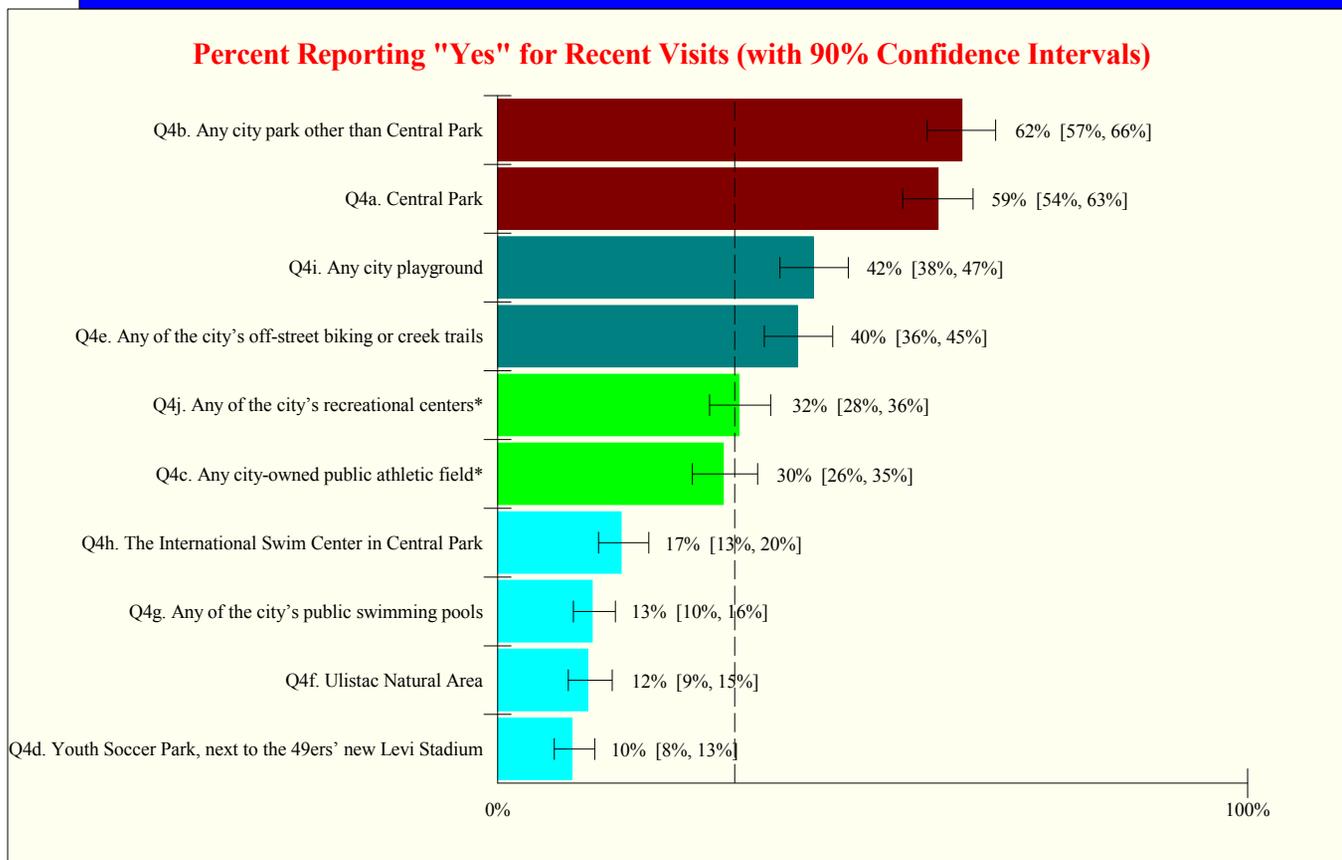
The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Figure 9

Recent Visits to Specific Santa Clara Park Facilities

Q4a-j. "Within the last six months, do you recall ever having personally visited <insert location>?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

Respondents were asked to identify, among the 10 park-related locations listed, those visited within the last six months. The percentages having visited the locations are shown, with bars color-coded (in standard deviation units, a measure of variation) to indicate degrees of distance above or below the dashed line (the average outcome). A difference of six percentage points or more can be considered meaningful. The confidence intervals indicate the ranges within which the population percentages would likely fall if all adult Santa Clara residents had been surveyed, rather than just this sample. This was observed:

- **Well above-average visiting rate (burgundy):** Six in ten (62%) had recently visited a city park other than Central Park. Almost the same number (59%) had visited Central Park. (Forty-six percent said "yes" to both and 75%, to at least one.) These usage rates were significantly higher than others.
- **Above-average visiting rates (turquoise):** About four in ten had visited a city playground (42%) or one of the city's biking or creek trails (40%).
- **Average visiting rates (green):** Approximately three in ten had visited one of the city's recreational centers (32%) or a city-owned public athletic field (30%).
- **Below-average visiting rates (blue):** Less than one in five recalled visiting any of these four locations. As shown, 17% had visited the International Swim Center.

Section Addendum Figures 12-13 list variations in the visiting percentage by gender, age, parental status, income, location, overall frequency of park use, and voter status.

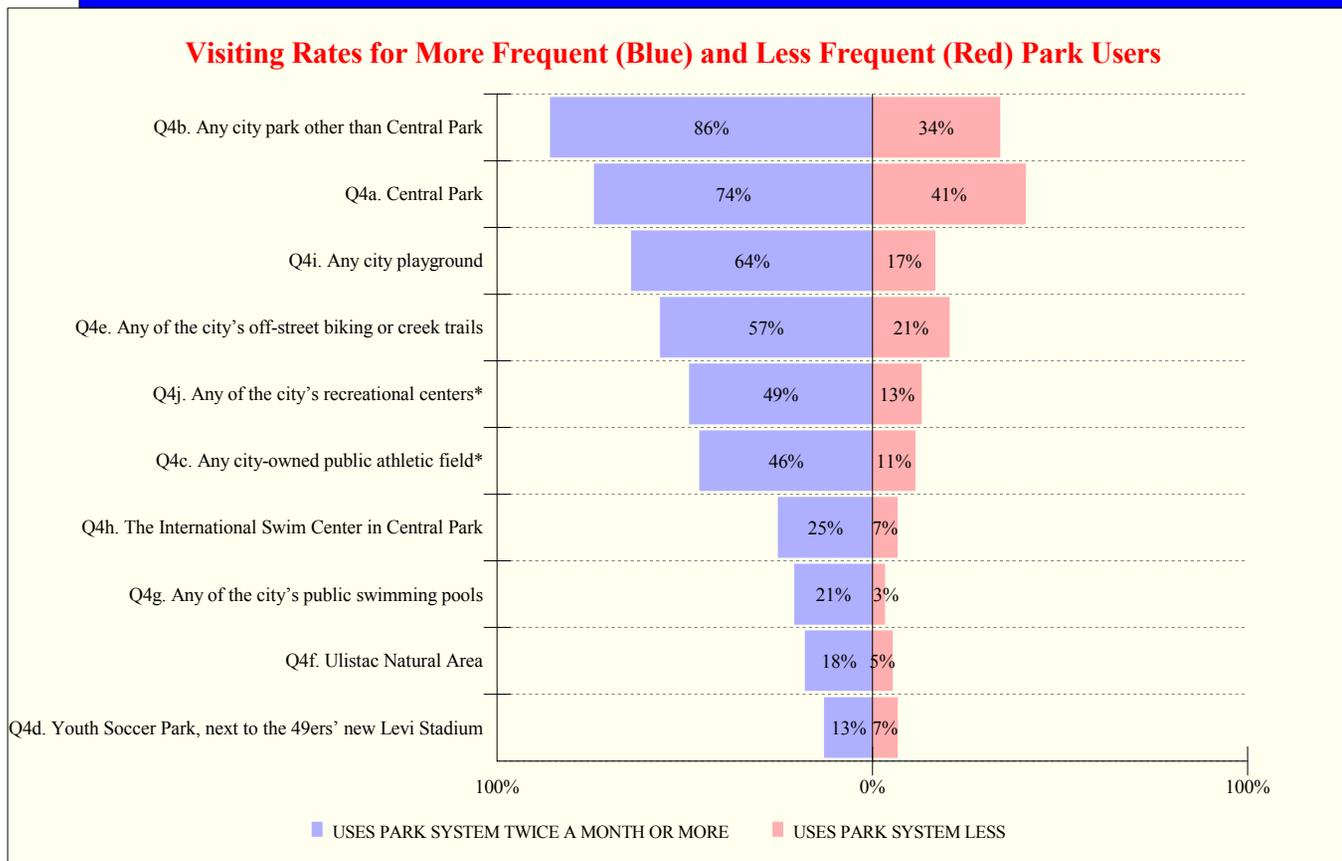
The dashed line indicates the average outcome. The confidence intervals are asymmetric.

Figure 10

Visiting Rates to Specific Santa Clara Park Facilities by Overall Frequency of Park Use

Q4a-j. "Within the last six months, do you recall ever having personally visited <insert location>?"

Base for chart: Those visiting the park system at least two times a month (w=215, weighted) and those visiting less (w=184, weighted) for each question



Notes

The chart compares location visiting percentages for respondents typically using Santa Clara's park system facilities at least twice a month with those for less frequent visitors. The rank-ordering matches Figure 9's.

Among frequent park users, 86% had visited a Santa Clara public park other than Central Park within the last six months; 74%, Central Park; 64%, any city playground; 57%, any of the city's off-street biking or creek trails; 49%, a city recreational centers; and 46%, a city-owned public athletic field.* As shown, more frequent users were typically two to four times more likely than less frequent ones to have visited each of the sites.

One-quarter (25%) of frequent park users recalled visiting the International Swim Center, compared to 7% of others.

* Among the set of results for frequent park users, a difference of eight percentage points or more can be considered meaningful.

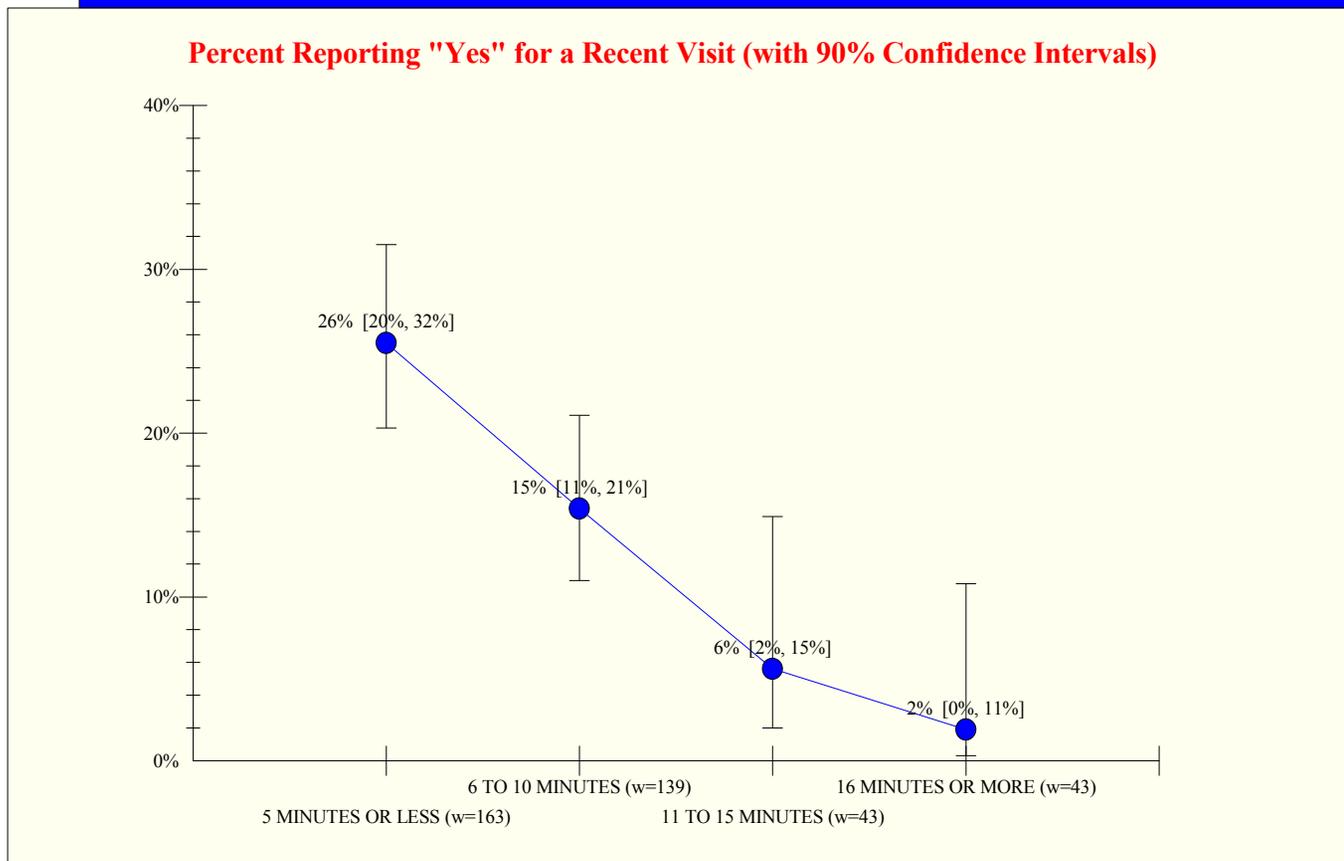
The rank-ordering, using "visiting twice a month or more" percentages, matches the previous chart's. An asterisk indicates an abridged wording.

Figure 11

Recent Visits to the International Swim Center by Driving Distance to Central Park

Q4h. "Within the last six months, do you recall ever having personally visited the International Swim Center in Central Park?"

Base for chart: Those reporting, for D2, a driving time to Central Park (w=388, weighted); weighted sub-sample sizes are listed



Notes

Overall, 17% said they had visited the International Swim Center at least once within the last six months. This percentage, however, varied statistically by driving distance to Central Park. Among those reporting a five-minute drive time, 26% had visited the ISC; for 6-10 minutes, 15%; for 11-15 minutes, 6%; and for 16 or more minutes, 2%.

In addition to this drive time variation, the results shown in the next two pages show that respondents aged 50-64, the most affluent, and frequent park users were most likely to recall having visited the International Swim Center within the last six months, while younger respondents (aged 18-34), residents of zip code 95054, and infrequent park users were least likely.*

* Driving time to Central Park was, on average, longest for residents of zip code 95054.

The confidence intervals are asymmetric.

Figure 12

Section Addendum: Recent Visits to Specific Santa Clara Park System Locations by Background Category (1)

Q4a-j. "Within the last six months, do you recall ever having personally visited <insert location>?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Yes" for Having Visited Within the Last Six Months*

| Proposed Improvement | Total (w=400) | Males (w=200) | Females (w=200) | 18-34 (w=123) | 35-49 (w=119) | 50-64 (w=96) | 65 or older (w=63) | Parent of child (w=137) | Not a parent (w=261) |
|---|---------------|---------------|-----------------|---------------|---------------|--------------|--------------------|-------------------------|----------------------|
| Q4b. Any city park other than Central Park | 62% | 61% | 63% | 62% | 69% | 61% | 49% | 73% | 57% |
| Q4a. Central Park | 59% | 56% | 62% | 48% | 63% | 67% | 59% | 66% | 55% |
| Q4i. Any city playground | 42% | 41% | 44% | 40% | 53% | 40% | 27% | 65% | 30% |
| Q4e. Any of the city's off-street biking or creek trails | 40% | 46% | 34% | 41% | 49% | 42% | 19% | 49% | 35% |
| Q4j. Any of the city's recreational centers* | 32% | 28% | 36% | 14% | 34% | 43% | 48% | 41% | 28% |
| Q4c. Any city-owned public athletic field* | 30% | 36% | 25% | 31% | 36% | 31% | 15% | 37% | 27% |
| Q4h. The International Swim Center in Central Park | 17% | 17% | 16% | 11% | 15% | 27% | 14% | 17% | 16% |
| Q4g. Any of the city's public swimming pools | 13% | 14% | 11% | 4% | 12% | 21% | 19% | 13% | 13% |
| Q4f. Ulistac Natural Area | 12% | 13% | 11% | 9% | 17% | 13% | 7% | 19% | 8% |
| Q4d. Youth Soccer Park, next to the 49ers' new Levi Stadium | 10% | 11% | 9% | 6% | 15% | 10% | 8% | 13% | 8% |

Notes

The table lists – for the total sample and for gender, age, and parental status categories – the percentages having visited these Santa Clara park system locations within the last six months. For example, 62% of all respondents had visited a city park other than Central Park (as shown in the second row). Among males, the visiting rate was 61%; among females, 63%; among those aged 18 to 34, 62%; among those aged 35 to 49, 69%; and so on.

The color-coding – blue indicates an unusually high visiting rate and yellow, the opposite – is defined as follows:

- **Light blue** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *higher* than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *lower* than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.



Figure 13

Section Addendum: Recent Visits to Specific Santa Clara Park System Locations by Background Category (2)

Q4a-j. "Within the last six months, do you recall ever having personally visited <insert location>?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Yes" for Having Visited Within the Last Six Months*

| Santa Clara Park Facility | Total (w=400) | Under \$60,000 HH income (w=72) | \$60,000 to under \$120,000 HH income (w=133) | \$120,000 or more HH income (w=130) | Resides in 95050 (w=132) | Resides in 95051 (w=177) | Resides in 95054 (w=54) | Visits Park Facilities 4+ times a month (w=137) | Visits between 1-3 times a month (w=137) | Visits less or never (w=125) |
|---|---------------|---------------------------------|---|-------------------------------------|--------------------------|--------------------------|-------------------------|---|--|------------------------------|
| Q4b. Any city park other than Central Park | 62% | 60% | 57% | 73% | 63% | 62% | 66% | 88% | 78% | 16% |
| Q4a. Central Park | 59% | 58% | 60% | 60% | 57% | 71% | 47% | 77% | 73% | 23% |
| Q4i. Any city playground | 42% | 43% | 39% | 49% | 41% | 42% | 50% | 69% | 46% | 8% |
| Q4e. Any of the city's off-street biking or creek trails | 40% | 29% | 38% | 53% | 43% | 34% | 58% | 59% | 52% | 6% |
| Q4j. Any of the city's recreational centers* | 32% | 40% | 26% | 35% | 30% | 42% | 18% | 53% | 33% | 10% |
| Q4c. Any city-owned public athletic field* | 30% | 24% | 31% | 36% | 33% | 31% | 27% | 50% | 35% | 3% |
| Q4h. The International Swim Center in Central Park | 17% | 19% | 13% | 24% | 19% | 21% | 6% | 26% | 18% | 5% |
| Q4g. Any of the city's public swimming pools | 13% | 17% | 10% | 15% | 14% | 16% | 6% | 23% | 12% | 2% |
| Q4f. Ulistac Natural Area | 12% | 8% | 13% | 16% | 4% | 10% | 44% | 18% | 16% | 1% |
| Q4d. Youth Soccer Park, next to the 49ers' new Levi Stadium | 10% | 9% | 11% | 9% | 11% | 8% | 18% | 13% | 14% | 2% |

Notes

This second table lists visiting percentages for categories representing household income, overall park use, and voter status.

The color-coding definitions – blue indicates an unusually high visiting rate and yellow, the opposite – are the same:

- **Light blue** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *higher* than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *lower* than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.



Perceptions About Santa Clara's Existing Park System

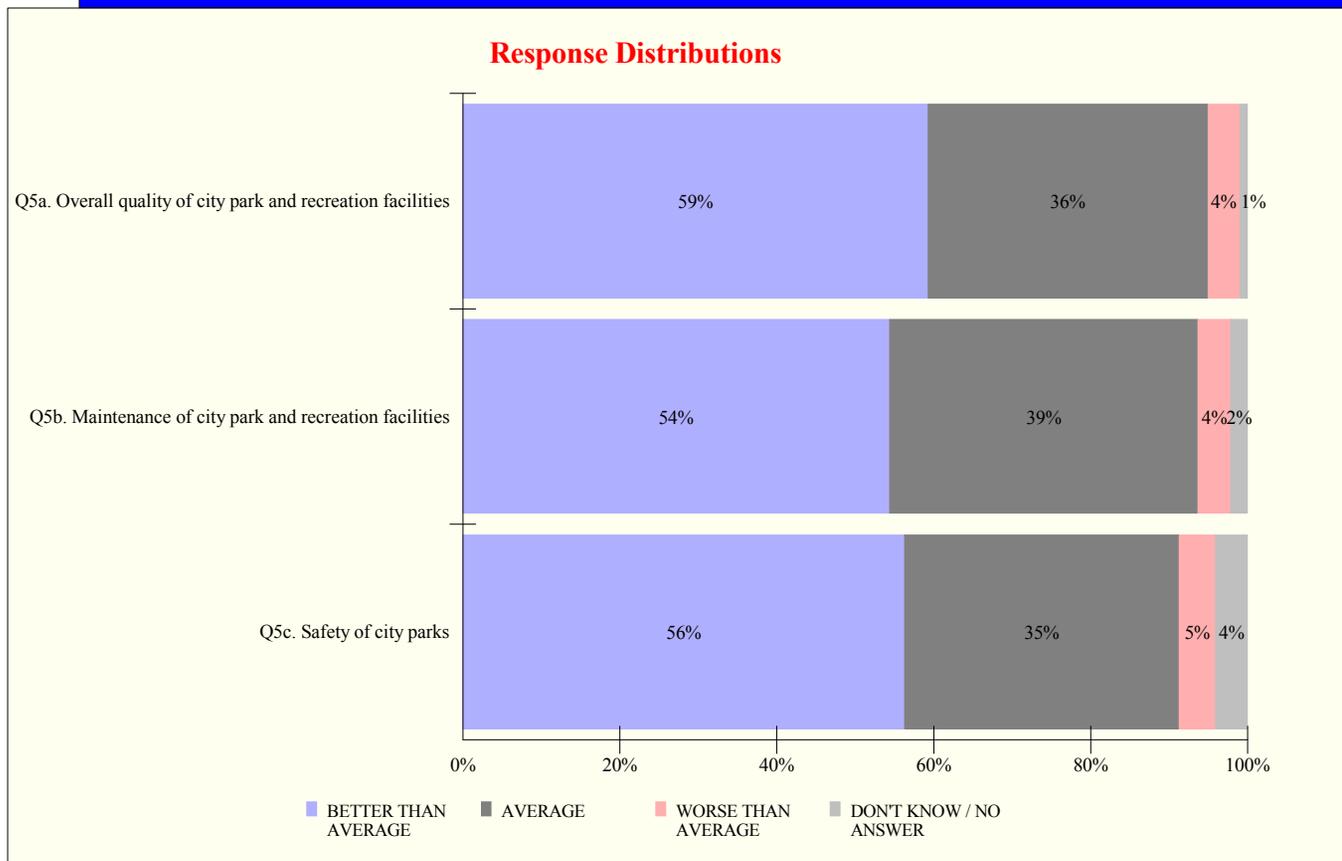
Graphic Summary Section Three

Figure 14

Overall Perceptions About the Santa Clara Park System

Q5a-c. "Compared with what you'd expect from a city like Santa Clara, would you say <insert statement> is better than average, average, or worse than average?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

Respondents, asked to compare Santa Clara's park system to what would be expected from a city like Santa Clara, produced relatively favorable results:

- **The overall quality of Santa Clara's park and recreation facilities:** Six in ten (59%) rated the park system as "better than average," while 36% judged it "average."
- **The maintenance of Santa Clara's city park and recreation facilities:** Fifty-four percent (54%) judged the park system's maintenance to be "better than average," a marginally significant five-point decline from overall quality. (Figure 16 shows that younger to middle-aged respondents were more critical than older ones.) Four in ten (39%) characterized maintenance as "average."
- **The safety of Santa Clara city parks:** Fifty-six percent (56%) reported park safety is "better than average," while 35% said it is "average."

Only a small fraction (4% to 5%) rated each as "worse than average," suggesting no serious-but-unaddressed park-related issues.

The three measurements were all significantly correlated, meaning that those rating one measure favorably (or less so) also tended to do so with the others.* That explains why the same respondents – older respondents and more frequent park users – were more likely than others to favorably grade the Santa Clara Park System. Figures 15-17 describe these variations for each measure.

*The average rank order (tau-b) correlation for the three was a relatively strong +.40.

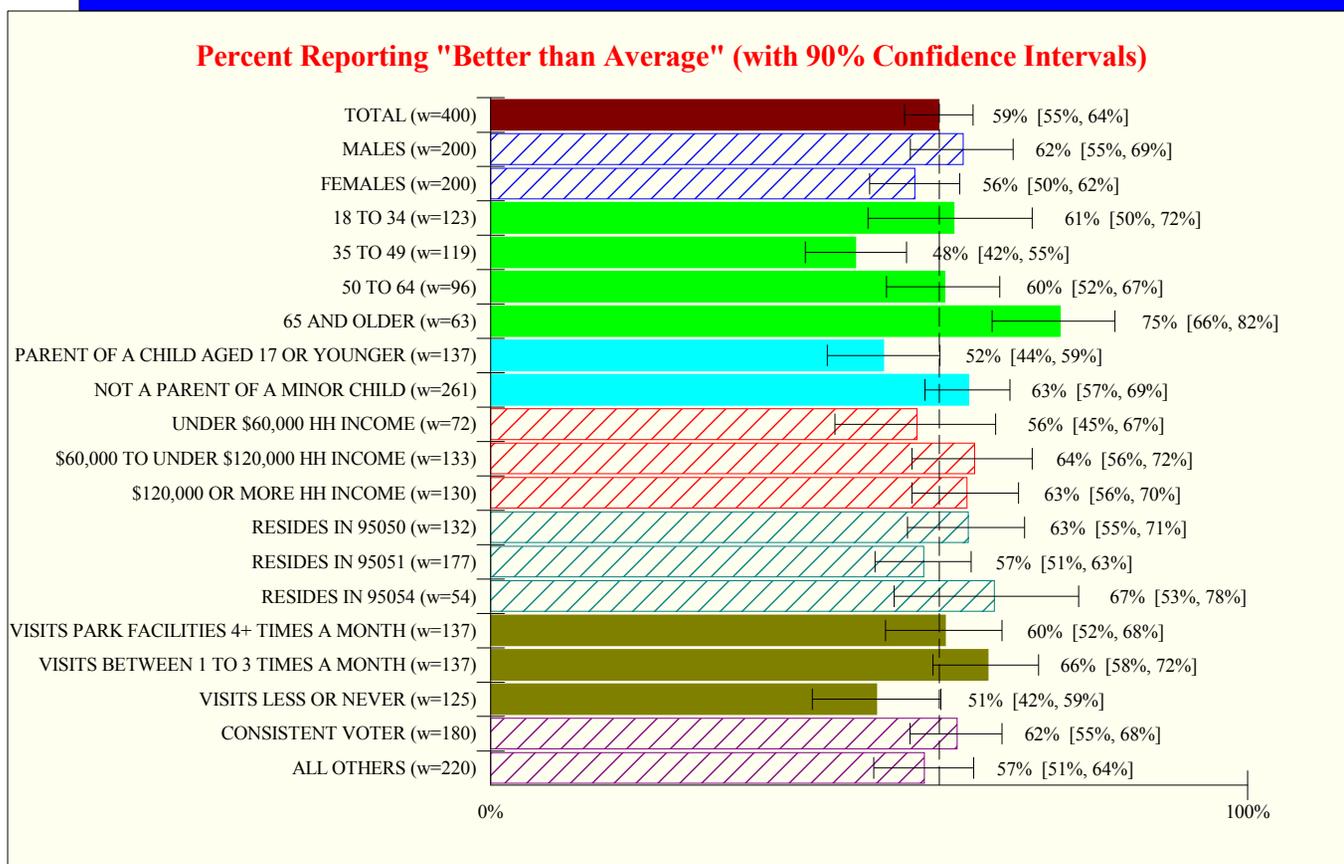
Segment percentages sum to 100% within each bar.

Figure 15

Perceptions About Overall Quality of the Santa Clara Park Facilities by Background Category

Q5a. "Compared with what you'd expect from a city like Santa Clara, would you say the overall quality of Santa Clara park and recreation facilities is better than average, average, or worse than average?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

For each category listed, the percentage rating the overall quality of Santa Clara's park and recreation facilities as being "better than average" is listed. The confidence intervals indicate the ranges within which the actual population percentages would likely be observed if all of Santa Clara's adult residents had been surveyed.

Overall, 59% characterized the quality of Santa Clara's park system as "better than average" (as shown in the graph's top bar). This percentage, however, varied significantly by age, parental status, and frequency of overall city park system use. Older respondents (less likely to have children, which explains the parental status variation) and more frequent users of Santa Clara's park facilities were more likely than others to favorably evaluate the park system.

Other measurement area variations were not large enough to be statistically meaningful.

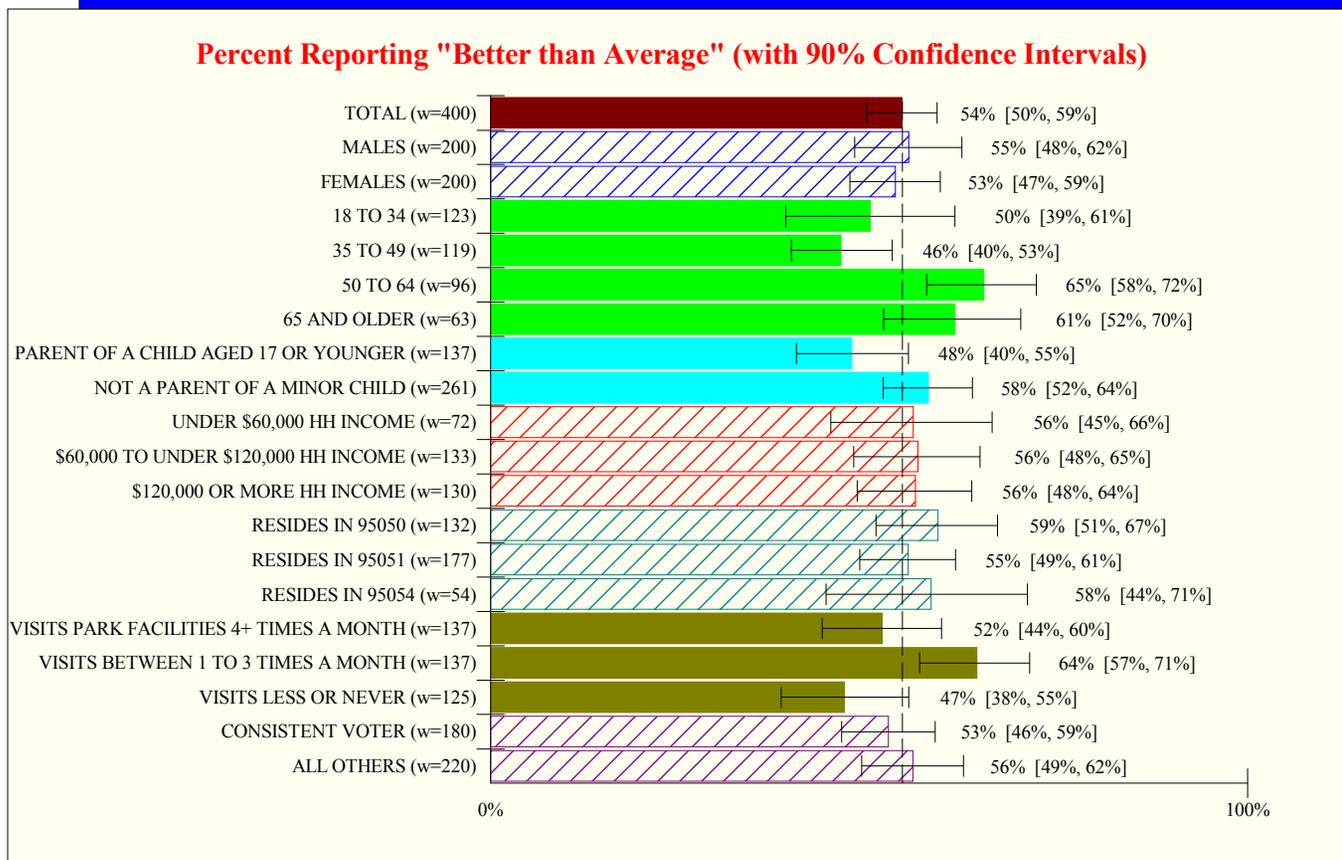
The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Figure 16

Perceptions About Maintenance of Santa Clara Park Facilities by Background Category

Q5b. "Compared with what you'd expect from a city like Santa Clara, would you say the maintenance of Santa Clara city park and recreation facilities is better than average, average, or worse than average?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Respondents aged 50 and older were roughly 1.3 times more likely to than their younger counterparts to judge the maintenance of Santa Clara city park and recreation facilities as being "better than average." Frequent park users were also statistically more likely than others to arrive at the same conclusion (although the frequent-user trend was inconsistent, as shown).

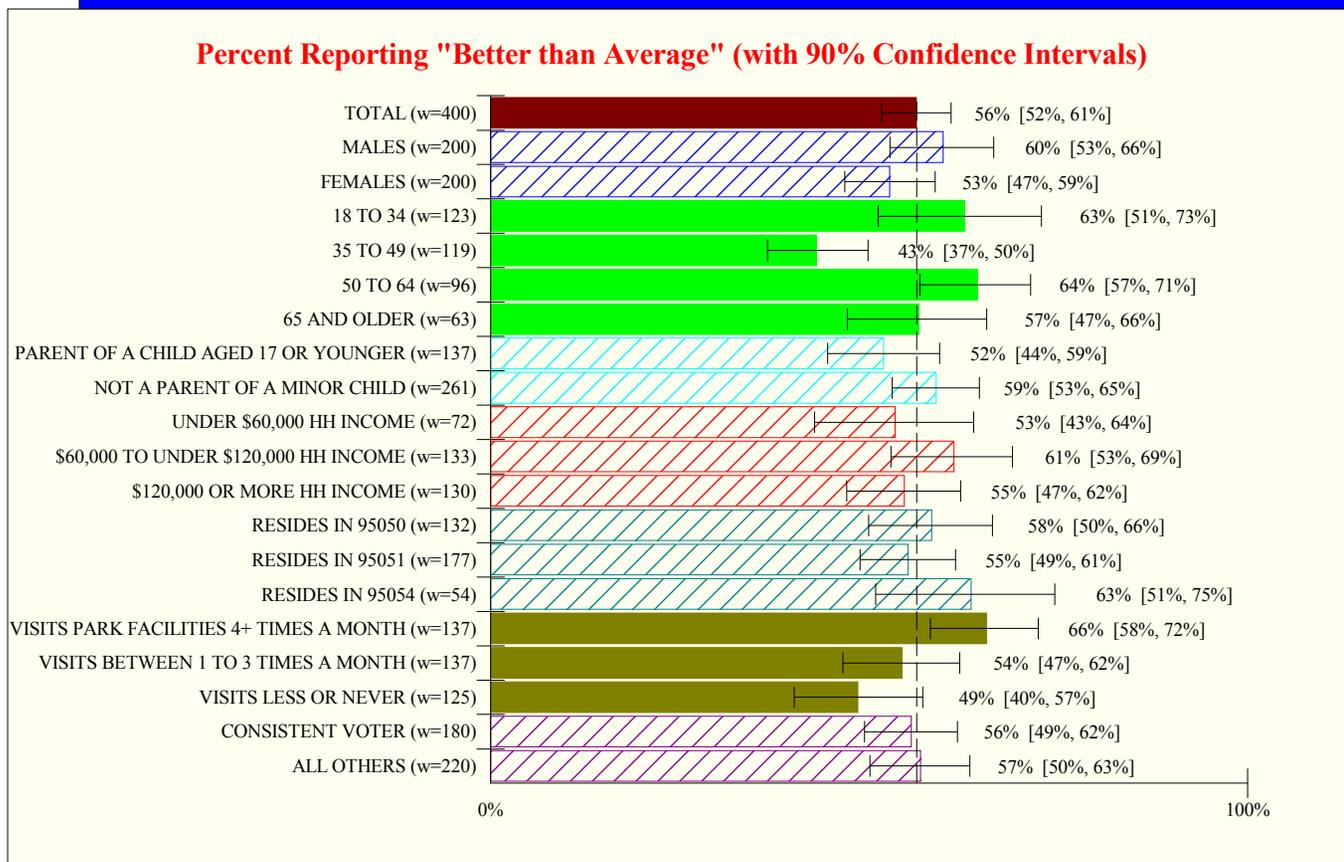
The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Figure 17

Perceptions About Safety of Santa Clara Parks by Background Category

Q5c. "Compared with what you'd expect from a city like Santa Clara, would you say the safety of Santa Clara city parks is better than average, average, or worse than average?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Overall, 56% rated the safety of Santa Clara parks as "better than average," but statistically significant variations in this outcome were found among age and frequency-of-park-use categories. Respondents aged 35 to 49 were approximately 1.4 times less likely than others to favorably rate park system safety, while the most frequent park users were about 1.4 times more likely than those visiting less than once a month to favorably rate it.

The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

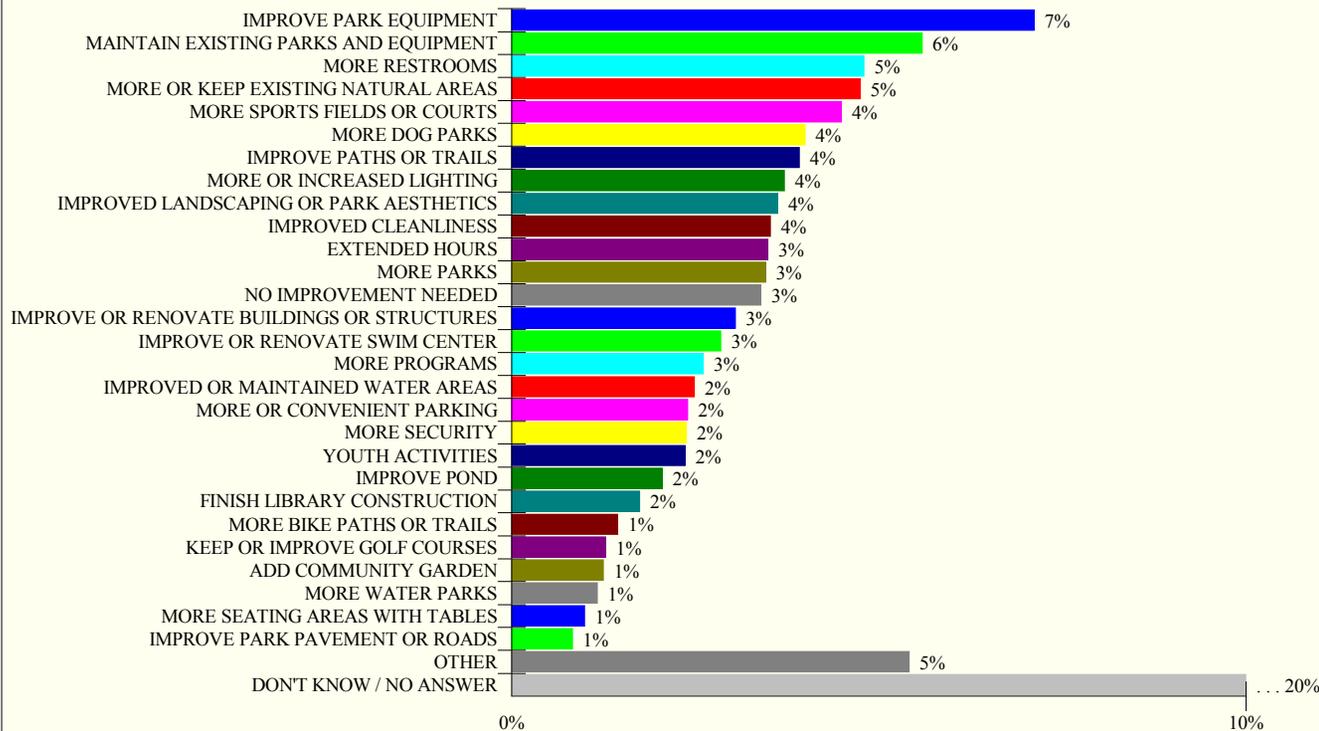
Figure 18

The One Most Desirable Improvement to the Santa Clara Park System

Q6. "In your own words, what one physical improvement or addition to the City of Santa Clara recreation and park system would you most like to see happen? And this could be any type of land or building improvement."

Base for chart: Total sample (n=400, weighted)

Categorization of Unaided Responses



Notes

Asked to recommend, unaided, the one most desirable improvement to the city's park system, respondents produced a range of answers but little consensus. Seven percent (7%) suggested improving park equipment (such as playground equipment, tables and benches, batting cages, and other park amenities); 6%, placing more emphasis on general maintenance; 5%, adding more restrooms; 5%, giving more emphasis to retaining existing natural areas; 4%, adding more athletic fields or tennis courts; 4%, adding more dog parks; 4%, improving paths or trails; 4%, creating better lighting; 4%, improving park landscaping; and 4%, placing more emphasis on park cleanliness. Less frequently cited responses are listed in the chart.

Three percent (3%) recommended improving or renovating the International Swim Center.

This next chart compares outcomes between frequent and less frequent park system users, and Section Addendum Figure 20 displays a word cloud developed from the verbatim responses to Q6.

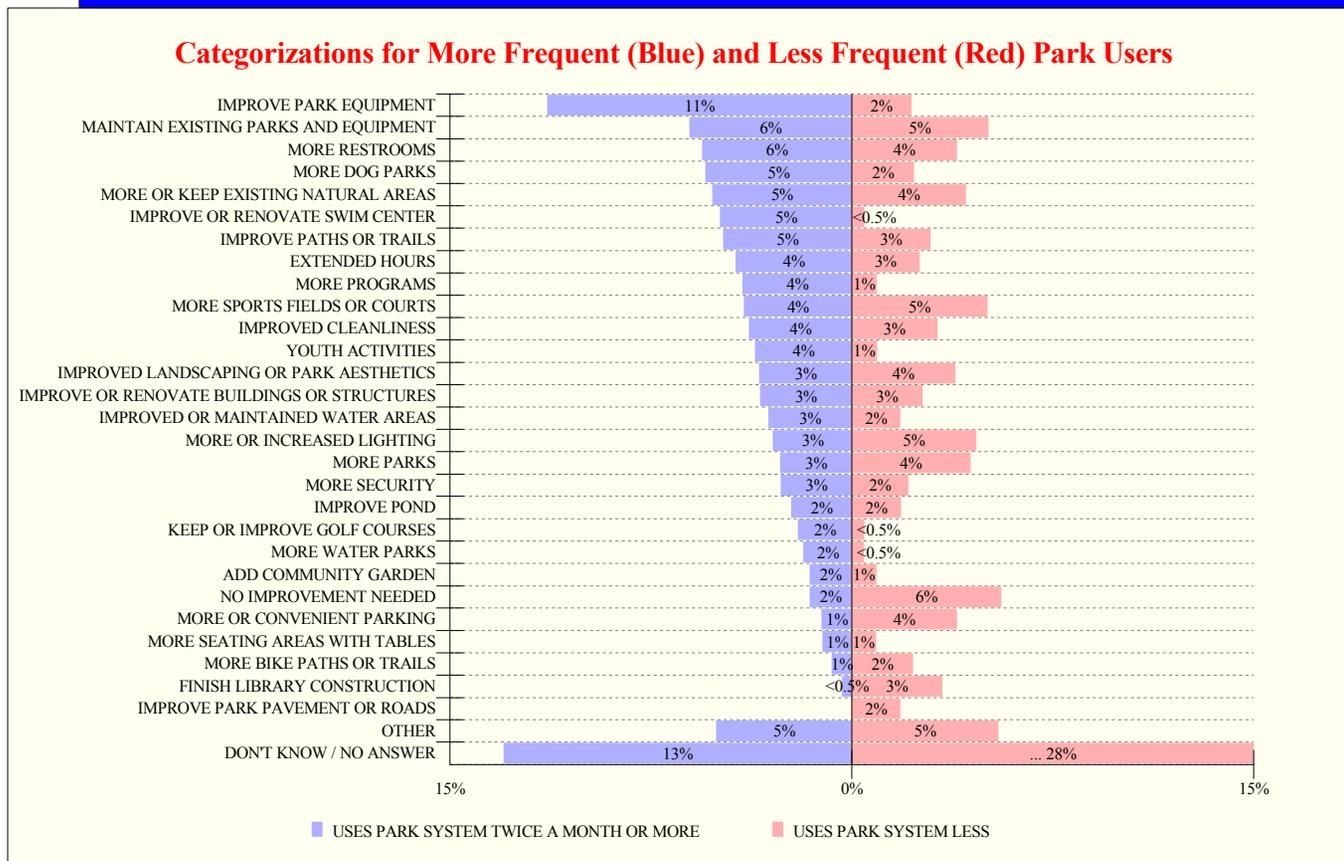


Figure 19

The One Most Desirable Improvement by Frequency of Park System Use

Q6. "In your own words, what one physical improvement or addition to the City of Santa Clara recreation and park system would you most like to see happen? And this could be any type of land or building improvement."

Base for chart: Those visiting the park system at least two times a month (w=215, weighted) and those visiting less (w=184, weighted) for each question



Notes

This chart addresses the question, "Did the recommendations from frequent park users differ from those of infrequent users?" The answer generally is no. As shown, frequent users were more likely (by an 11% to 2% margin) to recommend routine park equipment improvements, but other differences were relatively minor.

Among frequent park users, 5% recommended improving or recommending the International Swim Center. Among less frequent users, one respondent suggested this action, suggesting the ISC seems to have no top-of-mind presence among this group.

As shown, no significant problem areas among infrequent users were identified that would explain these respondents' failure to use the park system more often.

Desirability of Specific Park System Improvement Options

Graphic Summary Section Four

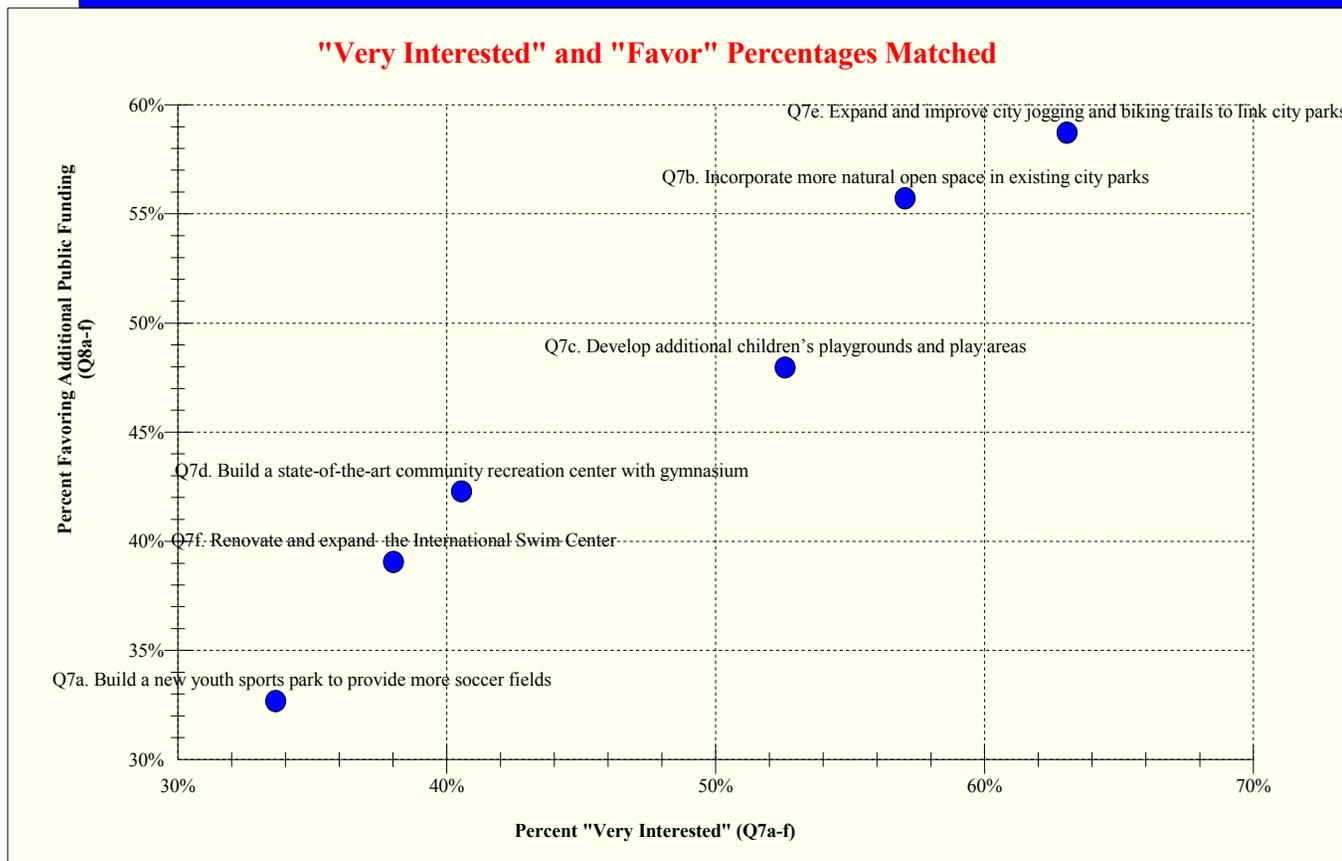
Figure 21

Section Introduction: Comparing Interest Levels with Support for Additional Funding for Six Park System Improvement Options

Q7a-f. "One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question in Q7a-f and Q8a-f



Notes

Respondents were first asked to rate their degree of interest in each of six park system improvement options (as measured in Q7a-f) and then to rate their propensity to support additional funding for each (Q8a-f). This chart briefly summarizes overall results and provides an introduction to the more detailed charts that follow in this section.

The degree of interest in a park system improvement option was correlated with the willingness to support additional public funding for it. Those tending to show more (or less) interest in an improvement were more likely to favor (or oppose) funding for it. The chart shows the close relationship between the two sets of measures.

As shown, the two sets of measures combined to produced a preference rank-ordering running from top-right to bottom-left. The chart suggests an almost linear decline in preference from the option receiving the most favorable feedback (expanding improving city jogging and biking trails to link city parks) to the one generating the least favorable response (building a new youth sports park to provide more soccer fields).

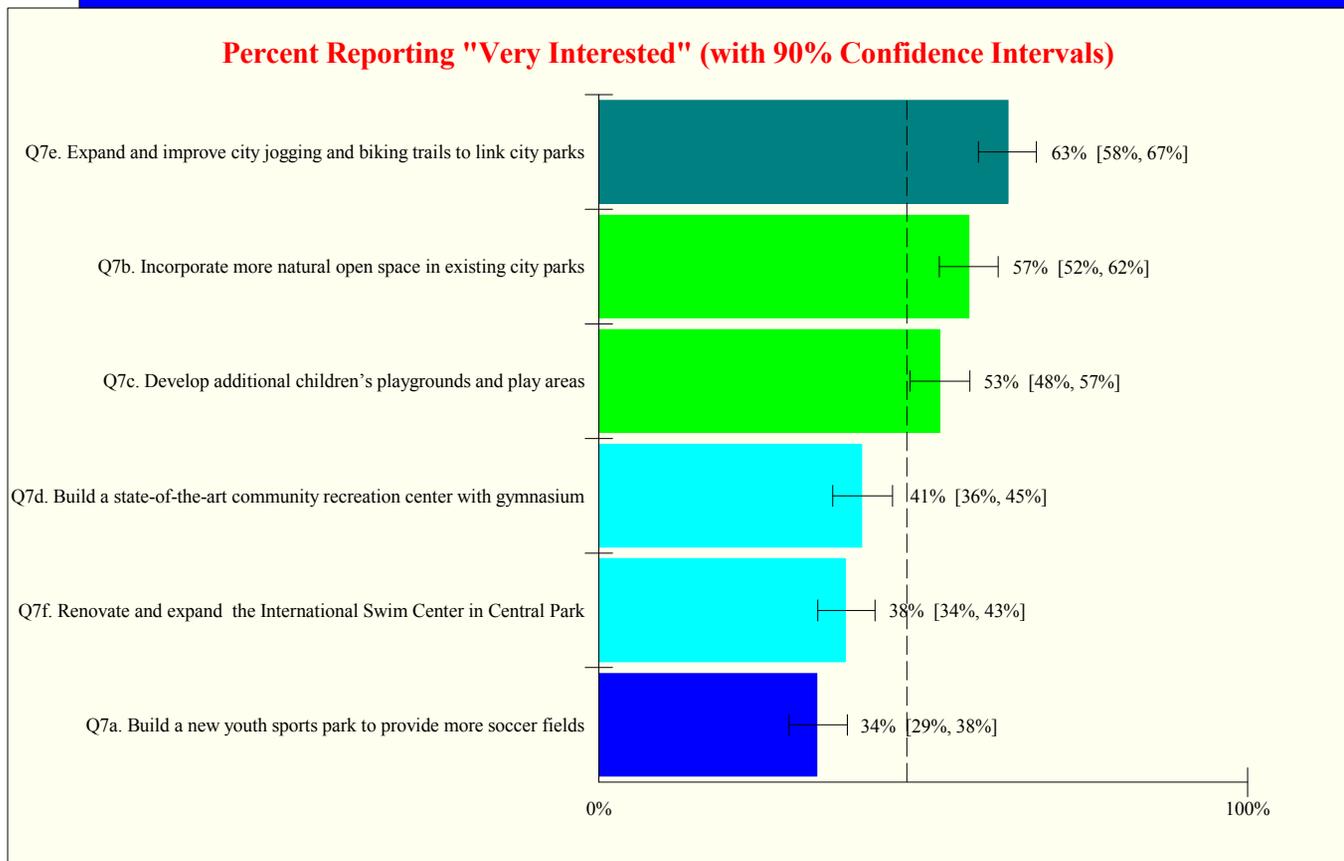
Figures 22-28 and 37-40 (in the next section) elaborate on various aspects of these results. Section Addendum Figures 33-36 provide outcome results by background measurement for categories representing gender, age, parental status, household income, location, overall park system use, and voter status.

Figure 22

Interest in Specific Park and Recreation Improvements (1)

Q7a-f. "The City of Santa Clara's Recreation and Park Department is exploring a number of proposed recreation and park system improvement options, and I'm going to ask you about them . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

Respondents were asked to rate (using a three-point scale) their degree of interest in each of the six park system improvement options listed. "Very interested" percentages are shown, with bars color-coded to indicate degrees of distance above or below the dashed line (the average outcome).* The confidence intervals show the ranges within which the population percentages would likely fall if all adult Santa Clara residents had been surveyed rather than just this sample of 400. These results was observed:

- **Well above-average relative interest (turquoise):** More than six in ten (63%) were "very interested" in expanding and improving the city jogging and biking trails to link city parks, an outcome significantly higher than all others.
- **Above-average relative interest (green):** Each of these two options – incorporating more natural open space in existing city parks, and developing additional children's playgrounds and play areas – received endorsements from over half the sample, a significantly better performance than for the options ranked below them.
- **Below-average relative interest (shades of blue):** These three options – building a state-of-the-art community recreation center with gymnasium, renovating and expanding the International Swim Center in Central Park, and building a new youth sports park to provide more soccer fields – generated significantly less interest than the others, placing them in the lower half of the rank-ordering.

The next chart lists the response distributions for Q7a-f.

* At left, a difference of six percentage points or more can be considered meaningful.

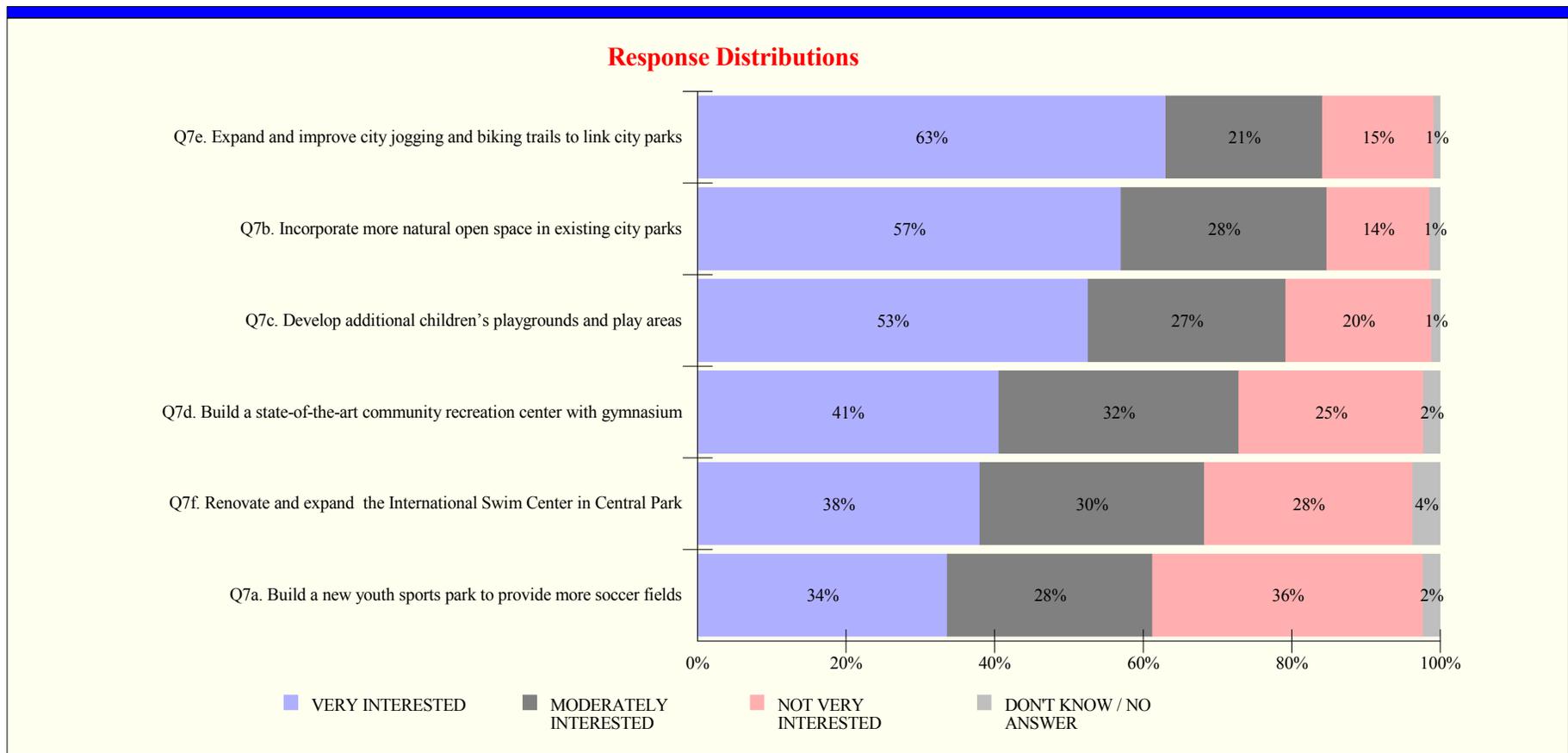
The dashed line indicates the average outcome. The confidence intervals are asymmetric.

Figure 23

Interest in Specific Park and Recreation Improvements (2)

Q7a-f. "The City of Santa Clara's Recreation and Park Department is exploring a number of proposed recreation and park system improvement options, and I'm going to ask you about them . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question



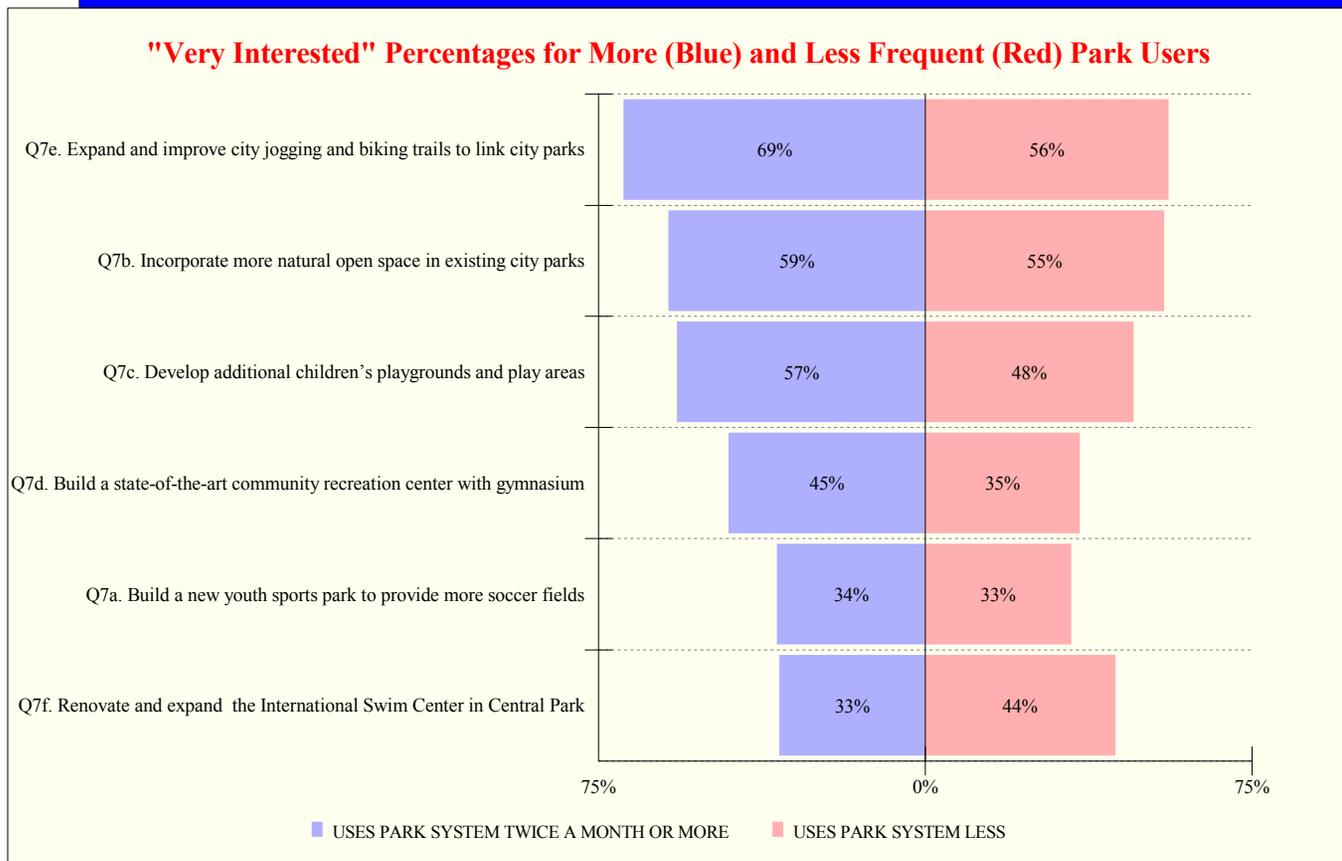
Segment percentages sum to 100% within each bar. Item rank-ordering matches the previous chart's.

Figure 24

Interest in Specific Park and Recreation Improvements by Overall Park System Use

Q7a-f. "The City of Santa Clara's Recreation and Park Department is exploring a number of proposed recreation and park system improvement options, and I'm going to ask you about them . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Those visiting the park system at least two times a month (w=215, weighted) and those visiting less (w=184, weighted) for each question



Notes

This chart lists the percentages within each frequency-of-use group answering "very interested" to the six options.

Overall, frequent park users – tending to be younger and more likely to have children; see Figure 8 – expressed stronger interest than others in expanding and improving city jogging and biking trails, developing additional children's playgrounds and play areas, and building a state-of-the-art community recreation center with gymnasium. (The frequent user percentage was between 9 and 13 points higher in each case.)

Less frequent park users were, surprisingly, significantly more interested than frequent ones in International Swim Center improvements, and just about as enthusiastic about incorporating more natural open space in existing parks and in building a new youth sports park.*

* Older respondents, most interested in ISC improvements (as shown in Figure 38) reported less frequent park system use.

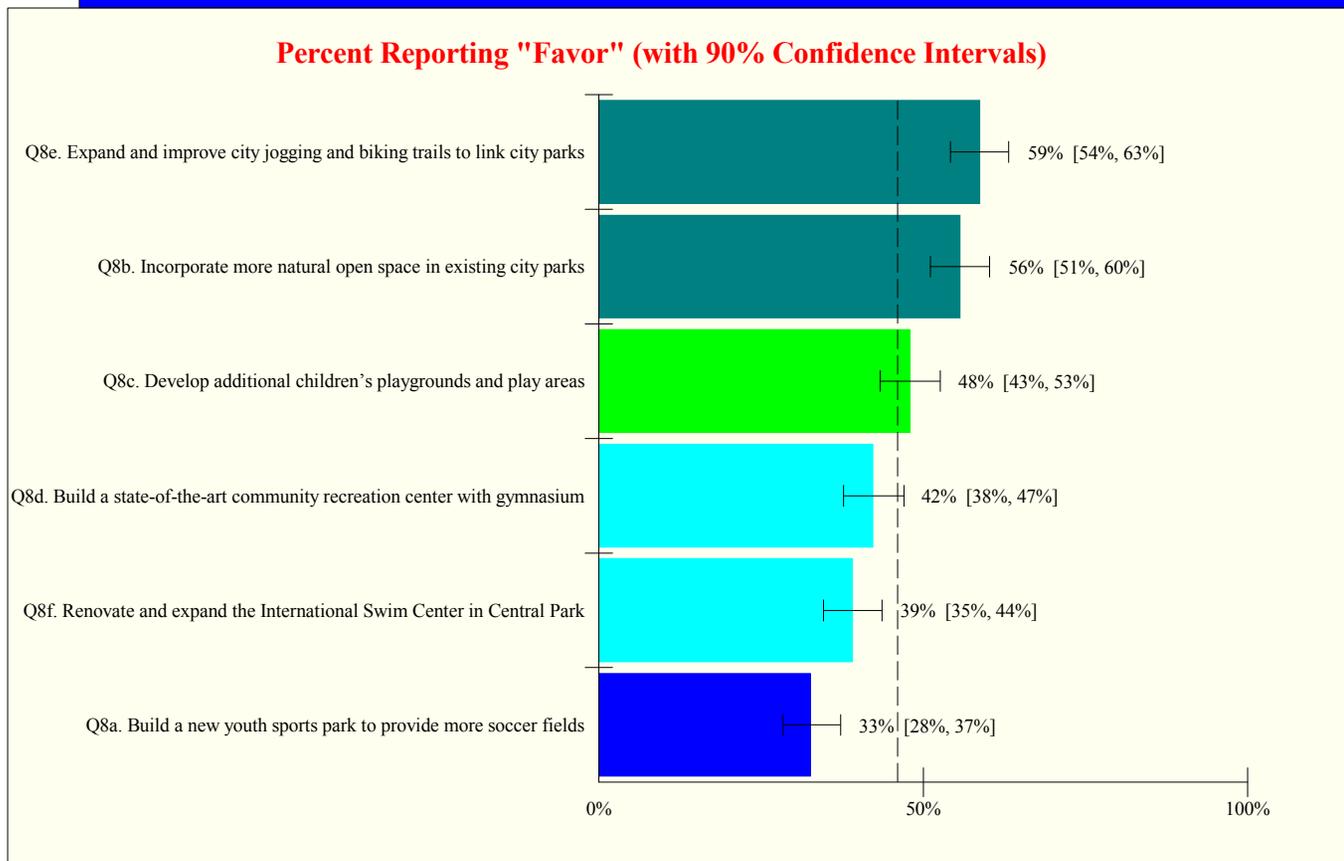
Item are rank-ordered by frequent user percentages.

Figure 25

Support for Additional Public Funding to Support Specific Improvements (1)

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

For each improvement option, respondents were also asked to indicate whether they would "favor," "be neutral to," or "oppose" additional public funding to support it. The percentages favoring additional funding are displayed, with bars color-coded to show degrees of distance above or below the dashed line (the average outcome).* The confidence intervals indicate the ranges within which the "favor" percentages would likely fall if all Santa Clara residents had been surveyed. This was observed:

- **Well above-average "favor" percentage (turquoise):** Majorities said they would "favor" expanding and improving city jogging and biking trails, and incorporating more natural open space in existing city parks. Not only did these two options score significantly better than all others, their confidence intervals ranged above 50%, suggesting that the majority of Santa Clara residents favor each.
- **Average "favor" percentage (green):** About half (48%) said they would "favor" developing additional children's playgrounds and play areas, placing this improvement in the middle of the rank-ordering.
- **Below-average "favor" percentages (shades of blue):** "Favor" percentages for these three options – building a state-of-the-art community recreation center with gymnasium, renovating and expanding the International Swim Center, and building a new youth sports park to provide more soccer fields – were well below 50%, indicating that "neutrals" will need persuading for each. The favorable news, as the next chart shows, is that "favor"- "oppose" splits ignoring "neutrals" for the community center (63% to 37%) and the ISC (61% to 39%) were significantly better than 50%-50%.

* At left, a six percentage point difference is meaningful.

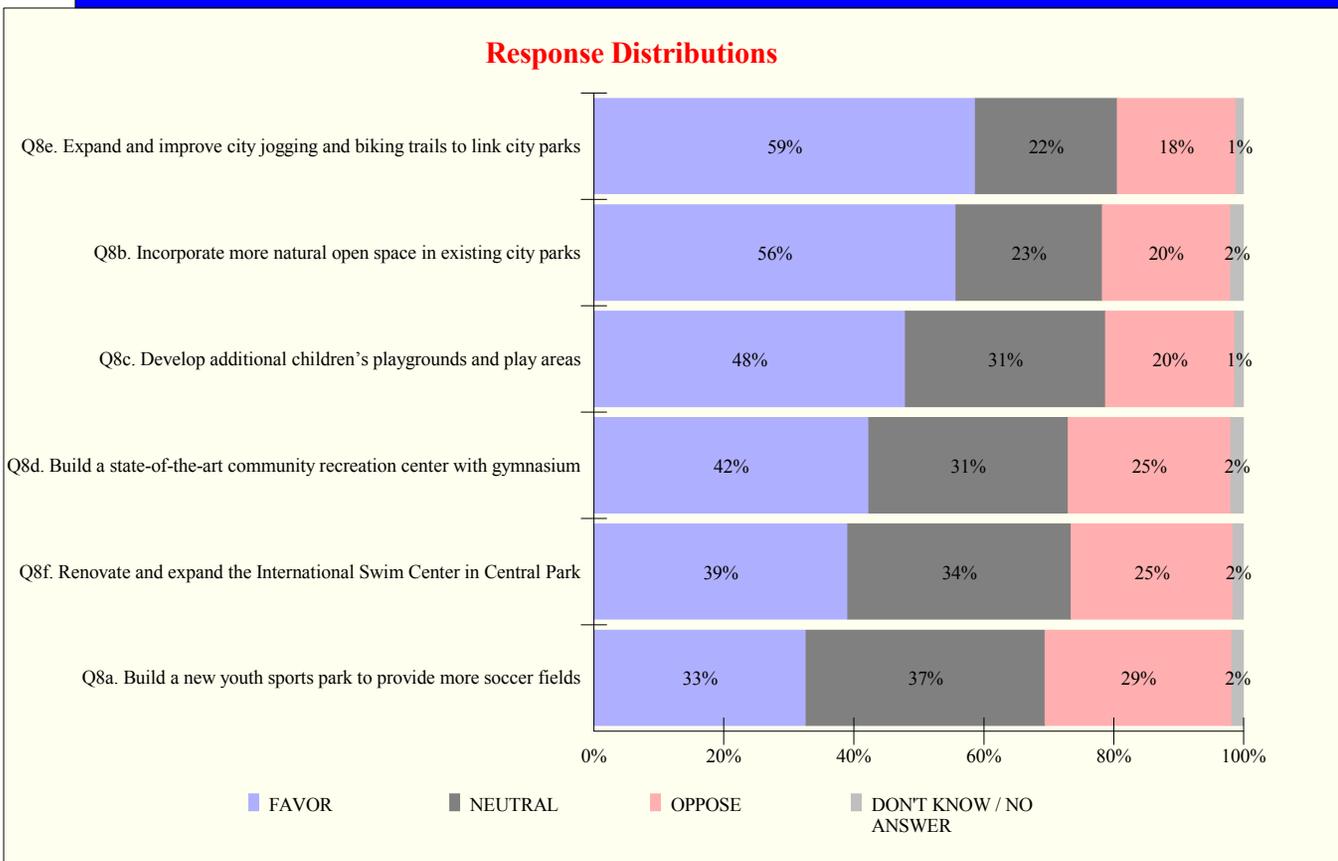
The dashed line indicates the average outcome. The confidence intervals are asymmetric.

Figure 26

Support for Additional Public Funding to Support Specific Improvements (2)

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

The response distributions to Q8a-f are shown in this chart.

These were the "favor"- "oppose" splits, ignoring "neutrals" and "don't know's":

- **Expand and improve city jogging and biking trails to link city parks:** 76% "favor" to 24% "oppose"
- **Incorporate more natural open space in existing city parks:** 74% to 26%
- **Develop additional children's playgrounds and play areas:** 71% to 29%
- **Build a state-of-the-art community recreation center with gymnasium:** 63% to 37%
- **Renovate and expand the International Swim Center in Central Park:** 61% to 39%
- **Build a new youth sports park to provide more soccer fields:** 53% to 47% (not statistically different than a 50%-50% split)

Ignoring those without an opinion, for every improvement except for last, the "favor" percentage was significantly better than the "oppose" one.

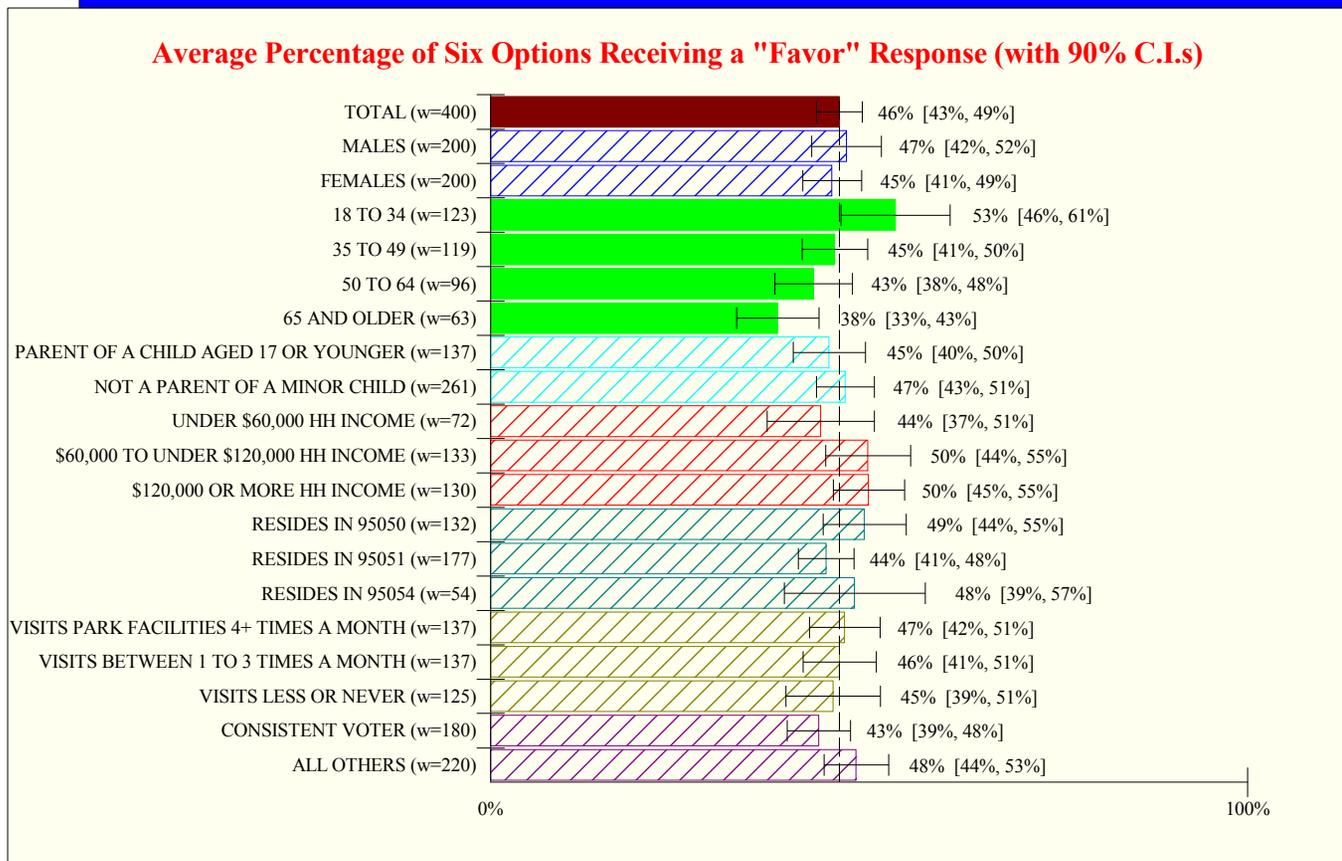
Segment percentages sum to 100% within each bar. Item rank-ordering matches the previous chart's.

Figure 27

Overall Propensity to Favor Additional Funding by Background Category

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Every respondent evaluated six improvement options proposed for additional public funding. For each respondent, the percentage of "favor" responses (out of the six) was recorded. The chart lists the averaged percentage overall and by background category. As shown, the average respondent claimed to "favor" 46% of the options tested (or approximately three of six). Among males and females, the averages were 47% and 45%, respectively. Other percentages are interpreted similarly.

This (percentage) score is assumed to quantify overall perceptions about additional public funding for park system improvements. Looking at background differences in the score provides insight into the type of resident most likely to support additional funding for general improvements.

As shown, a statistically significant trend was found for age. Younger respondents exhibited a higher propensity than their older counterparts to say they would "favor" additional funding for the park system improvements.* (The age variation was significant even after adjusting for other background measurements.) Other background measurement variations were not large enough to be meaningful.

*Unfortunately, younger residents are less likely to be consistent voters.

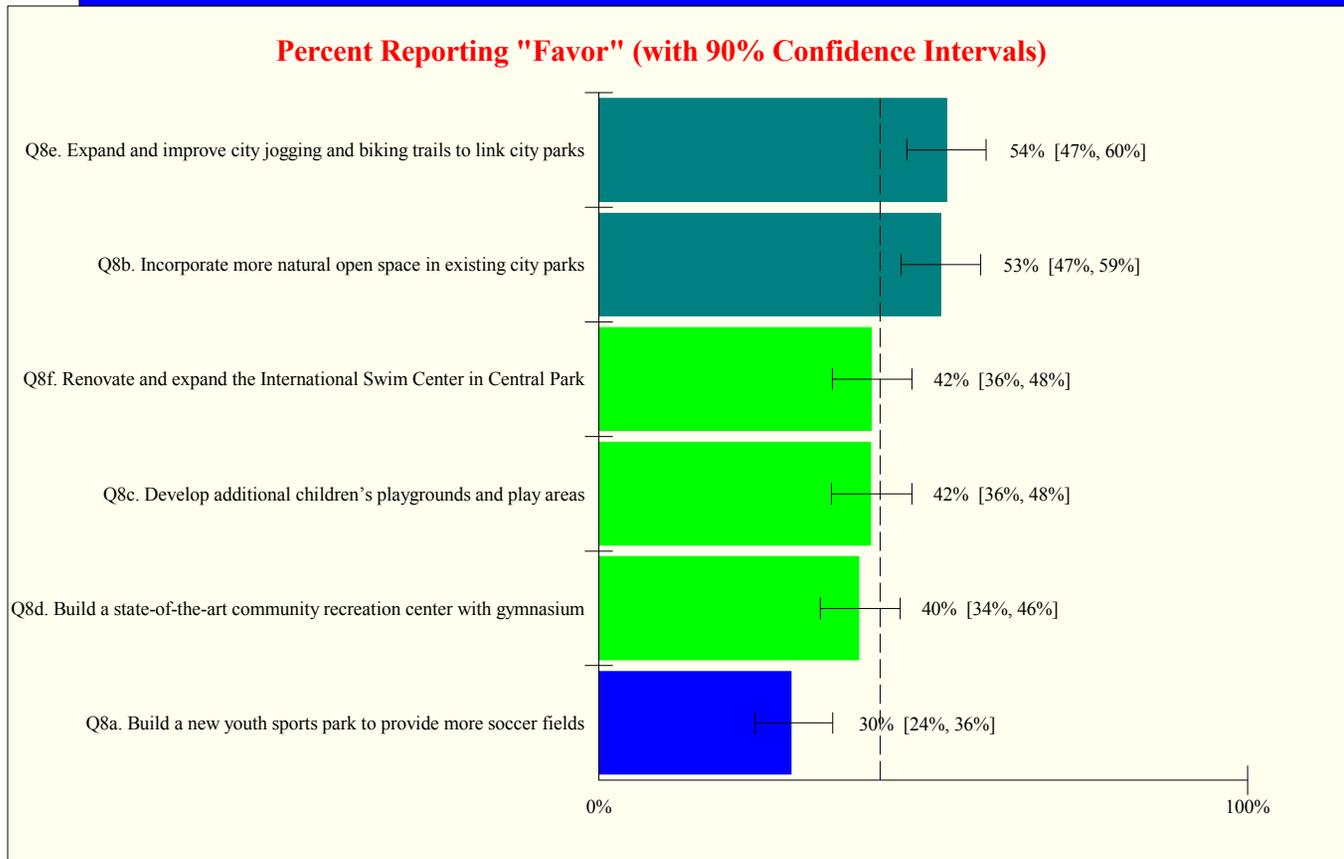
The dashed line indicates the total sample outcome.

Figure 28

Support for Additional Public Funding Among Consistent Voters

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Those indicating being registered to vote and reporting, for D4, "always" voting in local elections (w=180, weighted) for each question



Notes

These are the "favor" percentages for the sample's consistent voters, with bars again color-coded to show degrees of distance above or below the dashed line (the average consistent voter outcome)*. The confidence intervals indicate the ranges within which the "favor" percentages would likely fall if all Santa Clara's consistent voters had been surveyed.

Among this sub-sample, 54% said they would "favor" additional public funding for expanding and improving city jogging and biking trails; 53%, for incorporating more natural open space in existing city parks; 42%, for renovating and expanding the International Swim Center; 42%, for developing additional children's playgrounds and play areas; 40%, for building a state-of-the-art community recreation center with gymnasium; and 30%, for building a new youth sports park to provide more soccer fields.

* At left, a ten percentage point difference is meaningful.

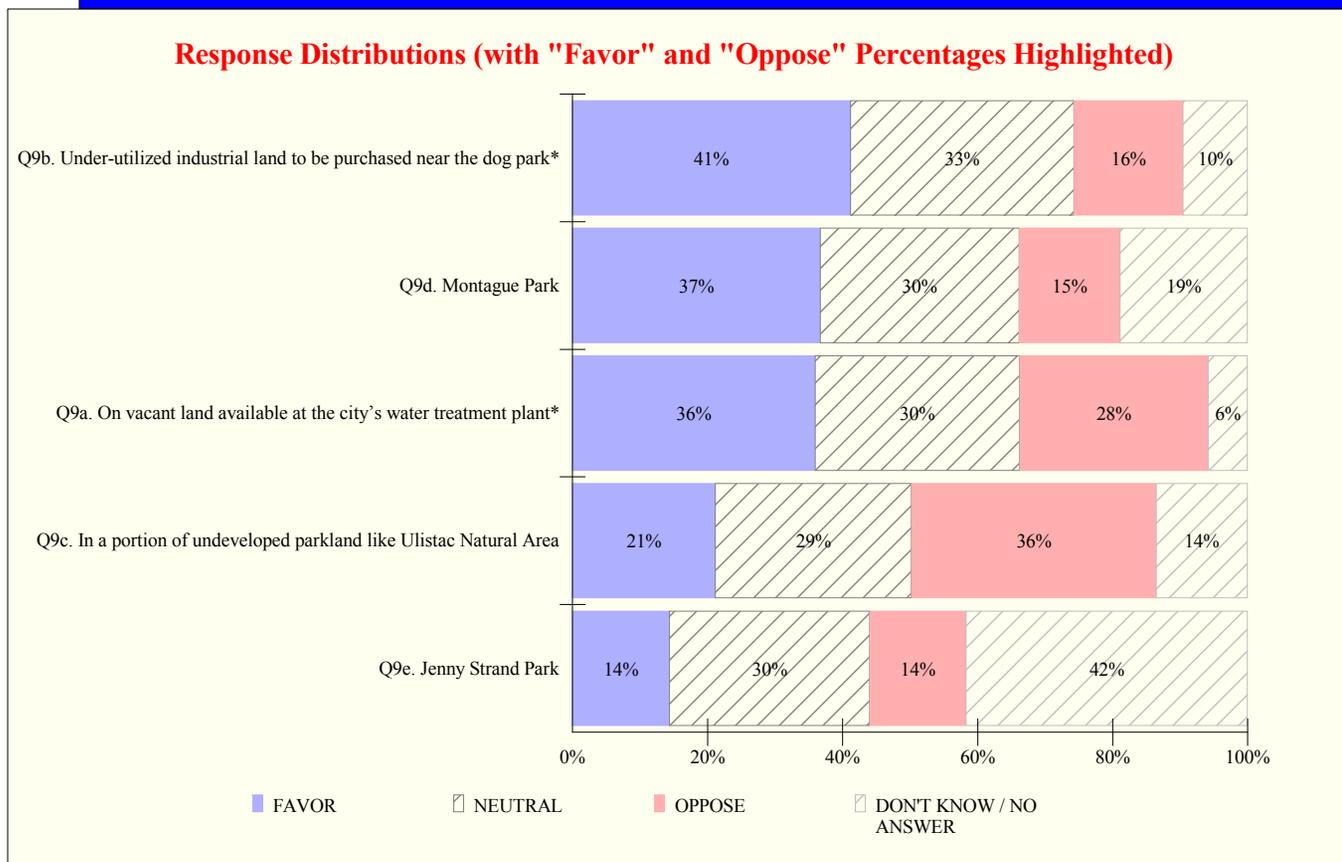
The dashed line indicates the average outcome. The confidence intervals are asymmetric.

Figure 29

Desirable Locations for New Soccer Fields

Q9a-e. "A question about soccer fields . . . Because of NFL stadium game day impacts, the Youth Soccer Park next door will be difficult to access and use for soccer on game and event days during the year. Several park locations have been suggested for accommodating new soccer fields. One suggested location is <insert location>. Would you tend to favor, be neutral to, or oppose this site?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

Respondents were asked to evaluate (using a three-point "favor" to "oppose" scale) the desirability of five potential locations for new soccer fields. The response distributions for the questions are shown, with the rank-ordering based upon "favor" percentages.

- Relatively desirable locations:** Respondents tended to be enthusiastic about two sites – under-utilized land to be purchased inside Santa Clara near the dog park, and Montague Park. For each, the "favor" percentage was about 2.5 times higher than the "oppose" one. Between the two, land near the dog park produced a slightly higher "favor" percentage (but the four point difference was not large enough to be statistically meaningful) and a lower "don't know" outcome.
- Other sites:** For vacant land available at the city's water treatment plant on Zanker Avenue outside the city limits, the "favor" percentage was 1.3 times higher than the "oppose" one, not a bad performance but not in the class with those for land near the dog park and Montague Park. Respondents clearly judged Ulistac Natural Area as an undesirable location for soccer fields and many seemed unfamiliar with Jenny Strand Park. (Forty-two percent [42%] recorded "don't know's.")

The next chart examines site location preferences among those with children aged 17 or younger living in Santa Clara.

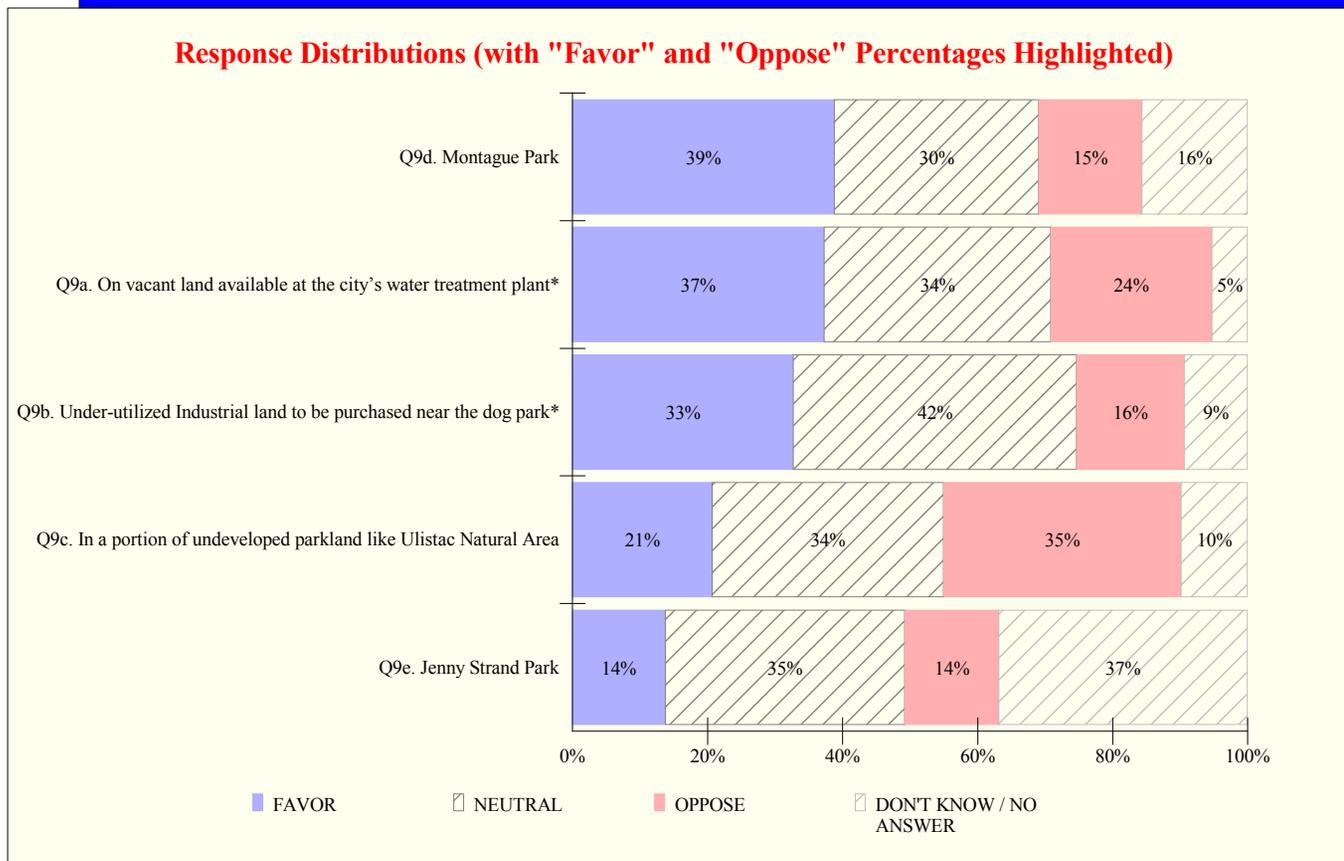
Segment percentages sum to 100% within each bar. The rank-ordering uses "favor" percentages. An asterisk indicates an abridged wording.

Figure 30

Desirable Soccer Field Locations for Those with Children

Q9a-e. "A question about soccer fields . . . Because of NFL stadium game day impacts, the Youth Soccer Park next door will be difficult to access and use for soccer on game and event days during the year. Several park locations have been suggested for accommodating new soccer fields. One suggested location is <insert location>. Would you tend to favor, be neutral to, or oppose this site?"

Base for chart: Those with children aged 17 or younger currently living in Santa Clara (w=137, weighted) for each question



Notes

These were site preference results among those with children aged 17 or younger living in Santa Clara.* The rank-ordering, based on "favor" percentages, differs from the previous chart's.

- **Relatively desirable locations:** The chart's three top-ranked options each generated a "favor" percentage significantly higher than for "oppose". However, Montague Park's "favor"- "oppose" ratio – its "favor" percentage was 2.6 times higher – was superior to the dog park's (2.1), which in turn was higher than the water treatment plant's (1.5).
- **Other sites:** Parents were generally unenthusiastic about Ulistac Natural Area as a location for soccer fields and most were either "neutral" or unfamiliar with Jenny Strand Park.

*One could also examine the preferences of those "very interested" in building a new youth soccer park (for Q7a). Among this group of 135, land near the dog park (56% favoring and 10% opposing) and Montague Park (52% and 3%) significantly outperformed their competitors. Land near the water treatment plant (48% and 24%), Ulistac Natural Area (29% and 32%) and Jenny Strand Park (18% and 6%) produced less favorable results.

The conclusions drawn from this analysis generally match those from both the previous chart and the one at left: Residents would be most enthusiastic about either Montague Park or land near the dog park.

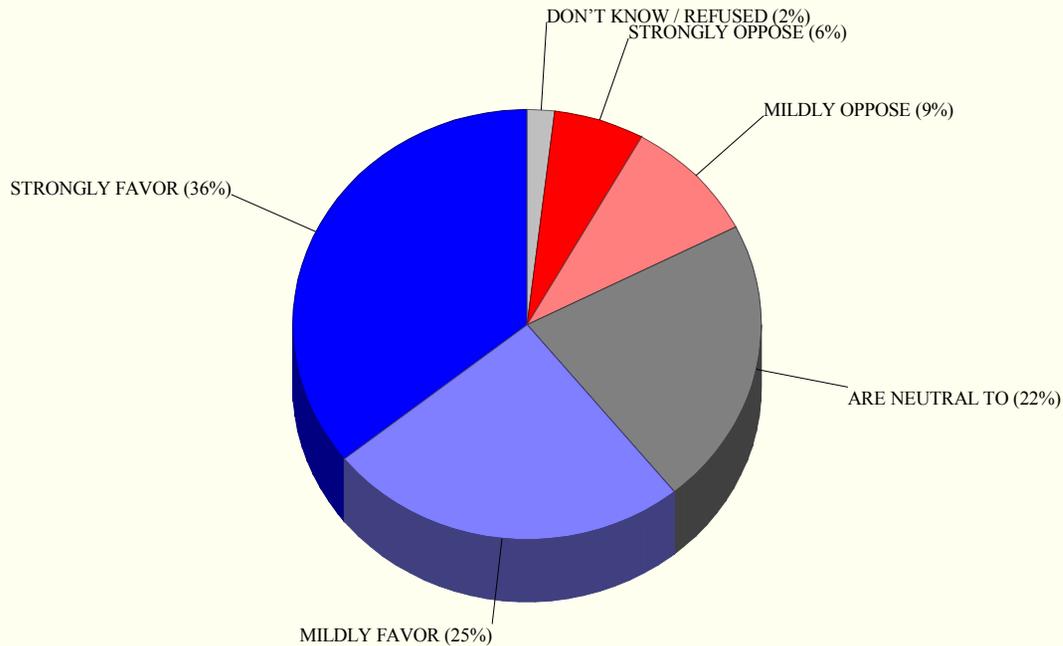
Interestingly, only a minority (27%) among this group reported children aged 17 or younger living in Santa Clara.

Figure 31

Perception About Increasing Developer Parkland Requirements

Q10. "Current City policy requires private developers to set aside 3 acres of parkland for every 1,000 residents in housing developments. The City is looking to increase this requirement to 4.6 acres. The requirement would add more parkland to the city but also adds to developers' costs. Do you strongly favor, mildly favor, are neutral to, mildly oppose, or strongly oppose this requirement?"

Base for chart: Total sample (n=400, weighted)



Notes

Respondents were asked to evaluate a proposal to increase developer parkland set-aside requirements from 3 to 4.6 acres. Respondents were almost four times more likely to answer "favor" (61%, either "strongly" or "mildly") than "oppose" (16%, either "strongly" or "mildly").

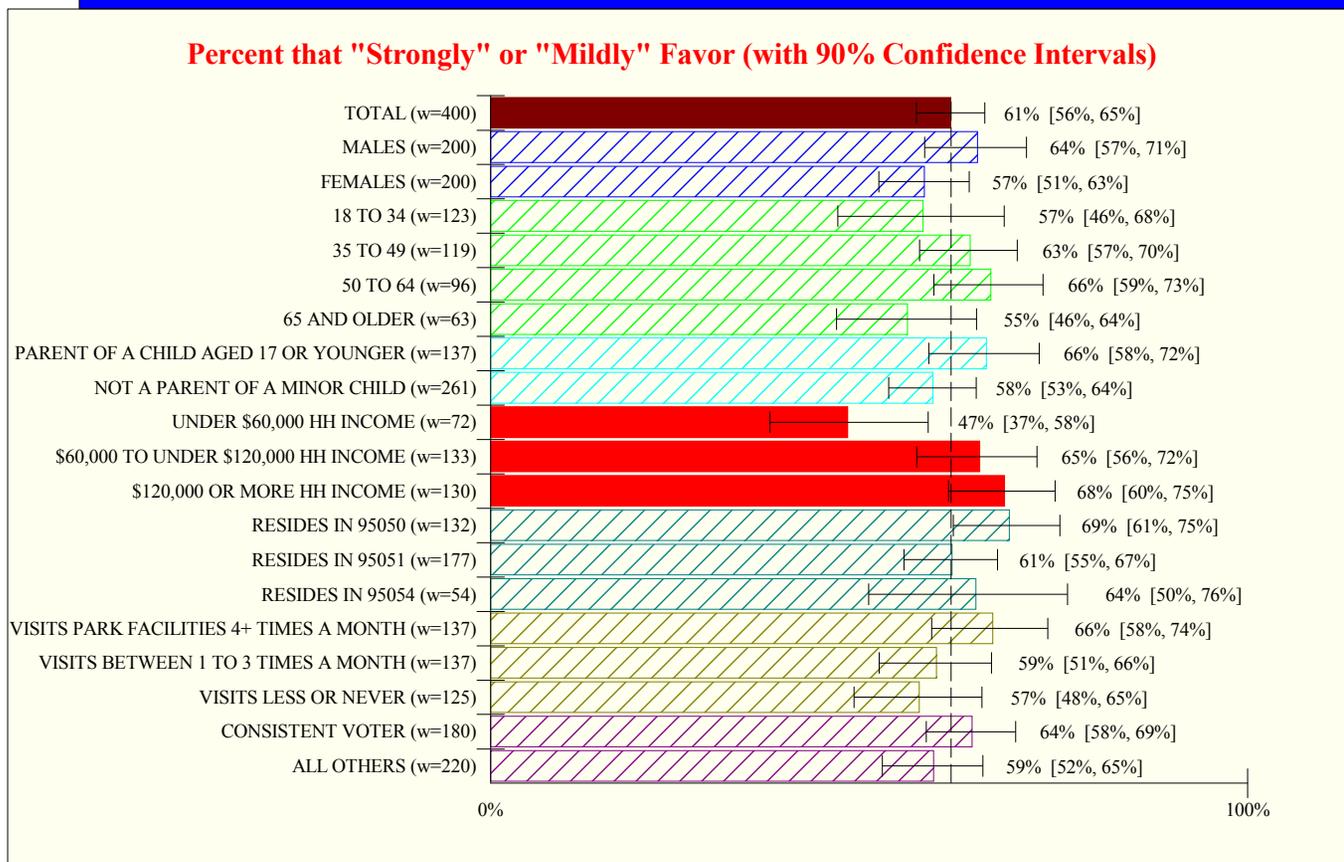
The "favor" percentage varied significantly by household income category, as the next chart shows.

Figure 32

Perception About Increasing Developer Parkland Requirements by Background Category

Q10. "Current City policy requires private developers to set aside 3 acres of parkland for every 1,000 residents in housing developments. The City is looking to increase this requirement to 4.6 acres. The requirement would add more parkland to the city but also adds to developers' costs. Do you strongly favor, mildly favor, are neutral to, mildly oppose, or strongly oppose this requirement?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

The least affluent respondents were (for some reason not measured in the survey) about 1.4 times less likely than others to "favor" the proposed parkland set-aside increase. The income effect was statistically significant even after adjusting for differences in gender, age, parental status, and location. Other measurement area variations were not large enough to be statistically significant.

The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Figure 33

Section Addendum: Interest in Specific Park and Recreation Improvements by Background Category (1)

Q7a-f. "The City of Santa Clara's Recreation and Park Department is exploring a number of proposed recreation and park system improvement options, and I'm going to ask you about them . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Very Interested"

| Proposed Improvement | Total (w=400) | Males (w=200) | Females (w=200) | 18-34 (w=123) | 35-49 (w=119) | 50-64 (w=96) | 65 or older (w=63) | Parent of child (w=137) | Not a parent (w=261) |
|---|---------------|---------------|-----------------|---------------|---------------|--------------|--------------------|-------------------------|----------------------|
| Q7e. Expand and improve city jogging and biking trails to link city parks | 63% | 60% | 66% | 71% | 68% | 62% | 41% | 61% | 64% |
| Q7b. Incorporate more natural open space in existing city parks | 57% | 60% | 54% | 66% | 59% | 57% | 36% | 53% | 59% |
| Q7c. Develop additional children's playgrounds and play areas | 53% | 51% | 54% | 59% | 61% | 43% | 39% | 62% | 48% |
| Q7d. Build a state-of-the-art community recreation center with gymnasium | 41% | 37% | 44% | 48% | 40% | 41% | 28% | 39% | 42% |
| Q7f. Renovate and expand the International Swim Center in Central Park | 38% | 35% | 41% | 30% | 38% | 47% | 39% | 40% | 37% |
| Q7a. Build a new youth sports park to provide more soccer fields | 34% | 35% | 33% | 40% | 31% | 32% | 29% | 26% | 38% |

Notes

The table lists – for the total sample and for gender, age, and parental status categories – the percentages answering "very interested" to each of the six park system improvement options. The color-coding – blue indicates an unusually high visiting rate and yellow, the opposite – is defined as follows:

- **Light blue** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *higher* than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *lower* than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.

Figure 34

Section Addendum: Interest in Specific Park and Recreation Improvements by Background Category (2)

Q7a-f. "The City of Santa Clara's Recreation and Park Department is exploring a number of proposed recreation and park system improvement options, and I'm going to ask you about them . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Very Interested"

| Proposed improvement | Total (w=400) | Under \$60,000 HH income (w=72) | \$60,000 to under \$120,000 HH income (w=133) | \$120,000 or more HH income (w=130) | Resides in 95050 (w=132) | Resides in 95051 (w=177) | Resides in 95054 (w=54) | Visits Park Facilities 4+ times a month (w=137) | Visits between 1-3 times a month (w=137) | Visits less or never (w=125) |
|---|---------------|---------------------------------|---|-------------------------------------|--------------------------|--------------------------|-------------------------|---|--|------------------------------|
| Q7e. Expand and improve city jogging and biking trails to link city parks | 63% | 59% | 67% | 69% | 69% | 59% | 66% | 72% | 58% | 58% |
| Q7b. Incorporate more natural open space in existing city parks | 57% | 58% | 56% | 57% | 61% | 53% | 59% | 61% | 48% | 62% |
| Q7c. Develop additional children's playgrounds and play areas | 53% | 56% | 58% | 48% | 54% | 51% | 52% | 60% | 43% | 55% |
| Q7d. Build a state-of-the-art community recreation center with gymnasium | 41% | 39% | 43% | 44% | 43% | 38% | 41% | 42% | 42% | 38% |
| Q7f. Renovate and expand the International Swim Center in Central Park | 38% | 34% | 35% | 41% | 37% | 43% | 26% | 36% | 28% | 51% |
| Q7a. Build a new youth sports park to provide more soccer fields | 34% | 34% | 36% | 31% | 32% | 29% | 40% | 33% | 31% | 37% |

Notes

The table lists – for the total sample and for household income, location, and overall park system use categories – the percentages answering "very interested" to each of the six park system improvement options. The color-coding – blue indicates an unusually high visiting rate and yellow, the opposite – is defined as follows:

- **Light blue** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *higher* than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *lower* than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.

Figure 35

Section Addendum: Support for Additional Public Funding to Support Specific Improvements by Background Category (1)

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Favor"

| Proposed Improvement | Total (w=400) | Males (w=200) | Females (w=200) | 18-34 (w=123) | 35-49 (w=119) | 50-64 (w=96) | 65 or older (w=63) | Parent of child (w=137) | Not a parent (w=261) |
|---|---------------|---------------|-----------------|---------------|---------------|--------------|--------------------|-------------------------|----------------------|
| Q8e. Expand and improve city jogging and biking trails to link city parks | 59% | 61% | 57% | 72% | 58% | 55% | 40% | 56% | 60% |
| Q8b. Incorporate more natural open space in existing city parks | 56% | 61% | 50% | 67% | 52% | 54% | 43% | 49% | 59% |
| Q8c. Develop additional children's playgrounds and play areas | 48% | 47% | 49% | 54% | 54% | 37% | 42% | 55% | 44% |
| Q8d. Build a state-of-the-art community recreation center with gymnasium | 42% | 40% | 45% | 51% | 43% | 39% | 27% | 40% | 44% |
| Q8f. Renovate and expand the International Swim Center in Central Park | 39% | 39% | 39% | 36% | 37% | 41% | 46% | 39% | 39% |
| Q8a. Build a new youth sports park to provide more soccer fields | 33% | 35% | 31% | 40% | 29% | 31% | 29% | 29% | 35% |

Notes

The table lists – for the total sample and for gender, age, and parental status categories – the percentages who "favor" providing additional public funding to support each of the six park system improvement options. The color-coding – blue indicates an unusually high visiting rate and yellow, the opposite – is defined as follows:

- **Light blue** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *higher* than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *lower* than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.

Figure 36

Section Addendum: Support for Additional Public Funding to Support Specific Improvements by Background Category (2)

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Favor"

| Proposed improvement | Total (w=400) | Under \$60,000 HH income (w=72) | \$60,000 to under \$120,000 HH income (w=133) | \$120,000 or more HH income (w=130) | Resides in 95050 (w=132) | Resides in 95051 (w=177) | Resides in 95054 (w=54) | Visits Park Facilities 4+ times a month (w=137) | Visits between 1-3 times a month (w=137) | Visits less or never (w=125) |
|---|---------------|---------------------------------|---|-------------------------------------|--------------------------|--------------------------|-------------------------|---|--|------------------------------|
| Q8e. Expand and improve city jogging and biking trails to link city parks | 59% | 54% | 59% | 65% | 62% | 56% | 56% | 67% | 56% | 53% |
| Q8b. Incorporate more natural open space in existing city parks | 56% | 54% | 58% | 60% | 62% | 51% | 64% | 60% | 54% | 53% |
| Q8c. Develop additional children's playgrounds and play areas | 48% | 49% | 53% | 48% | 48% | 48% | 47% | 51% | 45% | 48% |
| Q8d. Build a state-of-the-art community recreation center with gymnasium | 42% | 35% | 47% | 48% | 48% | 39% | 43% | 39% | 45% | 42% |
| Q8f. Renovate and expand the International Swim Center in Central Park | 39% | 35% | 41% | 47% | 42% | 39% | 40% | 34% | 39% | 44% |
| Q8a. Build a new youth sports park to provide more soccer fields | 33% | 35% | 41% | 31% | 33% | 33% | 38% | 30% | 36% | 32% |

Notes

The table lists – for the total sample and for household income, location, and overall park system use categories – the percentages who "favor" providing additional public funding to support each of the six park system improvement options. The color-coding – blue indicates an unusually high visiting rate and yellow, the opposite – is defined as follows:

- **Light blue** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *higher* than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *lower* than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.

Items are rank-ordered on "total" percentages. No multiple-test adjustments were made in statistical testing.

Perceptions About Improvement Options Proposed for the International Swim Center

Graphic Summary Section Five

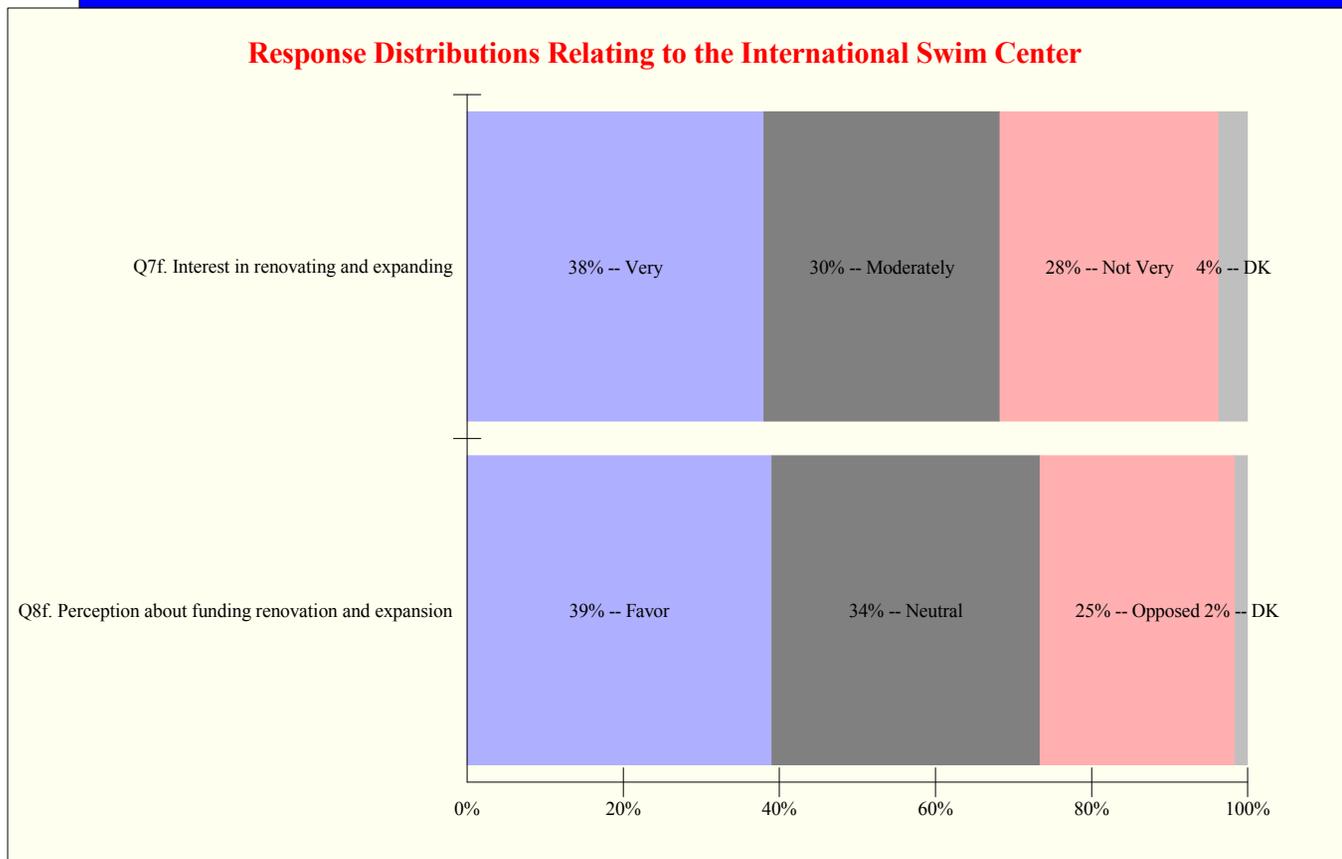
Figure 37

General Support for Improving the International Swim Center

Q7a-f. "One option is to renovate and expand the International Swim Center in Central Park. Would you be very, moderately, or not very interested in this?"

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to renovate and expand the International Swim Center in Central Park?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

This chart restates results, from Figures 23 and 26, relating to the proposal to renovate and expand the International Swim Center.

- **Interest in renovating and expanding the ISC:** About four in ten (38%) said they "very interested" in this option, a result placing it fifth among the six options tested.
- **Support for additional funding to renovate and expand the ISC:** About the same percentage (39%) said they "favor" additional funding for the ISC, again placing the option fifth among the six tested. However, ignoring those without an opinion, the "favor"- "oppose" split (61% to 39%) was significantly better than a 50%-50% one, a reasonably good performance.

The next three charts examine background measurement variations in Q7f and Q8f.

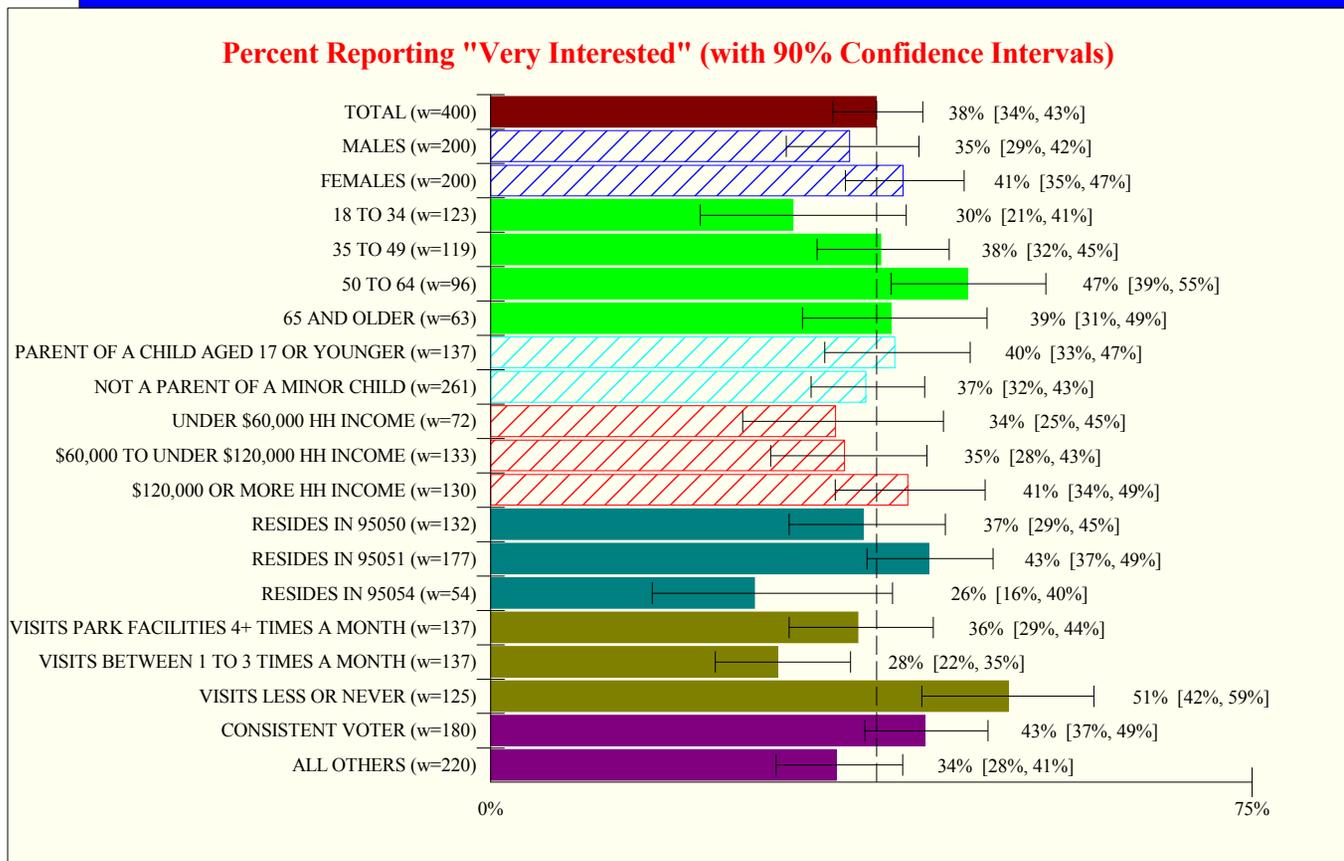
Segment percentages sum to 100% within each bar.

Figure 38

Interest for Improving the International Swim Center by Background Category

Q7f. "One option is to renovate and expand the International Swim Center in Central Park. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Statistically significant variations in the percentage "very interested" in International Swim Center renovation and expansion were found for age, location, overall park system use, and voter status:

- **Age:** Middle-aged and older respondents were more likely than younger ones to say they are "very interested" in ISC improvements.
- **Location:** Residents of zip codes 95050 and 95051, combined, were roughly 1.6 times more likely than those in 95054 to be highly interested.* (Residents of 95054 reported drive times to Central Park that, on average, were longer than for others.)
- **Park system use:** The least frequent park users – tending to be older and without children – were much more likely than others to respond with "very interested."
- **Voter status:** Consistent voters were marginally more likely than other respondents to be "very interested."

Variations for gender, parental status, and income were not large enough to be statistically meaningful.

The next chart examines differences by driving time to Central Park.

* However, because of 95054's small sub-sample size, the 95054 result is imprecisely measured and its confidence interval is relatively wide.

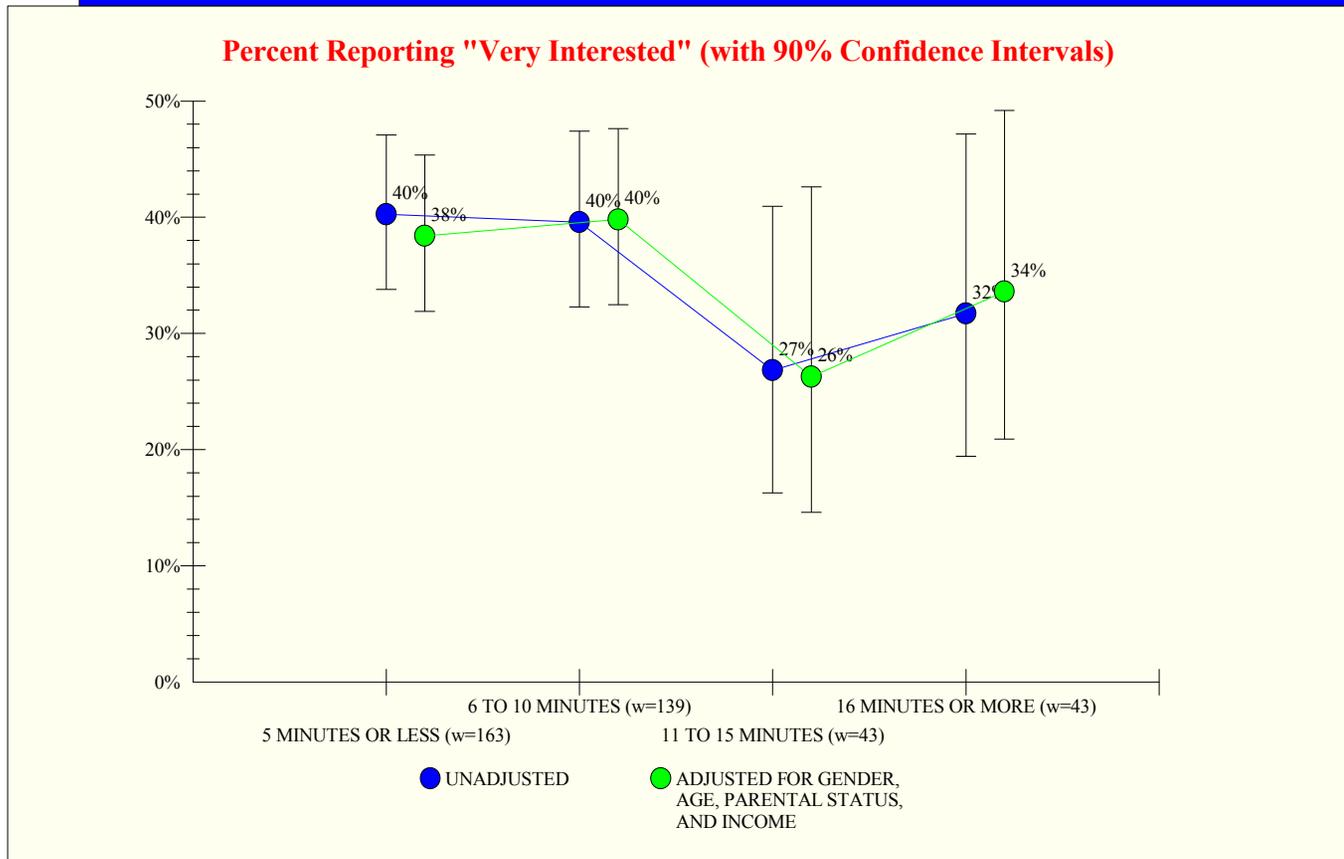
The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Figure 39

Interest for Improving the International Swim Center by Drive Time

Q7f. "One option is to renovate and expand the International Swim Center in Central Park. Would you be very, moderately, or not very interested in this?"

Base for chart: Those reporting, for D2, a driving time to Central Park (w=388, weighted); adjusted results exclude missing for income (w=337, weighted)



Notes

The percentage having visited the International Swim Center at least once within the last six months varied significantly by driving distance to Central Park, as Figure 11 shows. Then, is interest in renovating and expanding the International Swim Center also highly correlated with driving distance to Central Park? These results suggest maybe not. Looking at unadjusted results by driving distance, the downward trend in interest with a longer (11 minute or more) drive time is evident but not strong enough to be statistically significant.* Adjusting for other background measurements reduces the trend a bit more.**

* However, sub-sample sizes for longer driving distances are small, weakening the statistical tests.

** The adjusted analysis asks, "What is the expected 'very interested' outcome for two individuals who have the same background characteristics – for gender, age, parental status, and income – but who vary in driving distance to Central Park?" This adjusted variation was not statistically significant.

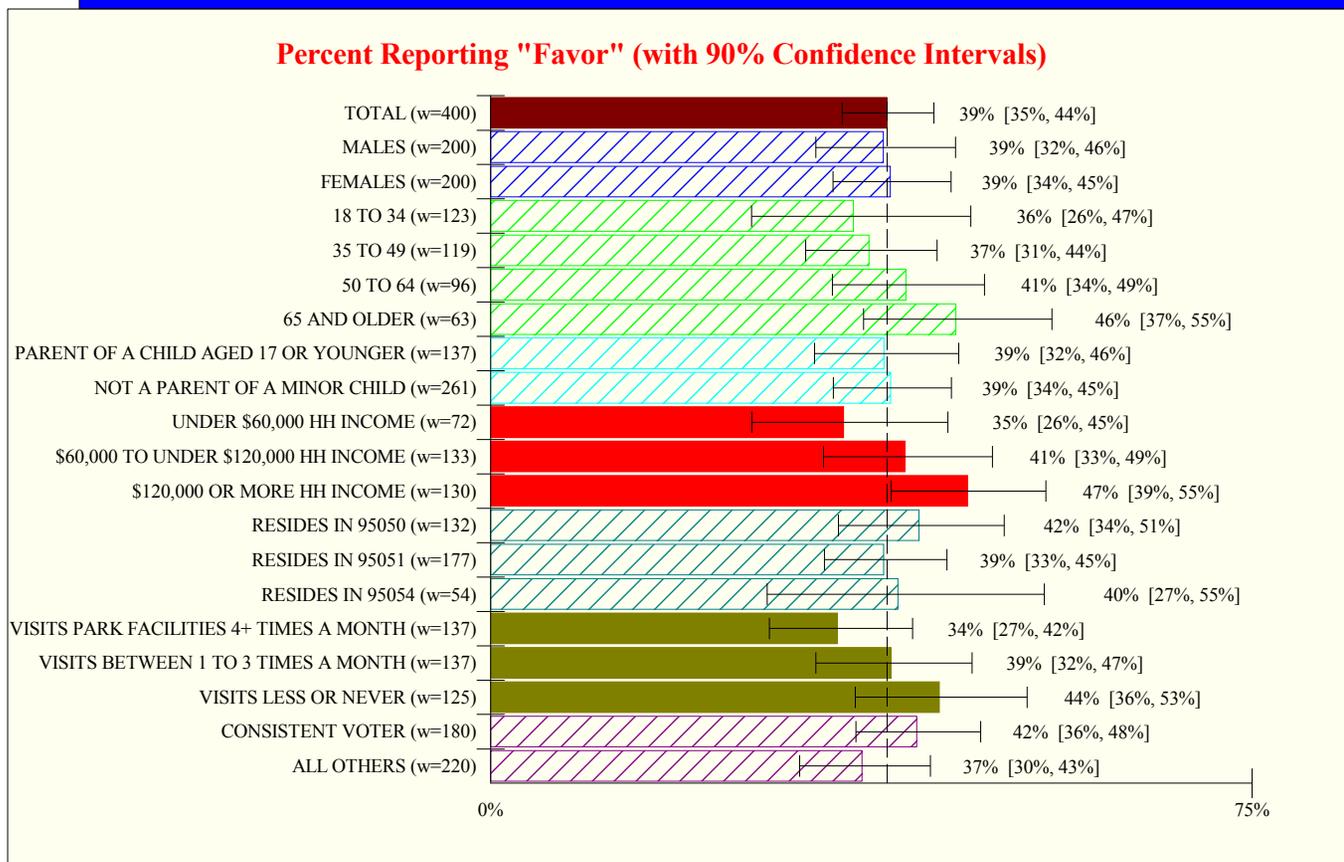
The confidence intervals are asymmetric.

Figure 40

Support for Funding International Swim Center Improvements by Background Category

Q8f. "Would you tend to favor, be neutral to, or oppose additional public funding to renovate and expand the International Swim Center in Central Park?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Respondents propensity to "favor" additional public funding to renovate and expand the International Swim Center varied marginally by income and overall park system use:

- **Household income:** The trend shown at left was marginally significant, with the likelihood of favoring ISC funding increasing with level of affluence.
- **Park system use:** The propensity to "favor" ISC funding tended to increase as frequency of park use declined.

The existence of an age trend – older respondents were more likely to "favor" the proposal than younger ones – is noted, although it was not strong enough to be statistically significant. (That is, not enough evidence exists to allow generalizing this age trend to the population of Santa Clara residents.) It does correlate, however, with the result shown in the previous chart.

Other differences were not large enough to be statistically meaningful.

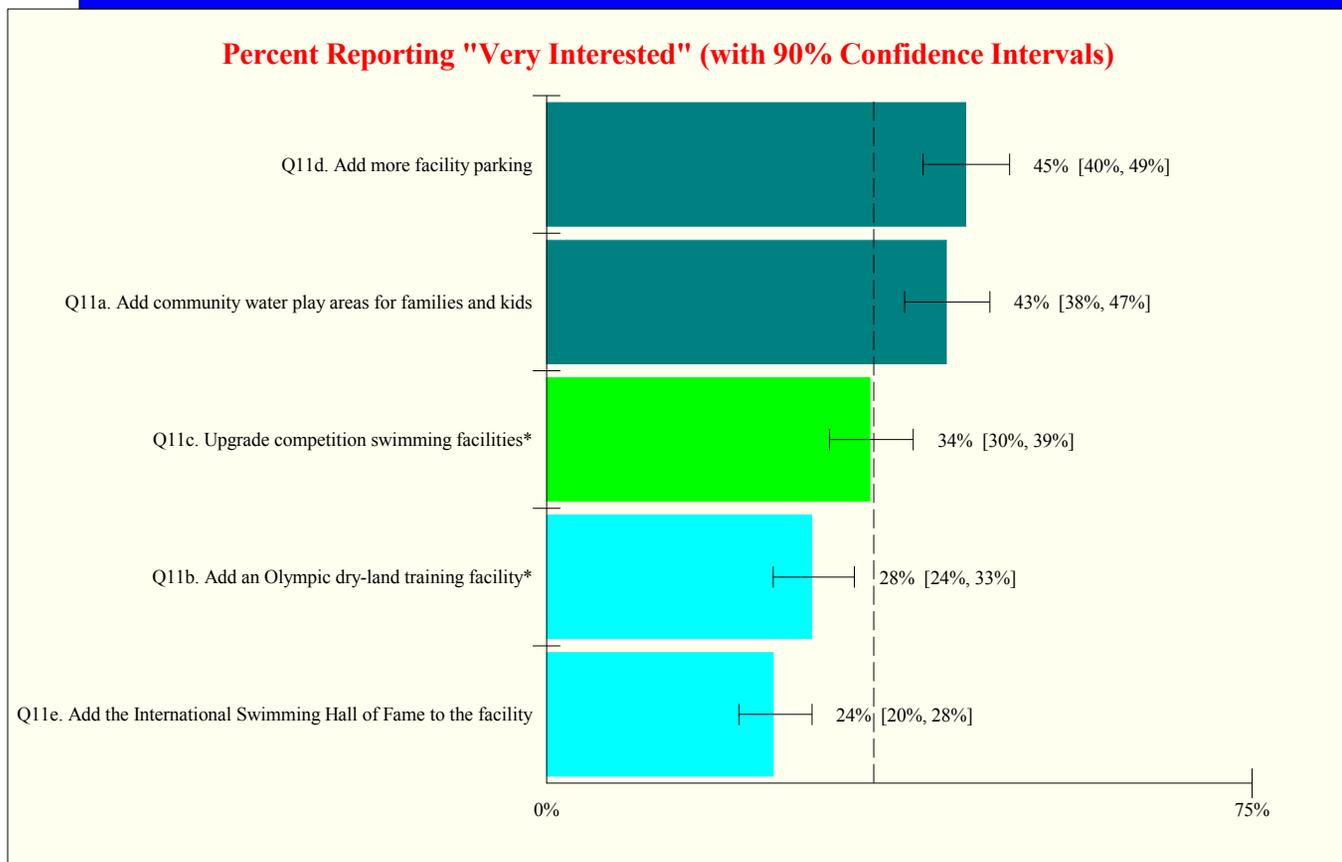
The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Figure 41

Desirability of Specific International Swim Center Improvements (1)

Q11a-e. "The International Swim Center, located in Central Park, has a 50-meter pool, diving tank, and training pool, is used by numerous swim clubs, and hosts 28 major swim events annually. This 50-year old facility, however, has an aging infrastructure and the city is considering plans to modernize and enlarge it. . . . One suggested swim center improvement is to <insert statement>. Would you be very moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question.



Notes

Respondents were asked to rate (using a three-point scale) their degree of interest in each of five improvement options proposed for the International Swim Center. "Very interested" percentages are shown, with bars color-coded to indicate degrees of distance above or below the dashed line (the average outcome).* The confidence intervals, again, show ranges within which the population percentages would likely fall if all adult Santa Clara residents had been surveyed. This was observed:

- **Above-average relative interest (turquoise):** These two options – adding more facility parking, and adding community water play areas for families and children – scored significantly higher than the other three. More than four in ten said they would be "very interested" in each.
- **Average relative interest (green):** One in three were "very interested" in upgrading competition swimming facilities to attract additional major competitive swimming events.
- **Below-average relative interest (blue):** About one in four were enthusiastic about these two options – adding an Olympic dry-land training facility with fitness, therapy, and weight-training equipment, and adding the International Swim Hall of Fame.

The next chart lists the response distributions for Q11a-e.

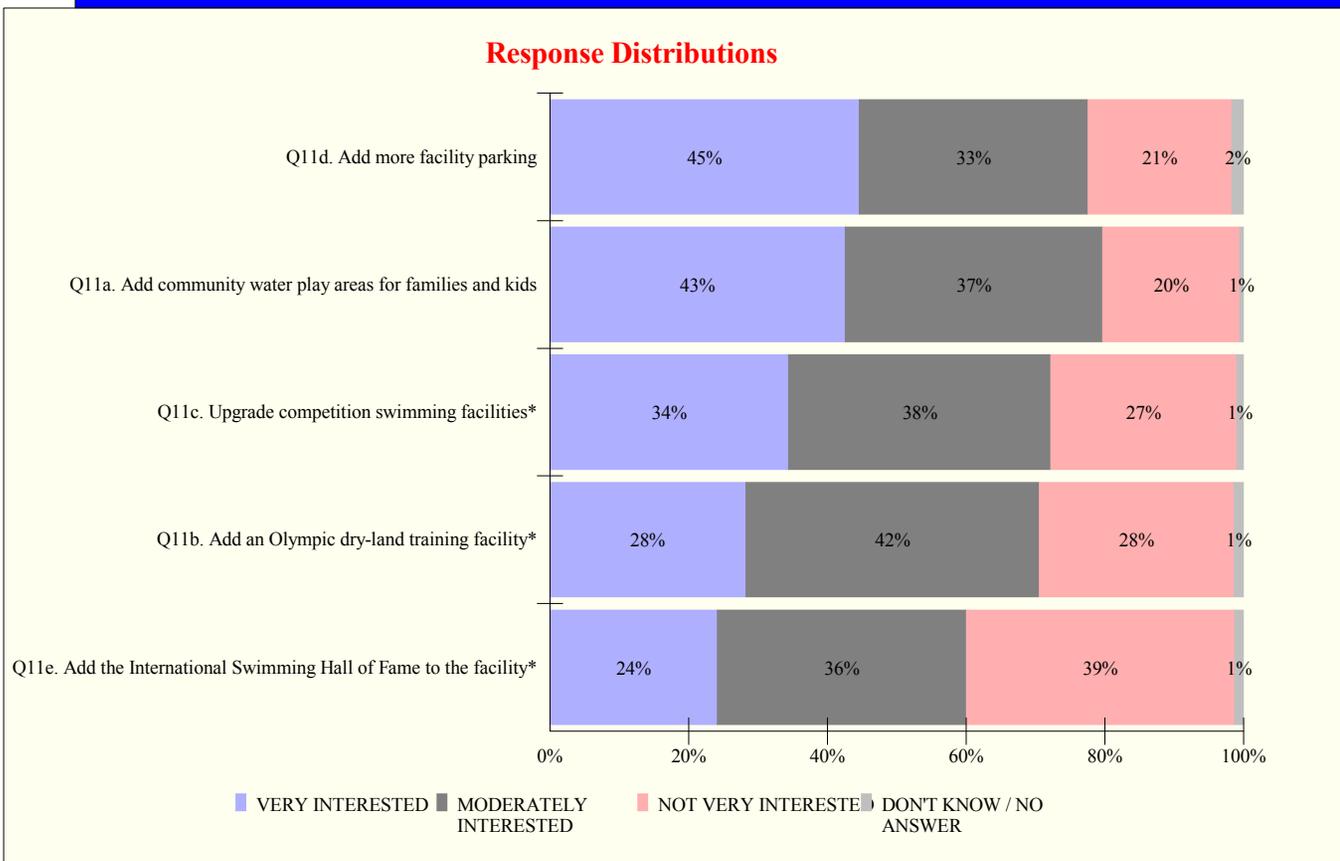
* At left, a difference of six percentage points or more can be considered meaningful.

Figure 42

Desirability of Specific International Swim Center Improvements (2)

Q11a-e. "The International Swim Center, located in Central Park, has a 50-meter pool, diving tank, and training pool, is used by numerous swim clubs, and hosts 28 major swim events annually. This 50-year old facility, however, has an aging infrastructure and the city is considering plans to modernize and enlarge it. . . . One suggested swim center improvement is to <insert statement>. Would you be very moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question.



Notes

The response distributions to Q11a-e are shown at left.

An alternative to comparing "very interested" percentages is to calculate averages (on a three-point scale, ignoring "don't know's").* If this is done, the same rank-ordering is generated and the same conclusions reach, with one exception: an Olympic dry-land training facility now significantly outperforms the International Swimming Hall of Fame (reflecting the latter's larger "not very interested" result).

* Averages were derived by scaling "very interested" as "3," "moderately" as "2," and "not very" as "1." From the top bar down, the calculated averages were 2.24, 2.23, 2.08, 2.00, and 1.85. A difference of 0.07 of a rating point or more is meaningful.

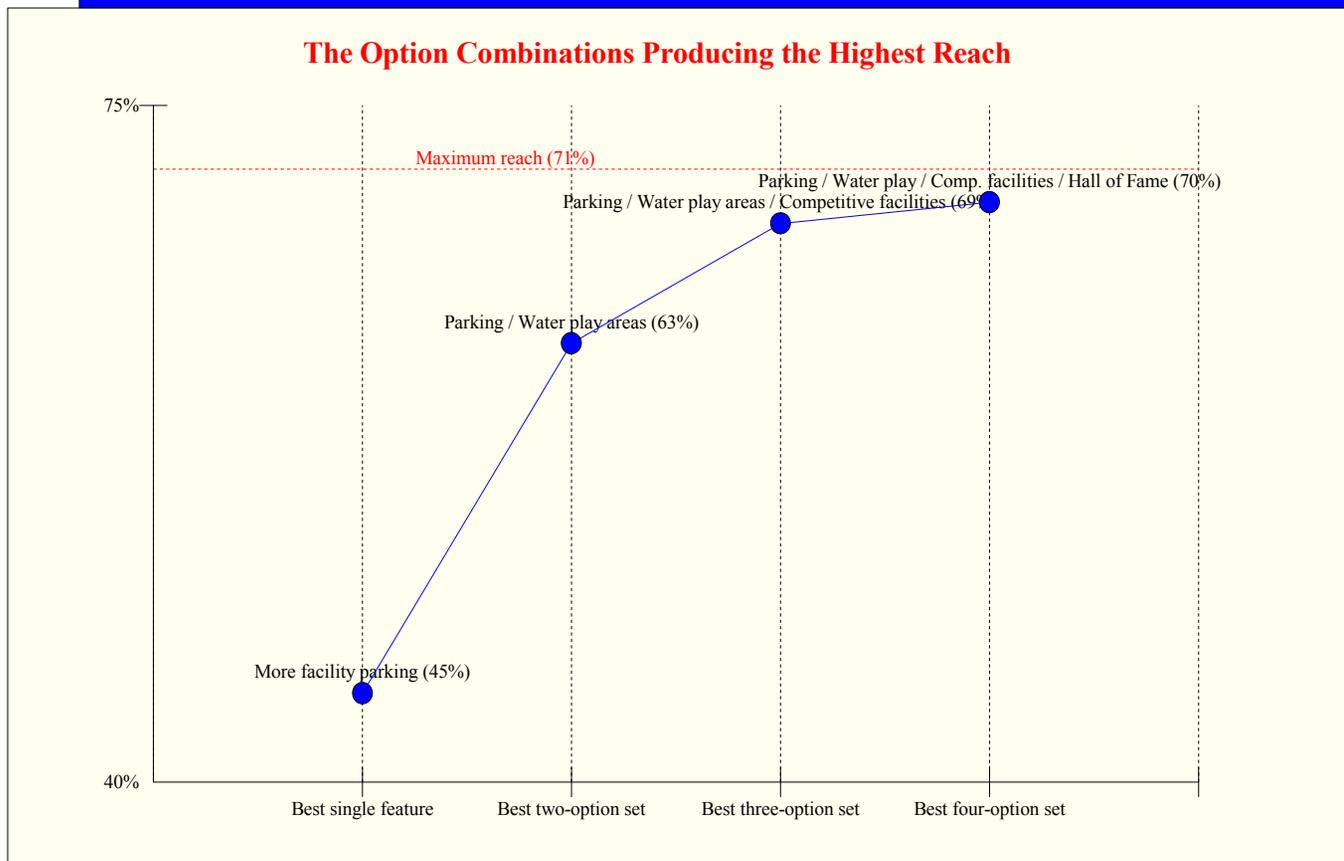
Segment percentages sum to 100% within each bar. An asterisk indicates wording abridged from the questionnaire.

Figure 43

ISC Improvement Option Combinations with the Highest Reach

Q11a-e. "The International Swim Center, located in Central Park, has a 50-meter pool, diving tank, and training pool, is used by numerous swim clubs, and hosts 28 major swim events annually. This 50-year old facility, however, has an aging infrastructure and the city is considering plans to modernize and enlarge it. . . . One suggested swim center improvement is to <insert statement>. Would you be very moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted)



Notes

"Reach" is defined for this analysis as the sample percentage "very interested" in at least one of the Q11a-e ISC improvement options included in a specified option combination. This chart identifies the combinations generating the highest (unduplicated) reach.

The maximum possible reach was 71%. That is, considering all five improvement options as a group, 71% identified at least one in which they were "very interested." However, for planning and marketing purposes, it is possible to approach maximum reach by emphasizing two- to four-option combinations, rather than five. This was observed:

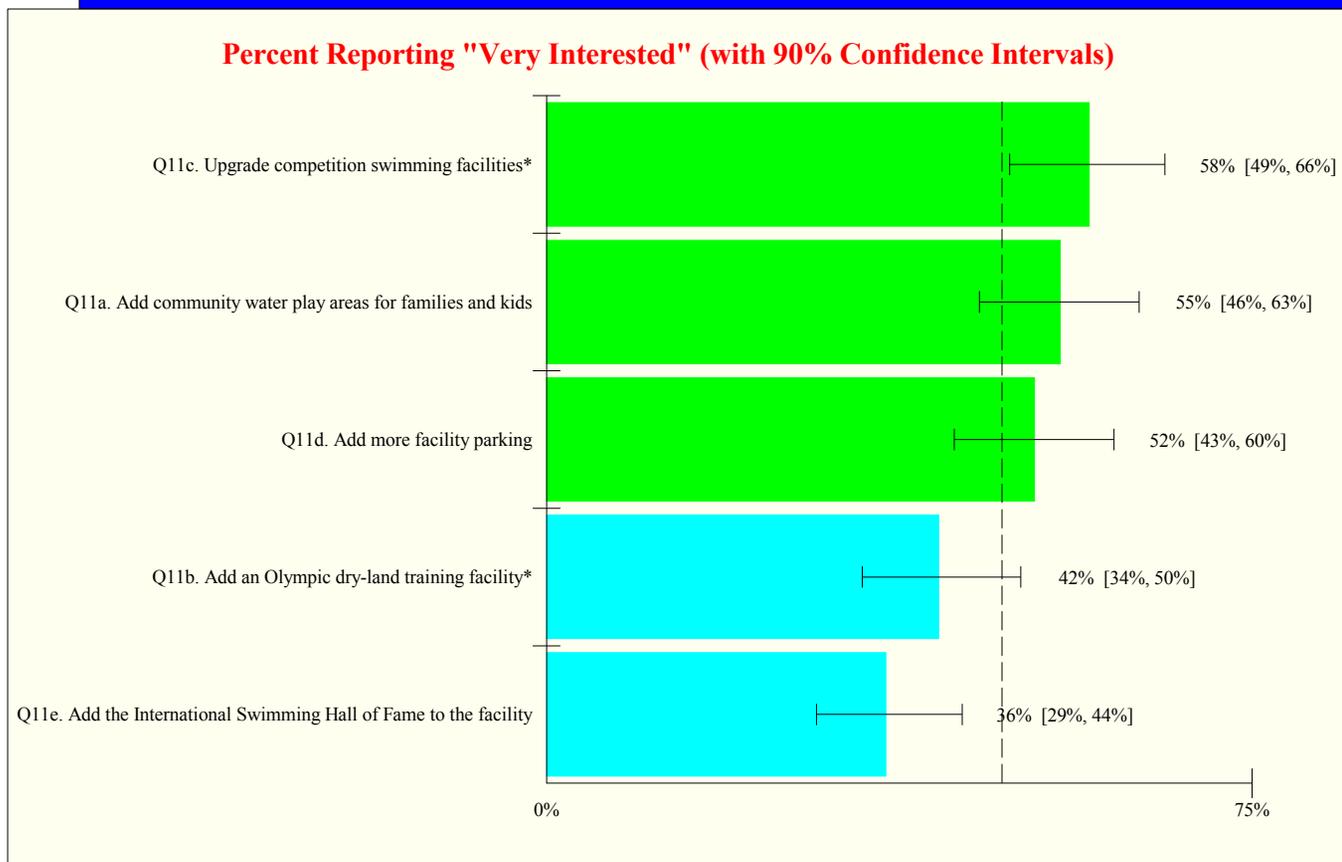
- **Highest reach for a single option:** Forty-five percent (45%) were "very interested" in more facility parking, the best outcome among the five.
- **Highest reach for two-option combinations:** Among 10 possible two-option combinations, the highest reach (63% "very interested" in one or both) was achieved by adding parking and adding community water play areas.
- **Highest reach for three-option combinations:** Among 10 possible three-option combinations, the highest reach was achieved by adding parking, adding water play areas, and upgrading competition facilities. Sixty-nine percent (69%) said "very interested" to at least one of these.
- **Highest reach for four-option combinations:** Among 5 possible combinations, the highest reach (70%) was achieved by adding parking, adding water play areas, upgrading competition facilities, and adding the International Hall of Fame.

Figure 44

Desirability of Specific ISC Improvements Among Those "Very Interested" in ISC Renovation and Expansion

Q11a-e. "The International Swim Center, located in Central Park, has a 50-meter pool, diving tank, and training pool, is used by numerous swim clubs, and hosts 28 major swim events annually. This 50-year old facility, however, has an aging infrastructure and the city is considering plans to modernize and enlarge it. . . . One suggested swim center improvement is to <insert statement>. Would you be very moderately, or not very interested in this?"

Base for chart: Those "very interested" (for Q7f) in renovation and expansion of the ISC (w=152) for each question



Notes

The 152 respondents rating themselves "very interested" in International Swim Center renovation and expansion produced an ISC-option rank-ordering different from Figure 41's. Members of this sub-group placed the upgrading of the center's competition swimming facilities at the top of the rank-ordering, while also generating higher "very interested" percentages for the other options. This was observed:

- **Above-average relative interest among this sub-group (green):** Among the 152, these three options – to each of which a majority answered "very interested" – scored significantly better than the remaining two. Among the three, none of the pairwise differences were large enough to be statistically significant.
- **Below-average relative interest among this sub-group (blue):** ISC supporters were less enthusiastic about these options, but 42% still said they "favor" adding an Olympic dry-land training facility and 36%, adding the International Swimming Hall of Fame.

* At left, a difference of ten percentage points or more can be considered meaningful.

The dashed line indicates the average outcome. The confidence intervals are asymmetric. An asterisk indicates wording abridged from the questionnaire.

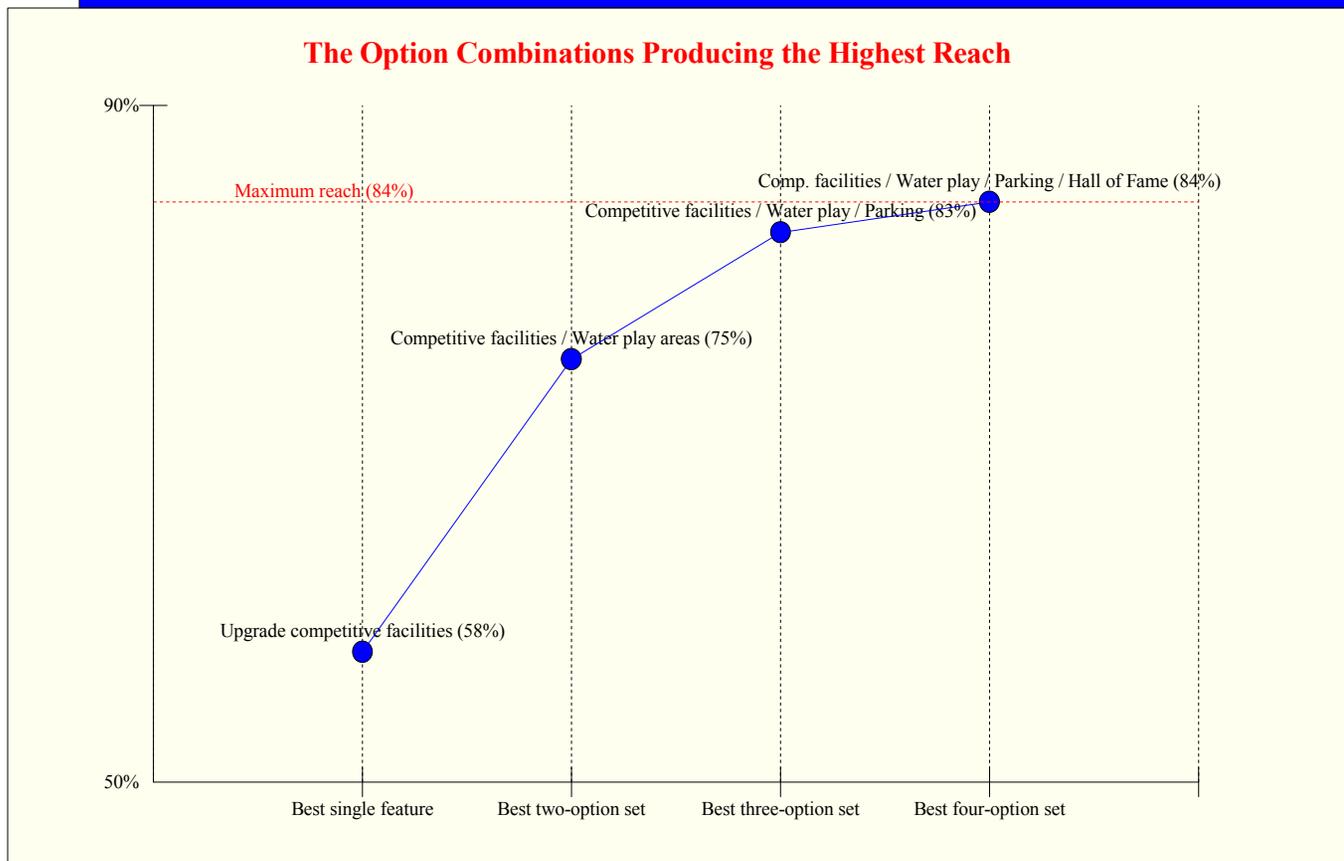


Figure 45

ISC Improvement Option Combinations with Highest Reach Among Those "Very Interested" in ISC Renovation and Expansion

Q11a-e. "The International Swim Center, located in Central Park, has a 50-meter pool, diving tank, and training pool, is used by numerous swim clubs, and hosts 28 major swim events annually. This 50-year old facility, however, has an aging infrastructure and the city is considering plans to modernize and enlarge it. . . . One suggested swim center improvement is to <insert statement>. Would you be very moderately, or not very interested in this?"

Base for chart: Those "very interested" (for Q7f) in renovation and expansion of the ISC (w=152) for each question



Notes

This chart is similar to Figure 44's, except that these reach percentages reflect the perceptions of the 152 respondents rating themselves "very interested" in International Swim Center renovations and expansion. The chart lists the option combinations generating the highest (unduplicated) reach among the 152.

Among them, the maximum possible reach was 84%. That is, considering all five improvement options as a group, 84% identified at least one in which they were "very interested." These results were also calculated:

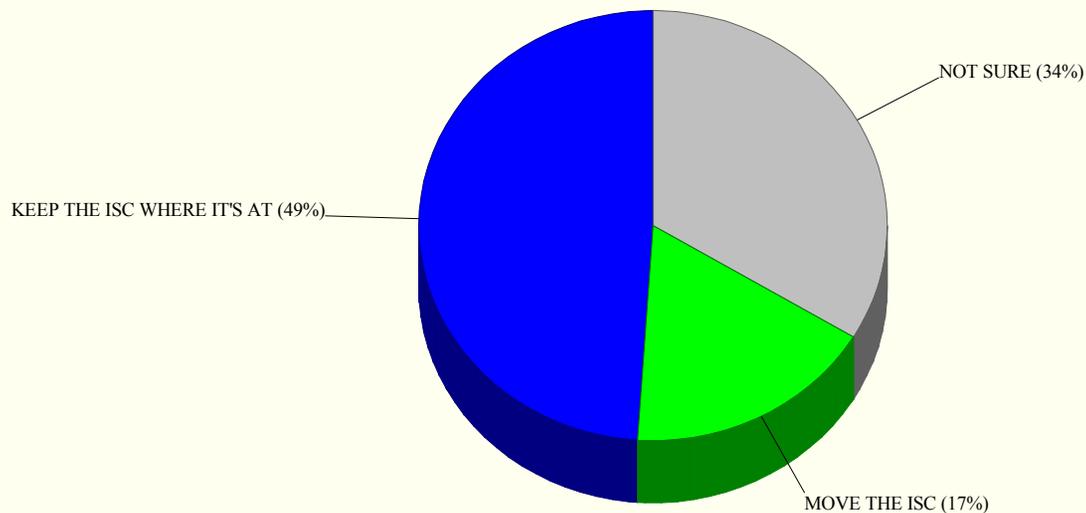
- **Highest reach for a single option:** Fifty-eight percent (58%) were "very interested" in upgrading competition swimming facilities.
- **Highest reach for two-option combinations:** Among 10 possible two-option combinations, the highest reach (75% "very interested" in one or both) was observed for upgrading facilities and adding water play areas.
- **Highest reach for three-option combinations:** Among 10 possible three-option combinations, the highest reach (83%) was achieved by upgrading facilities, adding water play areas, and adding more parking. (This specific combination matched the overall sample's for three-option reach; see Figure 43.)
- **Highest reach for four-option combinations:** Among 5 possible combinations, the highest reach (84%) was produced by upgrading facilities, adding water play areas, adding more parking, and adding the International Hall of Fame. (This four-option combination also matched the overall sample's.) The four-combination reach percentage equaled the maximum possible (84%), so adding the dry-land training facility option to this combination fails to increase total reach.

Figure 46

The More Desirable Location for the Upgraded ISC

Q12. "The city is considering two site options for the International Swim Center. The first is to build the new swim center and hall of fame next to the Community Recreation Center in Central Park. That would reduce traffic, noise and parking issues and provide space on the existing site for soccer fields or open space. The second option is to rebuild the International Swim Center near its current location next to the library. The two options cost about the same. Which would you recommend? Move the swim center, keep the swim center where it's at, or you're not sure?"

Base for chart: Total sample (n=400, weighted)



Notes

Asked to select their preferred location between the two proposed for the expanded International Swim Center, respondents were almost three times more likely (49% to 17%) to recommend "keep the facility where it's at" than "move the swim center." A sizable number (34%), however, were "not sure."

Among those showing a special interest in the ISC, these results were observed:

- **Visited the ISC within the last six months (w=66):** 57% to keep the current site and 17% to move it
- **"Very interested" in ISC improvements (w=152):** 53% to 17%
- **"Favor" additional public funding for ISC improvements (w=156):** 54% to 21%

The next chart explores variations in Q12's outcome by background measurement.

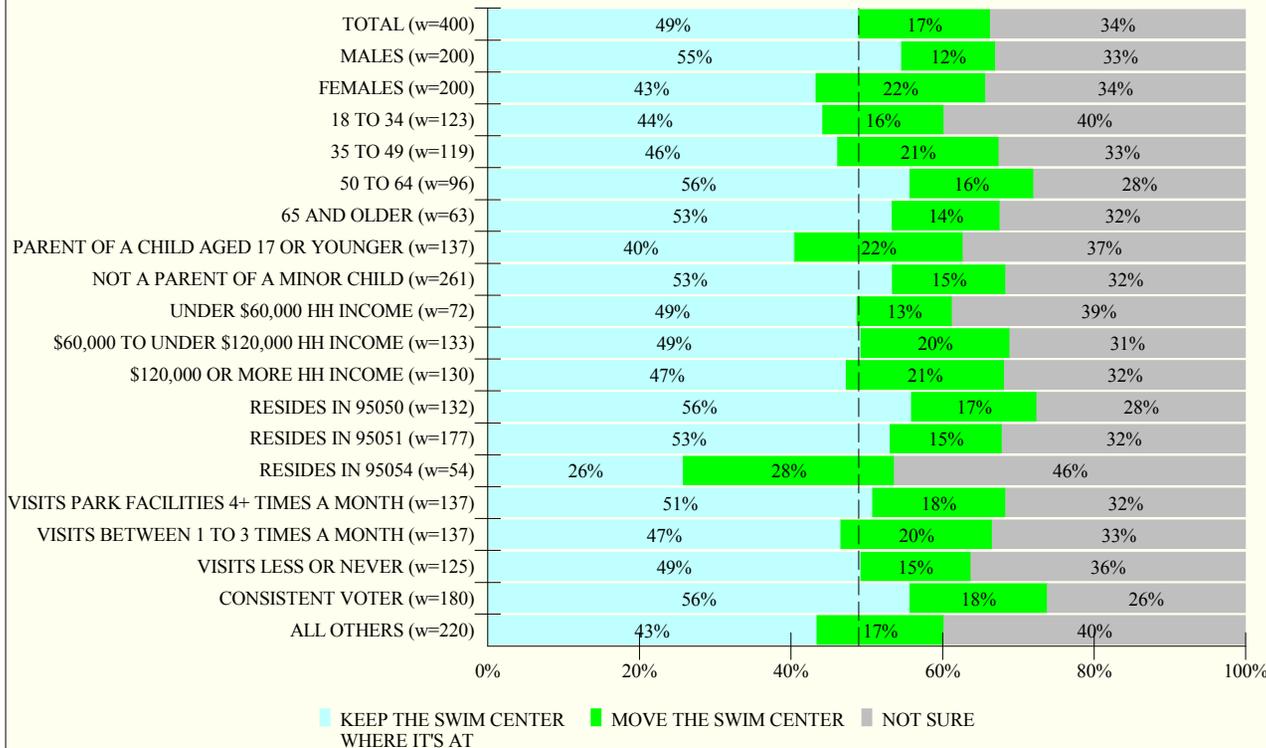
Figure 47

The More Desirable ISC Location by Background Category

Q12. "The city is considering two site options for the International Swim Center. The first is to build the new swim center and hall of fame next to the Community Recreation Center in Central Park. That would reduce traffic, noise and parking issues and provide space on the existing site for soccer fields or open space. The second option is to rebuild the International Swim Center near its current location next to the library. The two options cost about the same. Which would you recommend? Move the swim center, keep the swim center where it's at, or you're not sure?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed

Response Distributions by Category



Notes

In every category listed except zip code 95054, more respondents wanted to keep the International Swim Center at its current location than to move it.*

Females, older respondents (marginally), those without children, residents of zip codes 95050 and 95051, and consistent voters – that is, those generally exhibiting more interest in the ISC's renovation and expansion – were statistically more likely than their opposites to favor keeping the facility at its current location.

* "Don't know" percentages were also relatively high in every category, suggesting that many would have preferred more information about the proposed move.

Segment percentages sum to 100% within each bar. The dashed line indicates the total sample percentage for "keep the swim center where it's at."



Figure 48

The Best Way to Pay for International Swim Center Improvements

Q13. "To pay for International Swim Center improvements, do you think the city should seek 100% private funding, 50% private and 50% public funding, 100% public funding, or you're not sure?"

Q14. "For public funding of swim center improvements, do you think the city should rely on a parcel tax or bond, charging developer fees on new residential development, or you're not sure?"

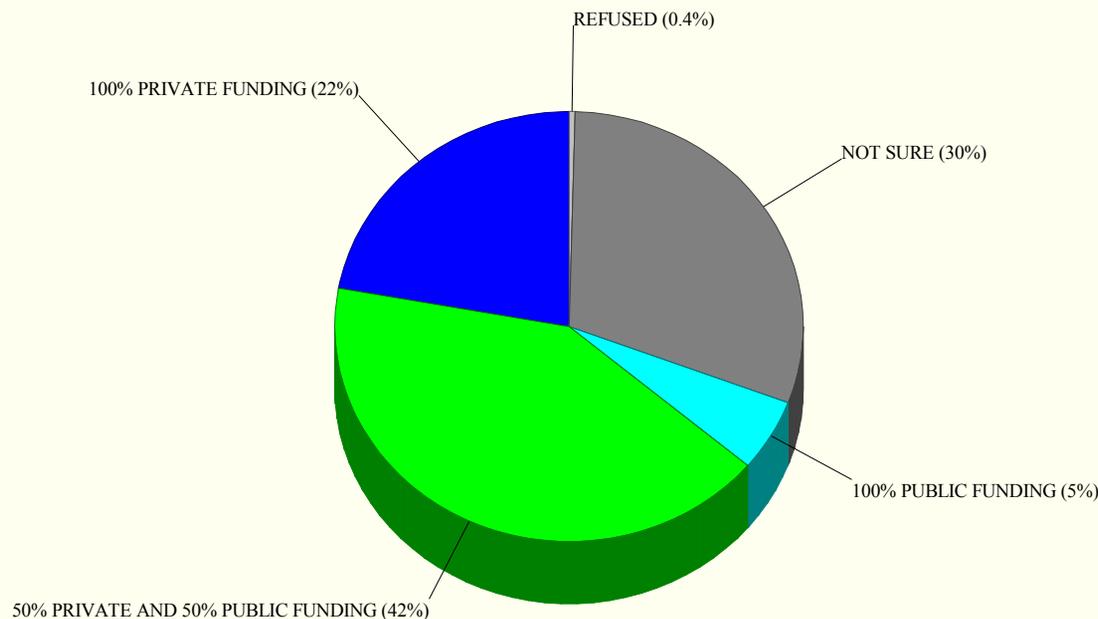
Base for chart: Total sample (n=400, weighted)

Notes

To pay for International Swim Center improvements, 42% recommended "50% private and 50% public funding," while 22% said "100% private funding," and 5%, "100% public funding."

The most enthusiastic proponents of mixed public-private funding were those aged 18 to 34, 50% of whom recommended this option, compared to 38% of all others.

The 188 respondents favoring either partial or full public funding of ISC improvements were asked to choose their preferred public funding method. As the inset chart shows, 22% said the city should rely on "charging developers on new residential development," while 14% favored a "parcel tax or bond." Most (65%), however, were "not sure."



Preferred Public Funding Method

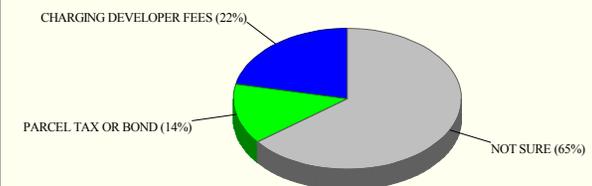
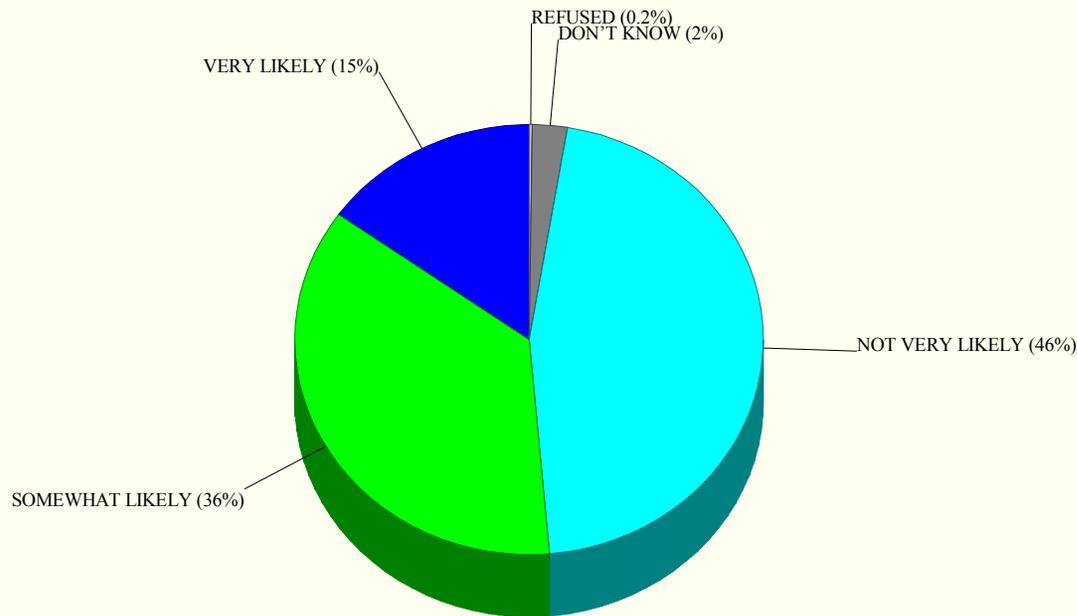


Figure 49

Likelihood of a Contribution to Support ISC Improvements

Q15. "The proposed changes to the International Swim Center may, as mentioned, rely at least partially on financial support from community residents. I have a question about this for survey purposes only. How likely do you think it will be for members of your household to contribute to a future funding campaign to help build an upgraded swim center? Very likely, somewhat likely, or not very likely?"

Base for chart: Total sample (n=400, weighted)



Notes

Respondents were asked to rate the likelihood that members of their household would contribute to a funding campaign to help build an upgraded International Swim Center. Fifteen percent (15%) claimed their household would be "very likely" to contribute and 36%, "somewhat likely."

"Very likely" percentages were higher among those exhibiting interest in the ISC:

- **Visited the ISC within the last six months (w=66):** 28% were "very likely" to contribute.
- **"Very interested" in ISC improvements (w=152):** 23%
- **"Favor" additional public funding for ISC improvements (w=156):** 26%

Responses to contribution-related questions often suffer from affirmation bias (the conscious or unconscious desire among some respondents to want to please the interviewer) and/or social desirability bias (the tendency among some respondents to identify with socially desirable behaviors). These results should be treated with caution and some skepticism.

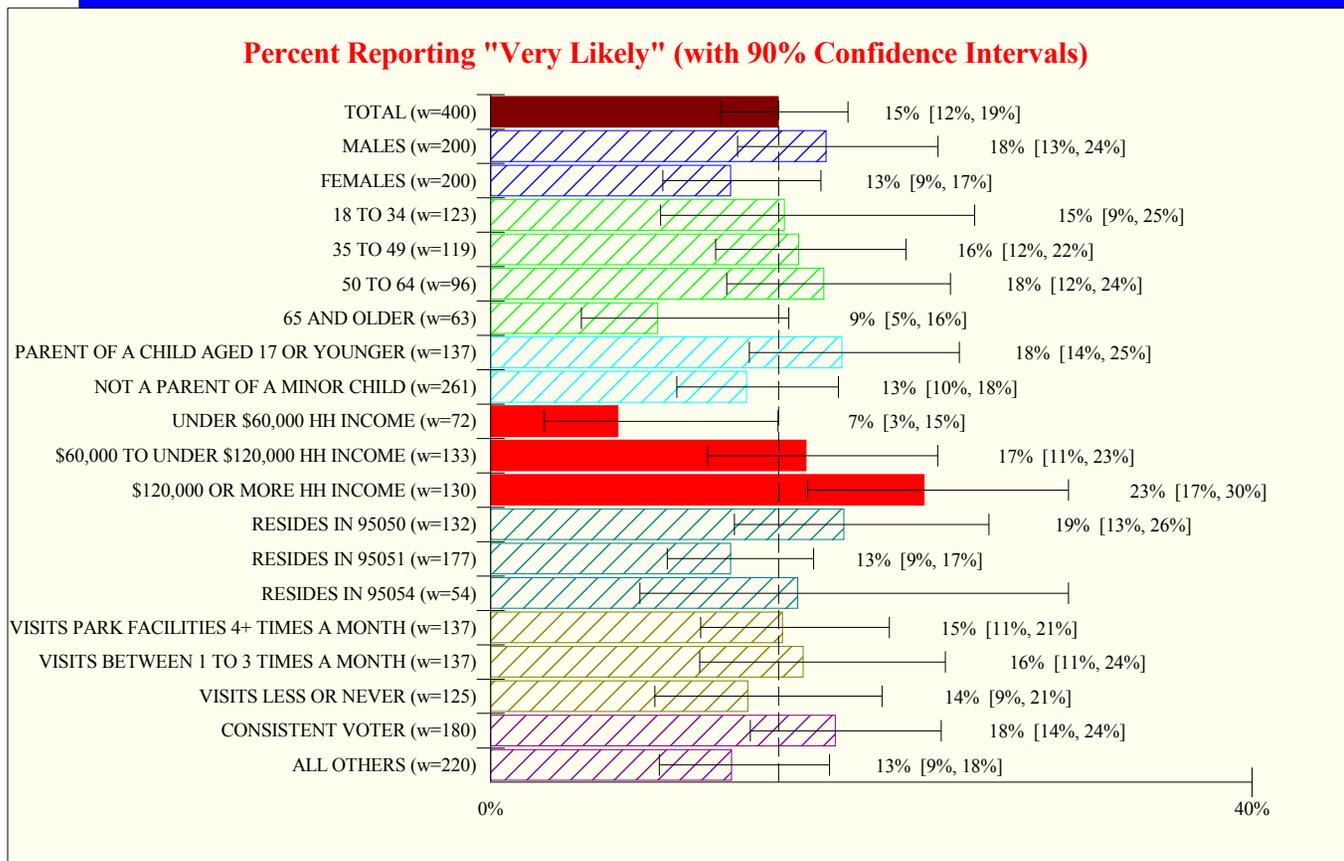
The next chart examines background measurement variations in willingness to contribute.

Figure 50

Likelihood of a Contribution by Background Category

Q15. "The proposed changes to the International Swim Center may, as mentioned, rely at least partially on financial support from community residents. I have a question about this for survey purposes only. How likely do you think it will be for members of your household to contribute to a future funding campaign to help build an upgraded swim center? Very likely, somewhat likely, or not very likely?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Overall, 15% judged their household "very likely" to contribute to a funding campaign for the International Swim Center, but this percentage varied significantly by household income, as might be expected. Members of the most affluent income category (\$120,000 or more) were over three times more likely to answer "very likely" than those reporting less than \$60,000 income.

Other background measurement differences were not large enough to be statistically meaningful.

The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Survey Questionnaire (annotated to show results)



Santa Clara Parks and Recreation Survey - Baseline

(March 5, 2014; V1.33; Strategic Research Associates; S.D.)

ID #: _____

Phone: _____

Date: __/____/14

Min.: _____

() Completed

Not completed

- () Refusal
- () Incomplete (respondent terminates)
- () Incomplete (interviewer terminates)

No contact:

- () Call back; attempts: _____
- () No call back

Interviewer ID: _____

First name: _____

| | | |
|------------------|------------------|-------|
| Checked: _____ | Date: __/____/14 | _____ |
| Monitored: _____ | Date: __/____/14 | _____ |
| Validated: _____ | Date: __/____/14 | _____ |
| Input: _____ | Date: __/____/14 | _____ |

Note: Because of rounding, percentages may not add up to 100%

Sample size is n=400 except where noted

Preliminary Script

[INTRO FOR ALL NUMBERS]

Hello. This is _____ from Strategic Research Associates and we're conducting an opinion poll about what Santa Clara residents think about a few crucial issues.

[CONTINUE FOR A LANDLINE TELEPHONE]

I'd like to speak with the [ADULT / MALE / FEMALE] aged 18 or older in your household with the most recent birthday. (Would that be you?) [IF REQUESTED HOUSEHOLD MEMBER IS NOT AVAILABLE, ASK FOR A CONVENIENT CALLBACK TIME. REPEAT INTRO IF ANOTHER ADULT COMES TO THE LINE]

[CONTINUE]

Your phone number was randomly generated using known telephone prefixes in the area and your responses will be combined with hundreds of others to insure confidentiality. The survey takes about twelve minutes to complete. Can we proceed? [IF NOT, REQUEST A MORE CONVENIENT CALLBACK TIME.]

| | |
|---|----------|
| Callback date/time #1: __/____/14 ____:____ | Comment: |
| Callback date/time #2: __/____/14 ____:____ | |
| Callback date/time #3: __/____/14 ____:____ | |

Preliminary Screening

S1. RECORD GENDER BY OBSERVATION: MALE 50%
FEMALE 50%

S2. First, please stop me when I read your correct age category. Are you <INSERT LIST>?

17 OR YOUNGER POLITELY TERMINATE
18-24 7%
25-34 23%
35-44 18%
45-49 12%
50-64 24%
65-79 12%
80 OR OLDER 3%
REFUSED [DON'T READ] .. POLITELY TERMINATE

S3. Do you currently live within the boundary of the City of Santa Clara? Yes or no?

YES 100%
 NO / DK **POLITELY TERMINATE**

S4. How long have you lived in the City of Santa Clara? **[READ LIST]**

LESS THAN SIX MONTHS .. **POLITELY TERMINATE**
 OR SIX MONTHS OR MORE 100%
 REFUSED **[DON'T READ]** .. **POLITELY TERMINATE**

Overall Frequency of Park Use

Q1. Thinking about the City of Santa Clara . . . In a sentence, what is the most important reason for your choosing to live in Santa Clara? **[TRY AND GET A SPECIFIC RECOMMENDATION; MULTIPLE ANSWERS ARE OKAY BUT DO NOT PROMPT FOR THEM]**

| | | | |
|-------------------------|--------------------------|-------------------------|---------------------------|
| (20%) Close to work | (12%) Good place to live | (8%) Good schools | (2%) Reasonable utilities |
| (15%) Grew up here | (10%) Good community | (5%) City amenities | (2%) Found the right home |
| (14%) Good location | (10%) Affordable | (3%) Clean or beautiful | |
| (12%) Safe or low crime | (9%) Family nearby | (2%) Good weather | |

Q2. Now, I'm going to ask about your personal use of public park facilities available within the City of Santa Clara. First . . .

Within the last six months, do you recall visiting any of the City of Santa Clara's parks or recreational facilities – for example, any of its public playgrounds, public soccer or game fields, public swimming pools, parks, recreation centers, or other public recreational facilities. Yes or no?

YES 77%
 NO / DON'T KNOW / REFUSED 23%

[IF RESPONDENT ANSWERS “NO,” “DON'T KNOW,” OR REFUSED, READ: Even if you haven't recently visited any park facilities, your answers are just as important as those who have. THEN SKIP TO Q5.]

Q3. Within the last six months, about how often have you had the chance to visit any of the city's parks or recreational facilities? **[READ LIST; REVERSE]**

FOUR OR MORE TIMES A MONTH 34%
 TWO OR THREE TIMES A MONTH 19%
 ABOUT ONCE A MONTH 15%
 LESS THAN ONCE A MONTH 8%
 NONE 23%
 DON'T KNOW / REFUSED **[DON'T READ]** ... <0.5%

Q4. Within the last *six months*, do you recall ever having personally visited **<INSERT LOCATION; RANDOMIZE>**; yes or no?

| | YES | NO | DK/REFUSED |
|---|-----|-----|------------|
| a. Central Park | 59% | 41% | 1% |
| b. Any city park other than Central Park | 62% | 38% | 0% |
| c. Any city-owned public athletic field, like those for soccer, football, or baseball | 30% | 70% | <0.5% |
| d. Youth Soccer Park, next to the 49ers' new Levi Stadium | 10% | 90% | 0% |
| e. Any of the city's off-street biking or creek trails | 40% | 59% | 1% |
| f. Ulistac Natural Area | 12% | 78% | 10% |
| g. Any of the city's public swimming pools | 13% | 87% | 0% |
| h. The International Swim Center in Central Park | 17% | 83% | <0.5% |
| i. Any city playground | 42% | 58% | <0.5% |
| j. Any of the city's recreational centers, such as the teen center, senior center, or youth activity center | 32% | 68% | 0% |

General Perceptions About Santa Clara's Existing Parks

Q5. Compared with what you'd expect from a city like Santa Clara, would you say **<INSERT LIST; RANDOMIZE b-c ONLY>** is **<INSERT LIST; REVERSE>**?

| | | BETTER THAN AVERAGE | AVERAGE | WORSE THAN AVERAGE | DK/ NA |
|----|--|---------------------|---------|--------------------|--------|
| a. | The overall quality of Santa Clara city recreation and park facilities | 59% | 36% | 4% | 1% |
| b. | The maintenance of Santa Clara city recreation and park facilities | 54% | 39% | 4% | 2% |
| c. | The safety of Santa Clara city parks | 56% | 35% | 5% | 4% |

Q6. In your own words, what **one** physical improvement or addition to the City of Santa Clara recreation and park system would you most like to see happen? And this could be any type of land or building improvement. **[TRY AND GET A SPECIFIC RECOMMENDATION; MULTIPLE ANSWERS ARE OKAY BUT DO NOT PROMPT FOR THEM]**

| | | |
|------------------------------|--------------------------------|--------------------------------|
| (7%) Improve park equipment | (5%) More sports fields/courts | (4%) Improved park landscaping |
| (6%) Maintain existing parks | (4%) More dog parks | (4%) Improved cleanliness |
| (5%) More restrooms | (4%) Improve paths/trails | (4%) Extended hours |
| (5%) More natural areas | (4%) More lighting | (4%) More parks |

Desirability of Specific Park and Facility Improvements

Q7. **[TREAT Q7 AND Q8 AS TWO SEPARATE SETS OF QUESTIONS; COMPLETE Q7 FROM STARTING Q8]**
The City of Santa Clara's Recreation and Park Department is exploring a number of proposed recreation and park system improvement options, and I'm going to ask you about them . . .

One option is to **<INSERT STATEMENT; RANDOMIZE ORDER>**: Would you be very, moderately, or not very interested in this? **[REVERSE SCALE]**

[AFTER THE FIRST STATEMENT, JUST SAY "very, moderately, or not very interested"]

Q8. The improvements I just listed may require additional public funding to implement. . .

Would you tend to favor, be neutral to, or oppose additional public funding to **<INSERT STATEMENT; RANDOMIZE; REVERSE SCALE>**?

[AFTER FIRST STATEMENT, JUST SAY "Would you favor, be neutral to, or oppose additional public funding to. . ."]

| | Q7. Degree of Interest | | | | Q8. Perception About Public Funding | | | |
|--|------------------------|------------|----------|-------|-------------------------------------|---------|--------|--------|
| | VERY | MODERATELY | NOT VERY | DK/NA | FAVOR | NEUTRAL | OPPOSE | DK/ NA |
| a. Build a new youth sports park to provide more soccer fields | 34% | 28% | 36% | 2% | 33% | 37% | 29% | 2% |
| b. Incorporate more natural open space in existing city parks | 57% | 28% | 14% | 1% | 56% | 23% | 20% | 2% |
| c. Develop additional children's playgrounds and play areas | 53% | 27% | 20% | 1% | 48% | 31% | 20% | 1% |
| d. Build a state-of-the-art community recreation center with gymnasium | 41% | 32% | 25% | 2% | 42% | 31% | 25% | 2% |

| | | Q7. Degree of Interest | | | | Q8. Perception About Public Funding | | | |
|----|--|------------------------|-----------------|-------------|-------|-------------------------------------|---------|--------|--------|
| | | VERY | MODER- ATELY | NOT VERY | DK/NA | FAVOR | NEUTRAL | OPPOSE | DK/ NA |
| e. | Expand and improve city jogging and biking trails to link city parks | 63% | 21% | 15% | 1% | 59% | 22% | 18% | 1% |
| f. | Renovate and expand the International Swim Center in Central Park | 38% | 30% | 28% | 4% | 39% | 34% | 25% | 2% |

Q9. A question about soccer fields . . . Because of NFL stadium game day impacts, the Youth Soccer Park next door will be difficult to access and use for soccer on game and event days during the year. Several park locations have been suggested for accommodating new soccer fields.

One suggested location is <INSERT STATEMENT; RANDOMIZE>? Would you tend to favor, be neutral to, or oppose this site? [REVERSE SCALE]

| | | FAVOR | NEUTRAL | OPPOSE | DK/ NA |
|----|---|-------|---------|--------|--------|
| a. | On vacant land available at the city's water treatment plant on Zanker Avenue outside the city limits | 36% | 30% | 28% | 6% |
| b. | Under-utilized Industrial land to be purchased inside Santa Clara near the dog park | 41% | 33% | 16% | 10% |
| c. | In a portion of undeveloped parkland like Ulistac Natural Area | 21% | 29% | 36% | 14% |
| d. | Montague Park | 37% | 30% | 15% | 19% |
| e. | Jenny Strand Park | 14% | 30% | 14% | 42% |

Q10. Current City policy requires private developers to set aside 3 acres of parkland for every 1,000 residents in housing developments. The City is looking to increase this requirement to 4.6 acres. The requirement would [add more parkland to the city] but [increase developers' costs]. [REVERSE THESE TWO PREVIOUS PHRASES] Do you <INSERT LIST; REVERSE> this requirement?

STRONGLY FAVOR 36%
MILDLY FAVOR 25%
ARE NEUTRAL TO 22%
MILDLY OPPOSE 9%
STRONGLY OPPOSE 6%
DON'T KNOW / REFUSED [DON'T READ] 2%

Desirability of Central Park Improvements

Q11. The International Swim Center, located in Central Park, has a 50-meter pool, diving tank, and training pool, is used by numerous swim clubs, and hosts 28 major swim events annually. This 50-year old facility, however, has an aging infrastructure and the city is considering plans to modernize and enlarge it.

One suggested swim center improvement is to <INSERT STATEMENT; RANDOMIZE ORDER>. Would you be very, moderately, or not very interested in this? [REVERSE SCALE]

[AFTER THE FIRST STATEMENT, JUST SAY "very, moderately, or not very interested"]

| | | VERY | MODER- ATELY | NOT VERY | DK/ NA |
|----|--|------|-----------------|----------|--------|
| a. | Add community water play areas for families and kids | 43% | 37% | 20% | 1% |

| | VERY | MODER- ATELY | NOT VERY | DK/ NA |
|--|------|-----------------|----------|--------|
| b. Add an Olympic dry-land training facility with fitness, therapy, and weight-training equipment | 28% | 42% | 28% | 1% |
| c. Upgrade competition swimming facilities to attract additional major competitive swimming events | 34% | 38% | 27% | 1% |
| d. Add more facility parking | 45% | 33% | 21% | 2% |
| e. Add the International Swimming Hall of Fame to the facility. This 7,500 square foot museum celebrates the history and benefits of swimming, diving, water polo, and synchronized swimming, and also holds the world's largest collection of aquatic and Olympic medals and memorabilia. | 24% | 36% | 39% | 1% |

Q12. The city is considering two site options for the International Swim Center. The first is to [build the new swim center and hall of fame next to the Community Recreation Center in Central Park. That would reduce traffic, noise and parking issues and provide space on the existing site for soccer fields or open space..] The second option is to [rebuild the International Swim Center near its current location next to the library.] The two options cost about the same. **[REVERSE THE TWO SENTENCES]** Which would you recommend? **[READ LIST; REVERSE FIRST TWO OPTIONS AS IN PARAGRAPH]**

MOVE THE SWIM CENTER 17%
 KEEP THE SWIM CENTER WHERE IT'S AT 49%
 YOU'RE NOT SURE 34%
 REFUSED **[DON'T READ]** 0%

Q13. To pay for International Swim Center improvements, do you think the city should seek **<INSERT LIST; REVERSE FIRST THREE OPTIONS>?**

[SKIP TO Q14] ← 100% PRIVATE FUNDING 22%
 50% PRIVATE AND 50% PUBLIC FUNDING 42%
 100% PUBLIC FUNDING 5%
[SKIP TO Q14] ← YOU'RE NOT SURE 30%
[SKIP TO Q14] ← REFUSED **[DON'T READ]** <0.5%

Q14. For public funding of swim center improvements, do you think the city should rely on **<INSERT LIST; REVERSE FIRST TWO OPTIONS>?** (n=188)

A PARCEL TAX OR BOND 14%
 CHARGING DEVELOPER FEES ON NEW RESIDENTIAL DEVELOPMENT 22%
 YOU'RE NOT SURE 65%
 REFUSED **[DON'T READ]** 0%

Contributor Support and the Most Liked Characteristic

Q15. The proposed changes to the International Swim Center may, as mentioned, rely at least partially on financial support from community residents. I have a question about this for survey purposes only. How likely do you think it will be for members of your household to contribute to a future funding campaign to help build an upgraded swim center? **[READ LIST; REVERSE]**

VERY LIKELY 15%
 SOMEWHAT LIKELY 36%
 NOT VERY LIKELY 46%
 DON'T KNOW **[DON'T READ]** 2%
 REFUSED **[DON'T READ]** <0.5%

Demographics and Windup

D1. Finally, a few last questions for classifying your answers and we're done. . . .

What is the zip code of your primary home? **[DON'T READ]**

| | |
|----------------------|-----|
| 95050 | 33% |
| 95051 | 44% |
| 95054 | 14% |
| OTHER _____ | 8% |
| DON'T KNOW / REFUSED | 1% |

D2. In non-rush hour traffic, how many minutes does it take to drive to Central Park from your home? **[READ LIST; REVERSE]**

| | |
|--|-----|
| 5 MINUTES OR LESS | 41% |
| 6 TO 10 MINUTES | 35% |
| 11 TO 15 MINUTES | 11% |
| 16 TO 20 MINUTES | 8% |
| 21 MINUTES OR MORE | 3% |
| DON'T KNOW / REFUSED [DON'T READ] | 3% |

D3. Are you currently registered to vote in City of Santa Clara municipal elections? Yes or no?

| | |
|------------------------------------|-----|
| YES | 80% |
| [SKIP TO D5] ← NO / REFUSED | 20% |

D4. Typically how often do you vote in municipal elections? (n=320) **[READ LIST; REVERSE]**

| | |
|--|-----|
| ALWAYS | 56% |
| MOST OF THE TIME | 24% |
| SOME OF THE TIME | 11% |
| NOT VERY OFTEN | 8% |
| DON'T KNOW / REFUSED [DON'T READ] | 1% |

D5. How many adults aged 18 or older, including yourself, currently live in your household? **[READ LIST]**

| | |
|-----------------------------|-------|
| JUST YOURSELF | 11% |
| TWO | 51% |
| THREE | 20% |
| FOUR OR MORE | 18% |
| REFUSED [DON'T READ] | <0.5% |

D6. Are you the parent or guardian of at least one child aged 17 or younger currently living in Santa Clara? Yes or no?

| | |
|---------|-------|
| YES | 34% |
| NO | 65% |
| REFUSED | <0.5% |

D7. Is the total household income for all members in your household, aged 18 and over, *above* or *below* \$60,000 a year? **[GET "BELOW" OR "ABOVE" AND THEN:]** Please stop me when I reach your correct income category **[IF "BELOW" READ 1 TO 2, ELSE READ 3 TO 5]**

| | | |
|--------------------------------|--|-----|
| [IF BELOW \$60K, ASK] → | UNDER \$30,000 | 7% |
| | \$30,000 TO UNDER \$60,000 | 11% |
| [IF ABOVE \$60K, ASK] → | \$60,000 TO UNDER \$90,000 | 22% |
| | \$90,000 TO UNDER \$120,000 | 11% |
| | \$120,000 OR MORE | 33% |
| | DON'T KNOW / REFUSED [DON'T READ] | 16% |

D8. May I ask your first name only, in case my supervisor calls to verify the courtesy and completeness of this interview?

[FIRST NAME]

Thank you so much for your time.