

Public Engagement Project Work Plan Update



**City of
Santa Clara**

The Center of What's Possible

SCSA

SANTA CLARA STADIUM AUTHORITY



January 30, 2018
Stadium Authority Workshop

Study Session Objectives

- Meet the firms on the team
- Understand their workplan and schedule
- Receive a project update
- Ask questions and provide comments

Consultants will be responding to questions at the end of the workshop.

Stadium Authority Board Direction

On October 17, 2017 the Stadium Authority voted unanimously to undertake this project to identify the community's perspectives on issues such as:

Noise

Public safety

Nuisances

Parking

Flyovers

Crowd Control

Cleanliness

Loitering

Lighting

Pyrotechnics

Performance Curfew

Traffic

other top of mind issues

Team Introductions & Roles

Our team prides itself on our professionalism, objectivity and commitment to reporting on the community's views. We have no position on the issues that are the subject of our research and engagement. No members of the team are lobbyists, and none have represented the 49'ers.

- *Catherine Lew* of The Lew Edwards Group is the Project Lead. LEG specializes in providing award-winning communications services to local governments, which constitutes more than 2/3s of LEG's practice.
- *Andrew Thibault* from EMC Research is directing statistical survey research and scientific focus groups for the project. EMC is a national firm that has conducted thousands of such studies.
- *Dr. Shawn Spano* from Public Dialogue Consortium is directing qualitative focus groups, community dialogue and collaboration. PDC is a non-profit that has provided a wide spectrum of services to the City in the past.



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Consultant Work Plan

Project Objectives

- Design and implement a transparent, independent and multi-disciplinary engagement process
- Utilize a full range of multi-disciplinary approaches that include:
 - Quantitative methods that provide a random, representative sample of the target audience
 - Qualitative methods allowing known stakeholders a facilitated forum to express views
 - Hundreds of local residents, registered voters and stakeholders, including businesses
 - Approaches that embrace all types of engagement/communications methods
- Analyze and report results from all engagement components
- Provide information and recommendations to the Stadium Authority Board that can form the basis if you wish, for potential policy decisions

The project team has a responsibility to design our instruments and report on data in a manner that minimizes bias or skewing of subsequent participant responses.

Scientific Data Components

- EMC will conduct two quantitative Survey Research telephone surveys that capture random, representative samples of:
 - City of Santa Clara registered voters, and
 - Near-proximity Stadium residents & businesses
 - These surveys will engage over 1,000 respondents
- EMC will conduct as many as four scientific focus groups:
 - One of near-proximity residents
 - Two of representative City residents
 - One of near-proximity regional neighbors
 - Unlike community focus groups, scientific focus group participants are randomly selected and are not informed in advance of the topic to be discussed
- An end-of-project telephone tracking survey is optional

Non-Scientific Data Components

To enable participants to identify areas of common ground while managing different views, perspectives and interests, PDC will:

- Review results of the citywide/near neighbor scientific surveys to inform the design of its meetings and interviews
- Conduct at least ten geographically-balanced, organizational focus groups
 - Unlike scientific focus groups, these groups engage known stakeholders, and are self-selected participants
- Facilitate three community meetings
 - These will include small group discussions with trained facilitators
- Conduct one-on-one interviews
 - As many as 100 “person on the street” interviews will be conducted
 - Every Authority Board member is also interviewed

Online Platform & Outreach

PDC is looking forward to creating an online platform to enable members of the public to provide input, get information, and keep updated.

- It will be a flexible tool for informing the public, eliciting feedback and encouraging discussion.
- As preferred communication and engagement differs across generations, this component will also reach a broader and different group of participants than the telephone or face-to-face activities.

Data Analysis & Recommendations

As each engagement component is implemented and completed, our team will be evaluating responses/results to inform each subsequent component, with the goal of effectively maximizing public input across all disciplines and generations of audiences.

- At the conclusion of the project the consultants will analyze all data findings.
- While we will be continuing to update the Authority and public on project status, a Final Report summarizing all activities and data results will be prepared in a user-friendly format at the end of this process.
- This Final Report will include data findings, Consultant Interpretations, Policy Recommendations consistent with public views, and transitional advice.



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Work Plan Timeline

Thumb Nail Timeline

DECEMBER 2017	Launch project and conduct preparatory activities. Conduct comprehensive media audit and review of all items in the public arena on these issues. Inventory available databases and site locations, understand stakeholder landscape. Meet with City staff, understand Authority Board perspectives. Draft citywide Baseline Survey questionnaire. Develop introductory public materials about project.
JANUARY 2018	Complete Authority Board interviews. Conduct citywide Baseline Survey. Prepare to launch One-on-One Community Interviews. Assess city communications vehicles. Present Work Plan and timeline to the Board, including the summary of Authority Board interviews.
FEBRUARY 2018	Conduct companion near-proximity Neighbor and Business surveys. Analyze quantitative citywide Baseline and Near-Proximity surveys, and refine qualitative engagement designs as prudent. Prepare to launch Qualitative Focus Groups. Develop Online Engagement tools/platform. Launch One-on-One interviews. Announce dates/times/locations for Qualitative Focus Groups at Feb. 13 th Authority Board Meeting.
MARCH 2018	Assess project status and provide Authority Board with updates. Launch qualitative Focus Groups. Continue One-on-One interviews and qualitative Focus Groups. Design scientific Focus Groups. Launch Online Engagement.
APRIL 2018	Conduct scientific Focus Groups. Continue to assess and refine project approaches. Continue to encourage Online Engagement. Initiate optional Tracking Survey drafting. Update Authority Board.
MAY 2018	If desired, conduct and complete end-of-project Tracking Survey. Analyze results from all activities and prepare Final Report of Project Findings. Update Authority Board.
JUNE 19, 2018	Provide all Final Work Products and transitional materials/advice to City by June 15 th . Present Final Report and Consultants' Recommendations at Stadium Authority Board Study Session of June 19 th . Respond to questions, thank the community for participating.



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Work Plan Update

Preparatory Activities Completed To Date

To fully understand all sides of the public discussion and pertinent policy issues, the consulting team has:

- ✓ Conducted a comprehensive media audit
- ✓ Reviewed all public comments and items in the public arena
- ✓ Read numerous policy reports and information on Stadium Authority deliberations, discussions and meetings
- ✓ Met with City staff to discuss engagement goals
- ✓ Conducted other necessary preparation, including:
 - Understanding the City's routine communications practices
 - Inventorying available databases
 - Identifying potential site locations for community meetings and focus groups

Highlights of Authority Board Interviews

- Desire for a fair, transparent, and legitimate process, with no pre-determined outcomes.
- Want opportunities for community members to “feel heard.”
- Want an accurate assessment of the community’s views on stadium-related issues.
- Want comparisons between those who live/work near the stadium and those outside of the stadium impact area.
- Hope the project can help improve the working relationships between the City, community and 49ers organization.
- Commitment to take a listening, observing and learning role in project-related events and activities.

These one-on-one interviews were conducted in an equitable manner with all Board members, and in compliance with Brown Act requirements.

Next Steps

- We look forward to your questions and comments this evening, and our future updates to the Board and public.
- PDC will be appearing at the Authority Board meeting of February 13th with an update on community engagement opportunities.
- LEG/EMC are winding down our interviews on the citywide Baseline Survey and EMC will be launching its near-neighbor study in February.
- In the meantime, we encourage the public to stay informed by visiting:
<http://santaclaraca.gov/government/stadium-authority>



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QUESTIONS & DISCUSSION



PDC



Public Dialogue
Consortium

