Consultant's Final Report on Levi's Stadium Community Engagement

City of Santa Clara

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SANTA CLARA STADIUM AUTHORITY

June 21, 2018

Stadium Authority Special Meeting

City of Santa Clara

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Project Introduction & Achievements

THE LEW EDWARDS GROUP

Team Introduction & Roles

Our team prides itself on our professionalism, objectivity, and commitment to reporting on the community's views. We have no position on any of 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 2/3rds of LEG's practice

- *Ruth Bernstein* from EMC Research directed 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 organization that has provided a wide spectrum of services to the City in the past.

PDC Public Dialogue Consortium EMC research THE LEW EDWARDS GROUP

Project Goals

- Implement an impartial, multi-disciplinary engagement process to assess public views on City-Stadium issues

- Utilize multi-disciplinary approaches that include:
  - Quantitative methods that provide random, representative samples
  - Qualitative methods allowing stakeholders a facilitated forum to express views
  - Engagement of local residents, registered voters and stakeholders, including businesses
  - Approach that embraces all types of engagement/communications methods

- Provide highlights of results and recommendations to the Stadium Authority Board and public
  - Appendices of EMC and PDC work products are also posted online

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

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Benefits of Utilizing Cross/Disciplines

- Public Opinion Surveys are <u>*Quantitative*</u>
  - Random, representative sample allows for *generalizability*
  - Choice format measured on a scale for statistical/numerical analysis
  - More *precision*, less *depth*
- Facilitated engagements are <u>*Qualitative*</u>
  - *Self-selected* sample limits generalizability
  - Format enabling participants to express their views and experiences in their own words
  - More *depth*, less *precision*

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Multi-Disciplinary Cross-Pollination

- PDC utilized the results of the first citywide and near neighbor scientific surveys to inform the design of its engagement meetings and interviews, and qualitative focus groups

- EMC used PDC's qualitative research to inform the development of its May Policy Survey which is the basis of the consulting team's recommendations this evening

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Initial Issue Identification

EMC research

Initial Issue Identification Surveys

- A scientific citywide survey of voters was conducted of 600 respondents in January to identify initial issues pertinent to our team study.

- Two near-neighbor studies were also conducted of:
  - Santa Clara, Sunnyvale, and North San Jose Residents (174 respondents) living in close proximity to Levi's Stadium and;
  - Santa Clara, Sunnyvale, and North San Jose Businesses in close proximity to Levi's Stadium (82 respondents)

EMC research

Methodology: Citywide Voter Survey

- Live telephone survey - including landlines and cells - of registered voters in the City of Santa Clara, a universe selected as voters are one of several constituencies on these policy issues
- Conducted January 8-19, 2018
- 600 total interviews; Margin of Error ±4.0 points
- Interviews conducted by trained, professional interviewers in English, Spanish, Chinese, and Vietnamese

EMC research

Methodology: Near Neighbor Surveys

Residents

- Live telephone survey - including landlines and cells - of residents within a mile of Levi's Stadium and in selected areas of Sunnyvale and San Jose
- Conducted February 8 - March 3, 2018*
- 174 total interviews; Margin of Error ±7.4 points
- Interviews conducted by trained, professional interviewers in English, Spanish, Chinese, and Vietnamese

Businesses

- Live telephone survey of businesses in selected regions of Santa Clara, Sunnyvale, and San Jose
- Businesses were randomly selected from a list of businesses with addresses in Santa Clara and within a mile of Levi's Stadium and in selected areas of Sunnyvale and San Jose that experience event-related impacts
- Conducted February 2 – 23, 2018*
- 82 total interviews; Margin of Error ±11.0 points
- Interviews conducted by trained, professional interviewers

**Data collection was paused in mid-February during Stadium-related media coverage*

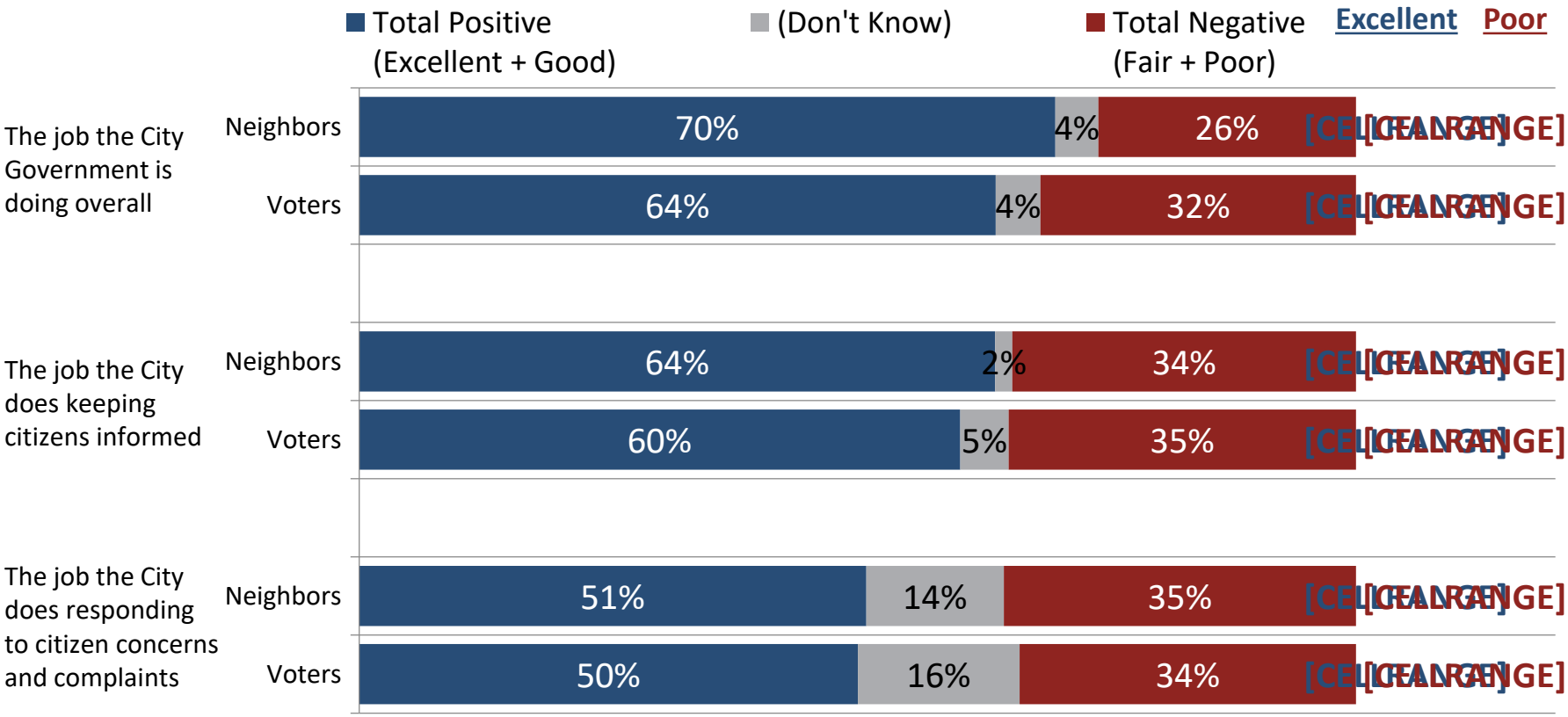
EMC research

Methodology: Near Neighbor Surveys

EMC research

City Job Ratings

The City gets strong marks for the job it is doing overall and for keeping citizens informed. About half give the City a positive rating for responding to concerns/complaints and using tax dollars responsibly. Strong negative opinion ("poor" rating) is very low.

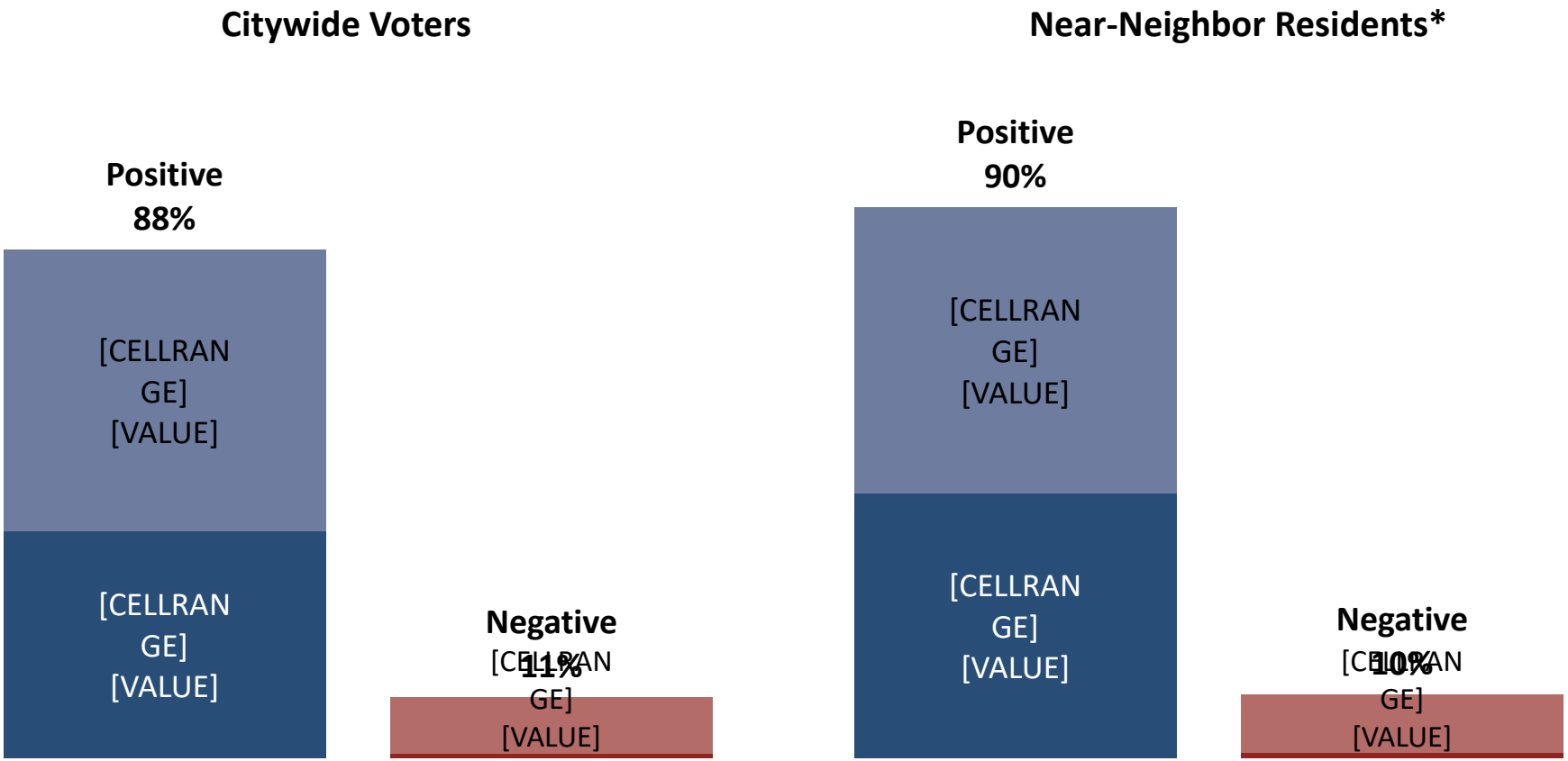


Please tell me how you think the City of Santa Clara is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor.

EMC research

Santa Clara Quality of Life

Both voters and stadium near-neighbors have a positive view of Santa Clara as a place to live.



Overall, how would you rate Santa Clara as a place to live? Would you say it is an excellent, good, only fair, or poor place to live?
*Asked only of those residing in Santa Clara, n=116

EMC research

Top Positives of Living in Santa Clara

Citywide voters and near neighbors mention the convenient location, small-town feel, friendliness, and the low crime rate as things they like most about living in Santa Clara.

What do you like best about living in Santa Clara?	Voters	Near Neighbors*
Convenient location	21%	34%
Calm/quiet atmosphere/small-town feel	14%	16%
The community itself/friendly town/the people	11%	14%
Security/safety/low crime rate	11%	14%
Climate	9%	9%
Clean/beautiful city	9%	5%
Amenities: parks/library/swim center	9%	9%
Shopping/businesses	7%	9%
Utilities: lower cost/city-owned/well-run	6%	7%
Employment opportunities	5%	6%
Diversity	5%	3%
Have lived here many years	5%	-
Good schools	4%	3%
Local governance/city council/good city services	4%	-
Activities/events	3%	7%
Affordable cost of living/housing	3%	3%

What do you like most about living in Santa Clara? *(Open-end)*
***Asked only of those residing in Santa Clara**

EMC research

Top Negatives of Living in Santa Clara

Traffic and housing costs/cost of living are the things people like least about living in Santa Clara. One-in-ten near neighbors specifically mention the stadium as the thing they like least.

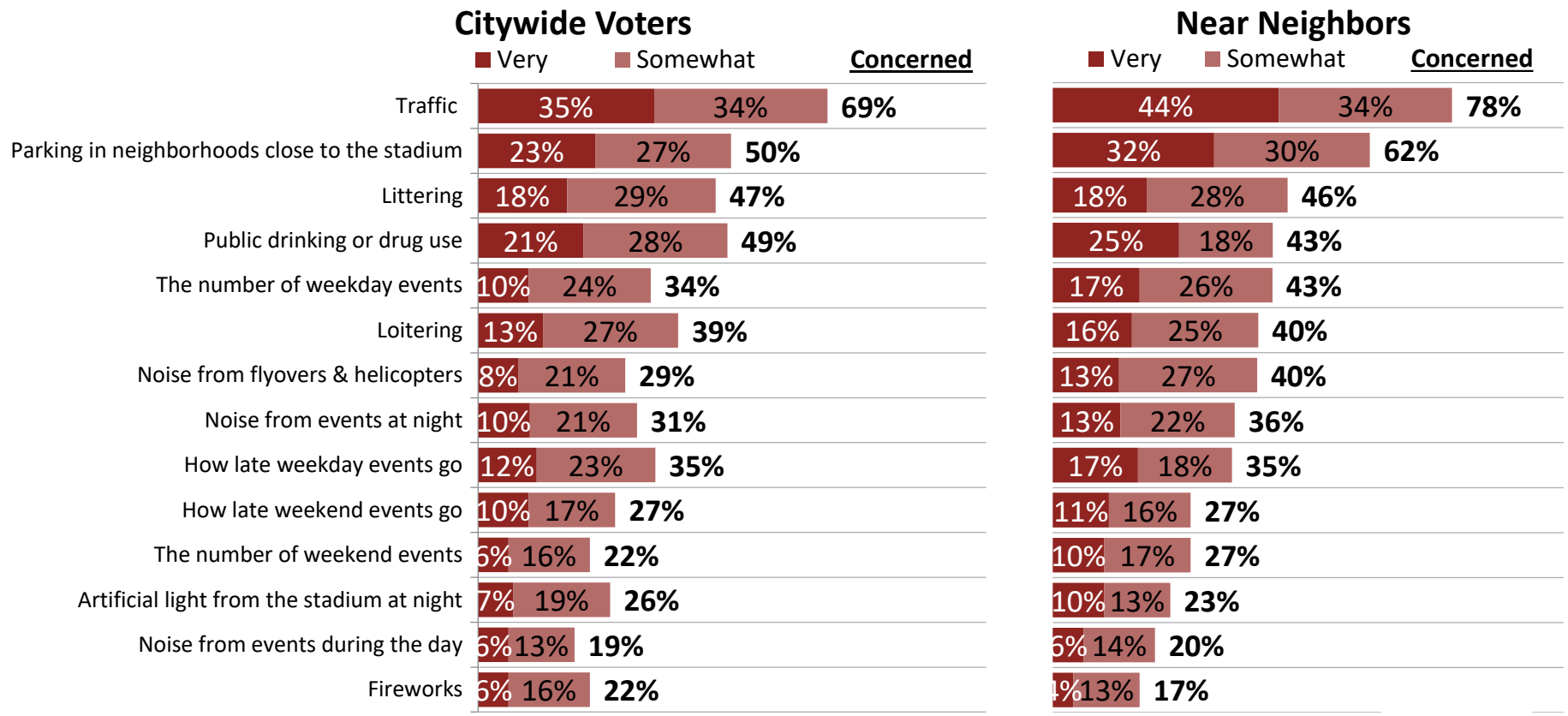
What do you like least about living in Santa Clara?	Voters	Near Neighbors*
Traffic	26%	33%
High housing costs/cost of living	26%	16%
Growth/new development/housing being built	9%	3%
Overpopulated	8%	3%
City government; the Mayor and City Council	5%	1%
Lack of restaurants/shopping/entertainment	4%	9%
Crime/security	3%	1%
Road conditions/potholes/signage	3%	-
Transportation/getting around/public transportation needs upgrades	3%	1%
No downtown area	3%	3%
The Stadium	**2%**	**9%**
Schools need improvement	2%	7%
People are not nice/no sense of community	2%	1%
Garbage in streets/dirty/run-down look	2%	3%

And what do you like least about living in Santa Clara? *(Open-end)*
***Asked only of those residing in Santa Clara**

EMC research

Potential Stadium Issues

Voters and near neighbors are most concerned about the traffic and parking impacts of the Stadium. Littering, drinking/drugs, and loitering are also concerns. Roughly a third of near neighbors (36%) and voters (31%) are concerned about noise from events at night.



...please tell me if you personally are concerned or not about each of the following

EMC research

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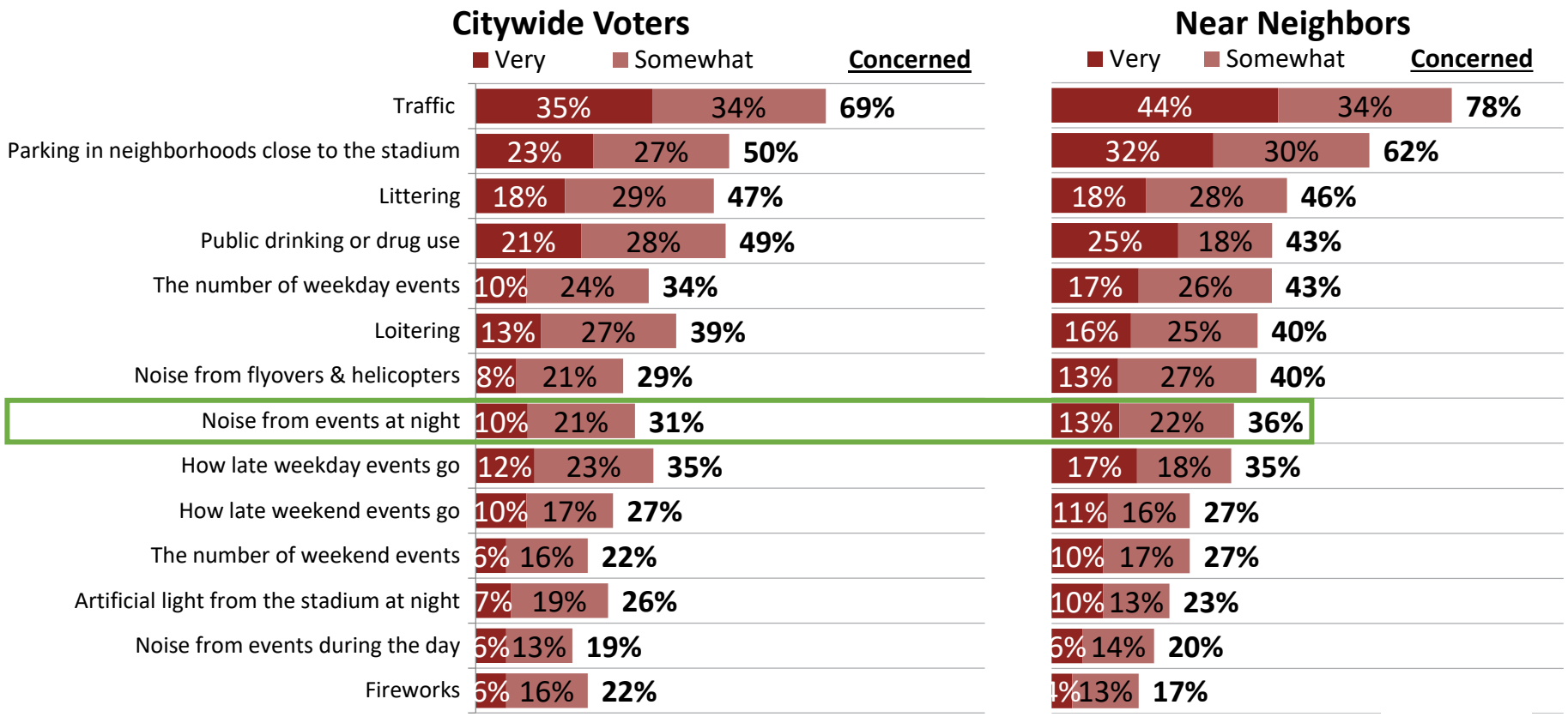

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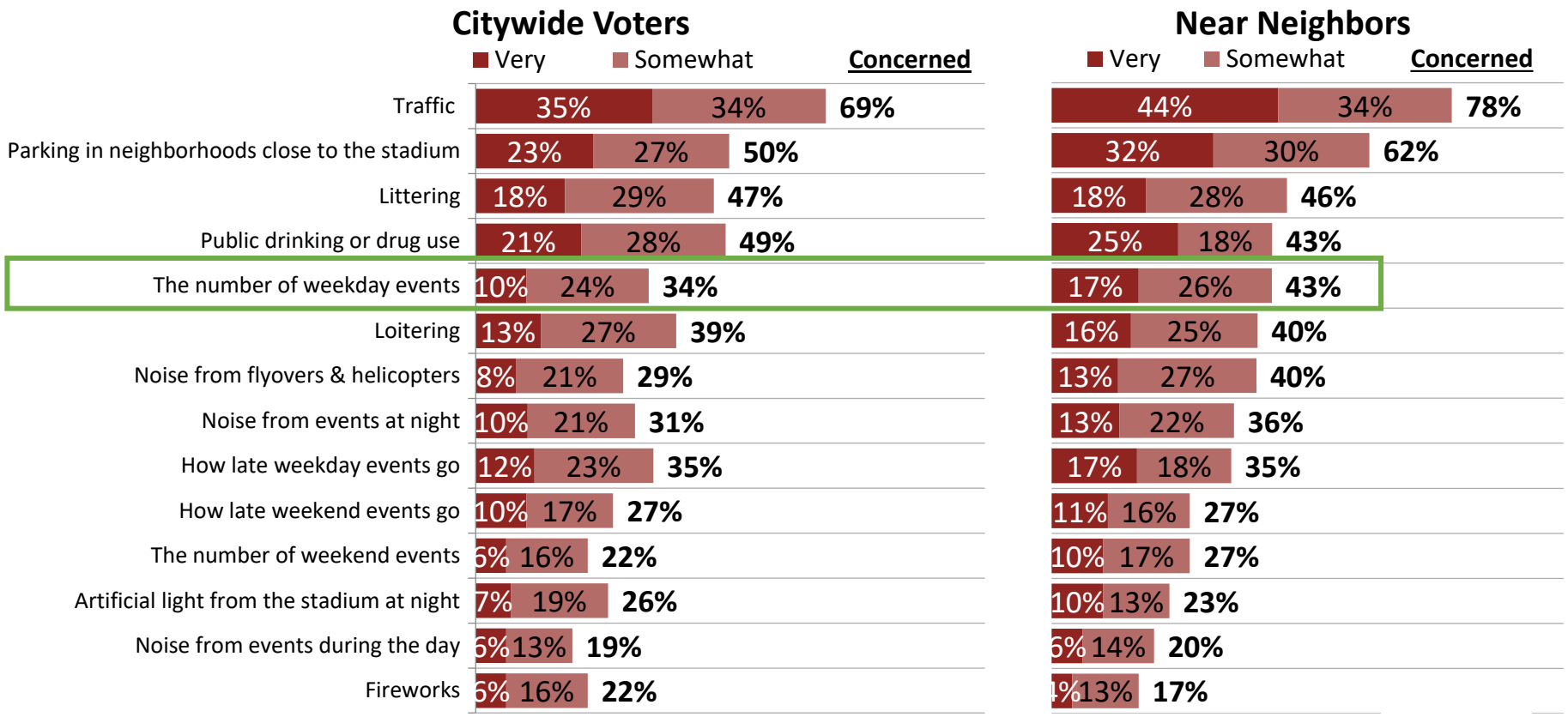
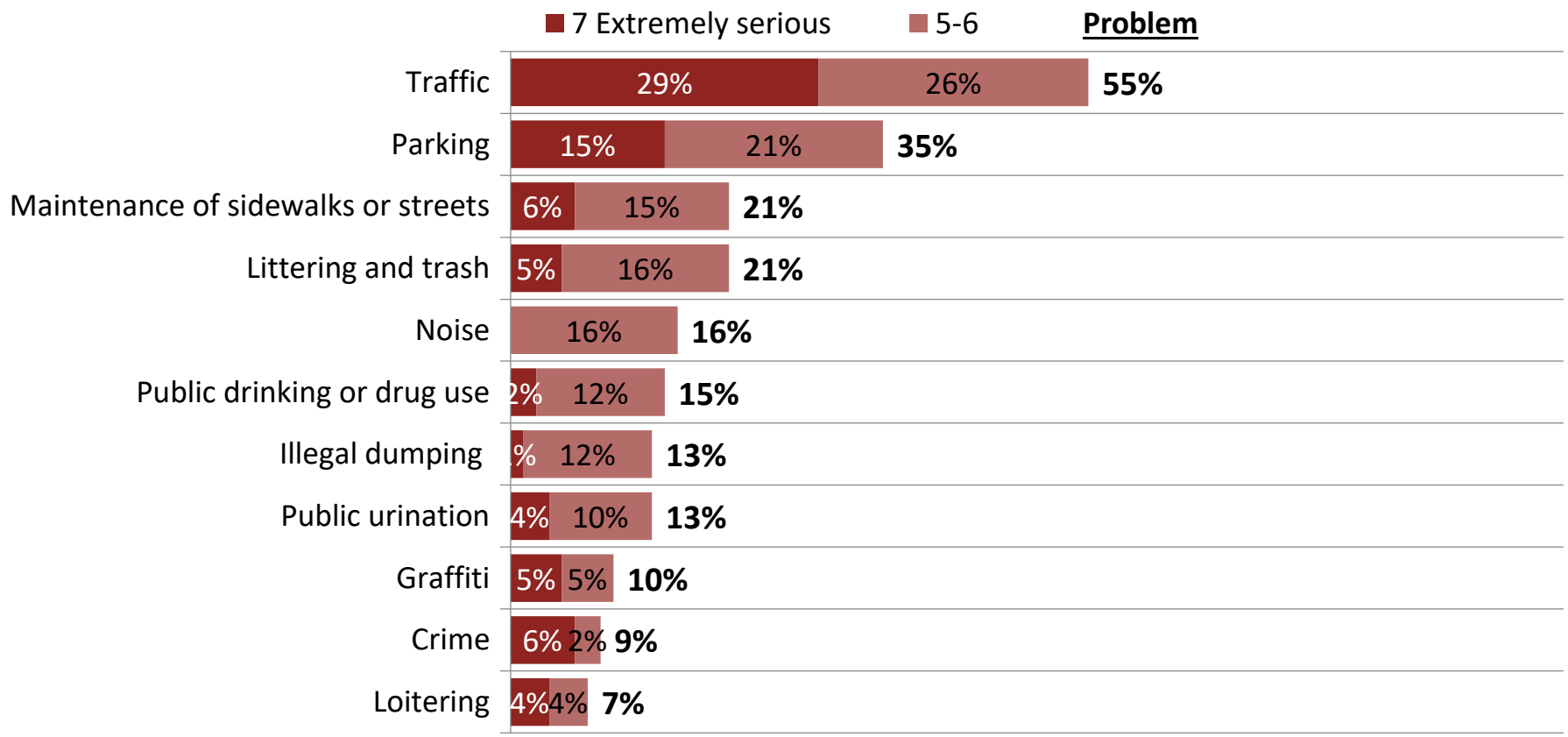


...please tell me if you personally are concerned or not about each of the following

EMC research

Traffic is the only issue rated as a problem by a majority of businesses

As with voters and near neighbors, traffic and parking are top concerns.



I'm going to read you a list of potential neighborhood issues that could impact your business. For each one, please tell me if that issue is a problem for your business or not. Use a scale of 1 to 7, where 1 means that issue is not at all a problem for your business, and 7 means that issue is an extremely serious problem for your business. You can use any number from 1 to 7.

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Stakeholder/Community Meetings (PDC-Facilitated)

PDC Public Dialogue Consortium

Qualitative Engagement Methods

- Community Interviews at two events (159 participants)
- Six Focus Groups (41 participants)
- Three Community Meetings (23 participants)
- Online Questionnaire (223 participants)

Participants

- Over 400 people total participated
- Near Stadium participants (95054) = 143 (32%)
- Other Santa Clara participants = 182 (41%)
- Non-Santa Clara participants = 117 (27%)

Overall Observations

- The energy and passion is with those who have concerns about the Stadium
- The “near neighbors” who participated expressed more concerns; others were more likely to voice appreciations
- Participants who don’t live near the Stadium expressed support for those who do

Key Issue Categories Identified

- Trust, Transparency and Communication
- Parking and Traffic
- Safety, Security and Noise
- Economic and Entertainment Benefits

Trust, Transparency & Communication

- Many participants say that a lack of trust has developed between the community and ManCo, and to a lesser extent, the City
- This is due, mostly, to a perceived lack of financial transparency and follow through on initial agreements made when the Stadium was being considered

Parking & Traffic

- Parking and traffic issues are another major concern
- Both are prominent for near neighbors
- Traffic impacts were identified by other participants as well, regardless of where they live

Safety, Security & Noise

- Many participants cited security concerns: Littering, vandalism, loud and raucous behavior and public urination
- Near neighbors, especially, voiced concerns about noise generated by Stadium events, including post-event noise from people and traffic

Economic & Entertainment benefits

- Almost all of those who expressed support for the Stadium appreciate the entertainment and economic benefits for the City
- A concern among these participants is that the Stadium is not being utilized to its fullest extent, and not maximizing the potential range of benefits available

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Scientific Focus Groups and Solutions Survey

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Scientific Focus Groups

- Four focus groups held in Sunnyvale on April 25th and 26th, 2018
- Focus group participants were Santa Clara, San Jose and Sunnyvale residents

Wednesday, April 25th	Group 1	Santa Clara Non-Neighbors, 15+ years in SC (1+ miles from stadium)
	Group 2	Santa Clara Non-Neighbors, <15 years in SC (1+ miles from stadium)
Thursday, April 26th	Group 3	Santa Clara Near Neighbors (<1 mile from stadium)
	Group 4	Sunnyvale & San Jose Near Neighbors

- Each group had 8-10 participants
- Groups were moderated by Andrew Thibault from EMC Research

Note: Due to the nature of qualitative research, the following findings reflect only the attitudes and opinions of the participants in the focus groups, and cannot be reliably projected across the larger population

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Attitudes About the City/Region

- For the most part, participants had positive feelings about living in Santa Clara/the region
- Santa Clara residents had largely positive views of City government and the job it is doing

Top Positives Expressed:

- Small town feel
- Location/easy access to many attractions and other communities
- Weather
- Diversity
- City services/amenities

Top Negatives Expressed:

- Traffic
- Development of housing faster than services
- Cost of living
- Lack of a downtown area

Overall Attitudes

- Newer Santa Clara residents and those in Sunnyvale and North San Jose tended to have positive views of the stadium
- Santa Clara near-neighbors and long-time residents were more critical and more concerned with perceived negative impacts, but still saw positives
- The stadium is seen as an attraction that brings benefits and people to the City, including generating business for local hotels, shops, and restaurants
- Some more concerned residents acknowledged that, as problematic as stadium events may be for them, events aren't that frequent

"It's putting Santa Clara on the map, in terms of 'Oh! This is a place to go'… But at the same time, it does bring more people in, and it does raise the cost of living. So, it's good and bad." – Santa Clara Near-Neighbor Resident

"It's a horror, but only for a very small amount of the time. The other time, it's just dead." – Santa Clara Non-Neighbor Resident

EMC research

Scientific Focus Group Issues

- As with the PDC engagement sessions, the EMC focus group participants identified parking as the central issue caused by the stadium, also leading to other issues including litter, noise, public urination and disturbances from foot traffic
- Traffic and traffic jams were viewed as problems as well, but the stadium is not seen as a primary cause of traffic
- Most knew of the curfew but did not know the specifics
- While noise was not seen to be as large an issue as parking, there was opposition to eliminating the curfew outright, particularly among Santa Clara near-neighbors

Methodology: May Policy Survey

- Live telephone survey of registered voters in the City of Santa Clara
- Conducted May 10 – 17, 2018
- 400 total interviews; Margin of Error ± 4.9%
- Interviews conducted by trained, professional interviewers
- Interviews were conducted in English, Spanish, Chinese, and Vietnamese and included both landlines and cell phones

EMC research

Levi's Stadium: Top Positives

The Stadium's impact on the local economy is seen as its biggest positive.

What is the biggest positive?	%
Boosts local economy/generates revenue/jobs	39
Draws people/attention to Santa Clara	20
Nearby/local entertainment/events	19

What do you think is the biggest positive about having Levi's Stadium in Santa Clara? ***(Open-end)***

EMC research

Levi's Stadium: Top Negatives

Traffic congestion and parking are by far the most frequently mentioned negative.

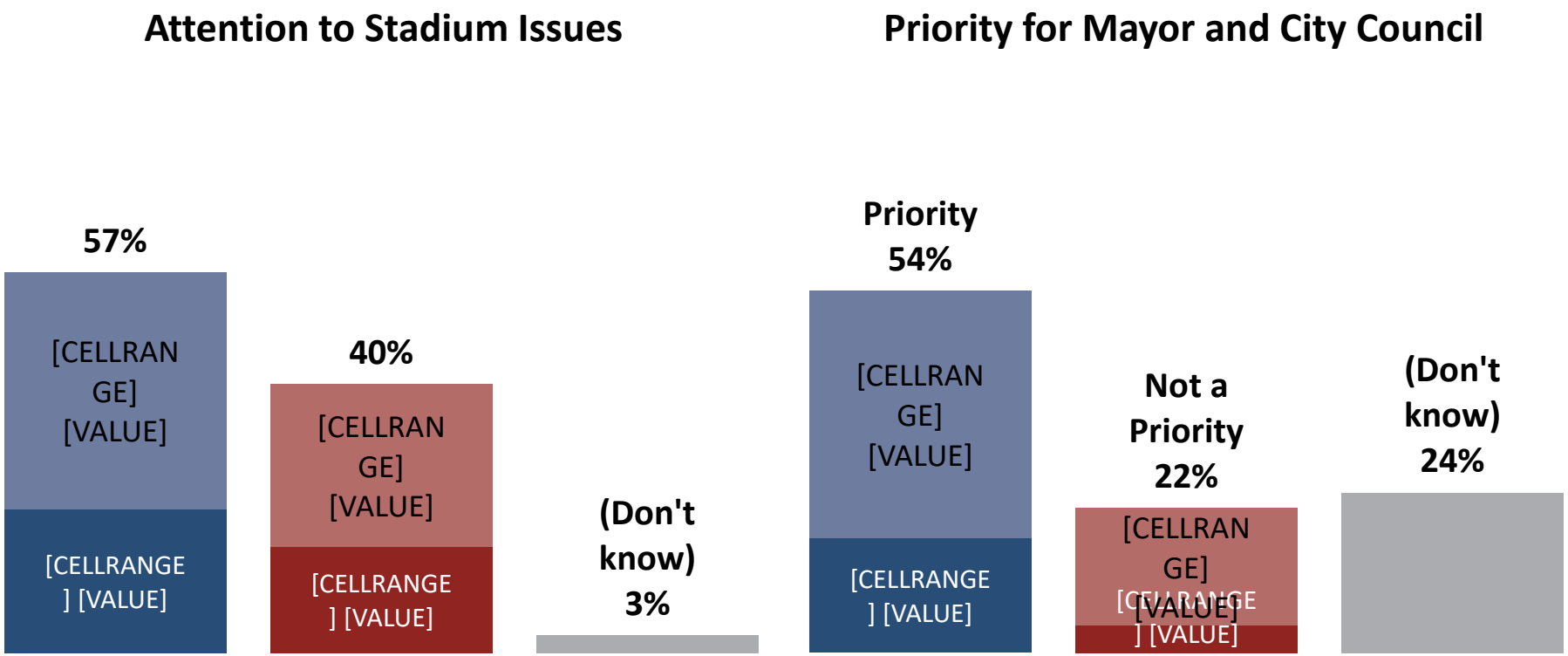
What is the biggest negative?	%
Traffic congestion and parking	48
Noise from the stadium	14
Crime and security	9

And what do you think is the biggest negative about having Levi's Stadium in Santa Clara? *(Open-end)*

EMC research

Stadium Importance

Roughly one-in-four respondents say they have seen "a lot" about Levi's Stadium recently. A majority say working on issues related to Stadium events should be a priority for the Mayor and Council, but only 17% say it should be a very high priority.



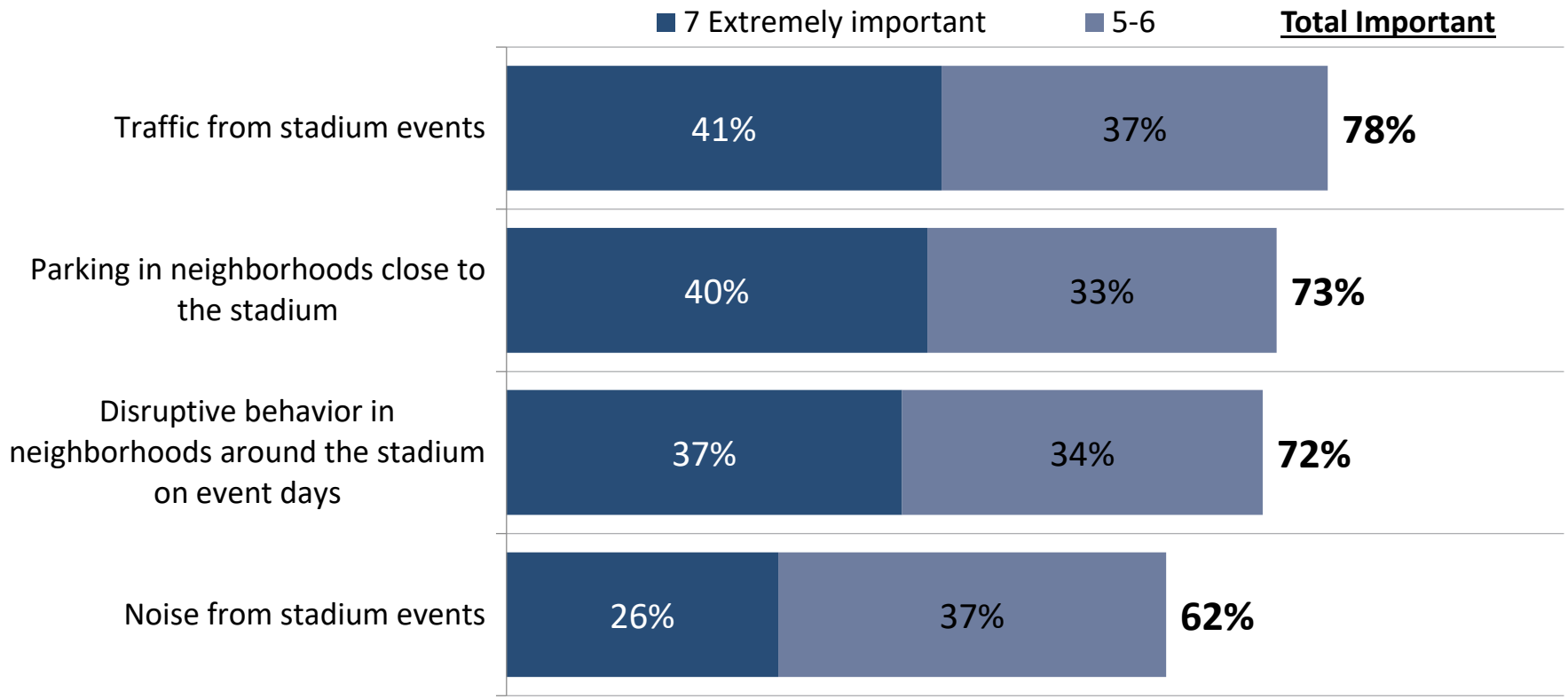
How much, if anything, have you heard or seen about Levi's Stadium recently - a lot, some, not too much, or nothing at all?

On a scale of 1 to 7, where 1 is a very low priority and 7 is a very high priority, how high of a priority do you think working on issues related to stadium events should be for the Mayor and City Council?

EMC research

Stadium Event Issues

Traffic and parking are seen as the most important stadium event issues to address, with 4-in-10 saying it is "extremely important" to address these issues. Disruptive behavior in neighborhoods around the Stadium is also a top issue. Six-in-ten say it is important to address noise from events, but only a quarter rate it as "extremely important."

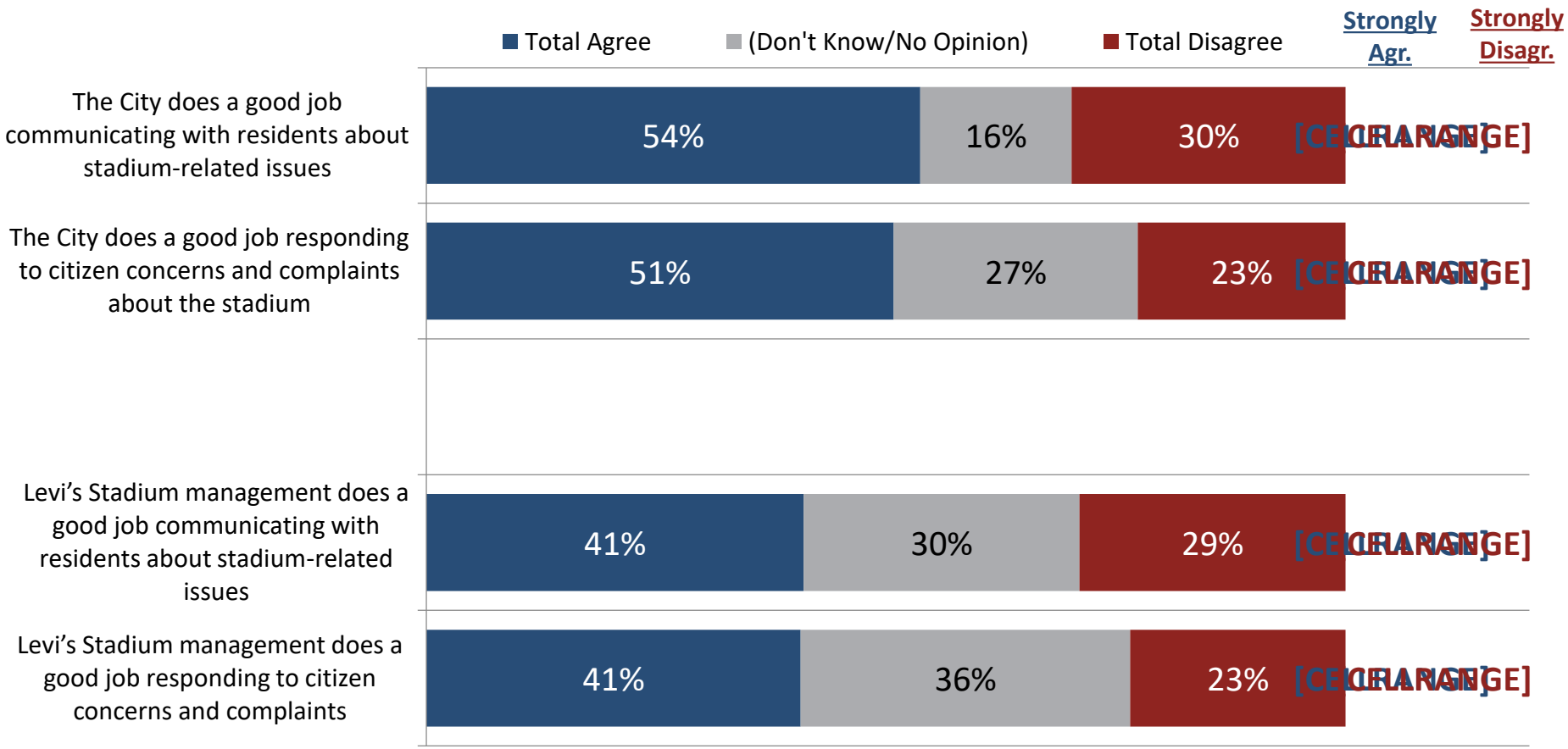


I'm going to read you a list of issues that may arise during events at Levi's Stadium. After each one, please rate how important addressing that issue is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

EMC research

Communicating & Responding

A majority give the City positive marks for communicating about and responding to stadium-related issues. Stadium management gets lower marks, primarily because fewer respondents are familiar with their performance.



Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements. If you are not sure please just say so.

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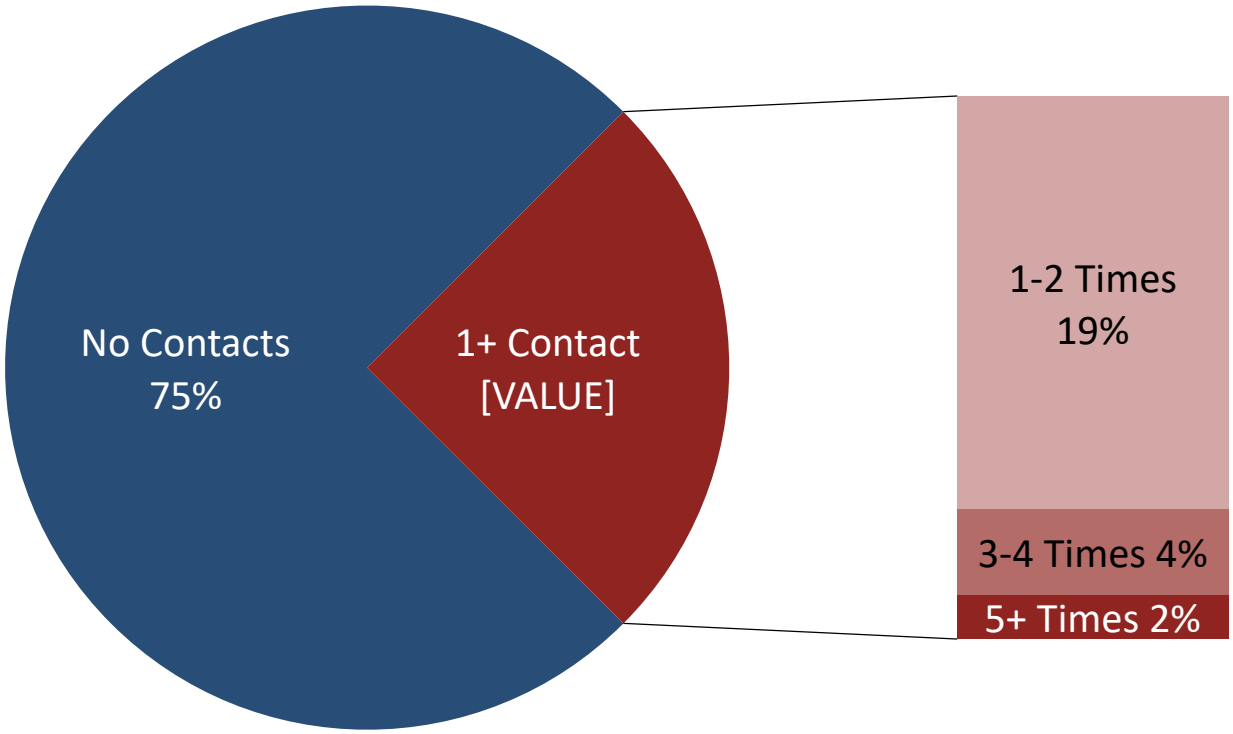
Stadium Problem Frequency

One-in-four respondents say they have contacted someone about a stadium-related concern – 6% have contacted someone 3 or more times.

Stadium Event-related Contacts

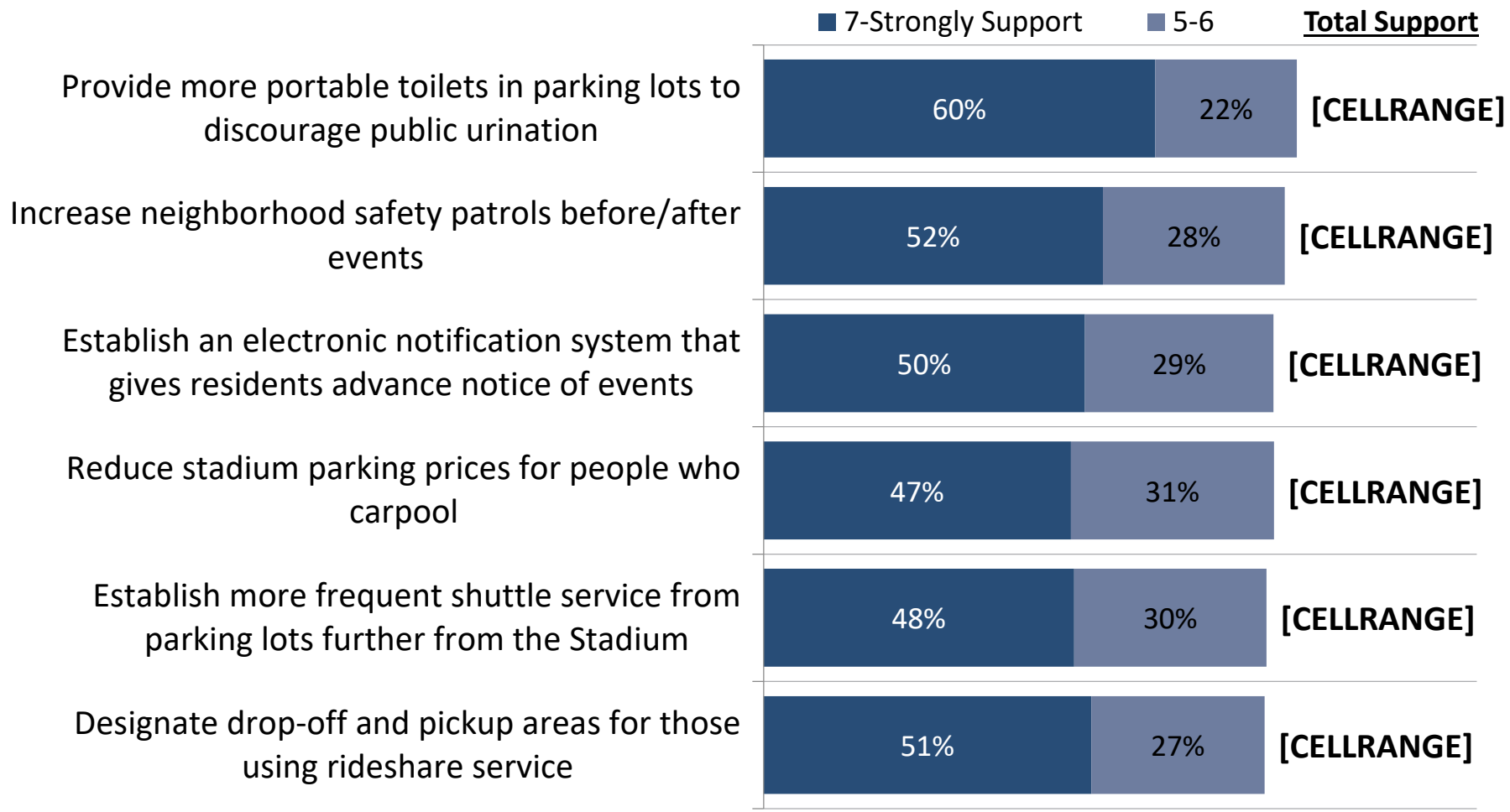


How many times, if any, have you or someone in your household contacted someone about a stadium-related problem or concern?

EMC research

Reactions to Potential Solutions

While all the solution tested have majority support, there are significant differences in intensity of support ("strongly support").



Please use a scale from 1 to 7, where 1 means you strongly oppose that proposal and 7 means you strongly support that proposal. If you have no opinion one way or the other please say so.

EMC research

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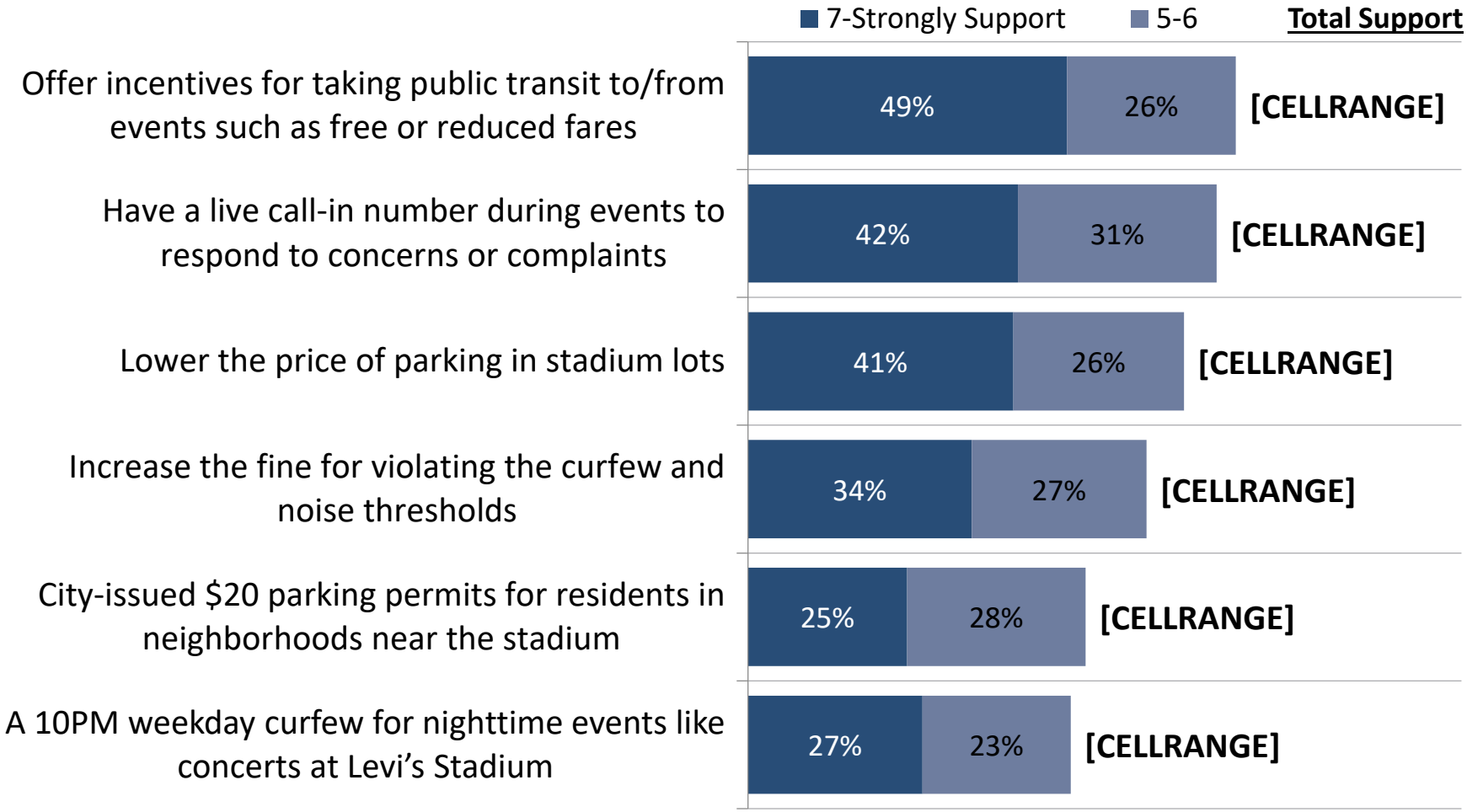
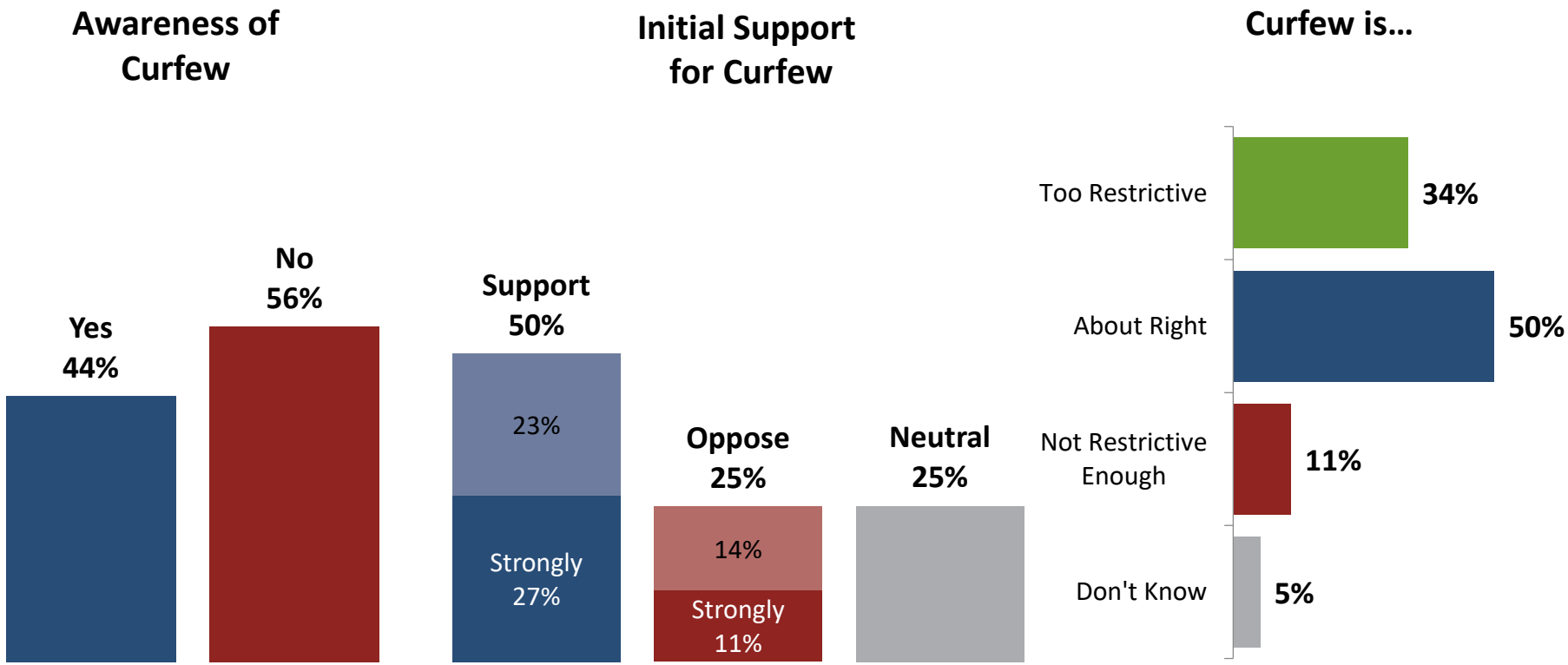


Please use a scale from 1 to 7, where 1 means you strongly oppose that proposal and 7 means you strongly support that proposal. If you have no opinion one way or the other please say so.

EMC research

Curfew Issue

Just over 4-in-10 are aware of the curfew and half support it. Only 1-in-4 are opposed to the curfew while the remaining 25% aren't sure. Similarly, about half think the 10 PM curfew is "about right" while one third feel it is "too restrictive" and 1-in-10 feel it is "not restrictive enough."



Were you aware or not that the City has a 10 PM weekday curfew for nighttime events like concerts at Levi's Stadium?

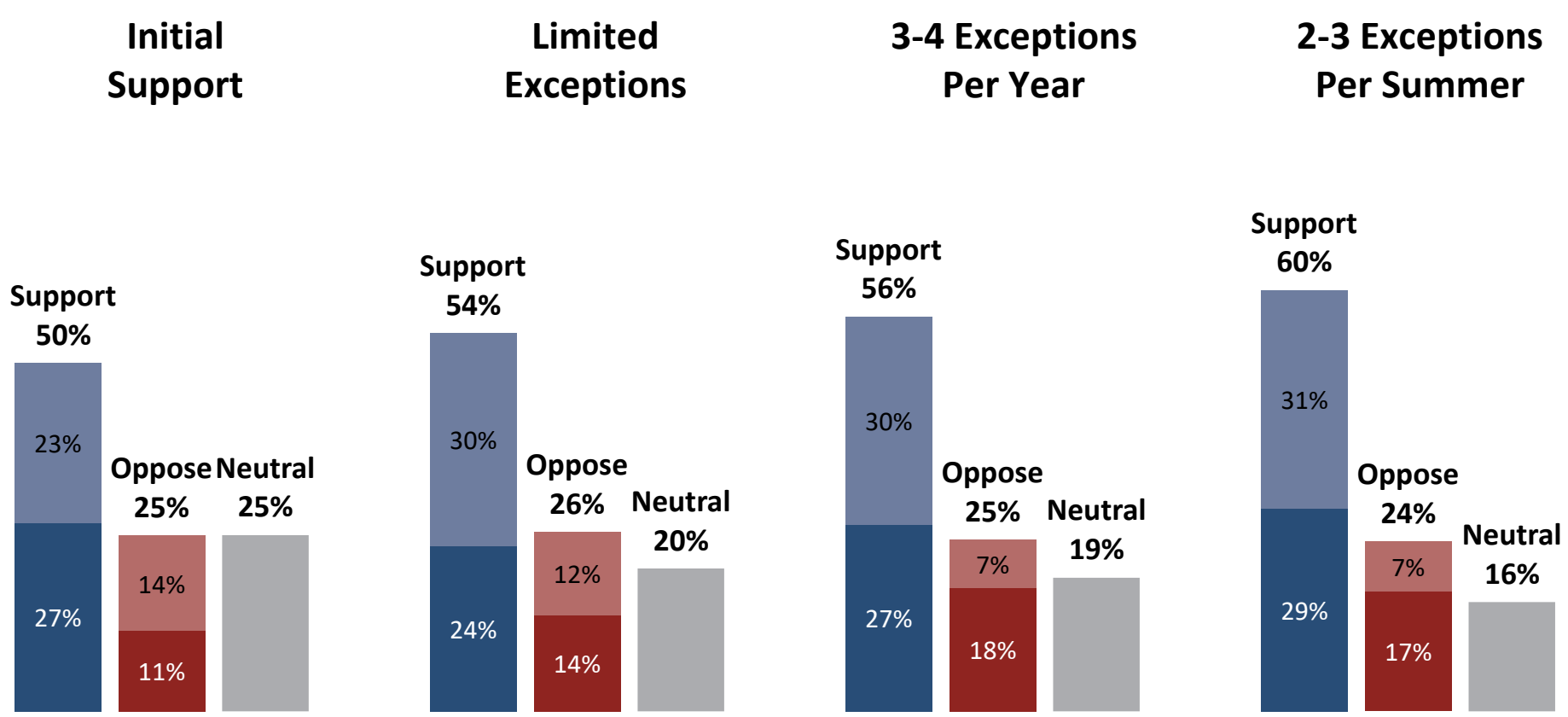
Please use a scale from 1 to 7, where 1 means you strongly oppose the curfew and 7 means you strongly support the curfew?

In general, do you feel this curfew on weeknights is too restrictive, not restrictive enough, or about right?

EMC research

Support for Curfew Modifications

A majority support the general idea of limited exceptions to the curfew and when asked about specific options, 56% support 3-4 exceptions per year and 60% support 2-3 exceptions per summer. Opposition is consistently about a quarter.



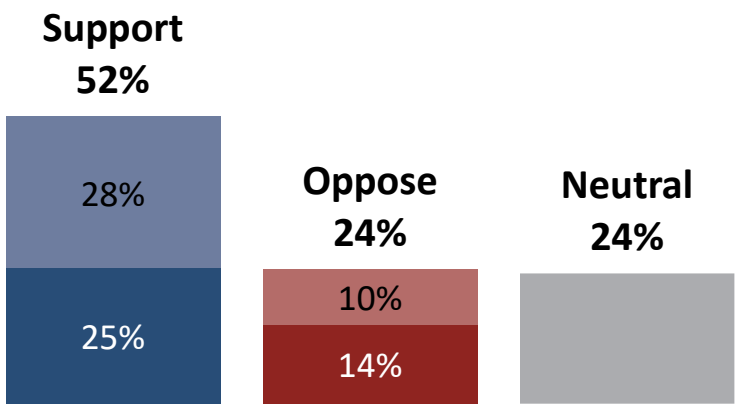
EMC research

Support for Parking Permits

Initially a majority support city-issued $20 parking permits for residents in neighborhoods near the stadium. Support increases after arguments for and against parking permits.

Initial Support

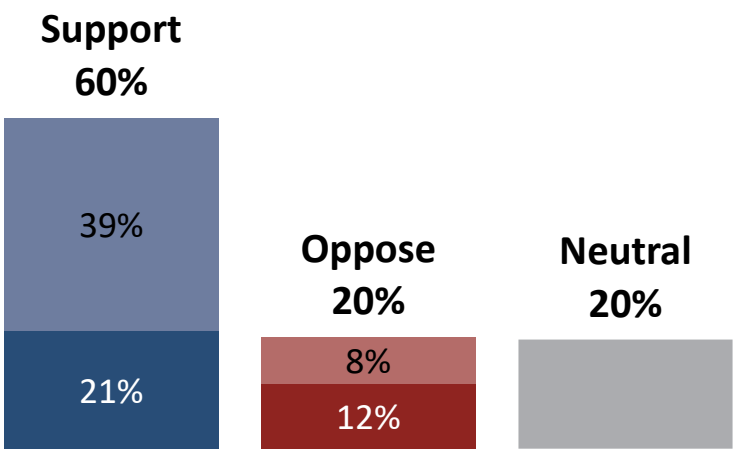
In general, do you support or oppose city-issued $20 parking permits for residents in neighborhoods near the stadium, including guest parking passes, to prevent stadium-goers from using street parking on event days?



Informed Support

Some people say parking permits would reduce event traffic in their neighborhoods and help make sure they can find parking on event days. They say it would also reduce rowdy behavior, trash, and disturbances in their neighborhoods.

Other people say a parking permit program will cost the City and local residents too much money and resources to issue, administer, and enforce. They say it will make parking in those neighborhoods too complicated for guests and non-event visitors to the area.



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Conclusions and Consultant Recommendations

Consultant Observations

- Santa Clarans recognize both the benefits and the impacts of the relationship with Levi's Stadium

- While curfew issues receive significant media coverage, stadium-related noise and the curfew are NOT primary issues for your residents—the following are:
  - TRAFFIC
  - PARKING
  - LOITERING

- Clearly, near-neighbors are more greatly impacted by these issues—the closer one lives to the Stadium, the more *intense* the reactions and perspectives are

- Consultants recommend these top issues of concern be addressed effectively first, prior to addressing any potential curfew review or adjustments

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Recommendations: Traffic/Parking

- Establish more frequent shuttle service
- Clarify & enforce drop-off and pickup for rideshare services
- Reduce parking prices for carpoolers
- Offer reduced fare incentives for using public transit to/from events
- An inexpensive or free permit parking system is overwhelmingly supported by near-neighbors, with far less enthusiasm for a $20 paid-permit system
- Enhance an electronic notification system for events
- Avoid closure of the San Tomas Trail to enable more bicycle and pedestrian access

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Recommendations: Enforcement

Residents want neighborhood security, and enforcement against disruptive post-event behavior.

- Provide more portable toilets
- Increase neighborhood safety patrols to address loitering/public disturbance
- Expand security and proper enforcement

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Recommendations: Noise Control

Near-neighbor residents want some measures to mitigate noise from stadium events.

- Levy larger fines for noise and curfew violations
- Place new controls on the decibel levels allowed, instituting and enforcing a permanent noise monitoring system
- Institute noise control measures, such as a sound wall and directional speakers to redirect and dampen the noise for near neighbors

Recommendations: Communications

Most residents approve of the City's communications efforts. But near-neighbors in particular feel the Stadium has broken promises. There is a lack of trust which must be repaired.

- To rebuild this trust, ManCo should take the steps necessary to improve transparency and communications
- A Community Advisory Committee structure to liaison with ManCo was of interest to stakeholders and near-neighbors
- Neighborhood improvement projects and benefits such as free or reduced cost tickets or other overtures would assist in rebuilding and improving the relationship
- Set up an effective hotline to call with safety and other concerns during events

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QUESTIONS & DISCUSSION

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APPENDIX

Comprehensive Appendix of Studies

- All studies listed in the Comprehensive Appendix of Studies are available on the Board's website at:
  santaclaraca.gov/outreach
- Appendix materials include:
  - Public Dialogue Consortium Summary of Community Engagement Input on Levi's Stadium
  - EMC Research January Near Neighbor & Santa Clara Voter Issue Identification Survey
  - EMC Research Near Neighbor Business Issue Identification Survey
  - EMC Research Near Neighbor and Santa Clara Resident Focus Group Report
  - EMC Research May Solutions Survey

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Summary of Community Engagement Input on Levi's Stadium

May 2018

Background

In December 2017, the City of Santa Clara and the Santa Clara Stadium Authority launched a transparent, independent and comprehensive engagement process to hear the community's views on a variety of issues related to Levi's Stadium. The primary purpose of this engagement process was to independently identify the most important issues for Santa Clara residents, and offer policy recommendations to the Stadium Authority Board for addressing these issues. The Lew Edwards Group was hired to coordinate overall efforts related to this project, including gathering statistically valid public views through opinion partner EMC Research. The Public Dialogue Consortium was hired to facilitate meaningful, robust, qualitative input from individuals, groups and organizations. This report is a summary of the qualitative input gathered by PDC during its community outreach and engagement process.

Engagement Events and Outreach

A number of engagement events were conducted to elicit input from community members. Outreach to participate in these events was conducted via personal emails, City website, Facebook, Twitter, Nextdoor, print news, and flyers handed out at events and posted in libraries, community centers, coffee shops and shopping centers.

Here are the specific engagement events conducted:

- Community Interviews with all Stadium Authority Board members were conducted in January 2018, and in March 159 people were interviewed at the Santa Clara farmer's market and at Levi's Stadium during a soccer event.

- Invitations to participate in Focus Groups went out to a wide variety of individuals and stakeholder groups in Santa Clara, resulting in six focus groups with a total of forty-one participants during March and April 2018.

- An Online Questionnaire was initiated to invite broad participation, with the content mirroring the questions asked during interviews and focus groups. Input was gathered from 231 participants between February and May 2018.

- Three Community Meetings were held in late April and early May to invite participants to review input gathered in the previous phases of engagement, and to consider recommendations and solutions, resulting in policy recommendations for City Council and the Stadium Authority. Only twenty-three Santa Clara residents participated in the three community meetings, some of whom had participated in previous focus groups, suggesting a "saturation point" in the community on this topic.

Over 400 people participated in one or more of the community engagement events. See Appendix A for a summary of focus groups and community meeting dates, times and locations. Appendix B provides a demographic summary of the participants.

Questions Asked: Phases 1 & 2

All questions asked were open-ended, enabling participants to express views and perspectives in their own words and from their own perspectives. The following questions from Phase 1 focused on people's concerns and appreciations for Levi's Stadium.

1. When you think of Levi's stadium, what words come to mind?
2. It sounds like you have some concerns. What are your concerns with the Stadium?
3. It sounds like you have some favorable views. What do you like about Levi's Stadium?
4. What is your overall opinion of the Stadium? (concerned, supportive mixed)
5. What do you say to people who have concerns about the stadium? How should their concerns be addressed?
6. What do you say to people who are more supportive of the stadium? How can we acknowledge their support while addressing your concerns?

After collecting responses to the questions above, a second phase of questions was posed to participants to elicit recommendations. These questions were:

1. What suggestions, ideas or recommendations do you have to address and resolve the concerns you have identified?
2. What suggestions, ideas or recommendations do you have to build on and extend the positive features you have identified?

Key Issues & Recommendations

Below are the key issues that emerged through the engagement process, along with recommendations for how best to improve upon these issues to increase the overall quality of experience as it relates to Levi's Stadium. These issues and recommendations are organized into themes that relate to the most commonly identified concerns and likes.

The issues and recommendations are attributed to three different categories of participants who responded during the community engagement efforts: Santa Clara Residents who live outside of

the Levi's Stadium impact area, Santa Clara Residents who live within the Levi's Stadium impact area in the north side (i.e. near neighbors), and those who live outside of Santa Clara. These three groupings of participants have different experiences and views of the Stadium, with the near neighbors clearly expressing more concerns than the other two participant groups. However, there was some overlap between Santa Clara residents who live outside and inside the Stadium impact area in terms of expressing concerns with Trust, Transparency, and Communication (and to a lesser extent, Traffic). Moreover, the vast majority of Santa Clara residents, both inside and outside the impact area, agree that the Stadium is here to stay and open communication and productive problem solving is needed in order to maximize its assets while minimizing negative impacts.

Trust, Transparency & Communication

The issues of trust, transparency and communication are of concern to many Santa Clara residents who engaged in this process, regardless of where they live, although the level of intensity is most acute for the near neighbors. Regardless, many participants say that a lack of trust has developed between the City, community, and Stadium Management Company, mostly due to the lack of financial transparency and follow through on initial commitments and agreements made when voters approved the Stadium via Measure J. Many residents say financial transparency is imperative so taxpayers understand the financial tradeoffs of Stadium events and can better understand the value of Stadium revenue to the City. Some residents are concerned that the City is increasing cost concessions to the Stadium, without holding the Stadium to their initial agreements. Santa Clara residents are concerned about the toll the lack of trust and transparency is taking on their community, both financially and socially.

Recommendations

Repair Trust by Establishing Financial Transparency

1. ***Establish financial transparency and share financial data*** as it relates to income and expenses directly associated with the Stadium, return on investment, and profit sharing with Santa Clara residents.
    a. Report on how many jobs have been created by the Stadium, as well as residual revenue generated for Santa Clara businesses.
2. ***Clarify costs*** to Santa Clara tax payers of what portion of Stadium costs are paid for by whom, including costs of security, enforcement and infrastructure.

Repair Trust by Improving Communication

3. ***Establish ongoing, two-way communication forums*** for residents to communicate with those in charge of making decisions for Levi's Stadium. Establish an open dialogue to allow for ongoing conversation, feedback, and problem solving.

    a. Institute a Levi's Stadium Advisory Committee that meets regularly with Stadium Authority, the Stadium Management Company, and the 49ers, allowing residents to give input on policies and decisions.
    b. Establish a way to update residents of rules, plans, visions and decisions, i.e. a newsletter or email update.
4. ***Set up a notification system*** that notifies resident of Stadium events and concerns, traffic and parking flows and alternatives, fireworks, etc. Include periodic updates in a newsletter format.
5. ***Set up a hotline*** for people to call with safety concerns and complaints that is available during events with quick response times - run by either the Stadium, Police, or City.

Provide Neighborhood Improvements and Benefits

6. ***Allocate revenue to enhance the quality of life*** for near neighbors and tax payers.
    a. Earmark revenue to improve the quality of life by making neighborhood improvements (e.g. repair sidewalks, improvements to Lick ill park, etc.).
    b. Increase revenue and awareness of revenue for schools and libraries.
7. ***Offer lower cost access*** to the Stadium to Santa Clara community members.
    a. Offer low price ticket options and presale access to local neighbors and the community.
    b. Create an affordable package for local community and non-profit organizations who want to rent meeting and event space.
8. ***Offer space for community events*** throughout the year.
    a. Hold an open house type event to help the community understand more about the venue. Have 49ers players attend to and connect with the community.
    b. Offer space for science fairs, stem fairs, etc.
    c. Allow a Viva Calle where space surrounding the Stadium is set up with vendors and artisans.
    d. Open parking lots for flea market, artisan space, etc. during times when there are no Stadium events.

Parking & Traffic

Parking and traffic issues are another major concern, with both being prominent for near neighbors, and traffic impacts being singled out by other participants as well, regardless of where they live. Many point out that it is not just the Stadium that is contributing to traffic and parking problems, but also Great America, the Convention Center, the airport, and new development projects. Many participants are concerned about City Place and other large retail and residential developments in the area, saying they will contribute to the overall problems of increased traffic, noise, the need for more parking, and the erosion of their overall quality of life.

Neighbors of the Stadium indicate they are unable to leave and/or return to their homes easily on event days, with significant increases in commute times. At times they are blocked into their driveways, or others have parked in their driveways.

The closure of the San Tomas Aquino Creek Trail during events is a concern for bikers and pedestrians. The trail is cited as a needed alternative to driving, as well as being a public trail that needs to remain accessible to the community at all times. Detours through parking areas are seen as unsafe to all, especially those with accessibility concerns.

Most participants agree that easy to implement, low cost solutions are most desirable as a starting point, and that long term, holistic planning is needed to address long term infrastructure needs related to traffic, parking and planned development.

Recommendations

Address Parking Concerns with Permits and Enforcement

9. ***Institute permit parking*** only on Stadium event days for neighboring streets. Issue affordable parking permits to residents, including guest parking passes.
10. ***Enforce parking restrictions*** by ticketing and towing all non-resident parking during events.
    a. Add Agnew and Lafayette streets to the list of streets closed for Stadium parking.
11. ***Station guards at roadblocks past event start times*** as those looking for parking ignore and go around roadblocks when left unguarded.
    a. Train parking and security guards to stand outside of their cars to increase enforcement of roadblocks.
12. ***Employ motorcycle and/or bicycle officers*** to be able to respond more easily to parking and security concerns, while increasing the security staff at events.

Address Traffic Concerns with Alternatives and Improvements

13. ***Establish a shuttle service from parking lots*** further from the Stadium.
14. ***Designate a rideshare area*** to easily drop off and pick up passengers.
    a. Extend Uber partnership to Lyft and other transportation services.
15. ***Reconfigure traffic flows and build pedestrian overpasses.*** The light rail, pedestrian crossings and cars all need to stop for each other at certain intersections, contributing to congestion.
    a. *Build pedestrian and bicycle overpasses* to ease congestion and contribute to safety.
    b. Open up the south east corner of Levi's Stadium to alleviate dangers to pedestrian traffic on Tasman.
    c. Install a three-way stop at Mercado 20 shopping center entrance.
16. ***Avoid closure of the San Tomas Trail*** and encourage its use to decrease traffic.

    a. Move the magnetometers and portable traffic signs so they do not block the trail.
        i. Alternately, put temporary holes in the fencing along the trail and have everyone on the trail go through security.
        ii. Alternately, detour the trail down to river level during events to avoid closure.
17. ***Invest in more signage*** to indicate parking and road closures.
    a. Install permanent parking signs so temporary signs can be removed from the San Tomas trail.
    b. Indicate where there is bike parking and security for events.
18. ***Devise a clear system and training*** of law enforcement so residents with red stickers are allowed to easily turn onto blocked neighborhood streets on event days.
19. ***Consider scheduled events in the area holistically*** when scheduling Stadium events.

Incentivize and Expand Public Transportation

20. ***Offer incentives for public transit***, such as free VTA light rail on event days.
    a. Add a tax to parking or event tickets that generate revenue and incentives to encourage people not to drive and to offset public transportation costs.
21. ***Coordinate with VTA*** to ensure public transit is running after events as sometimes people have been left stranded after events.
22. ***Improve VTA*** light rail to make it faster and more efficient by introducing express routes with no stops and increasing capacity.
23. ***Add remote parking lots with VTA transit*** options east of the Stadium.
24. ***Establish an inter-department, inter-agency task force*** to address public transportation and other issues and infrastructure needs for long term planning.

Safety, Security & Noise

Many Santa Clara residents and almost all near neighbors expressed the need for better security and police patrol during events, citing unmanaged crowds and safety concerns, as well as noise disturbances. Neighbors close to the Stadium frequently cited security concerns ranging from littering and vandalism to loud and raucous behavior, public consumption of alcohol and drugs, drunk driving, and public urination.

Neighbors living close to the Stadium frequently cite noise concerns, including high decibel levels generated by the Stadium, ongoing air traffic during and after Stadium events, and noise from attendees walking through neighborhoods after events. Air and foot traffic noise last for hours after a Stadium event ends.

Recommendations

Invest in Neighborhood Safety and Security

25. ***Increase patrol before and after events*** in neighborhoods near the Stadium.

    a. Employ motorcycle cops to be able to respond more easily to parking and security concerns.
    b. Train security and traffic officers to interact with the neighbors more effectively.
    c. Increase police presence in Mission Park.
    d. Structure event permitting to pay for increased neighborhood security.
26. ***Add more public bathrooms*** to decrease public urination.
    a. Increase portable bathrooms in the parking lots.
    b. Construct and maintain a bathroom in Fairway Glen Park.
27. ***Add more trash cans*** and pass around trash bags during game to minimize litter.
28. ***Employ staff to pick-up litter*** along the creek, trails and in neighborhoods after events.

Recommendations

Take Noise Control Measures

29. ***Levy heavier fines*** for noise and curfew violations.
30. ***Institute stricter noise control measures***.
    a. Place new controls on the decibel level allowed, instituting and enforcing a permanent noise monitoring system.
    b. Legislate stricter air traffic control restrictions to control late night fly over noise.
    c. Require the Stadium to institute noise control measures such as a sound wall and directional speakers to redirect and dampen the noise for nearby neighbors.
        i. Combine a sound wall with a shade structure if possible to protect event-goers during hot and sunny days.
    d. Enforce the current weekday and weekend curfews; do not extend them; revisit the curfew to consider that the noise goes hours past the time the events end.
    e. Patrol residential streets after events to deter noise from those walking through the neighborhoods.
31. ***Set up a program for nearby neighbors*** who are most impacted by the noise to compensate for the installation of thicker windows, insulation and air conditioners.

Economic & Entertainment Benefits to the City

Almost all of those who supported Levi's Stadium said that they appreciated having a top-tier entertainment venue in Santa Clara, as well as a facility that can bring revenue, jobs and economic development to the City. A major concern among these participants is that the Stadium is not being utilized to its fullest extent, and therefore is not maximizing the potential range of benefits possible, particularly in terms of revenue generation. They state that the caliber, size and expense of the Stadium justify adding events and extending curfews, including for carefully selected weeknight events.

Recommendations

Expand Events and Extend Curfew

32. ***Increase the number of events, as reasonable.***
33. ***Schedule weekend events*** whenever possible.
34. ***Selectively extend the curfew*** to 11pm on weeknights and to midnight on weekends.
    a. Increase the amount of times the stadium is allowed to host past 10pm (e.g. from four to ten times a year).
    b. Charge extra for permitting to mitigate noise concerns for near neighbors.
    c. Select extended curfew events carefully, with consideration of school and work schedules.

In many ways, these recommendations point to the fundamental tension that the Stadium Board Authority will need to manage as they develop policy options for the Stadium: How to maximize the benefits of the Stadium for Santa Clara, while minimizing (i.e. maintaining, improving) the negative impacts to the near neighbors and the rest of the City.

Strategic Guideline for Policy Options

We offer these concluding observations to suggest a strategic guideline for the Stadium Authority Board to consider as they respond to the issues and recommendations and develop policy options.

1. ***The energy and passion is primarily with those who have concerns about the Stadium***. It became clear as we talked with participants that the people who expressed mostly concerns about the Stadium have more to say, and are more animated and passionate than those who expressed mostly appreciations and support. This observation is not meant as an evaluative statement about the validity of the concerns and appreciations we heard. However, it does point to the need to address those Santa Clara residents who have strong concerns about the Stadium because the intensity and depth of their views are not likely to dissipate easily or quickly. The energy and passion is with those who have concerns, even though, overall, they are fewer in number than those who do not have concerns.

   There is also some energy and passion from those who support the Stadium, but it is muted compared to those who voice concerns. Nevertheless, the passion on the support side comes from wanting to maximize the potential benefits of the Stadium for the City. From this perspective, the Stadium Authority Board should be working to utilize the Stadium as much as possible to provide economic benefits to the City, which is the basis for the recommendations to increase events and extent the curfew.

2. ***There is support from most Santa Clara residents for the near neighbors.*** One of the more heartening findings from this engagement process is the way in which most of the Santa Clara residents who do not live near the Stadium support those who do. Even

participants who strongly support the Stadium recognize that there are negative impacts to the near neighbors, and they would like to see those impacts addressed. Put differently, most of the Stadium supporters we talked with are aware that their recommendations to increase events and extend the curfew will increase the negative impacts to the near neighbors, and they want those impacts to be lessened, reduced, or eliminated.

3. ***This leads to a strategic guideline for the Stadium Authority Board to consider:*** Explore policy options to increase events and extend the curfew, but only while pursuing policy options to resolve, minimize, or mitigate the Trust/Transparency/Communication, Parking/Traffic, and Safety/Security/Noise issues.

Appendix A: Focus Groups & Community Meetings

1. Focus Group with Engaged Community Members, March 19, 2018, 6:00 - 7:30 p.m., Santa Clara City Hall Cafeteria, 1500 Warburton Ave, Santa Clara, CA
2. Focus Group with Engaged Community Members, March 21, 2018, 6:00 - 7:30 p.m., Santa Clara City Hall Cafeteria, 1500 Warburton Ave, Santa Clara, CA
3. Focus Group with Great America, March 28, 2018, 10:00 - 11:00 a.m., Great America Administrative Offices, Santa Clara, CA
4. Focus Group with Northside Neighbors, April 2, 2018, 5:00 - 6:30 p.m., Northside Library, Santa Clara, 695 Moreland Way, CA
5. Focus Group with Northside Neighbors, April 2, 2018, 7:00 - 8:30 p.m., Northside Library, Santa Clara, 695 Moreland Way, CA
6. Focus Group with Chamber of Commerce, April 13, 2018, 11:00 a.m. - 12 p.m., Chamber of Commerce Offices, 1850 Warburton Ave, Santa Clara, CA
7. Community Meeting at Central Park Library Redwood Room, April 26, 2018 6:00 - 8:00 p.m., 2635 Homestead Ave, Santa Clara, CA 95050
8. Community Meeting at Santa Clara Community Recreation Center, April 28, 2018, 6:00 - 8:00 p.m., 969 Kiely Boulevard, Santa Clara, CA 95051
9. Community Meeting at Northside Library Community Room, May 9, 2018, 6:00 - 8:00 p.m., 695 Moreland Way, Santa Clara, CA 95054

Appendix B: Demographics of Levi's Stadium Community Engagement Participants

		Focus Groups & Public Meetings	Stadium & Farmers Market Interviews	Online Participation	Totals (%)
Zip Code	Near Stadium 95054	36	5	102	143 = **32%**
	Santa Clara	15	44	123	182 = **41%**
	Other	1	110	6	117 = **27%**
	Totals	**52**	**159**	**231**	**442**
Gender	Male	23	104	113	240 = **54%**
	Female	28	54	100	182 = **41%**
	Prefer not to say	1	1	18	20 = **5%**
	Totals	**52**	**159**	**231**	**442**
Age	Under 18	0	10	**0**	10 = **2%**
	18-30	1	41	11	53 = **12%**
	31-40	10	55	35	100 = **23%**
	41-55	14	29	90	133 = **30%**
	Above 55	27	23	85	135 = **31%**
	Prefer not to say	0	1	10	11 = **2%**
	Totals	**52**	**159**	**231**	**442**
Ethnicity	White	23	49	116	188 = **42.5%**
	Hispanic	7	85	7	99 = **22%**
	Indian	4	9	20	33 = **7.5%**
	Filipino	5	1	10	16 = **3.5%**
	Chinese	0	2	11	13 = **3%**
	African American	2	2	3	7 = **2%**
	Vietnamese	1	0	3	4 = **1%**
	Korean	2	1	1	4 = **1%**
	Japanese	2	1	1	4 = **1%**
	Native American	1	0	1	2 = **.5%**
	Pacific Islander	2	0	0	2 = **.5%**
	Mixed Ethnicity	3	7	10	20 = **4.5%**
	Prefer not to say	0	2	48	50 = **11%**
	Totals	**52**	**159**	**231**	**442**

THE LEW EDWARDS GROUP

EMC research

January Issue Identification Survey of Santa Clara Voters & Near Neighbor Residents

Methodology

Citywide Issue Identification Voter Survey

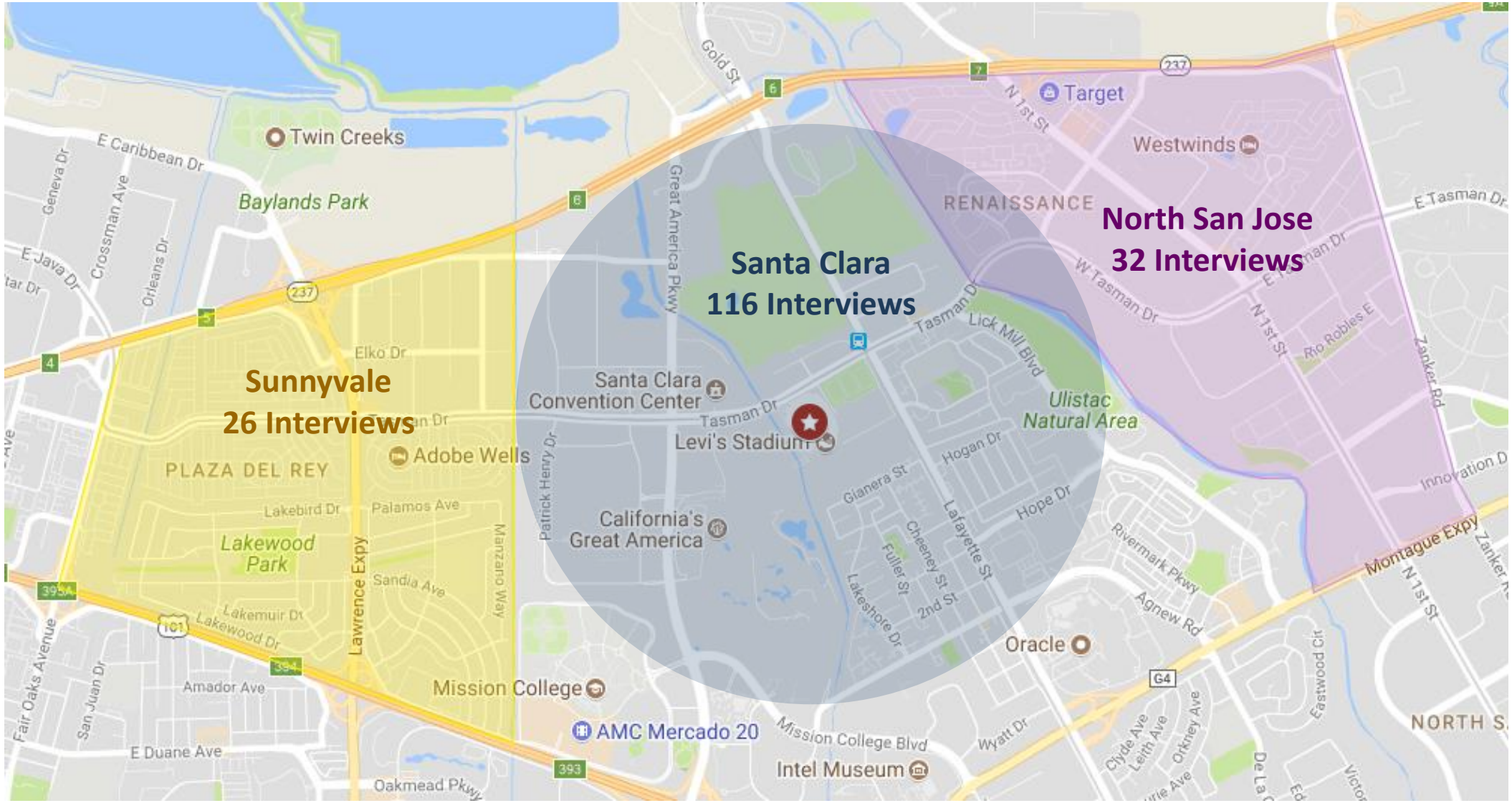
- Live telephone survey - including landlines and cells - of registered voters in the City of Santa Clara, a universe selected as voters are one of several constituencies on these policy issues
- Conducted January 8-19, 2018
- 600 total interviews; Margin of Error ±4.0 points
- Interviews conducted by trained, professional interviewers in English, Spanish, Chinese, and Vietnamese

Near Neighbor Residents Issue Identification Survey

- Live telephone survey - including landlines and cells - of residents within a mile of Levi's Stadium and in selected areas of Sunnyvale and San Jose
- Conducted February 8 - March 3, 2018*
- 174 total interviews; Margin of Error ±7.4 points
- Interviews conducted by trained, professional interviewers in English, Spanish, Chinese, and Vietnamese

**Data collection was paused February 9-19*

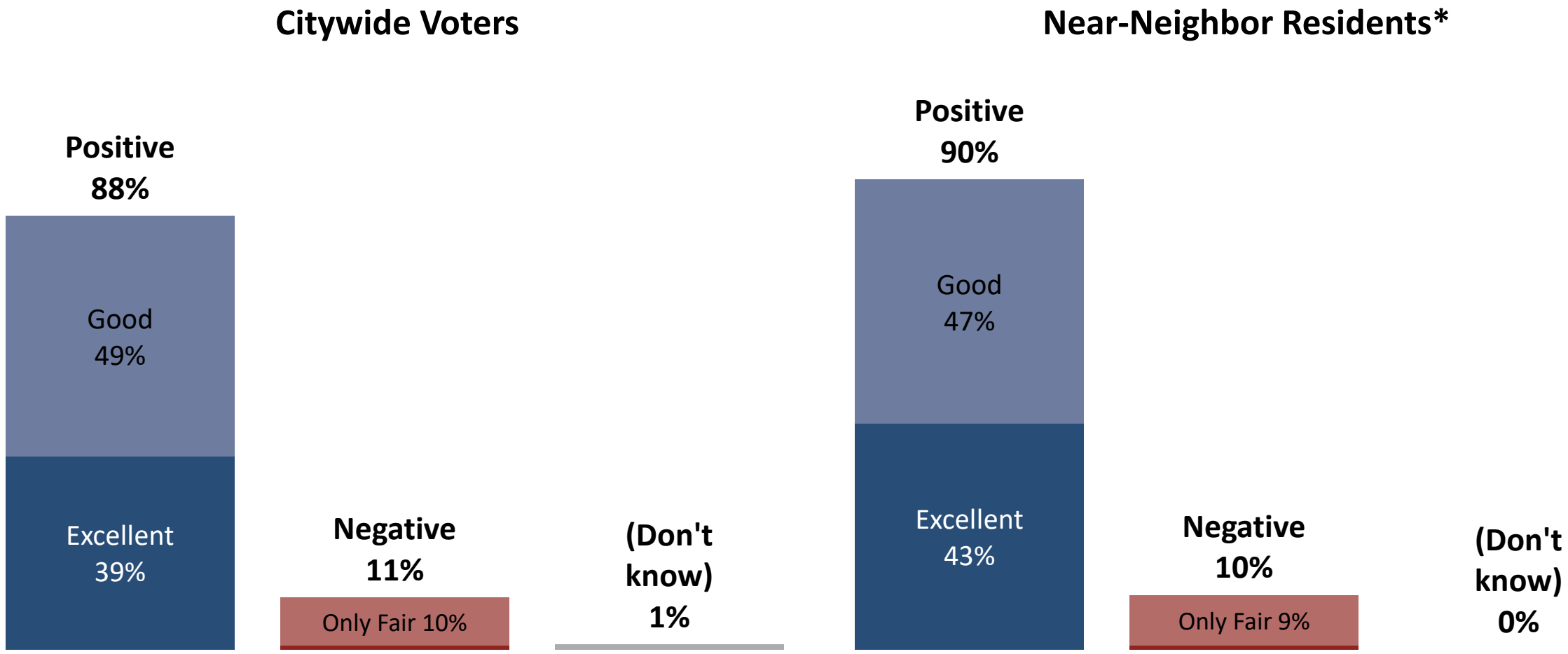
Near Neighbor Survey Areas



City of Santa Clara
Opinions and Job Ratings

Santa Clara Quality of Life

Both voters and stadium near-neighbors have a positive view of Santa Clara as a place to live.



Q2. Overall, how would you rate Santa Clara as a place to live? Would you say it is an excellent, good, only fair, or poor place to live?
*Asked only of those residing in Santa Clara, n=116

Top Positives of Living in Santa Clara

Voters and near neighbors mention the convenient location, small-town feel, friendliness, and the low crime rate as things they like most about living in Santa Clara.

What do you like best about living in Santa Clara?	Voters	Near Neighbors*
Convenient location	21%	34%
Calm/quiet atmosphere/small-town feel	14%	16%
The community itself/friendly town/the people	11%	14%
Security/safety/low crime rate	11%	14%
Climate	9%	9%
Clean/beautiful city	9%	5%
Amenities: parks/library/swim center	9%	9%
Shopping/businesses	7%	9%
Utilities: lower cost/city-owned/well-run	6%	7%
Employment opportunities	5%	6%
Diversity	5%	3%
Have lived here many years	5%	-
Good schools	4%	3%
Local governance/city council/good city services	4%	-
Activities/events	3%	7%
Affordable cost of living/housing	3%	3%

Q3. What do you like most about living in Santa Clara? *(Open-end)* *Asked only of those residing in Santa Clara, n=116

Top Negatives of Living in Santa Clara

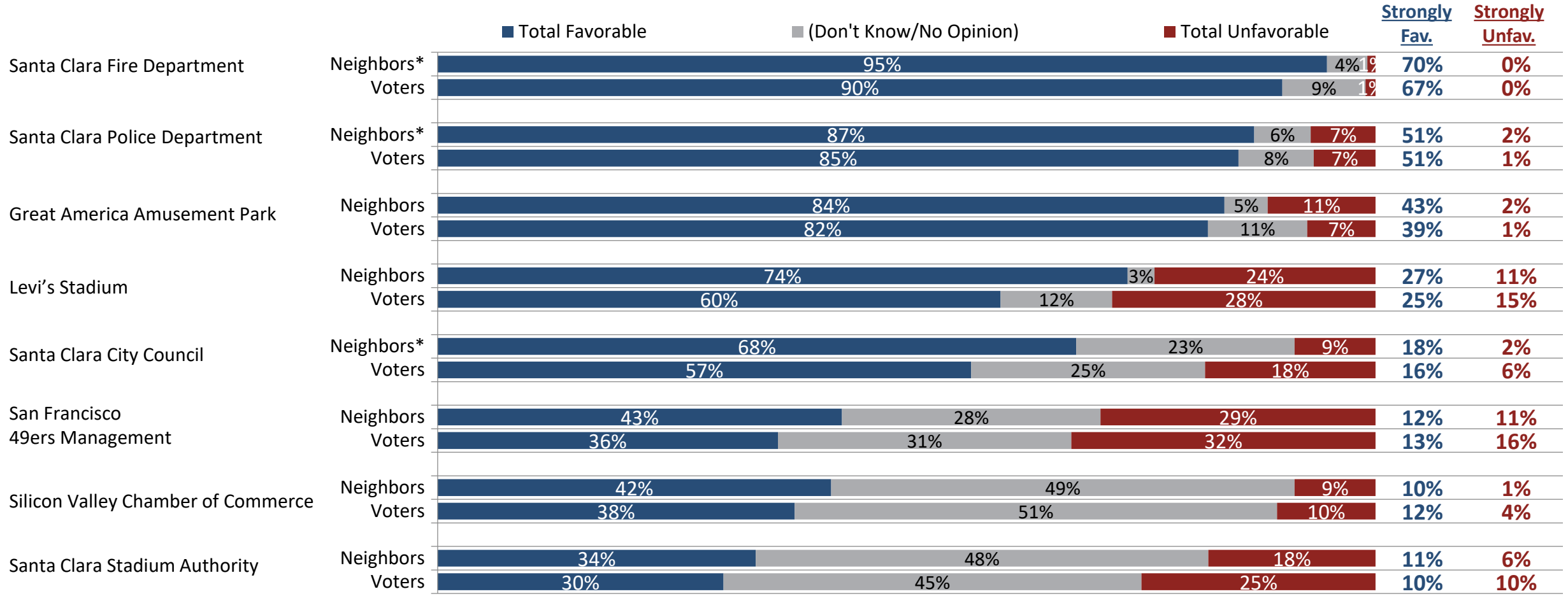
Traffic and housing costs/cost of living are the things people like least about living in Santa Clara. One-in-ten near neighbors specifically mention the stadium as the thing they like least about living in Santa Clara.

What do you like least about living in Santa Clara?	Voters	Near Neighbors*
Traffic	26%	33%
High housing costs/cost of living	26%	16%
Growth/new development/housing being built	9%	3%
Overpopulated	8%	3%
City government; the Mayor and City Council	5%	1%
Lack of restaurants/shopping/entertainment	4%	9%
Crime/security	3%	1%
Road conditions/potholes/signage	3%	-
Transportation/getting around/public transportation needs upgrades	3%	1%
No downtown area	3%	3%
The Stadium	**2%**	**9%**
Schools need improvement	2%	7%
People are not nice/no sense of community	2%	1%
Garbage in streets/dirty/run-down look	2%	3%

Q4. And what do you like least about living in Santa Clara? *(Open-end)*
*Asked only of those residing in Santa Clara, n=116

Favorability of Local Organizations

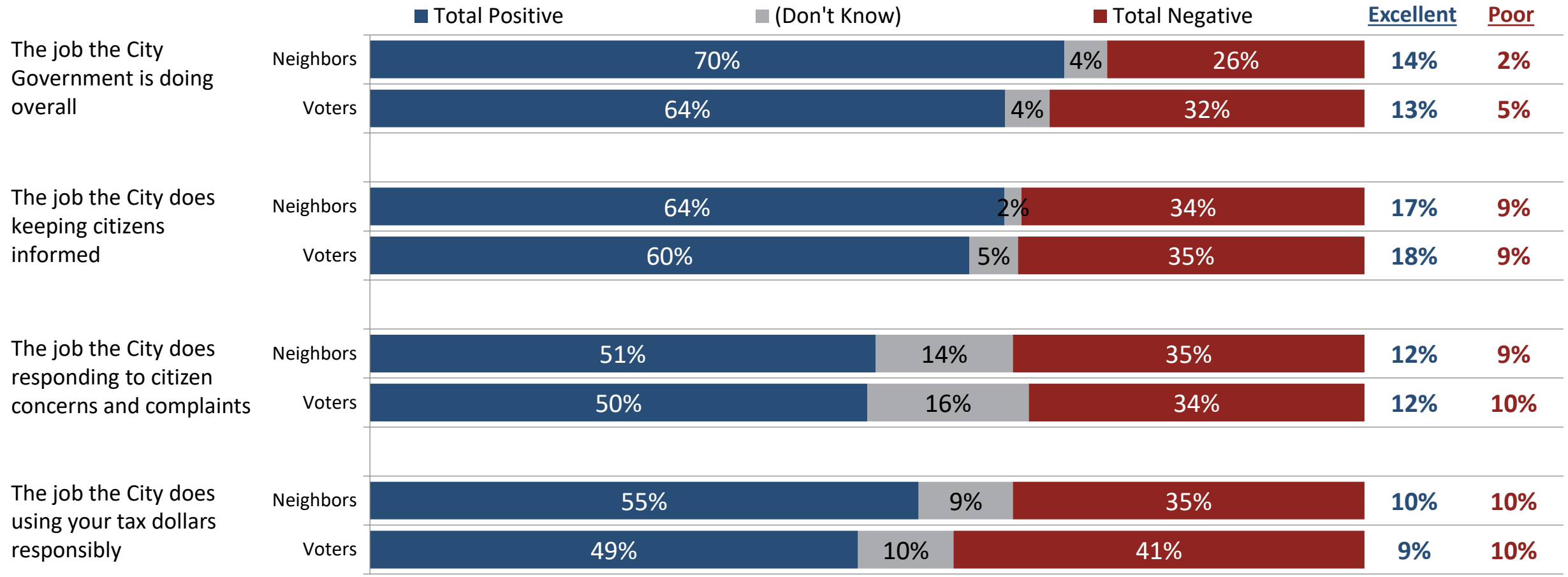
Overall, near neighbors give higher ratings than voters to all organizations tested. A strong majority of near neighbors and voters have a favorable view of Levi's Stadium, although roughly 1-in-4 have a negative opinion. The City Council is viewed favorably by two-thirds of near neighbors and a majority of voters, with low negative opinion. Opinion of 49ers management is divided, while the Stadium Authority is less well known.



Q5-12. I'm going to read you a list of people and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of each one.
***Asked only of those residing in Santa Clara, n=116**

Job Ratings for City

The City gets strong marks for the job it is doing overall and for keeping citizens informed. About half give the City a positive rating for responding to concerns/complaints and using tax dollars responsibly. Strong negative opinion ("poor" rating) is very low.

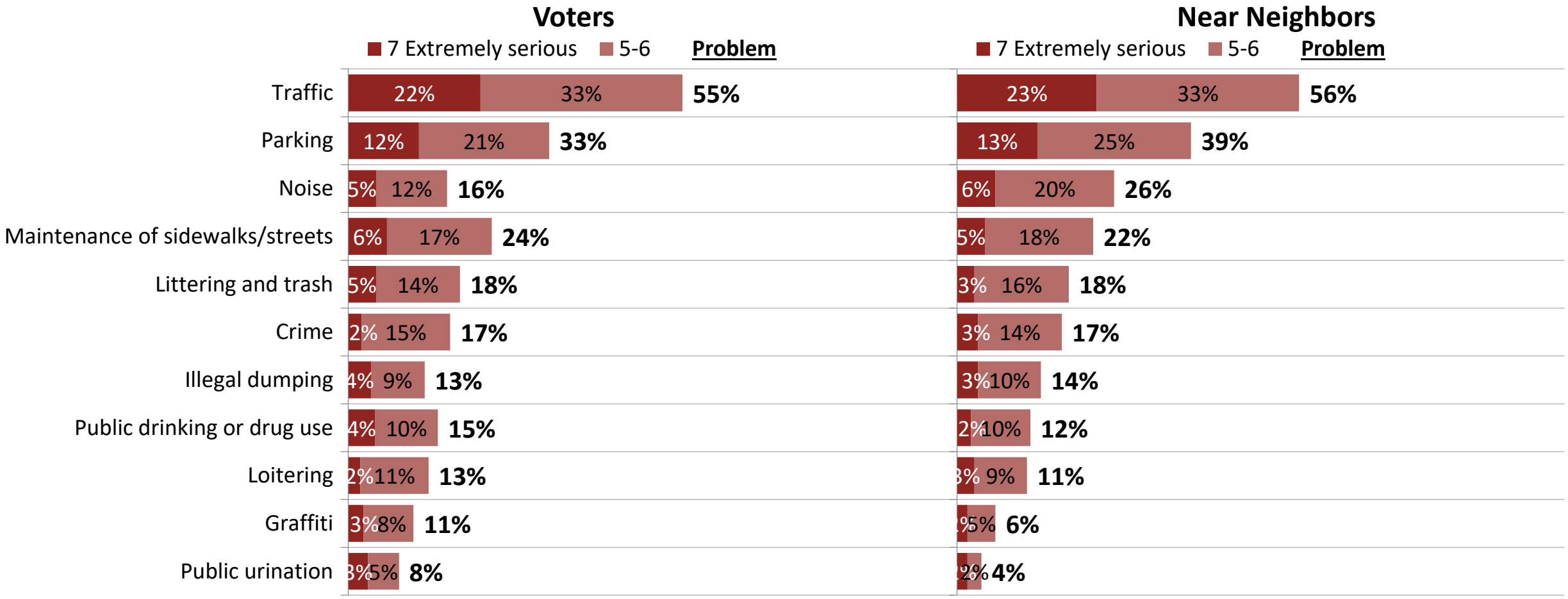


Q13-16. Please tell me how you think the City of Santa Clara is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor.

Neighborhood Issues

General Neighborhood Issues

Traffic and parking are the top neighborhood concerns of both voters and near neighbors. One-in-four near neighbors mention noise as a problem in their neighborhood.



Q17-27. I'm going to read you a list of potential neighborhood issues. For each one, please tell me if that issue is a problem in your neighborhood or not. Use a scale of 1 to 7, where 1 means that issue is not at all a problem in your neighborhood, and 7 means that issue is an extremely serious problem in your neighborhood.

Causes of Noise Problems

Near neighbors are most likely to mention the Stadium and airport as the cause of noise problems in their neighborhood.

What is the main cause of the noise problem in your neighborhood?	Voters n=47	Neighbors n=22
Noise **NOT** a serious problem	92%	87%
Stadium	**2%**	**5%**
Airport	1%	5%
Traffic	3%	3%
Other	1%	1%

Noise

"The stadium and Great America" – Neighbor

"The stadium on certain days, the airport and the train" – Neighbor

"The car racing and other things like speeding" – Neighbor

"Drunken fans at Levi's Stadium" – Neighbor

"The airplane noise" – Neighbor

"Cars and traffic noise" – SC Voter

"The events at Levi's Stadium" – SC Voter

Q28a. What is the main cause of the noise problem in your neighborhood?

Cause of Traffic and Parking Problems

One in ten near neighbors say the Stadium is the main cause of traffic and parking problems in their neighborhood.

What is the main cause of the traffic problem in your neighborhood?	Neighbors n=69
Traffic **NOT** a serious problem	60%
Too many people/congestion/density	13%
The Stadium	**10%**
Commuters	9%
Nearby businesses /Infrastructure	6%
Parks/Amusement Parks	2%
Other	1%

What is the main cause of the parking problem in your neighborhood?	Neighbors n=40
Parking **NOT** a serious problem	77%
Too many people/Infrastructure	11%
The Stadium	**9%**
Work Commuting	1%
Other	1%

Traffic

"Just the layout of the neighborhoods and the streets" – Neighbor

"The commute is very heavy during peak hours and amplified during stadium events" – Neighbor

"Most definitely the stadium being there" – Neighbor

"We're building a lot around us, with the economy being good people are back to work, and with lots of new buildings and construction that leads to lots of traffic everywhere" – Neighbor

Parking

"Too many people. Traffic from the high-tech companies" – Neighbor

"The stadium and Great America" – Neighbor

"Overpopulation and events, lack of civil engineering." – Neighbor

"There are too many people and game visitors" – Neighbor

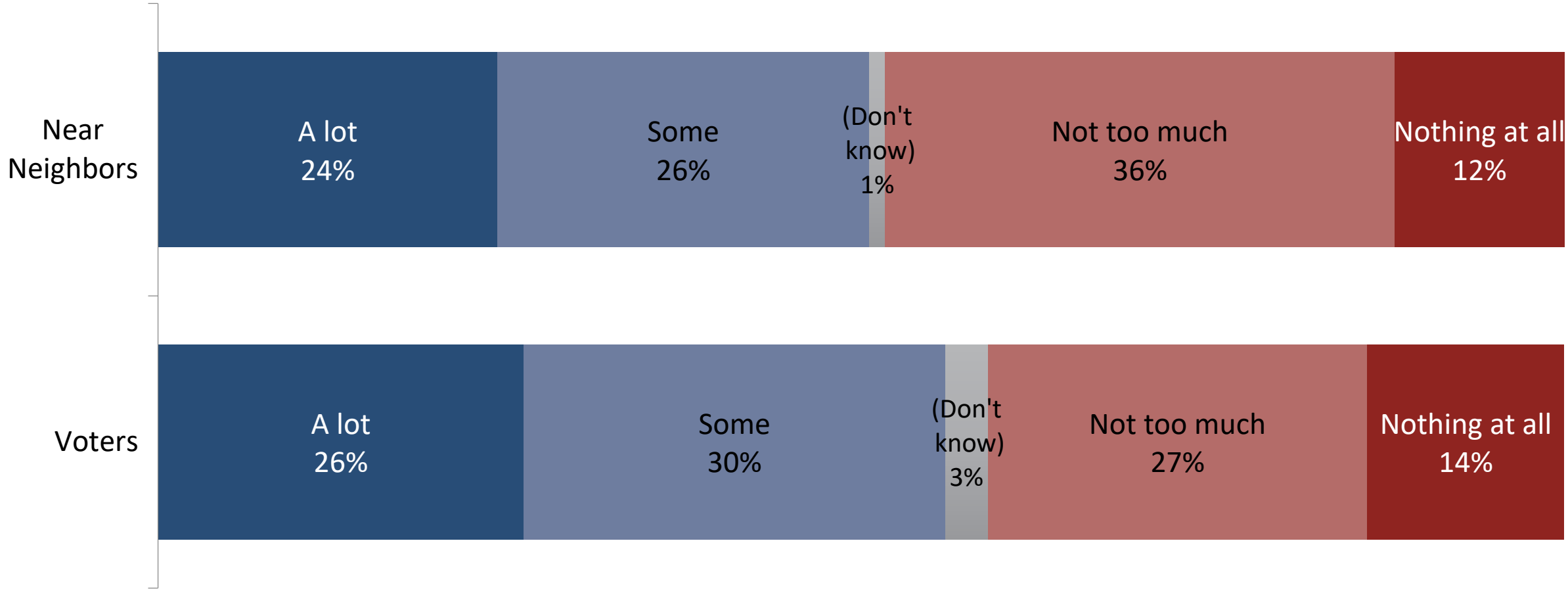
"It's always been a problem. Too many people crammed into one city." – Neighbor

Q28b. What is the main cause of the traffic problem in your neighborhood? *Neighbors only
Q28c. What is the main cause of the parking problem in your neighborhood? *Neighbors only

Levi's Stadium Awareness and Issues

Heard/Seen About Levi's Stadium Recently

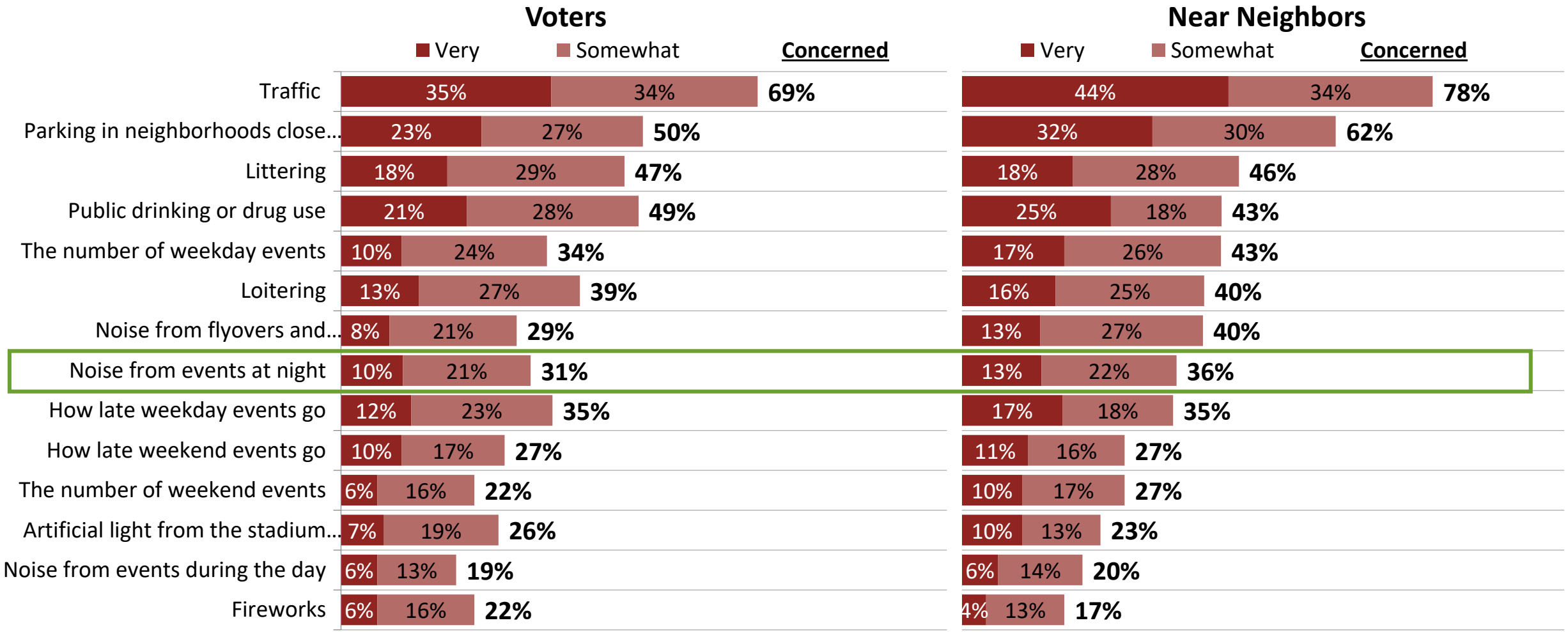
About half of voters and near neighbors say they have heard or seen "a lot" or "some" about Levi's Stadium recently.



Q30. How much, if anything, have you heard or seen about Levi's Stadium recently?

Potential Stadium Issues

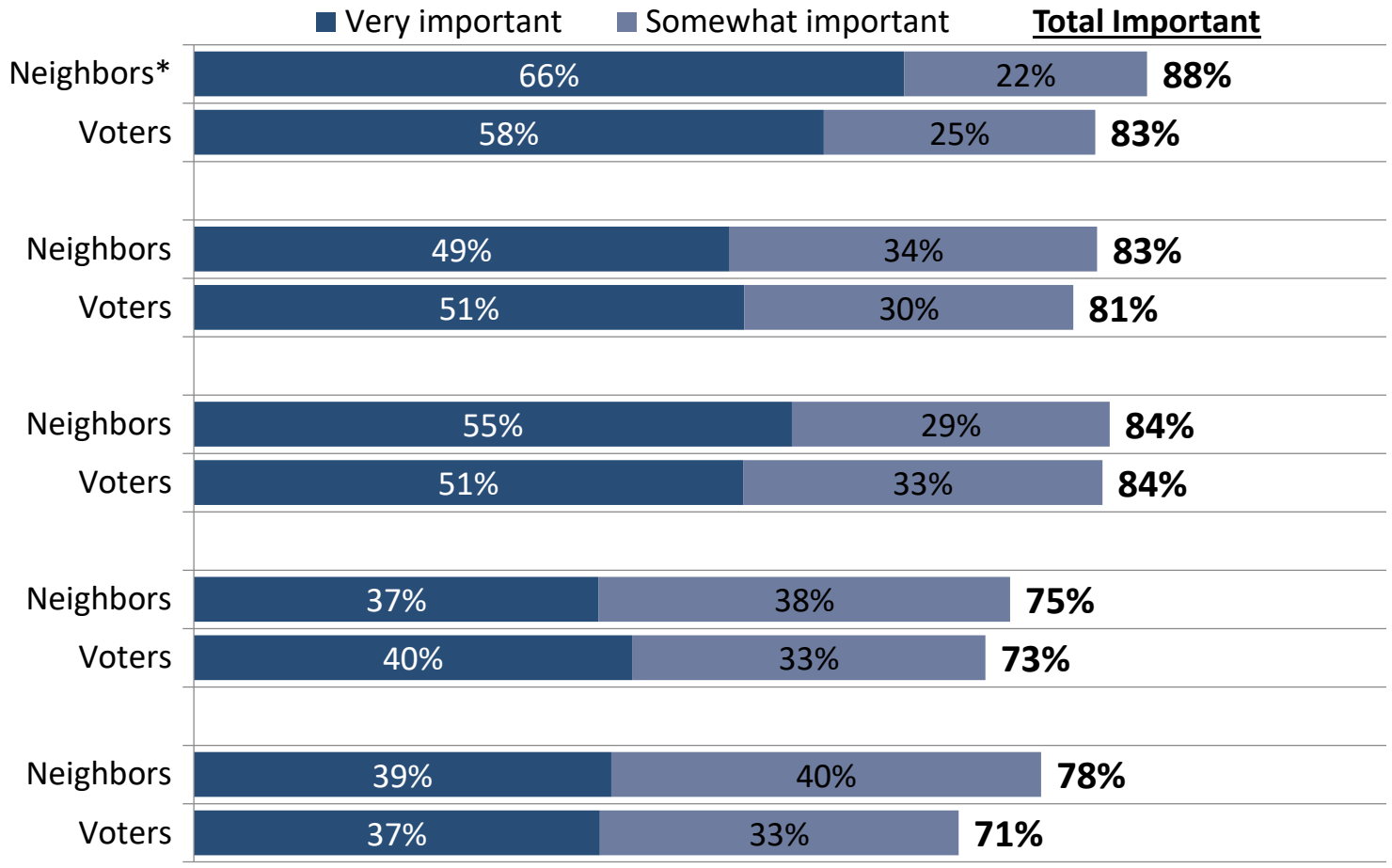
Voters and near neighbors are most concerned about the traffic and parking impacts of the Stadium. Littering, drinking/drugs, and loitering are also concerns. Roughly a third of near neighbors (36%) and voters (31%) are concerned about noise from events at night.



Q31-44. Thinking about different issues that may arise during events at Levi's Stadium, please tell me if you personally are concerned or not about each of the following potential issues.

Positive Stadium Impacts

Strong majorities of near neighbors and voters think all five of the positive stadium impacts tested in the survey are important. The tax revenue and economic impacts are seen as the most important benefits.

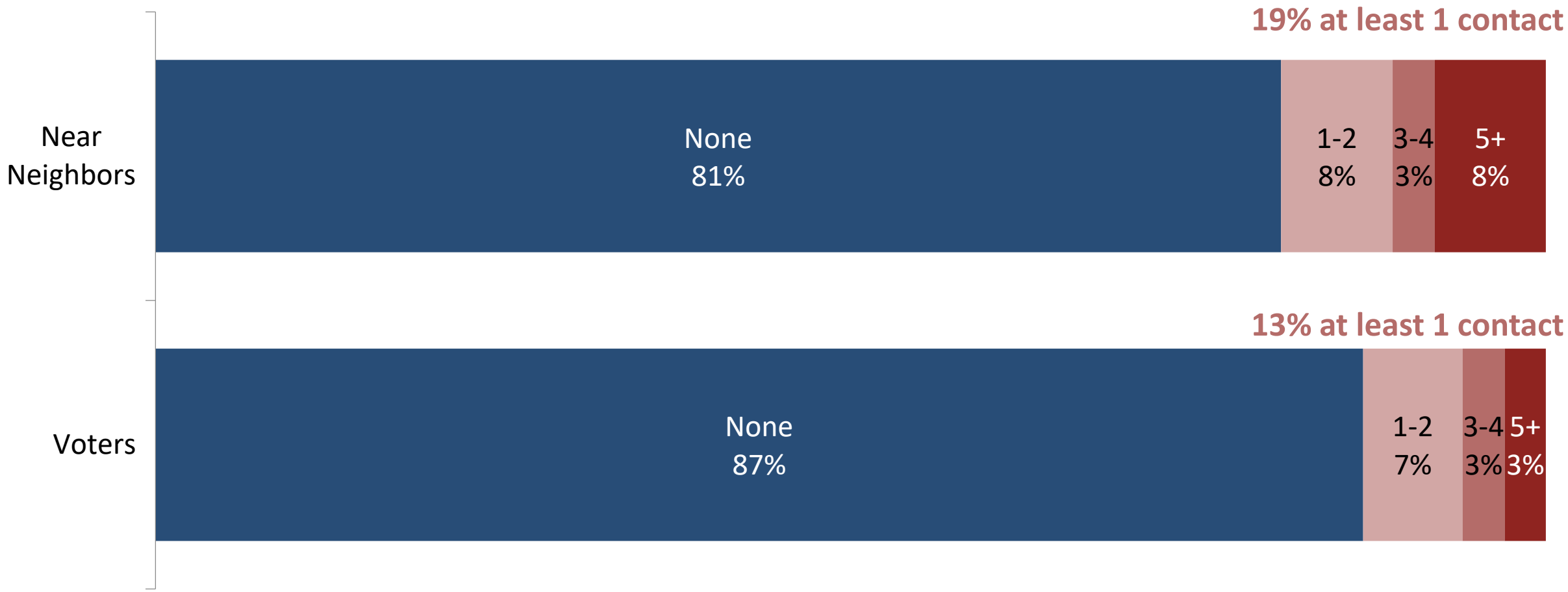


Q45-49. Next, I'd like to ask you about some of the positive impacts of Levi's Stadium. After you hear each, please tell me if that item is very important, somewhat important, not too important, or not at all important to you.
***Asked only of those residing in Santa Clara**

Stadium-Related Contacts

Contacts About Stadium Problems

One-in-five (19%) near neighbor households and 13% of voters say they have contacted someone about a stadium-related problem or concern at least once. One-in-ten (11%) near neighbor households has made at least three contacts.



Q51. How many times, if any, have you or someone in your household contacted someone about a stadium-related problem or concern?

Contacts About Stadium Problems

Voters and near neighbors contact a variety of institutions - the police, the City, and the Stadium - about stadium-related problems. No one issue dominates the list of problems residents reach out about.

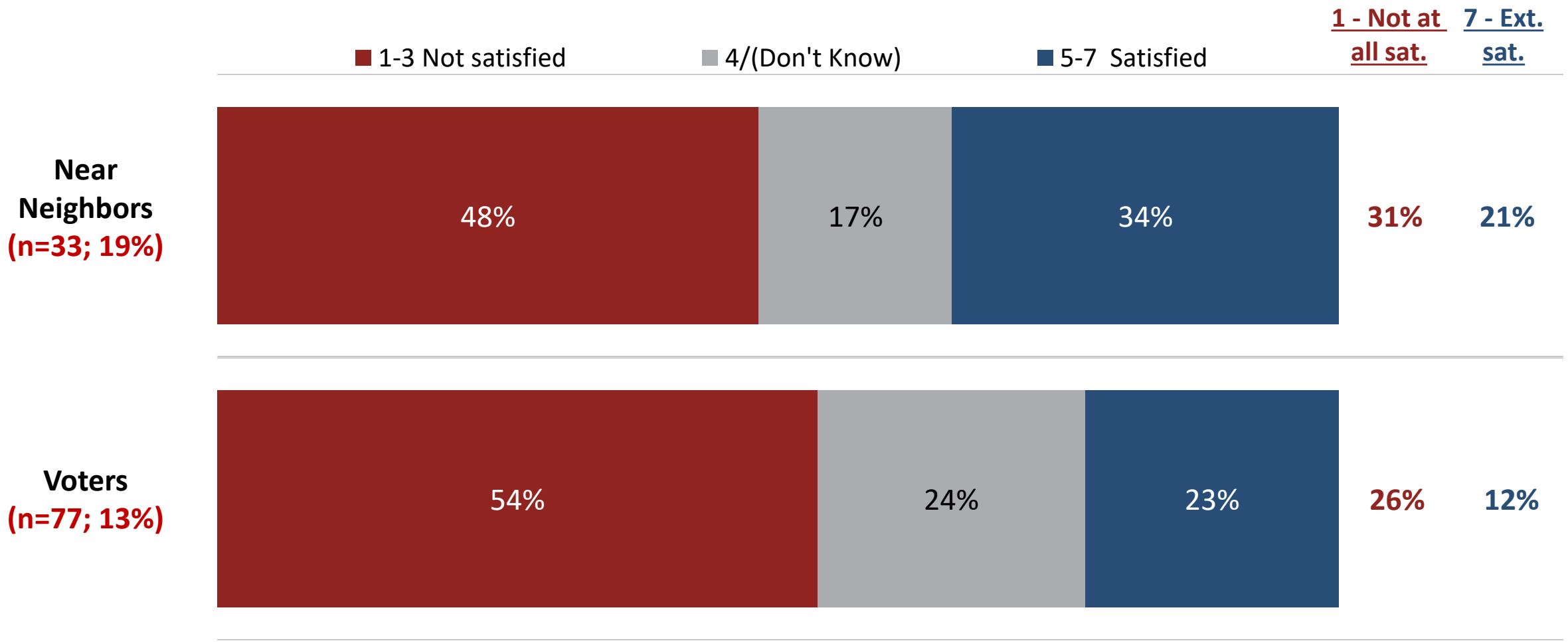
Who did you contact?	Voters n=77	Neighbors n=33
Never contacted anyone for a stadium related problem or concern	87%	83%
City government/City Council	3%	3%
Police	2%	5%
The Stadium	1%	3%
Neighbors/family/other citizens	1%	2%
Other	2%	2%
Don't Know	4%	2%

And what was the specific issue or concern you had?	Voters n=77	Neighbors n=33
Never contacted anyone for a stadium related problem or concern	87%	83%
Traffic	3%	3%
Noise	2%	2%
Parking	2%	4%
Security issue/crime	1%	1%
Drugs/alcohol	1%	2%
Closure of the trail nearby	1%	-
Other	3%	2%
Don't Know	1%	2%

Q52. Who did you contact?
Q53. And what was the specific issue or concern you had?

Satisfaction with Problem Resolution

Only a third of near neighbors and a quarter of voters who have contacted someone about a stadium-related problem say they are satisfied with the response they received. Roughly half are dissatisfied.

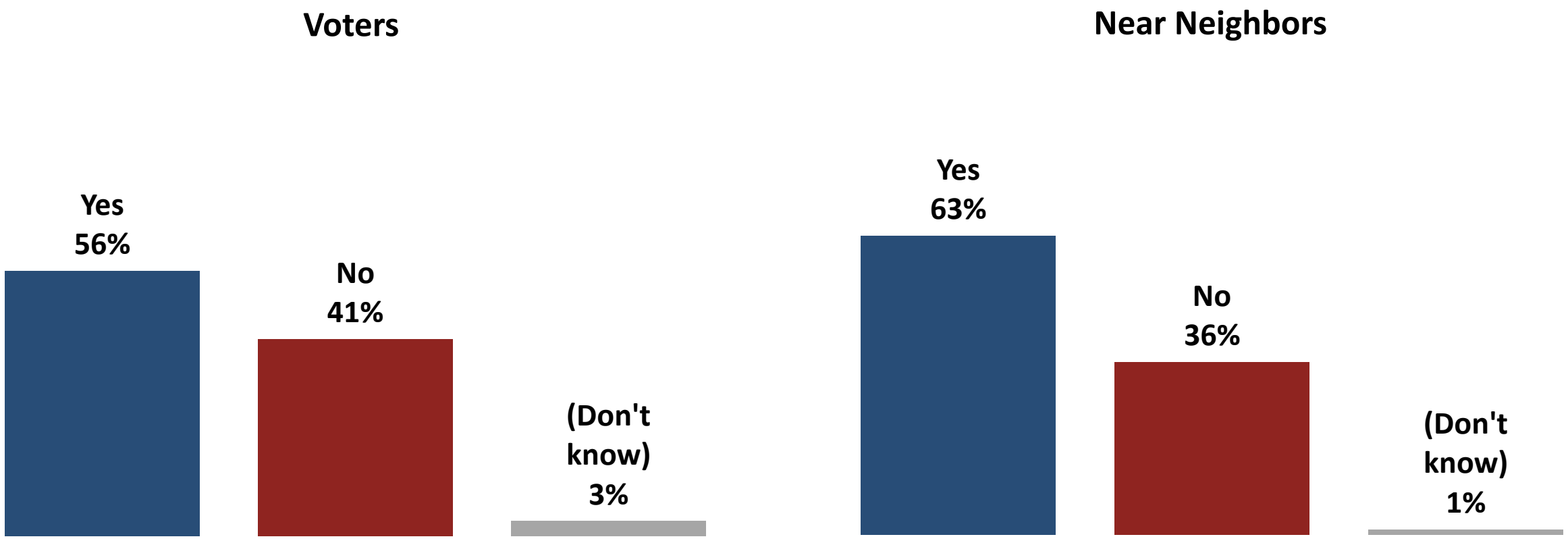


Q54. On a scale of 1 to 7, where 1 is not at all satisfied and 7 is extremely satisfied, how satisfied were you with the response you received? You can use any number from 1 to 7.

Awareness of Curfew

Awareness of 10 PM Weekday Curfew

A majority of voters and near neighbors are aware of the curfew. Awareness is higher among near neighbors.

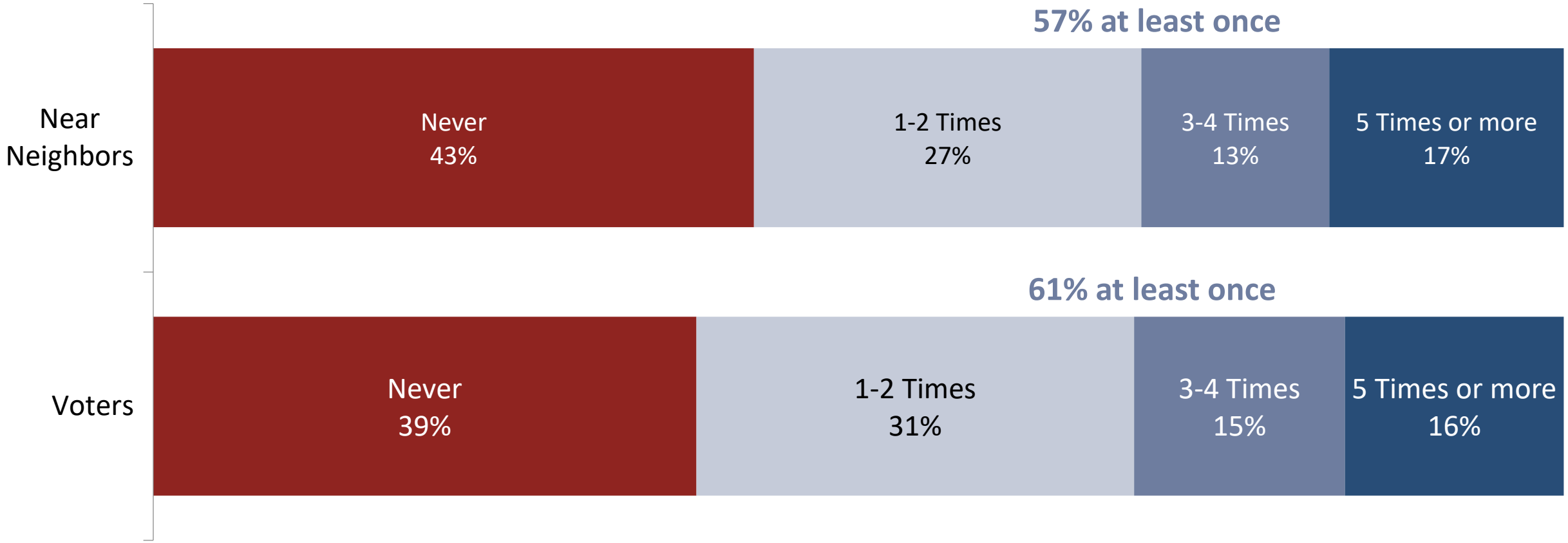


Q55. Were you aware or not that the City has a 10 PM weekday curfew for nighttime events like concerts at Levi's Stadium?

Demographics

Stadium Visits

Roughly 6-in-10 voters and near neighbors have been to the Stadium at least once, with 3-in-10 having been 3 or more times.

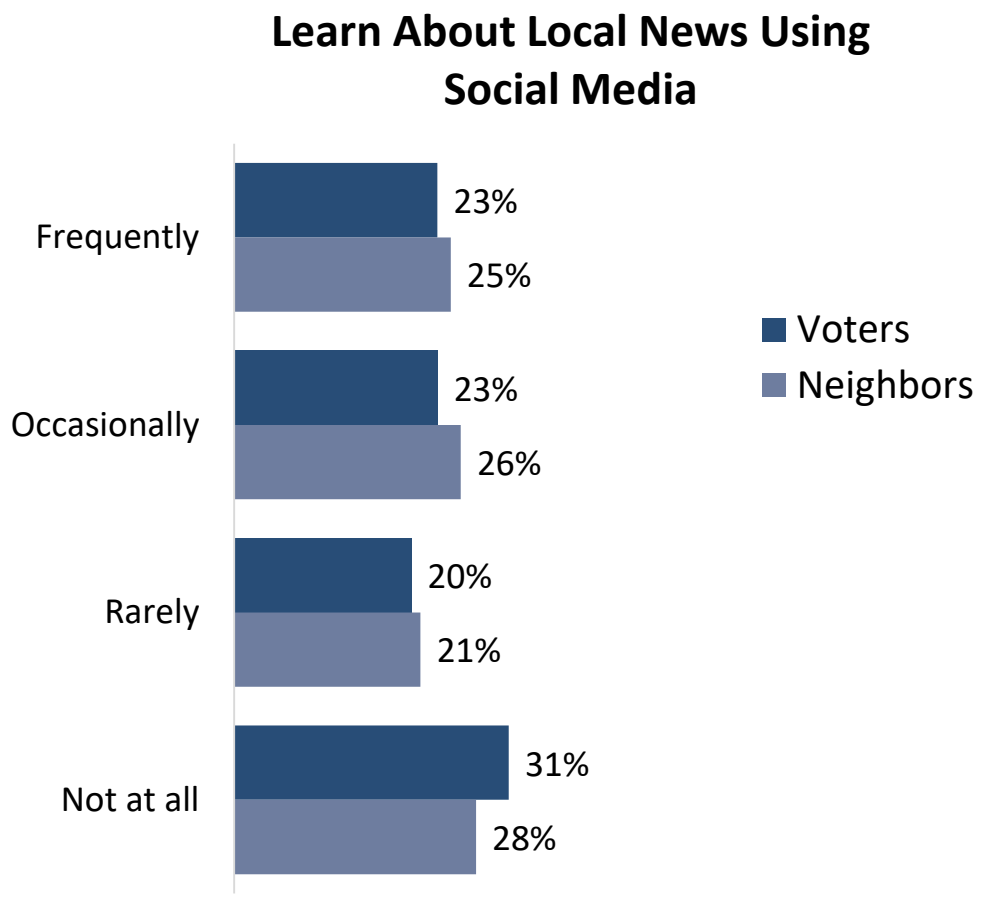


Q50. How many times, if ever, have you been to an event at Levi's Stadium?

Media Habits

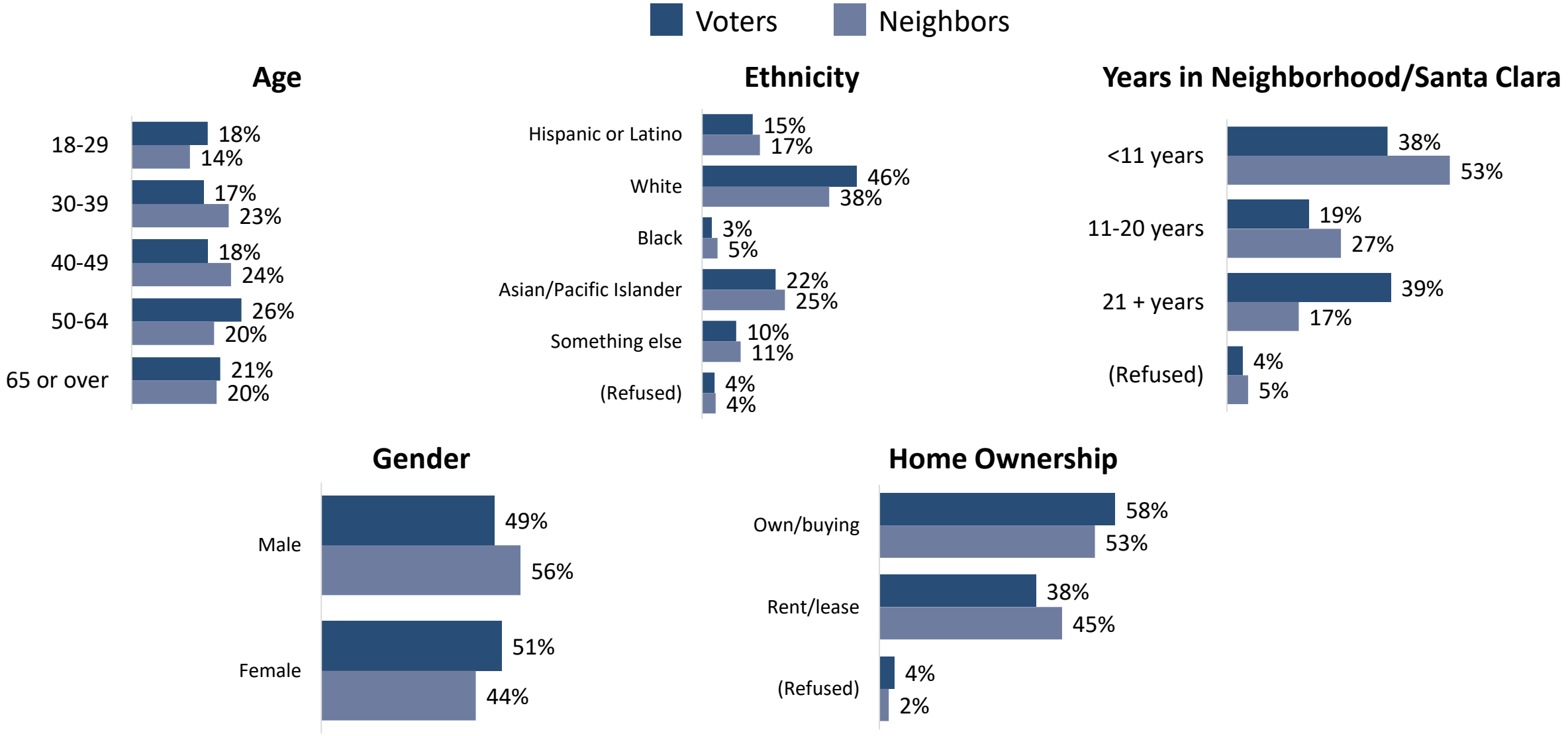
Newspapers (print and online), social media, and television are the top sources for local news and events in Santa Clara. Roughly half of voters and near neighbors say they learn about local news through social media at least occasionally.

Local News Sources	Voters	Neighbors
Newspapers in print or online	49%	32%
Social media like Facebook or Twitter	41%	38%
Television	37%	45%
Radio	20%	23%
Local neighborhood blogs	14%	9%
Internet (general)	6%	5%
Word of mouth	5%	5%
Somewhere else	9%	8%
Don't know	3%	2%



Q56. Where do you generally get information about local news and events in Santa Clara? (Multiple Response)
Q57. And how frequently do you follow discussions or learn about local news or politics using social media like Facebook and Twitter?

Demographics



THE LEW EDWARDS GROUP

EMC research

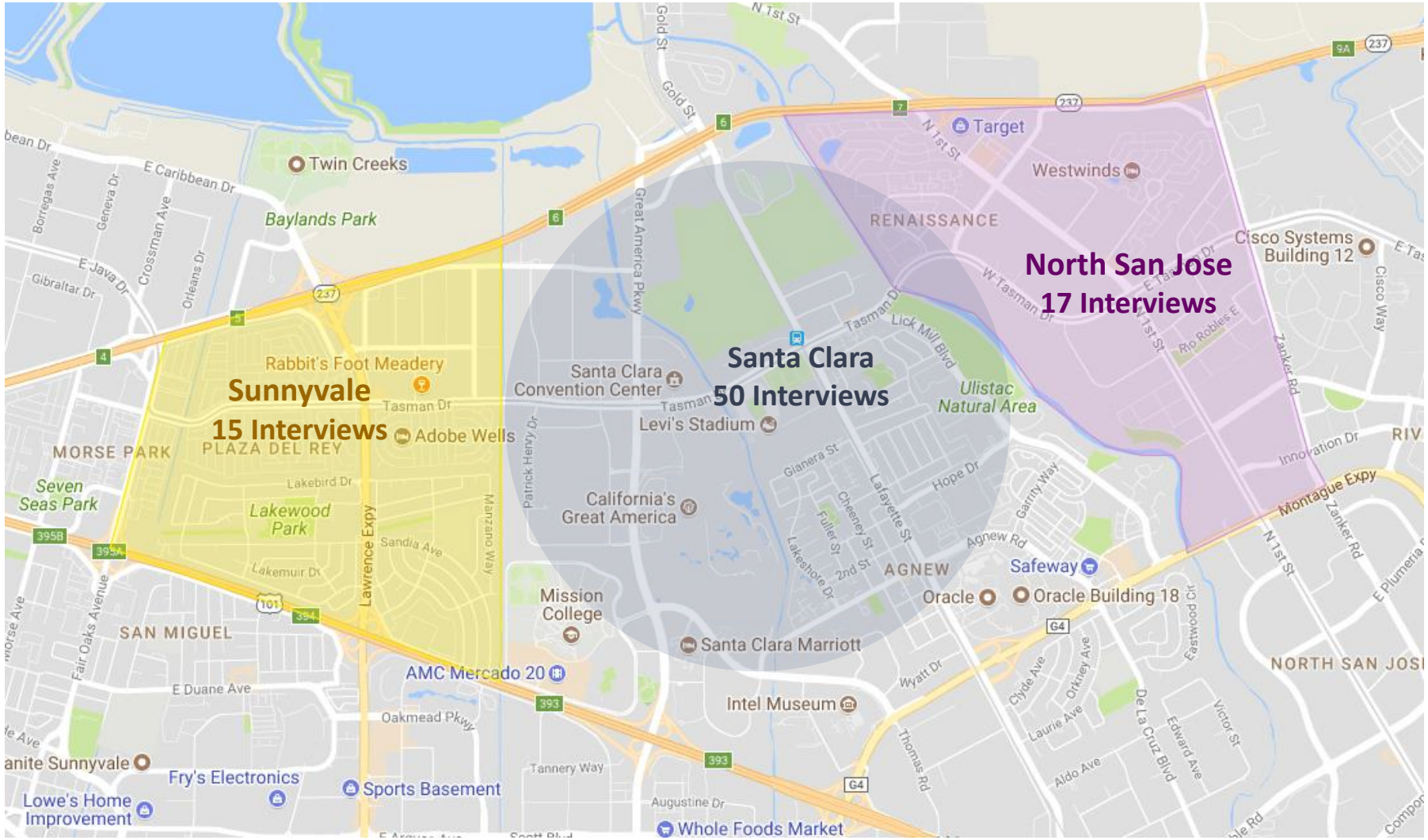
Telephone Survey
Near Neighbor Businesses
City of Santa Clara

Methodology

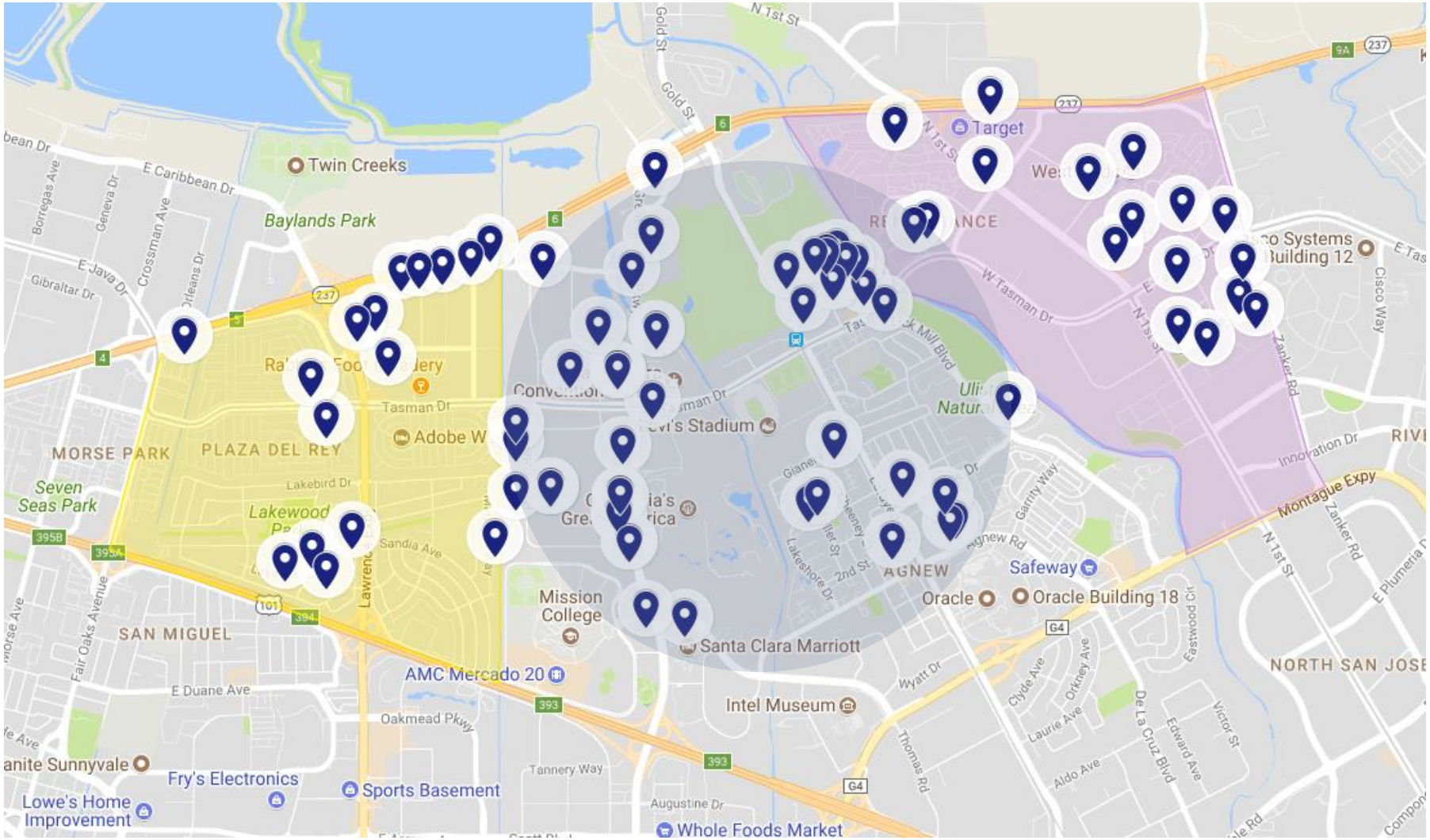
- Live telephone survey of businesses in selected regions of Santa Clara, Sunnyvale, and San Jose
  - Businesses were randomly selected from a list of businesses with addresses in Santa Clara and within a mile of Levi's Stadium *and* in selected areas of Sunnyvale and San Jose that experience event-related impacts
- Conducted February 2 – 23, 2018*
- 82 total interviews; Margin of Error ±11.0 points
- Interviews conducted by trained, professional interviewers

*Interviewing paused February 9-15

Surveyed Regions



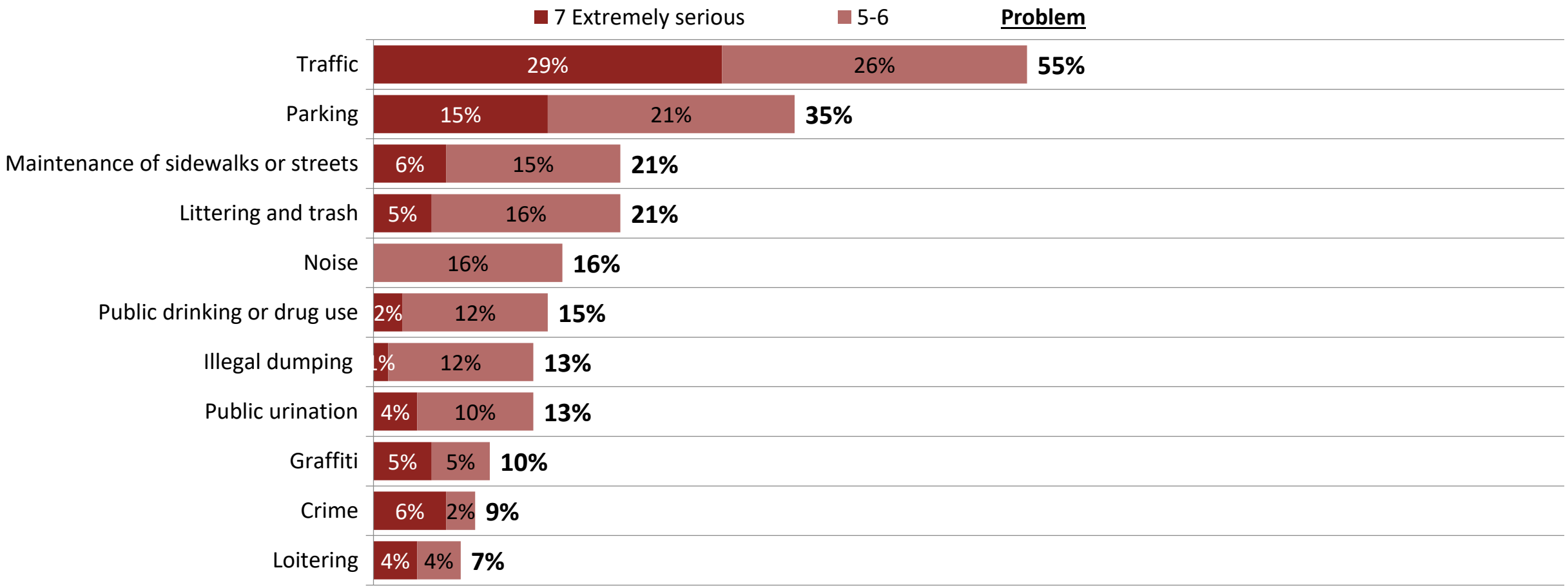
Locations of Businesses Surveyed



Neighborhood Issues

Issue Importance

Traffic is the only neighborhood issue that is rated as a problem by a majority of businesses.



Q5-15. I'm going to read you a list of potential neighborhood issues that could impact your business. For each one, please tell me if that issue is a problem for your business or not. Use a scale of 1 to 7, where 1 means that issue is not at all a problem for your business, and 7 means that issue is an extremely serious problem for your business. You can use any number from 1 to 7.

Causes of Traffic Problems

Among the 36 businesses who say traffic is a serious problem, the Stadium is the most commonly cited cause.

What is the main cause of the traffic problem in the neighborhood your business is in?	*n*	*% of all*
Traffic NOT a serious problem	46	56%
The stadium	22	27%
Flow of traffic/congestion	8	10%
Infrastructure	4	5%
Other	2	2%

"On game day there are road closures and an influx of people going the games."

"Levi's Stadium. Cross streets and minor streets are flooded with traffic according to what route they're given for parking."

Q17. What is the main cause of the traffic problem in the neighborhood your business is in?

Causes of Parking Problems

Among the 19 businesses who say parking is a serious problem, the Stadium and the overall number of people are seen as the main causes of parking problems.

What is the main cause of the parking problem in the neighborhood your business is in?	*n*	*% of all*
Parking NOT a serious problem	63	77%
The stadium	10	12%
The general population	7	9%
Other	2	2%

"During events at Levi's Stadium, they use our office parking to park and that creates a lot of problems."

"There's too many cars on game day."

Q18. What is the main cause of the parking problem in the neighborhood your business is in?

Causes of Noise Problems

Among the 5 businesses who say noise is a serious problem, four attributed the noise problem to the Stadium.

What is the main cause of the noise problem in the neighborhood your business is in?	*n*	*% of all*
Noise NOT a serious problem	77	94%
Stadium	4	5%
Traffic	1	1%

"The drag racing events at the stadium and concerts."

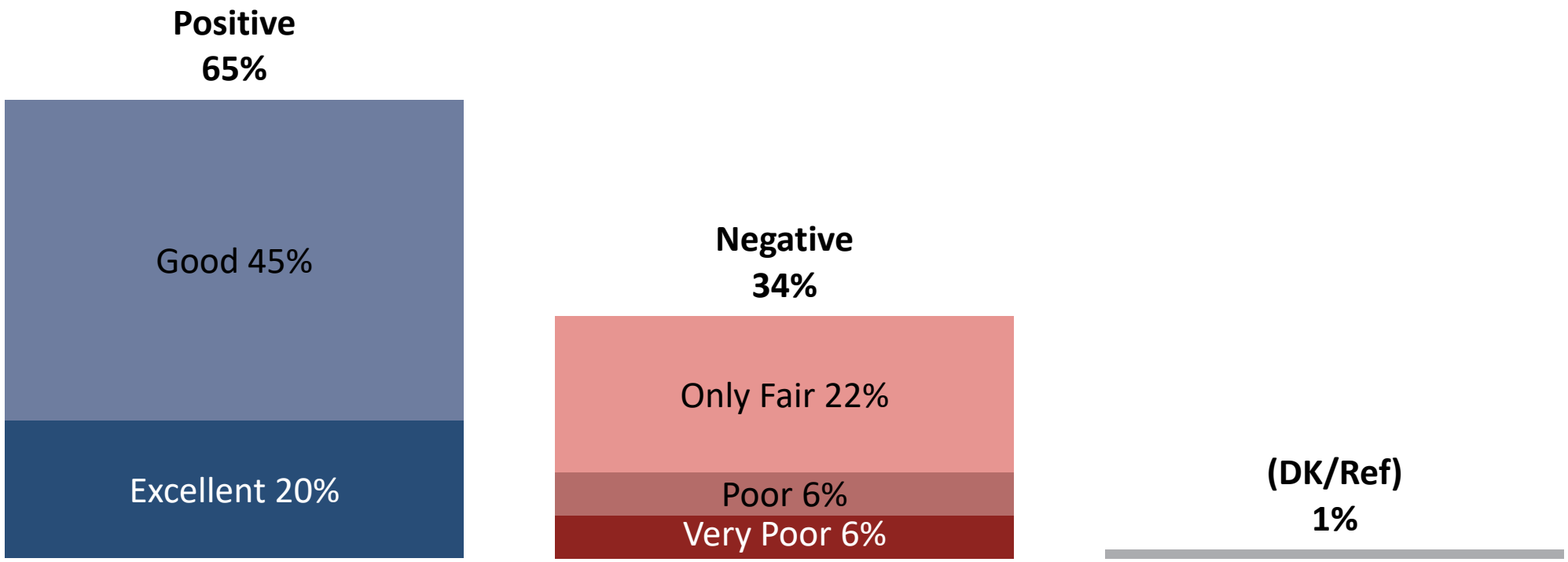
"Clubs and Levi's stadium."

Q16. What is the main cause of the noise problem in the neighborhood your business is in?

Levi's Stadium Awareness and Issues

Levi's Stadium as a Neighbor

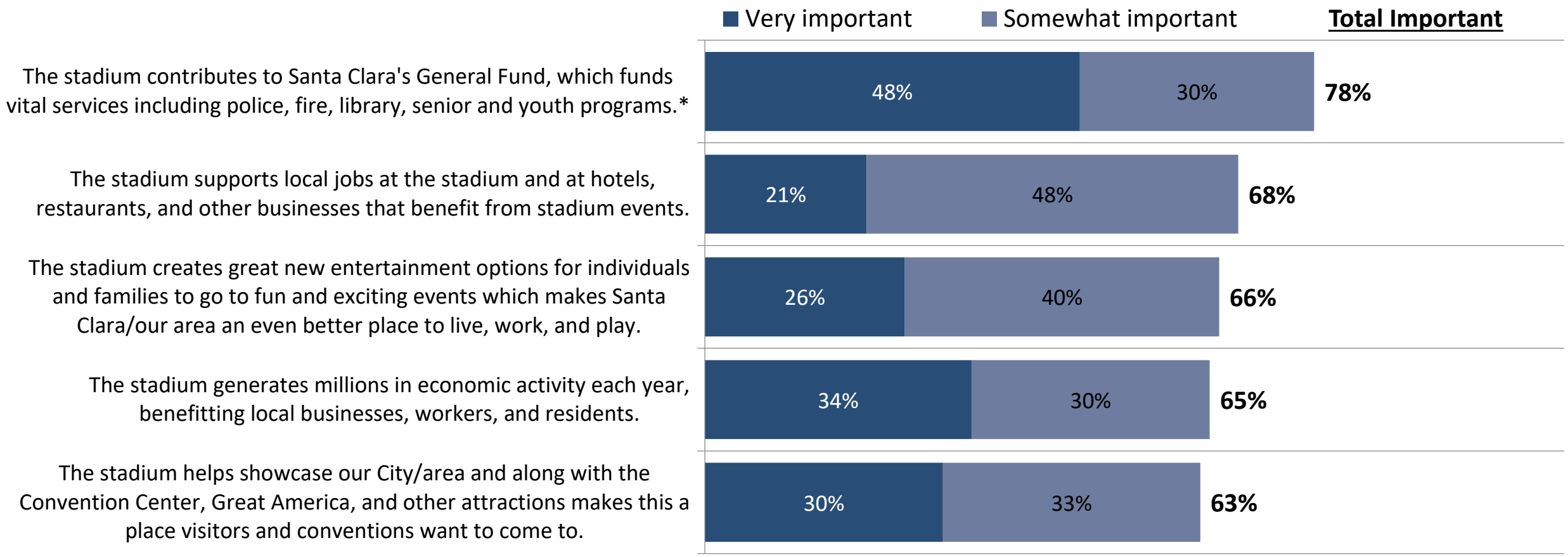
Most businesses rate Levi's Stadium as a good neighbor. One-in-three give the Stadium a negative rating as a neighbor.



Q19. How would you rate Levi's Stadium as a neighbor? In general, would you say Levi's Stadium is an excellent, good, only fair, poor, or very poor neighbor?

Positive Impacts of Stadium

A strong majority of businesses value the positive impacts of Levi's Stadium on the local community.

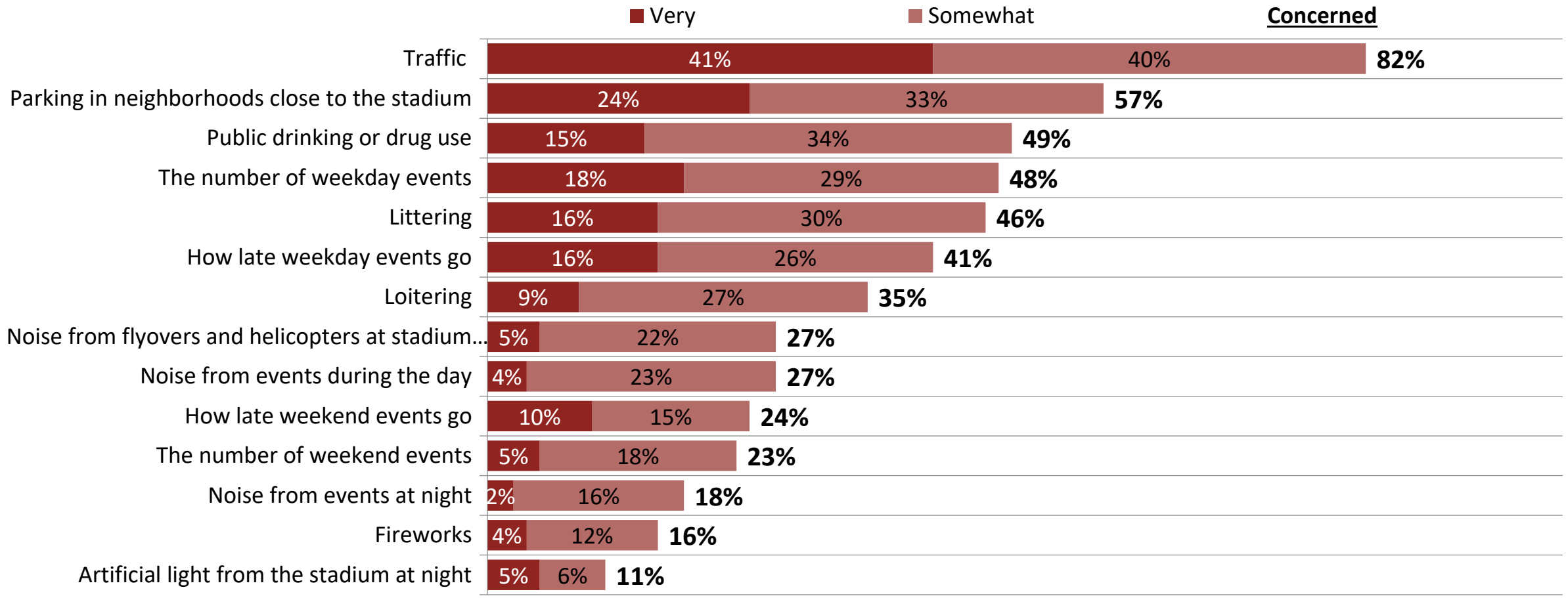


Q34-38. Next, I'd like to ask you about some of the positive impacts of Levi's Stadium. After you hear each, please tell me if that item is very important, somewhat important, not too important, or not at all important to your business.

***Asked of businesses in Santa Clara only, n=50**

Levi's Stadium Issues

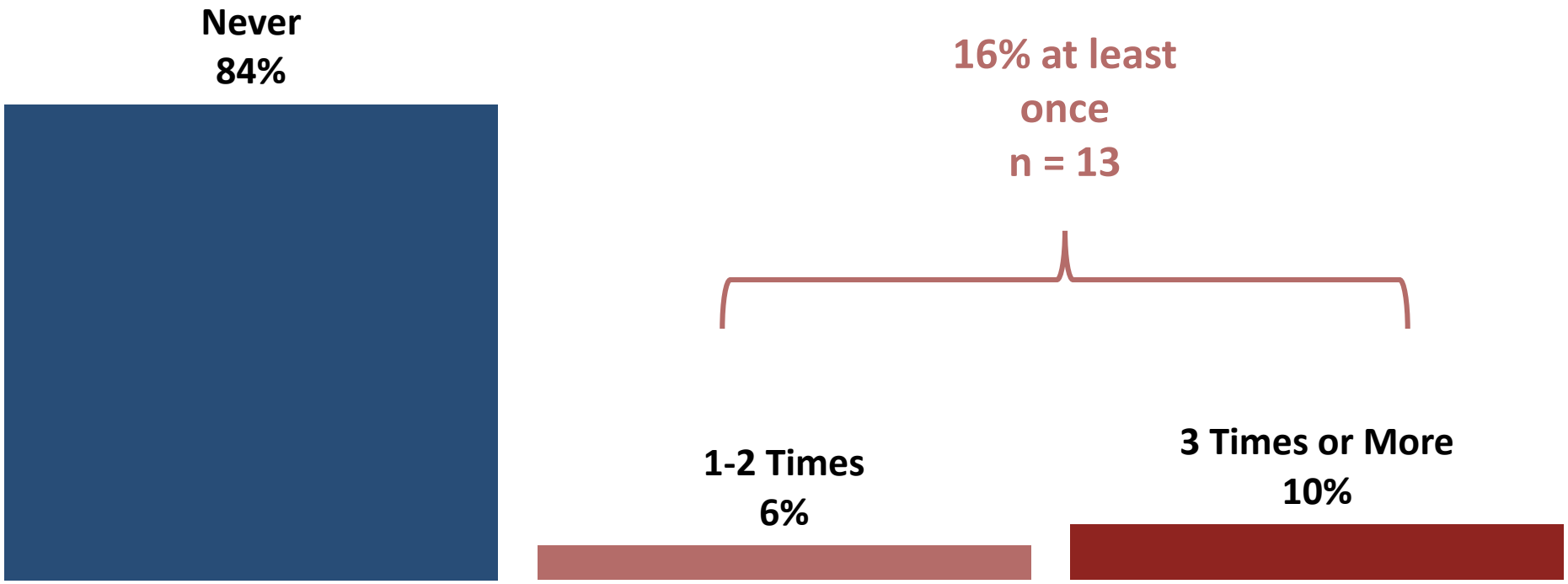
Eight-in-ten businesses are concerned about the traffic impacts during events at Levi's Stadium and 6-in-10 are concerned about the parking impacts. There is also significant concern about drinking/drug use and littering, and the number and lateness of weekday events.



Q20-33. Thinking about different issues that may arise during events at Levi's Stadium, please tell me if your business is concerned or not about each of the following potential issues.

Stadium Problem Frequency

Most businesses have never contacted anyone about a stadium-related concern.



Q39. As far as you know, how many times, if any, have you or someone at your business contacted someone about a stadium-related problem or concern?

Most Contacted Agency

Of the 13 businesses who have contacted someone about a stadium-related concern, the agencies contacted vary.

Who did your business contact?	*n*	*% of all*
Have NOT contacted anyone	69	84%
Police	3	4%
The Stadium	3	4%
City of Santa Clara/City Council	2	2%
Landlord/Building owner	2	2%
Other	2	2%
Don't Know	1	1%

Q40. Who did your business contact?

Specific Issues

Of the 13 businesses who have contacted someone, noise and parking/traffic account for about half of reported contacts.

And what was the specific issue or concern your business had?	*n*	*% of all*
Have NOT contacted anyone	69	84%
Traffic	3	4%
Parking	3	4%
Closure of the trail nearby	2	2%
Noise	2	2%
Drugs/alcohol	1	1%
Other	2	2%

"Access or denial of access to my business due to traffic, road closures and the closure of the bike trail"

"The noise, parking and the littering"

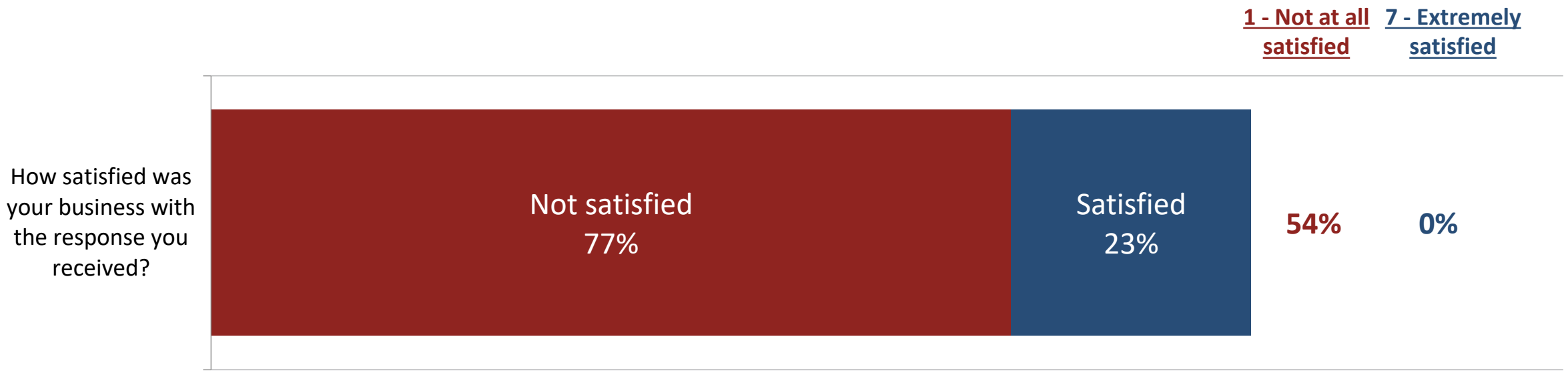
"The intoxicated Niners fans harassing the employees"

Q41. And what was the specific issue or concern your business had?

Satisfaction with Problem Resolution

Ten of the 13 businesses who contacted someone about a stadium-related problem were not satisfied with the response they received.

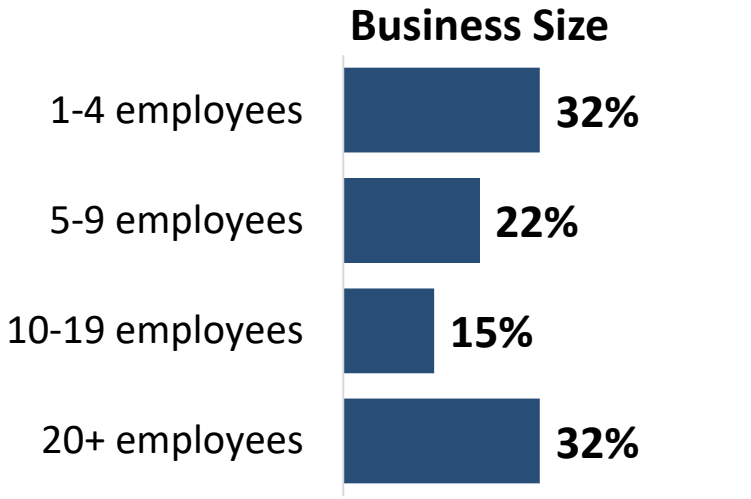
n = 13; 16%

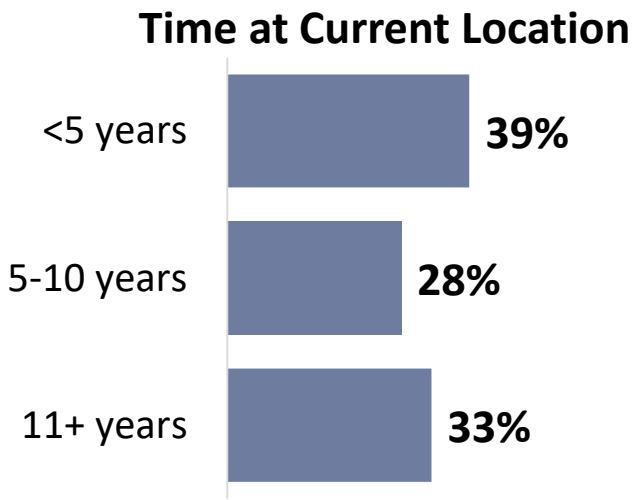


Q42. On a scale of 1 to 7, where 1 is not at all satisfied and 7 is extremely satisfied, how satisfied was your business with the response you received? You can use any number from 1 to 7.

Demographics

Business Demographics





Type of Business	%
Technology	30%
Professional	13%
Manufacturing	12%
Food Service	6%
Retail	6%
Service	5%
Hospitality	4%
Health	4%
Re-seller	2%
Distribution Center	1%
Other	15%
Don't Know/Refused	1%

Q43. How many years has your business been at your current location?
Q44. Approximately how many employees does the company you work for employ at this location?

THE LEW EDWARDS GROUP

EMC research

Near Neighbor and Santa Clara Resident Focus Groups

Methodology

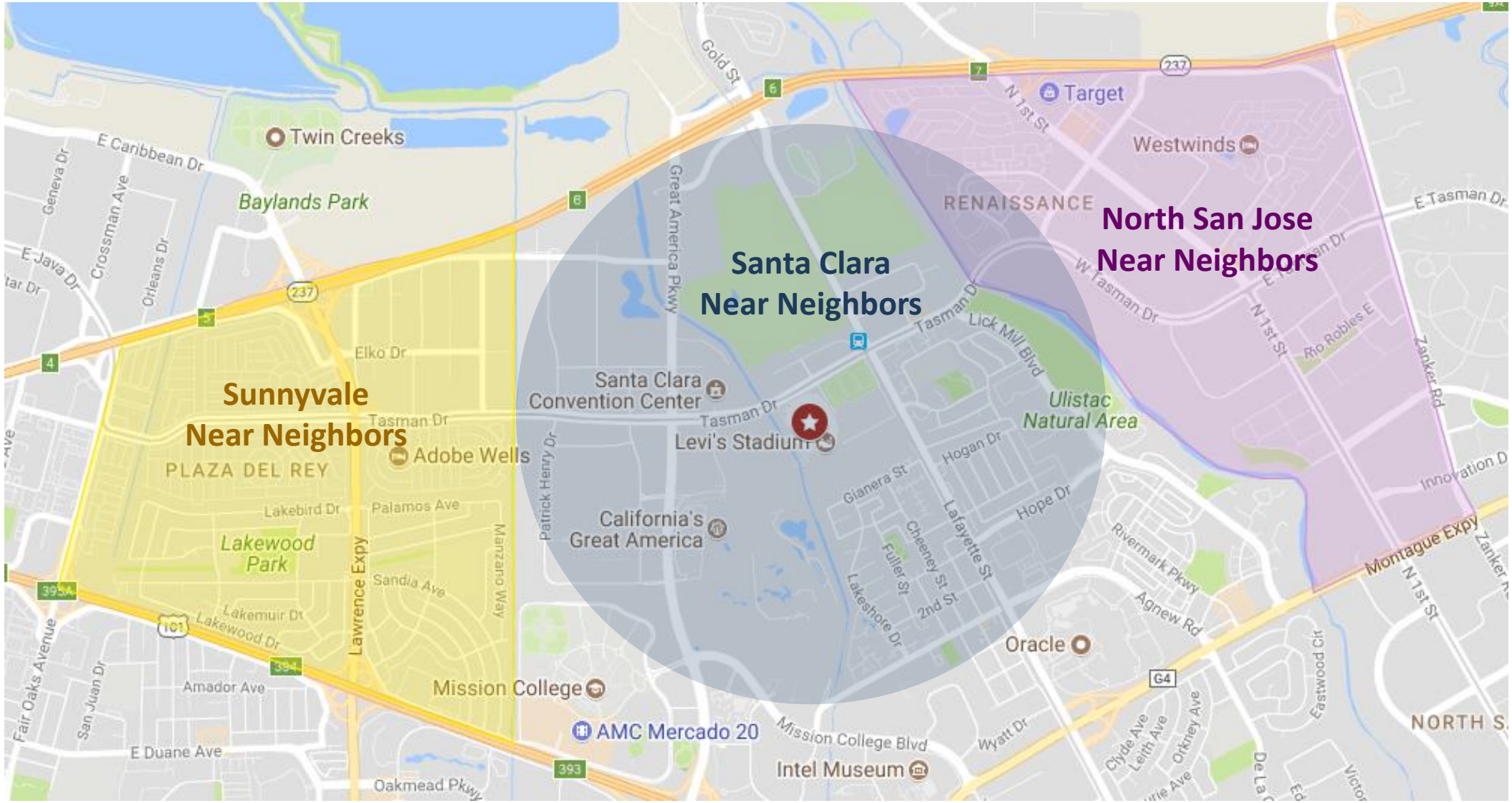
- Four focus groups held in Sunnyvale on April 25th and 26th, 2018
- Focus group participants were Santa Clara, San Jose and Sunnyvale residents

Wednesday, April 25th	Group 1	Santa Clara Non-Neighbors, 15+ years in SC (1+ miles from stadium)
	Group 2	Santa Clara Non-Neighbors, <15 years in SC (1+ miles from stadium)
Thursday, April 26th	Group 3	Santa Clara Near Neighbors (<1 mile from stadium)
	Group 4	Sunnyvale & San Jose Near Neighbors

- Each group had 8-10 participants
- Groups were moderated by Andrew Thibault from EMC Research

Note: Due to the nature of qualitative research, the following findings reflect only the attitudes and opinions of the participants in the focus groups, and cannot be reliably projected across the larger population

Near-Neighbor Regions



General Attitudes About Santa Clara

General Attitudes

- For the most part, participants had positive feelings about living in Santa Clara/the region
- Santa Clara residents had largely positive views of City government and the job it is doing

Top Positives Expressed:

- Small town feel
- Location/easy access to many attractions and other communities
- Weather
- Diversity
- City services/amenities

Top Negatives Expressed:

- Traffic
- Development of housing faster than services
- Cost of living
- Lack of a downtown area

Levi's Stadium Awareness and Overall Attitudes

Awareness

- Awareness of current stadium issues is low—most did not recall seeing or hearing anything recently regarding the stadium
- Among those who remembered hearing something, details were spotty
- A handful recalled hearing something about youth soccer field issues, revenue disputes, the cancelled Ed Sheeran concert, or the college football championship

"I heard something about someone owes some money. I don't know what, I can't remember it was so long ago."
– Santa Clara Non-Neighbor Resident

"There's some kind of issue with soccer fields." – Santa Clara Non-Neighbor Resident

Overall Attitudes

- Newer Santa Clara residents and those in Sunnyvale and North San Jose tended to have positive views of the stadium
- Santa Clara near-neighbors and long-time residents were more critical and more concerned with perceived negative impacts, but still saw positives
- The stadium is seen as an attraction that brings benefits and people to the City, including generating business for local hotels, shops, and restaurants
- Some more concerned residents acknowledged that, as problematic as stadium events may be for them, events aren't that frequent

"It's putting Santa Clara on the map, in terms of 'Oh! This is a place to go'… But at the same time, it does bring more people in, and it does raise the cost of living. So, it's good and bad."
– Santa Clara Near-Neighbor Resident

"It's a horror, but only for a very small amount of the time. The other time, it's just dead."
– Santa Clara Non-Neighbor Resident

The Stadium as a Neighbor

- Because San Jose Airport and Great America cause more constant disturbances, some consider the stadium to be a better neighbor in terms of neighborhood disruptions and impacts
- However, the stadium is seen as unresponsive to concerns and complaints and many do not feel residents' grievances are listened to
- While few are clear on the distinction between ManCo and the Stadium Authority, those who live close to the stadium tend to have lower trust in the private side

"I think the stadium is a better neighbor than Great America, just based on the noise… Great America is just more noisy, more often."
– Santa Clara Near-Neighbor Resident

"The stadium does not pick up their phones, and the city should know the stadium isn't responsive."
– Santa Clara Near-Neighbor Resident

Perceived Relationship with the City

- While most did not know specifics, participants shared a general perception that the relationship between the City and the stadium is tense
- There is a great deal of uncertainty about the specific revenue situation between the stadium and City of Santa Clara, but many felt the City was getting less revenue than had been originally promised
- Many had heard the stadium was supposed to give money to local schools but were unsure if they were following through

"I read that Santa Clara and the 49ers have fallen out… There's no longer a love connection, they're fighting and stuff. I think it's some kind of payment issue." – Santa Clara Non-Neighbor Resident

"I would like to see Santa Clara be firmer with the stadium people and not let the stadium say 'Oh, we know we owe you money because so and so stayed past curfew,' and they have to wait a quarter or two quarters in order to get paid for it." – Santa Clara Near-Neighbor Resident

Levi's Stadium
Issues & Solutions

Parking

- Participants identified parking as the central issue caused by the stadium; other issues (e.g. traffic) are made worse by the stadium but have other primary sources
- Stadium-goers parking in neighborhoods also lead to other problems, including litter, noise, public urination and other disturbances from foot traffic

"The parking [is an issue]. The walking of the people around me. My kids play outside, and on game days, I don't feel safe because of the people that were walking around." – Santa Clara Near-Neighbor Resident

"People are parking in your apartment building's parking spots, you don't have a place to park…and the people that are walking to and from the events… just with everything in life, there's some not-so-nice people." – Santa Clara Near-Neighbor Resident

Parking Solutions

- Reactions to the permit proposal were mixed, though many supported enforcement if limited to event days
  - Some felt the program wasn't needed or worried it would push the problem into other neighborhoods
- Other ideas expressed by participants:
  - More stadium parking for lower cost
  - Use more corporate lots and have more frequent shuttles to/from lots
  - Better-scheduled public transportation

"Instead of trying to force people out of their cars first and onto public transit, it's like, make it convenient enough and timely enough that people will want to or realize it's much easier."
– Santa Clara Near-Neighbor

"Have a parking permit but only enforce it on game days. So on other days, anybody can park there, like if you're having a party or your friends come, fine. But on game days, the cops can check and see who has the permit." – Santa Clara Near-Neighbor

Curfew and Noise

- Most knew of the curfew but did not know the specifics
- While noise is not seen to be as large an issue as parking, there was opposition to eliminating the curfew outright, particularly among near-neighbors in Santa Clara
  - Reactions to allowing limited exceptions were mixed
  - Although some lived within earshot of the stadium, Sunnyvale and San Jose near-neighbors were more supportive of easing the curfew than Santa Clara near-neighbors
- Some respondents pointed out that noise is generated not just within the stadium during events, but also by eventgoers passing through neighborhoods before and after

Ideas Suggested by Participants for Noise Issues:

- Rebates for double-paned windows and air conditioning for impacted neighbors
- Begin events earlier or turn down the volume after a certain time

Traffic

- Traffic is viewed as a general problem in the area that is exacerbated by the stadium
- Although there was near unanimous recognition that stadium events cause worse traffic jams, most are habituated to planning around traffic on event days and don't see it as a problem badly in need of solving

Ideas Expressed by Participants for Event Traffic Issues:

- Incentivize using public transit to get to and from events
- Offer discounted parking fees for carpooling
- Parking further from stadium with frequent shuttle service
- Better access points through street closures to neighborhoods for residents

Other Solutions Suggested by Groups

- More obvious stadium outreach to near-neighbors
- Free or discounted tickets for near-neighbors
- More portable toilets outside stadium to limit public urination

"I've never been to the stadium, and I would really like to go, and I know that I would have a more positive feeling about it in general, if I had had fun there at some point, so if everyone in the neighborhood is given like one ticket a year or something, I think I would enjoy it if I just had more positive, I think I would be more accepting."
– Santa Clara Near-Neighbor Resident

THE LEW EDWARDS GROUP

EMC research

Solutions Telephone Survey
All Registered Voters
City of Santa Clara

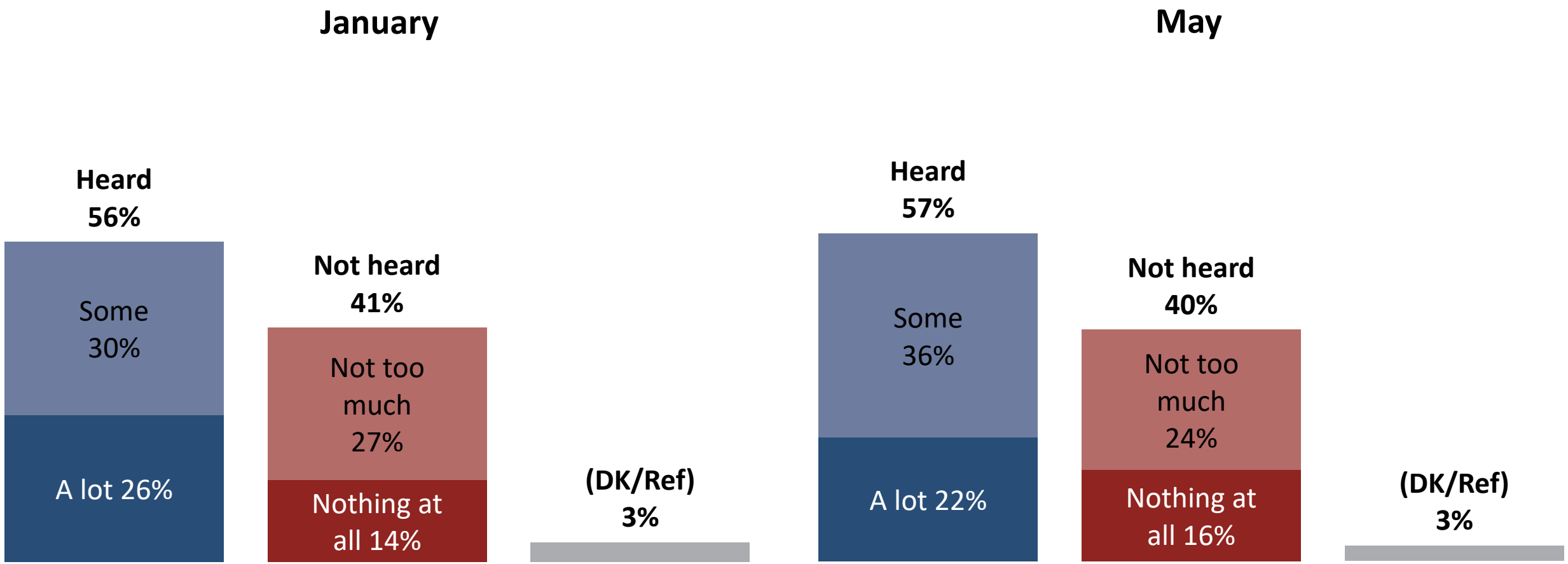
Methodology

- Live telephone survey of registered voters in the City of Santa Clara
- Conducted May 10 – 17, 2018
- 400 total interviews; Margin of Error ± 4.9%
- Interviews conducted by trained, professional interviewers
- Interviews were conducted in English, Spanish, Chinese, and Vietnamese and included both landlines and cell phones

Levi's Stadium Awareness and Issues

Stadium Awareness

Awareness levels remain quite similar to earlier in the year.



Q3. How much, if anything, have you heard or seen about Levi's Stadium recently - a lot, some, not too much, or nothing at all?

Levi's Stadium: Top Positives

The Stadium's impact on the local economy is seen as its biggest positive.

What is the biggest positive?	%
Boosts local economy/generates revenue	26
Draws people/attention to Santa Clara	20
Nearby/local entertainment/events	19
Creates local jobs	12
There are no positives (distaste towards the stadium)	9
Sporting events	0
Other	4
Don't know/NA	9
Refused	1

Q4. What do you think is the biggest positive about having Levi's Stadium in Santa Clara? *(Open-end)*

Levi's Stadium: Top Negatives

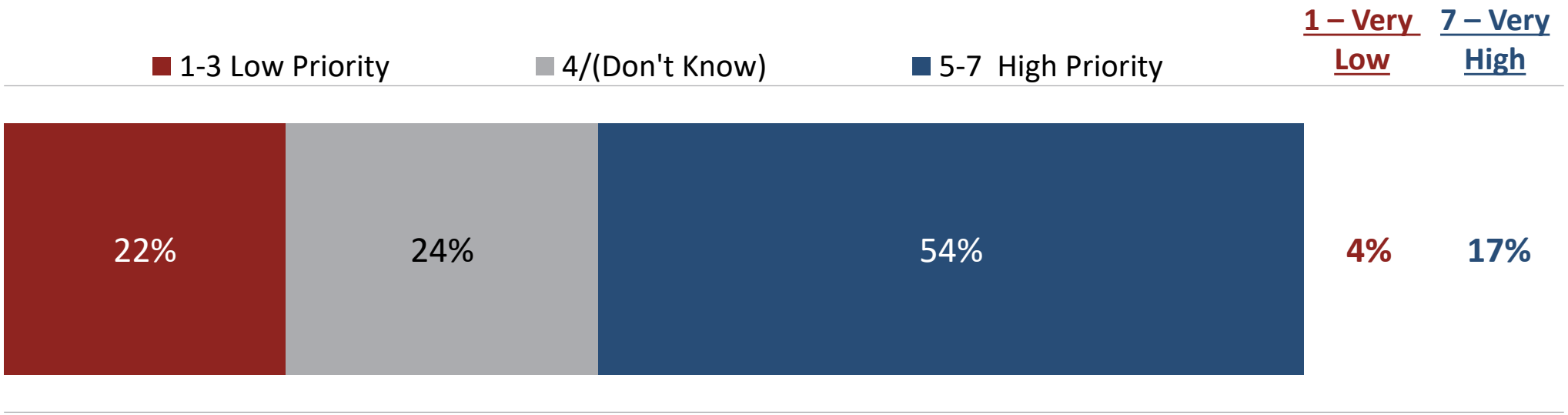
Traffic congestion and parking are by far the most frequently mentioned negative and most respondents did not differentiate between the two.

What is the biggest negative?	%
Traffic congestion and parking	48
Noise or from the stadium	15
Crime and security	9
Financial impact on the city	4
Economic/infrastructural impact	4
Littering	4
Nothing negative	4
City/Stadium Officials and management	3
Other	2
Don't know/NA	6
Refused	2

Q5. And what do you think is the biggest negative about having Levi's Stadium in Santa Clara? *(Open-end)*

Stadium Importance

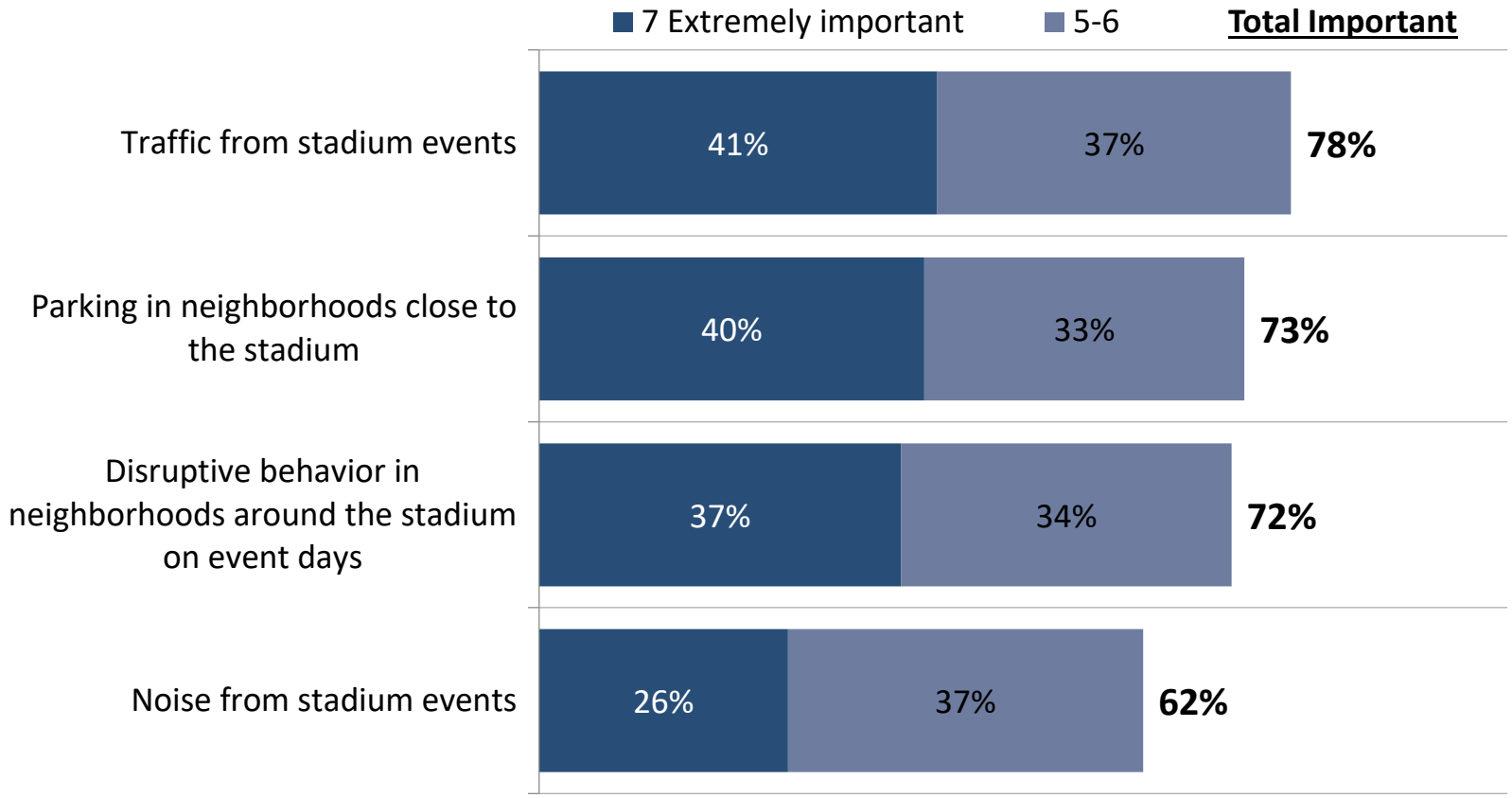
A majority say working on issues related to Stadium events should be a priority for the Mayor and Council, but only 17% say it should be a very high priority.



Q10. On a scale of 1 to 7, where 1 is a very low priority and 7 is a very high priority, how high of a priority do you think working on issues related to stadium events should be for the Mayor and City Council?

Stadium Event Issues

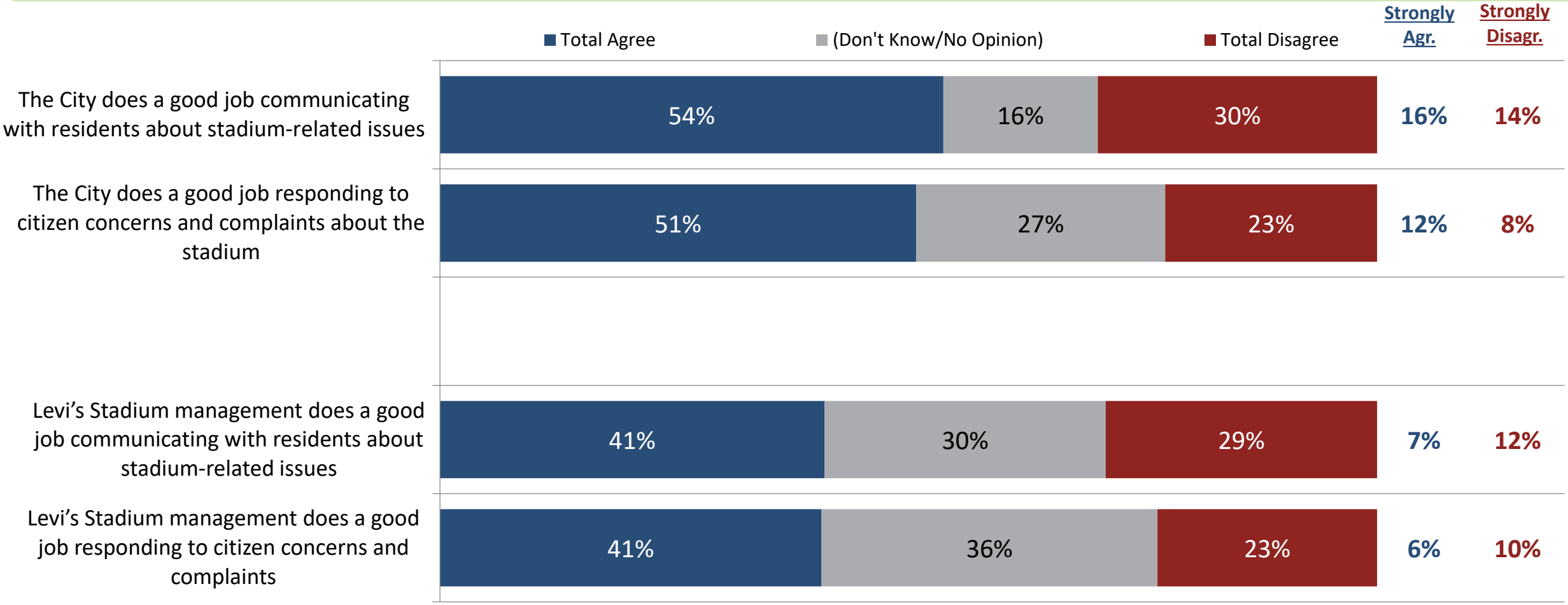
Traffic and parking are seen as the most important stadium event issues to address, with 4-in-10 saying it is "extremely important" to address these issues. Disruptive behavior in neighborhoods around the Stadium is also a top issue. Six-in-ten say it is important to address noise from events, but only a quarter rate it as "extremely important."



Q11-14. I'm going to read you a list of issues that may arise during events at Levi's Stadium. After each one, please rate how important addressing that issue is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Communicating and Responding

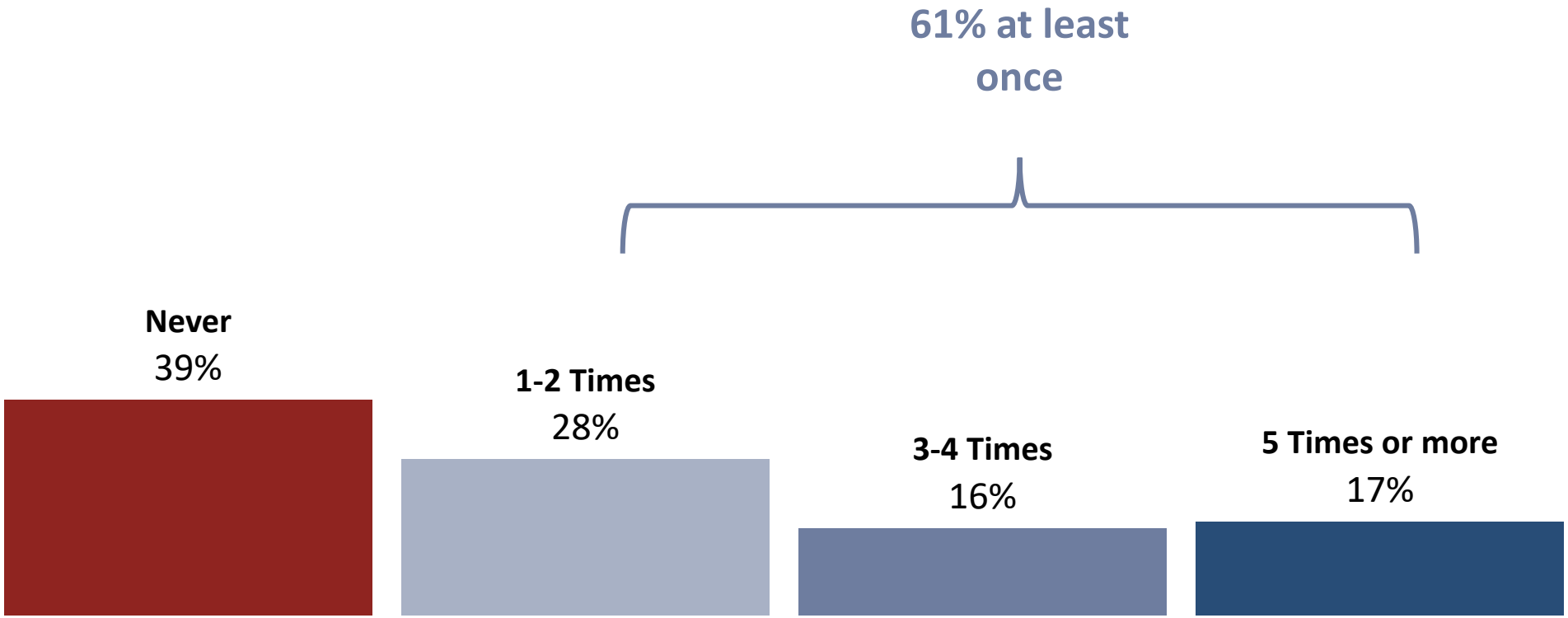
A majority give the City positive marks for communicating about and responding to stadium-related issues. Stadium management gets lower marks, primarily because fewer respondents are familiar with their performance.



Q6-9. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements. If you are not sure please just say so.

Stadium Visitor Frequency

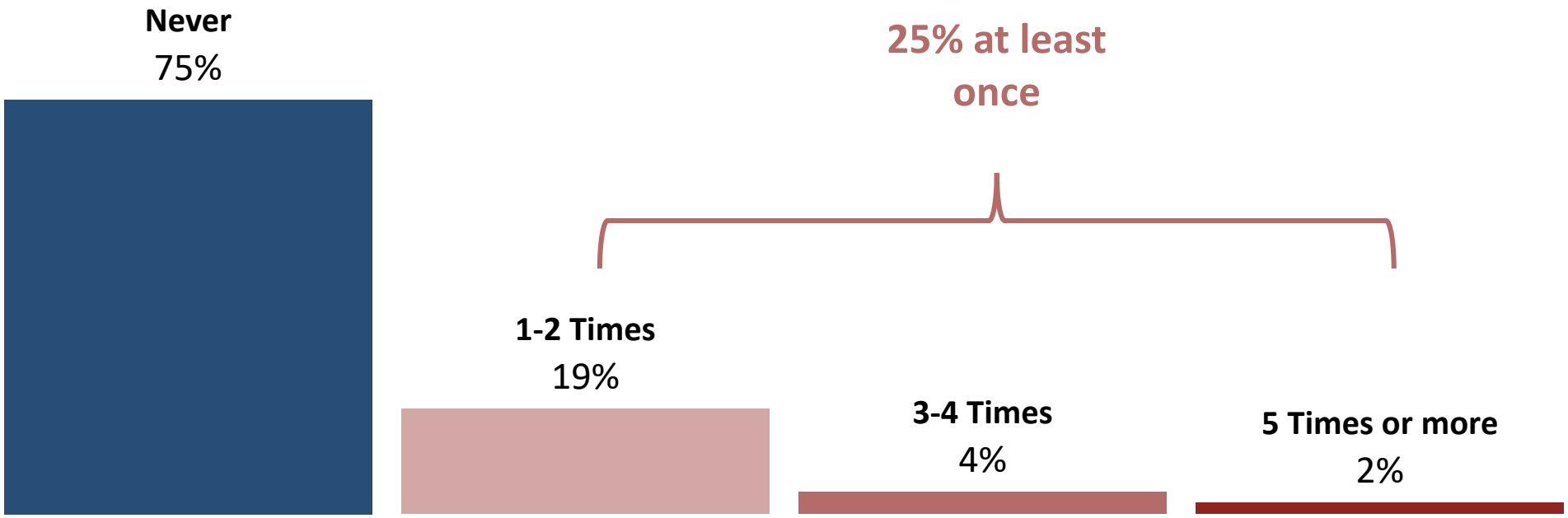
Most have been to at least one event.



Q36. How many times, if ever, have you been to an event at Levi's Stadium?

Stadium Problem Frequency

One-in-four respondents say they have contacted someone about a stadium-related concern – 6% have contacted someone 3 or more times.

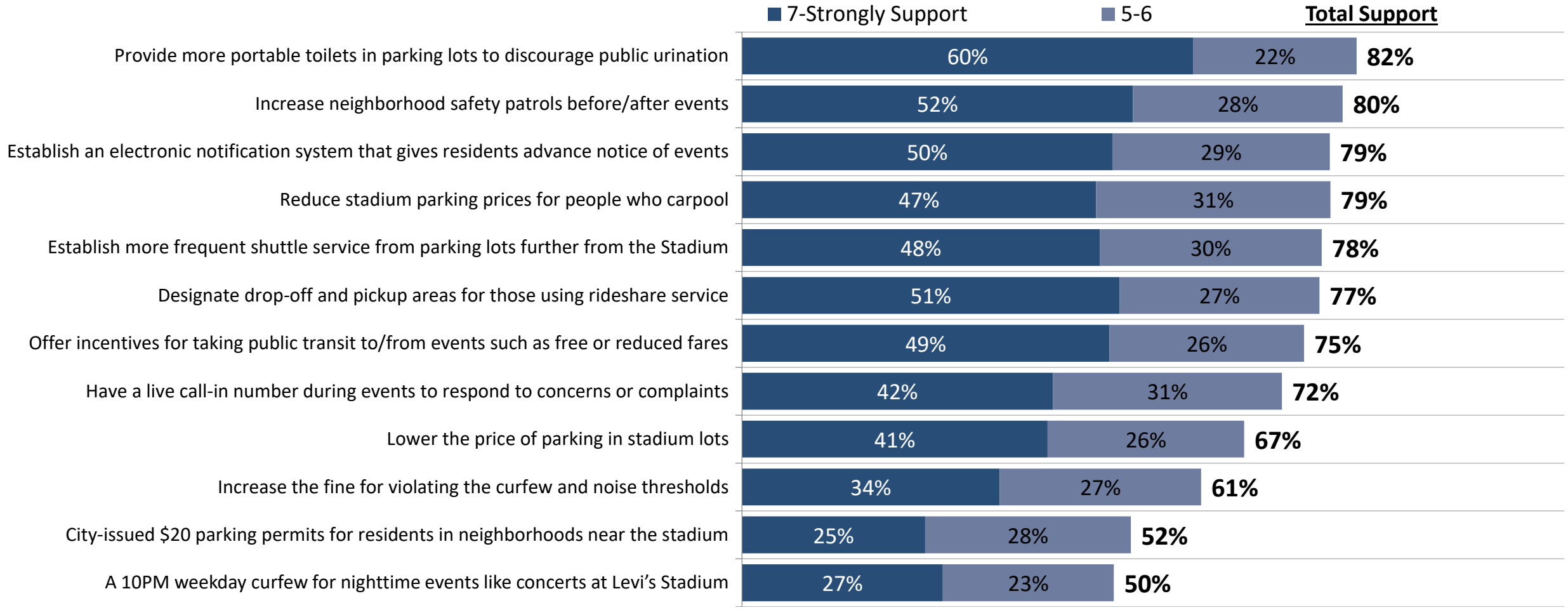


Q37. How many times, if any, have you or someone in your household contacted someone about a stadium-related problem or concern?

Interest in Proposed Solutions

Potential Solutions

While all the solution tested have majority support, there are significant differences in intensity of support ("strongly support").

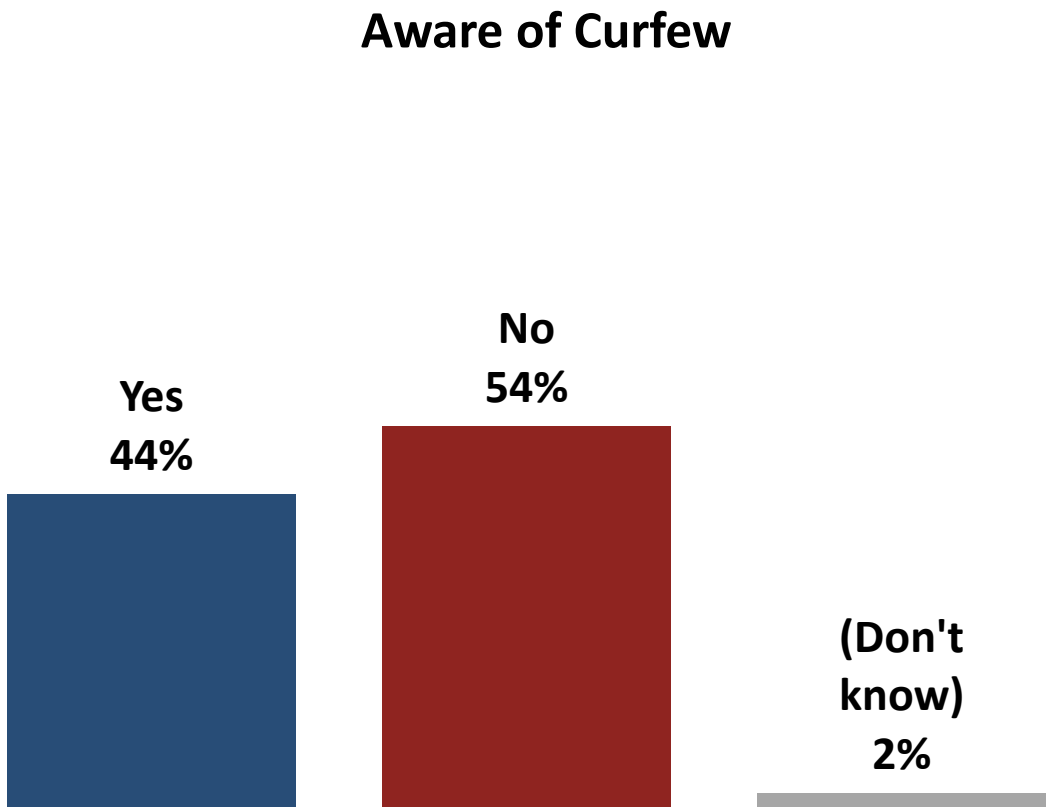


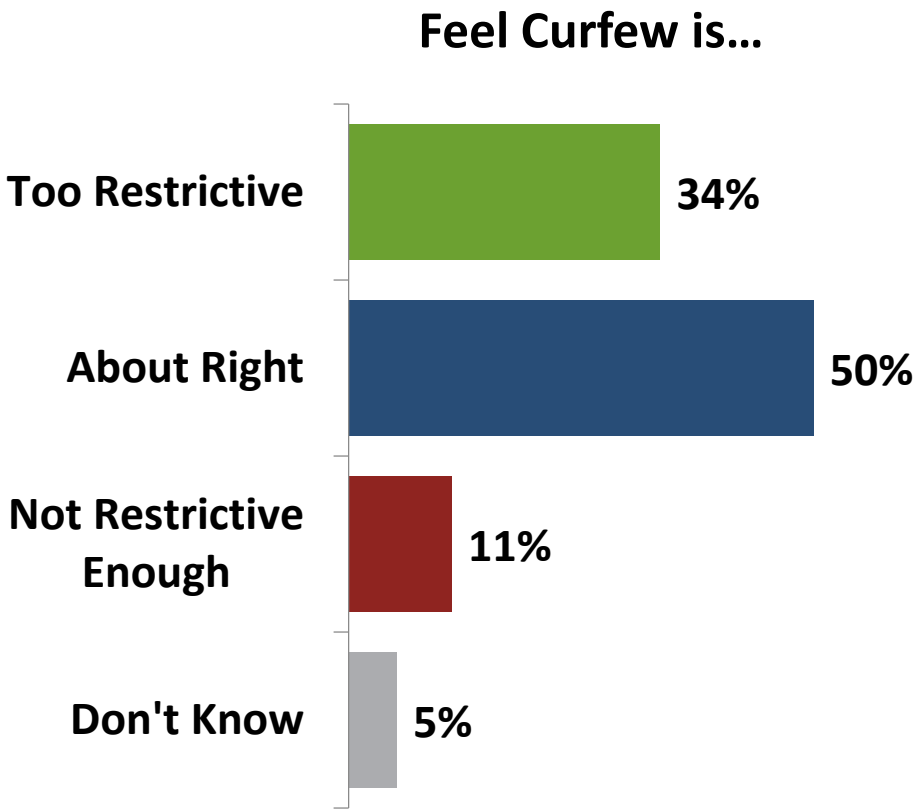
Q25-34. Please use a scale from 1 to 7, where 1 means you strongly oppose that proposal and 7 means you strongly support that proposal. If you have no opinion one way or the other please say so.

Stadium Curfew
Detailed Attitudes

Curfew

Just under half are aware of the curfew. A third feel the curfew is too restrictive while half say it's about right. Only one-in-ten feel it isn't restrictive enough.



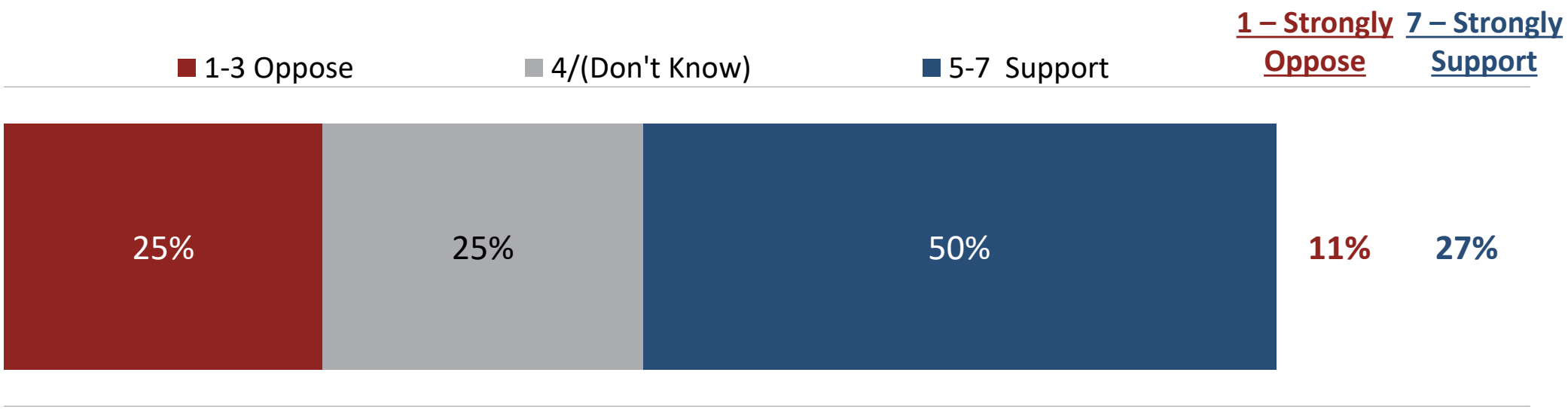


Q15. Were you aware or not that the City has a 10 PM weekday curfew for nighttime events like concerts at Levi's Stadium?
Q18. In general, do you feel this curfew on weeknights is too restrictive, not restrictive enough, or about right?

Curfew Support

Half support the curfew. Only 1-in-4 are opposed to the curfew while the remaining 25% aren't sure.

In general, do you support or oppose this weeknight curfew?



Q16. Please use a scale from 1 to 7, where 1 means you strongly oppose the curfew and 7 means you strongly support the curfew?

Curfew Reactions

Of those who support the curfew, most say it is due to the stadium's proximity to a residential neighborhood and concern for those residents. Of those who oppose the curfew, the most common reason is because they feel it is too restrictive.

Support Curfew (n=199)	%
Residential neighborhood/ residents should be respected	20
Not fair to residents who work/go to school	13
Disturbs sleep	10
Security/keep area safe	9
Noise	8
Good/preventative action (generally support)	8
Does not affect me	5
Once in a while is okay to go past curfew/depends on event	5
Traffic/foot traffic	4

Oppose Curfew (n=100)	%
Curfew is unnecessary/too restrictive	36
Curfew should be for shorter period/10 PM is too early	15
Does not affect me	9
Once in a while is okay to go past curfew/depends on event	6
Losing out on revenue	6

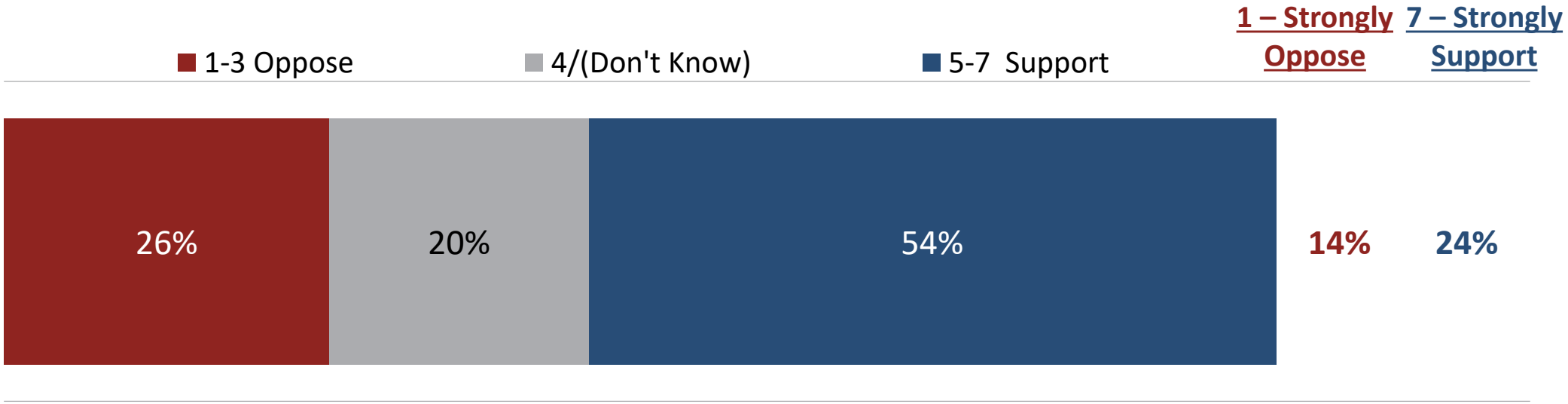
Q17. Why do you say that?

Support Limited Exceptions to Curfew

After hearing brief arguments from both sides, just over half say they would support allowing limited curfew exceptions.

Some people say the Stadium's current curfew policy causes the City to lose out on revenue from concerts that choose not to play in Santa Clara because of it. They argue the policy should be changed to allow a limited number of exceptions for profit-making events, allowing evening events to go until 11 PM rather than 10 PM.

Other people say the curfew policy should remain as is. The noise generated by events and eventgoers leaving the stadium and passing through nearby neighborhoods is too much of a disturbance to residents during the week before work and school.

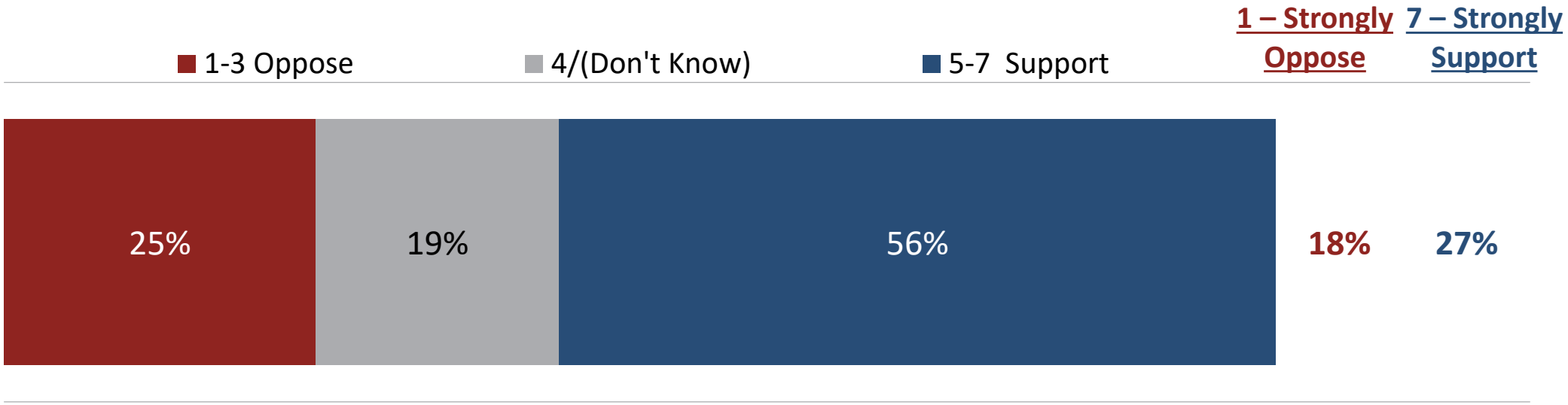


Q19. Given what you've heard, do you support or oppose allowing limited exceptions to the weeknight curfew? Please use a scale from 1 to 7, where 1 means you strongly oppose this proposal and 7 means you strongly support it.

Support 3-4 Exceptions Per Year

A majority also support allowing 3-4 exceptions per year.

Would you support or oppose allowing 3 to 4 exceptions per year to the weeknight curfew?

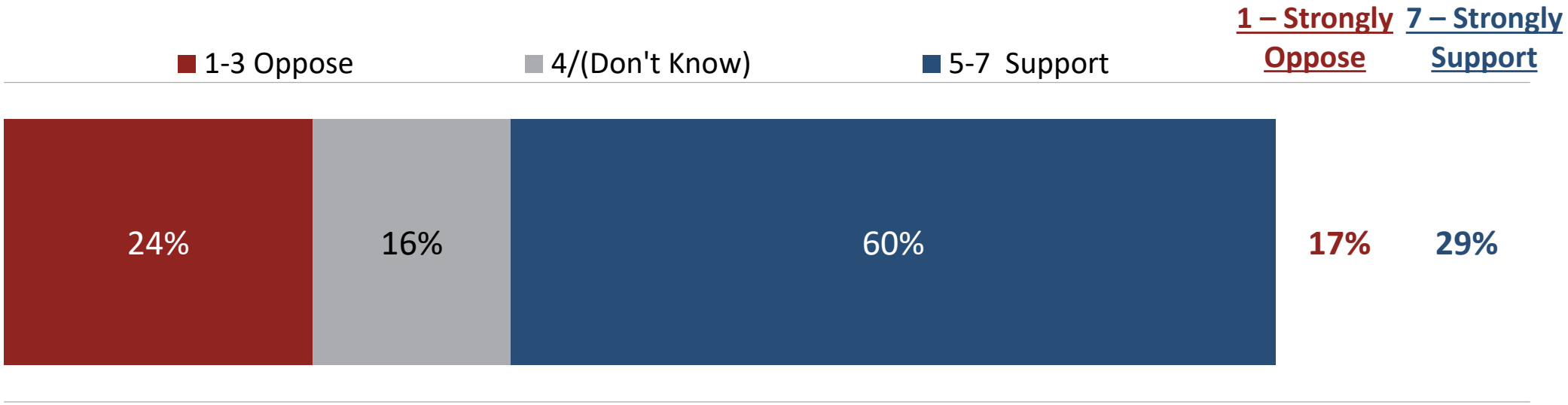


Q20. Please use a scale from 1 to 7, where 1 means you strongly oppose this proposal and 7 means you strongly support it.

Support 2-3 Exceptions Per Summer

A majority also support allowing 2-3 exceptions specifically during the summer months.

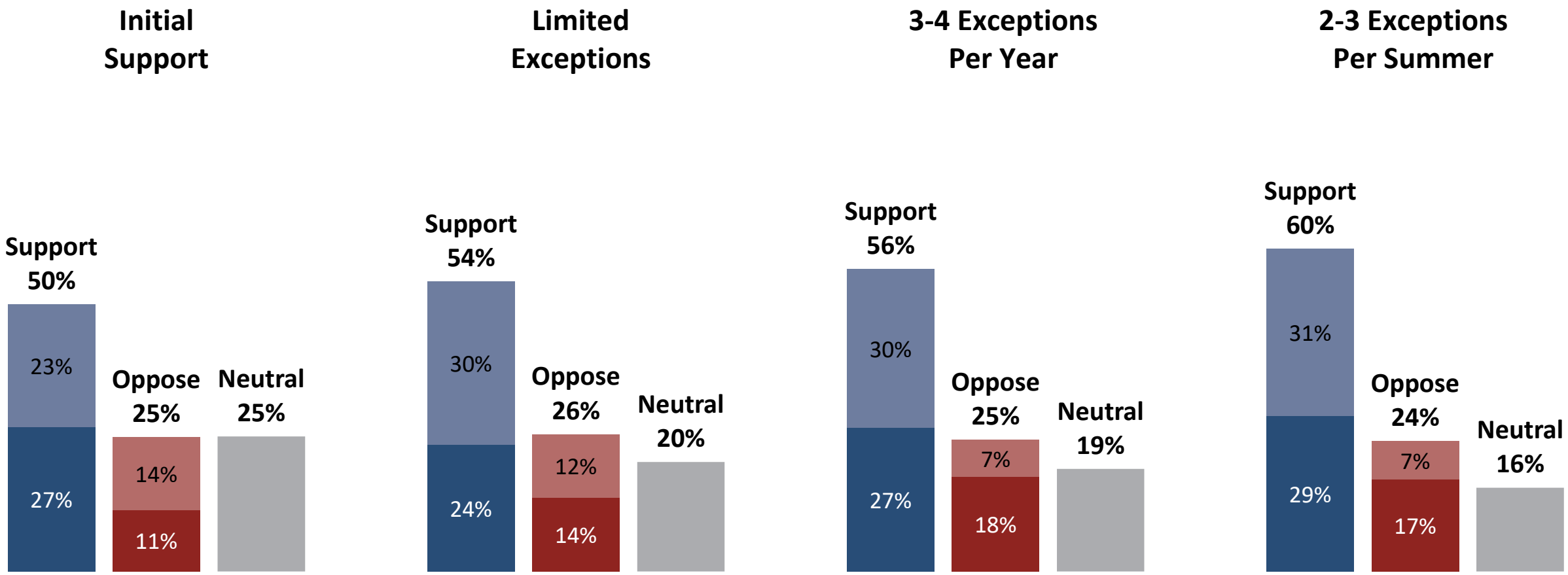
Would you support or oppose allowing 2 to 3 exceptions per year to the weeknight curfew during the summer months only when kids are out of school?



Q21. Please use a scale from 1 to 7, where 1 means you strongly oppose this proposal and 7 means you strongly support it.

Support for Curfew Modifications

A majority support the general idea of limited exceptions to the curfew and when asked about specific options, 56% support 3-4 exceptions per year and 60% support 2-3 exceptions per summer. Opposition is consistently about a quarter.

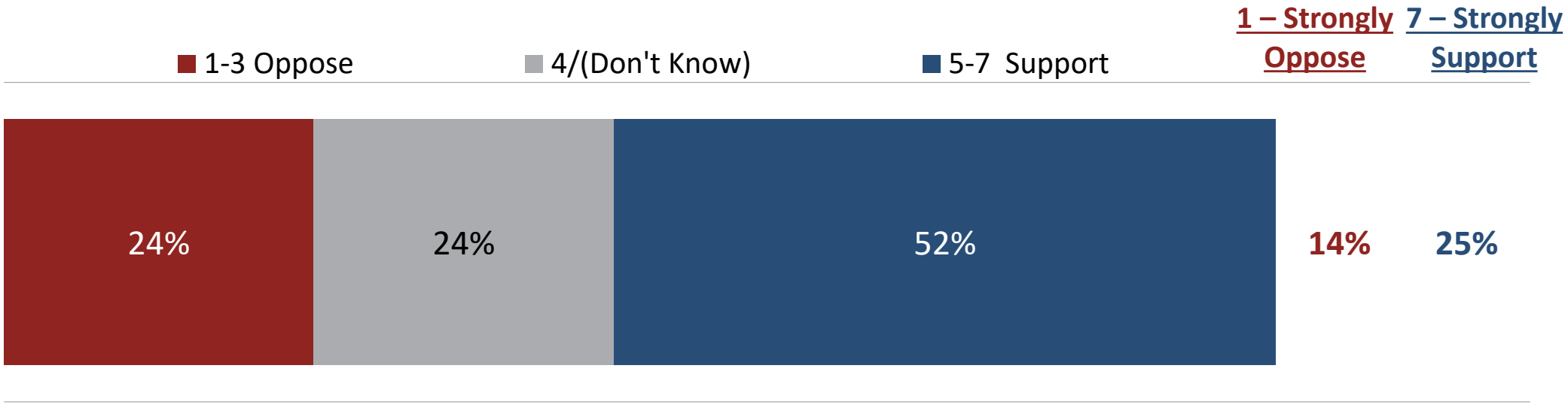


Parking
Issues and Solutions

Support for Permit Program

Initially a majority support city-issued $20 parking permits for residents in neighborhoods near the stadium.

In general, do you support or oppose city-issued $20 parking permits for residents in neighborhoods near the stadium, including guest parking passes, to prevent stadium-goers from using street parking on event days?



Q22. Please use a scale from 1 to 7, where 1 means you strongly oppose this proposal and 7 means you strongly support it.

Permit Program Reactions

Supporters of the program feel it will help solve the problem. Those who are opposed are largely concerned with the cost to residents, though some do feel it is unnecessary or won't be effective.

Support Program (n=210)	%
Will help with lack of parking and traffic	21
It's a good/affordable/necessary measure (generally supportive)	14
Will prevent outside people from parking in neighborhood	11
Residents will have guaranteed parking/ park in front of home	11
More organization/ more control	6
Generates revenue for the City	6
Will help the neighbors/residents	6
Parking should be the Stadium's responsibility	5

Oppose Program (n=96)	%
Residents should not have to pay to park/not fair	39
Its unnecessary/A waste/ will not be effective (generally oppose)	14
The cost is too high	10
It's a good/affordable/necessary measure (generally supportive)	7
Will prevent outside people from parking in neighborhood	5
Residents will have guaranteed parking/ park in front of home	4
Parking should be the Stadium's responsibility	3

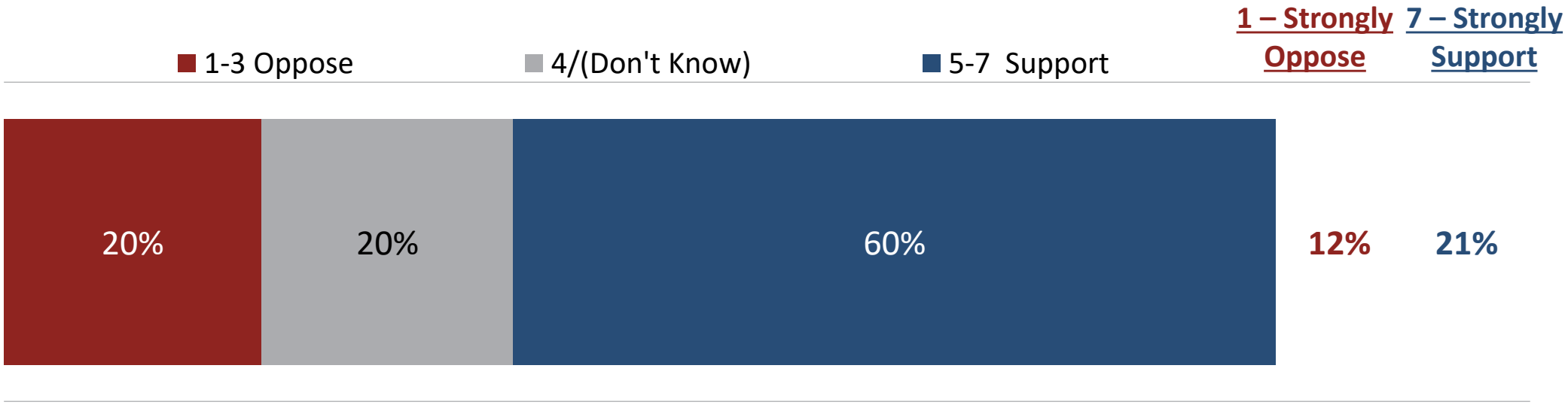
Q23. Why do you say that?

Support for Permits After More Info

After brief arguments on both sides, support for the permit program remains strong.

Some people say parking permits would reduce event traffic in their neighborhoods and help make sure they can find parking on event days. They say it would also reduce rowdy behavior, trash, and disturbances in their neighborhoods.

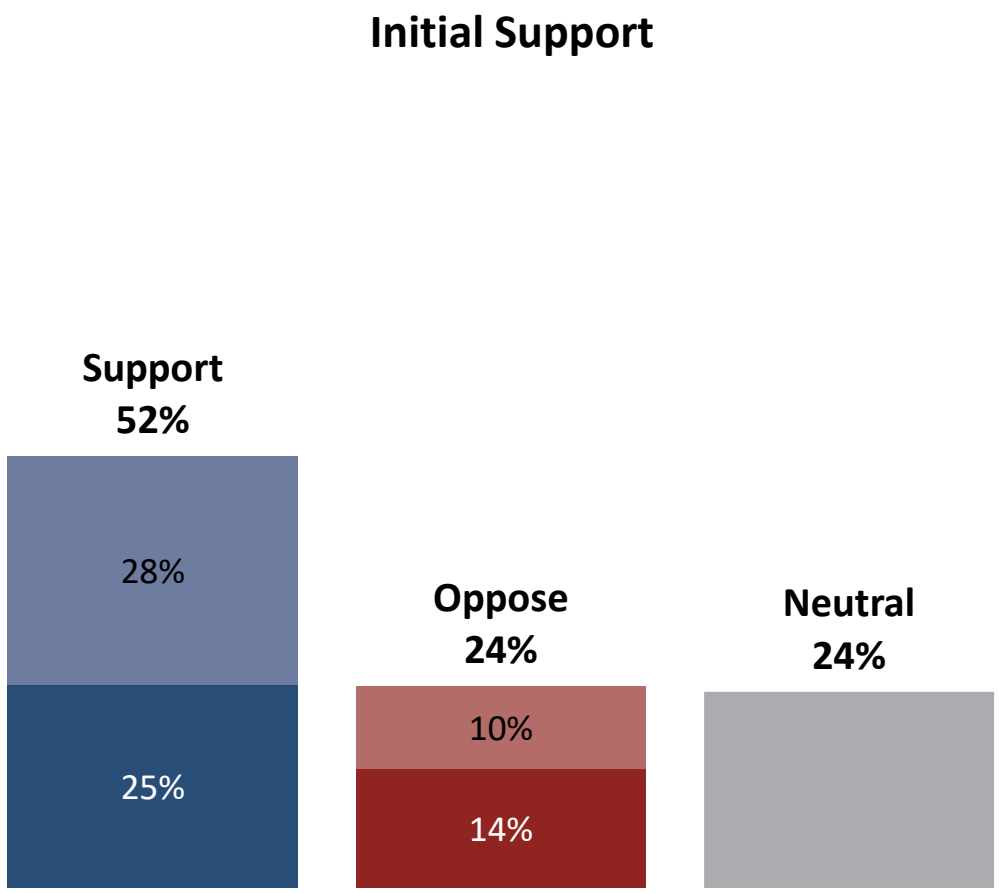
Other people say a parking permit program will cost the City and local residents too much money and resources to issue, administer, and enforce. They say it will make parking in those neighborhoods too complicated for guests and non-event visitors to the area.

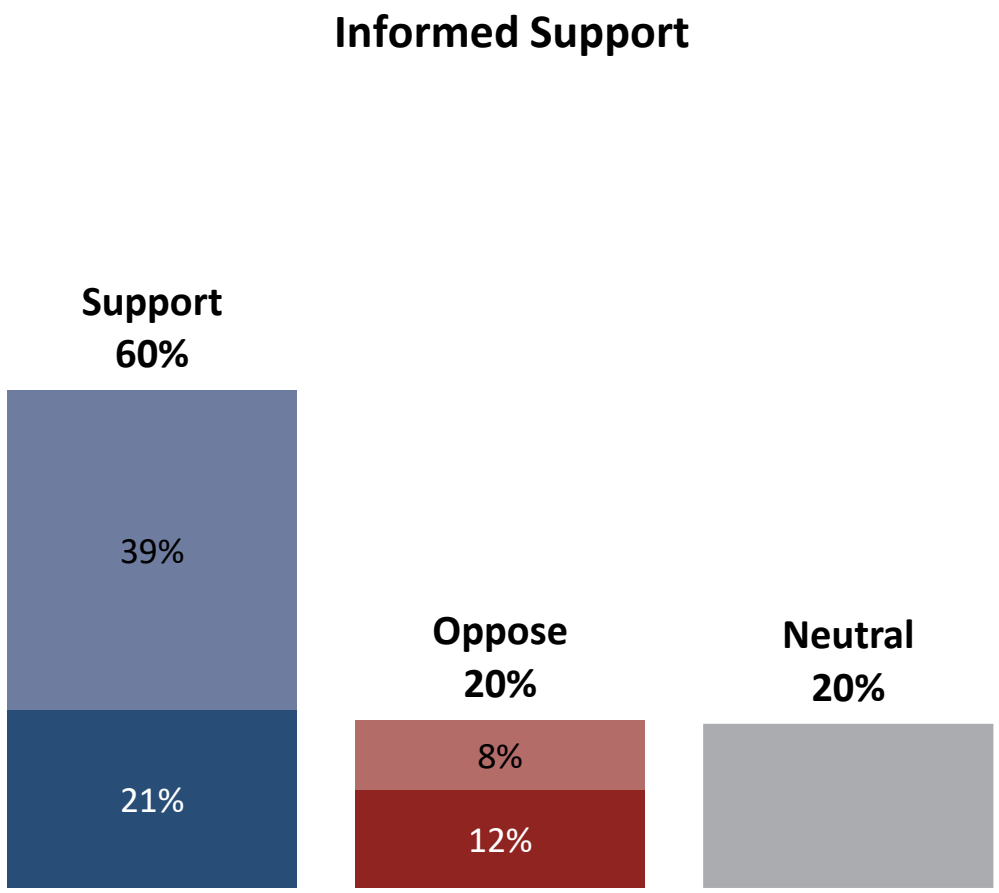


Q24. Given what you've heard, do you support or oppose allowing limited exceptions to the weeknight curfew? Please use a scale from 1 to 7, where 1 means you strongly oppose this proposal and 7 means you strongly support it.

Support for Parking Permits

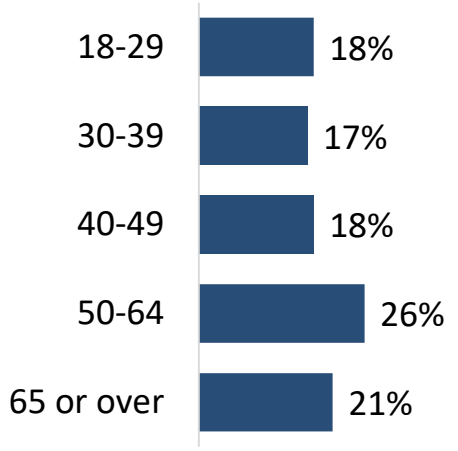
Initially a majority support city-issued $20 parking permits for residents in neighborhoods near the stadium. Support increases after arguments for and against parking permits.



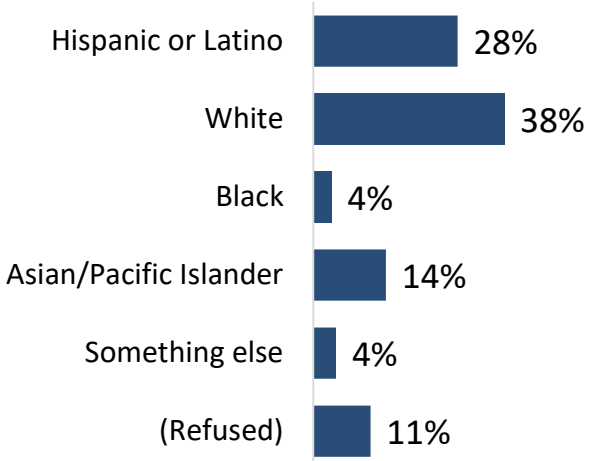


Demographics

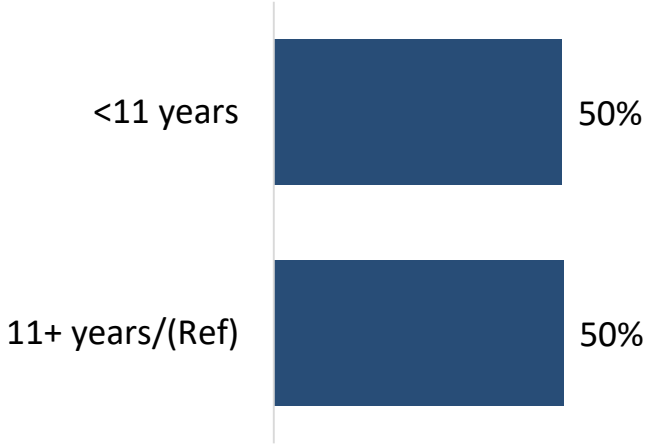
Age



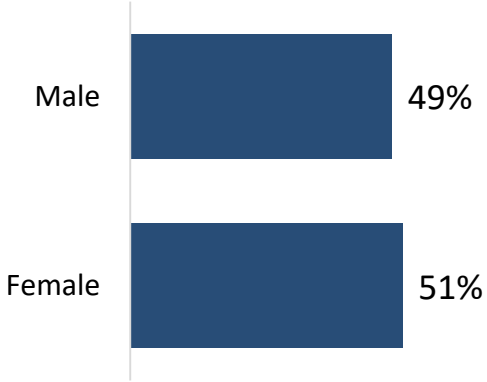
Ethnicity



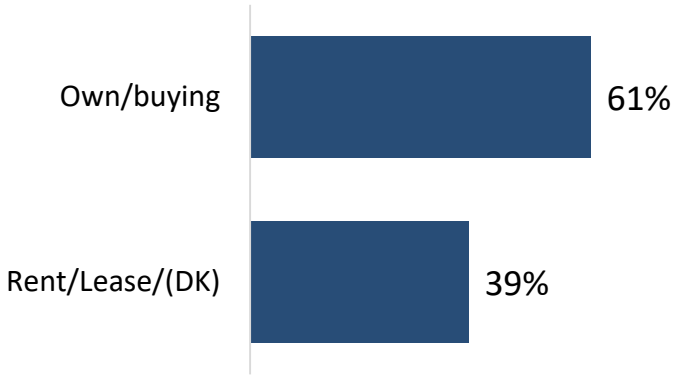
Years in Neighborhood/Santa Clara



Gender



Home Ownership



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