



**AGENDA REPORT**

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**Date:** January 30, 2018

**To:** Executive Director for Stadium Authority Information

**From:** Community Relations Manager

**Subject:** Study Session: Update on Community Engagement Efforts for Issues related to Levi's Stadium: Introduction of Consultants and Review of Work plan for Project

On October 17, 2017 the Stadium Authority Board voted unanimously to undertake a robust community outreach and engagement process identifying the community's perspectives on issues related to Levi's Stadium, such as noise, public safety, nuisances, parking, flyovers, crowd control, cleanliness, loitering, lighting, pyrotechnics/fireworks, performance curfew, and other items. Through a competitive bid process, The Lew Edwards Group, in coordination with EMC Research, and Public Dialogue Consortium were awarded contracts to gather as much meaningful input as possible utilizing both quantitative and qualitative approaches, including broad-based public opinion research polling and scientific focus groups, and one-on-one leadership and community interviews and organizational focus groups.

During the Study Session, the consultants will present their work plan and review key milestones for the project. The overall objective is to implement a transparent, independent and comprehensive process to gather statistically valid public views and to facilitate meaningful, robust input from stakeholders and the public on these issues, which will be used to determine next steps relative to policy.

*for*  
Jennifer Yamaguma  
Community Relations Manager

APPROVED:

  
Beanna J. Santana  
Executive Director for Stadium Authority

*Documents Related to this Report:*  
1) None