

Table 1: Summary of Topics to Obtain Community Engagement/Public Opinion

Community/Neighborhood Impacts	Stadium Management & Governance	General Impression/Opinion
<ul style="list-style-type: none"> <li>• Noise*</li> <li>• Crowd*</li> <li>• Traffic*</li> <li>• Lights*</li> <li>• Pyrotechnics/fireworks</li> <li>• Flyovers</li> <li>• Street Closures*</li> <li>• Vandalism/Graffiti</li> <li>• Parking (in neighborhoods)*</li> <li>• Public safety, including use of helicopters</li> <li>• Nuisance (litter, loitering)*</li> <li>• Impact on quality of life and business operations/sustainability*</li> <li>• Impact on city service delivery*</li> <li>• Receive reactions to and level of support for current and proposed mitigations*</li> <li>• Access to stadium events for residents*</li> <li>• Consider timing series of surveys to follow different types of stadium events to gauge if survey responses vary significantly*</li> </ul>	<ul style="list-style-type: none"> <li>• Overall functioning of Board and ManCo*</li> <li>• Operations (internal) e.g., concessions, comfort, quality of experience, cost, etc</li> <li>• Operations (external) e.g., parking for patrons, transit, traffic, public transit options, signage, etc.*</li> <li>• Zoning Provision regarding 10 p.m. time limit ("curfew")*</li> <li>• Public safety</li> <li>• Financial results*</li> <li>• Types of stadium events*</li> <li>• Gather suggestions for new approach to operation*</li> </ul>	<ul style="list-style-type: none"> <li>• Open category for receipt of input from all targeted geographic respondents to establish trend data, etc.</li> <li>• Stadium's contribution (positively/negatively) to image of Santa Clara</li> <li>• Awareness of partnerships with local community, including the Tourism Improvement District</li> <li>• Economic catalyst locally and regionally</li> <li>• Regional entertainment venue</li> <li>• Media coverage and relations</li> </ul>

\* As identified in the Council/Board Community Outreach Proposal

Table 2: Summary of Multi-Pronged Community Engagement Efforts

Regional (Neighboring Cities)	City-Wide	Geographically-Focused (Neighborhoods within one mile radius)
<ul style="list-style-type: none"> <li>• Target attendance at City-Wide community meetings</li> <li>• Work with city officials from neighboring cities to promote participation in this effort*</li> <li>• For residents in direct-proximity, work with consultant to conduct distinctly coded survey*</li> <li>• Communicate via social media, website, mailings, etc. methods to participate in City-wide efforts to obtain input*</li> </ul>	<ul style="list-style-type: none"> <li>• City-wide community meetings open to all members of the public, including regional residents in neighboring cities and residents in direct proximity to the stadium*</li> <li>• City-wide telephone survey to obtain statistically-valid public opinion (within a margin of error as established by the independent consultant) *</li> <li>• Open City Hall Surveys targeting Santa Clara residents, businesses, and workforce</li> <li>• Make comment cards available with option to submit in locked boxes at key City facilities</li> <li>• Conduct outreach by direct mail in prominently marked envelopes informing occupants (residents and property owners) of the series of ways they may participate in providing feedback*</li> <li>• Establish an email address to receive input from residents on their opinions/perspectives relative to the Stadium.</li> <li>• Utilize survey tools, e.g., Survey Monkey, and promote survey through social media channels like NextDoor, Facebook, Twitter, etc.</li> <li>• Conduct focused-group stakeholder meetings of targeted audiences that are identified through additional vetting and validated by the consultant*</li> </ul>	<ul style="list-style-type: none"> <li>• Neighborhood small-group meetings (but open to all members of the community)*</li> <li>• Separate and distinct telephone survey to obtain statistically-valid public opinion (within a margin of error as established by the independent consultant) using targeted questions for geographic areas in proximity to the Stadium*</li> <li>• The consultant must develop a methodology that provides valid public opinion of neighborhoods next to the Stadium. Separate and distinctly code electronic survey targeting occupants (residents and property owners) within one mile of the stadium*</li> <li>• Separate and distinctly coded electronic survey targeting businesses, including those that license their parking lots to Stadium Management for use on event dates, within one-mile radius of the stadium*</li> <li>• Highest priority for responses from residents and businesses within one-mile radius of the stadium*</li> </ul>

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