



To: Executive Director Deanna Santana  
From: The Lew Edwards Group with EMC Research and Public Dialogue Consortium  
Date: June 19, 2018  
Re: Summary of the Stadium Authority Board Community Outreach and Engagement Project

**Introduction:**

In December 2017, the City of Santa Clara Stadium Authority Board authorized the Lew Edwards Group (LEG) to direct community research and collaborate on engagement pertaining to Levi’s Stadium. LEG, utilizing respected subcontractor EMC Research and in working collaboration with Public Dialogue Consortium (PDC), coordinated a multi-disciplinary quantitative and qualitative community engagement program designed to identify resident and near-neighbor views on a variety of issues. The consulting team worked diligently in a variety of research formats to identify the community’s concerns, and desired potential action, through scientific and community-centered engagement and research.

The project utilized four strategies to determine resident opinions on the Stadium. EMC conducted an initial issues identification survey in January of both citywide residents and “near-neighbor” residents and businesses in close proximity to the Stadium. Following this initial research, EMC and PDC engaged in scientific and non-scientific community engagement focus groups to add further nuance to constituent attitudes identified in the January survey. Finally, EMC engaged in a May “solutions” survey for citywide residents to evaluate interest in potential city actions. An online platform was also created by PDC to inform and engage residents and stakeholders. The significant data collected in a variety of formats (telephone interviews, one-on-one conversations, online input, and group meetings) informs LEG’s overall policy recommendations for Board consideration and further deliberation which will be reviewed at the Special Stadium Board meeting on June 21st.

**Community Attitudes & Key Issues:**

Both city-wide and near-neighbor residents in Santa Clara expressed satisfaction with the City and level of services provided. Residents are dissatisfied with the level of traffic, parking, and “disruptive behavior” following stadium events. However, in general stadium-related issues are not “top-of-mind” concerns in relation to other issues, such as generalized traffic concerns and the high cost-of-living. Stadium-related issues do become more salient and higher intensity among the near neighbor population.

The May solutions survey found support for specific solutions to community concerns, particularly related to parking, neighborhood security, and stadium-related issues. In general, residents strongly support services that would mitigate event-related issues following stadium events. Specifically, residents seek solutions to: 1. Stadium-related traffic, 2. Stadium-related parking, 3. Disruptive behavior pre/post Stadium events (particularly loitering, security/enforcement and noise control), and 4. Improving city-constituent communication. Residents are satisfied with the existing curfew system but are open to changes and additional community engagement on that issue.

**Community Solutions & Further Consideration:**

Solutions to Stadium-related issues can be siloed into two distinct categories. First, the Board should consider engaging in partnerships with different agencies, including ManCo and Santa Clara VTA, specifically to alleviate traffic and parking problems. Second, the Board should consider engaging in proactive, in-house solutions to specific Stadium-related concerns. In particular, the City of Santa Clara should consider targeted policy changes designed to mitigate disruptive behavior before/after stadium events. Both the near-neighbors and citywide residents support key policy changes to improve these services. Specific details for policy considerations will be discussed in the consultants’ final report.

Finally, residents expressed a strong desire for additional ongoing community engagement with the City and ManCo on Stadium-related issues. The consulting team views this project as merely the first step in an ongoing, long-term need to forge a more effective partnership between the Board, ManCo, and the community at large.