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

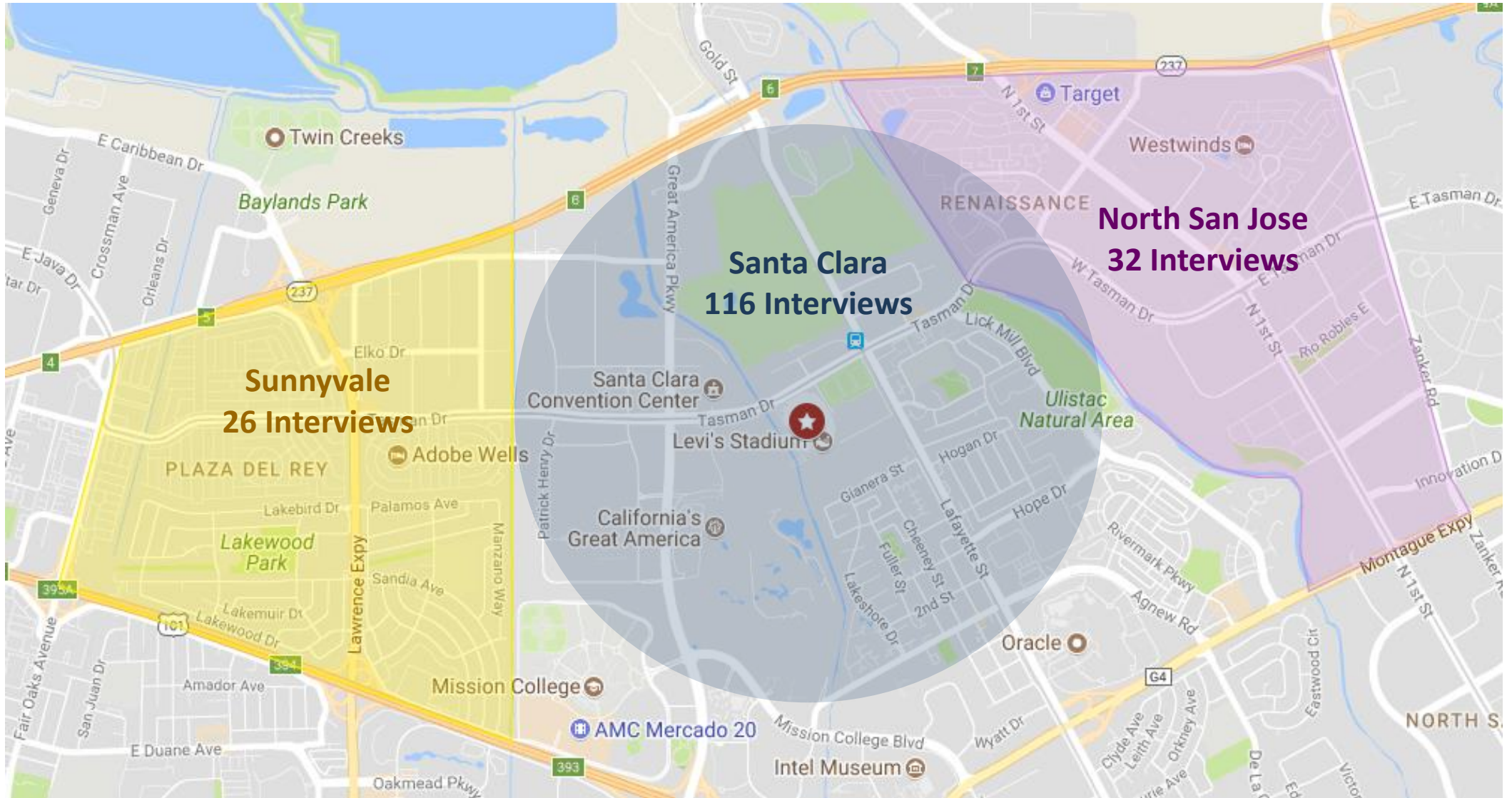
Citywide Issue Identification Voter Survey

- ▶ 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

Near Neighbor Survey Areas





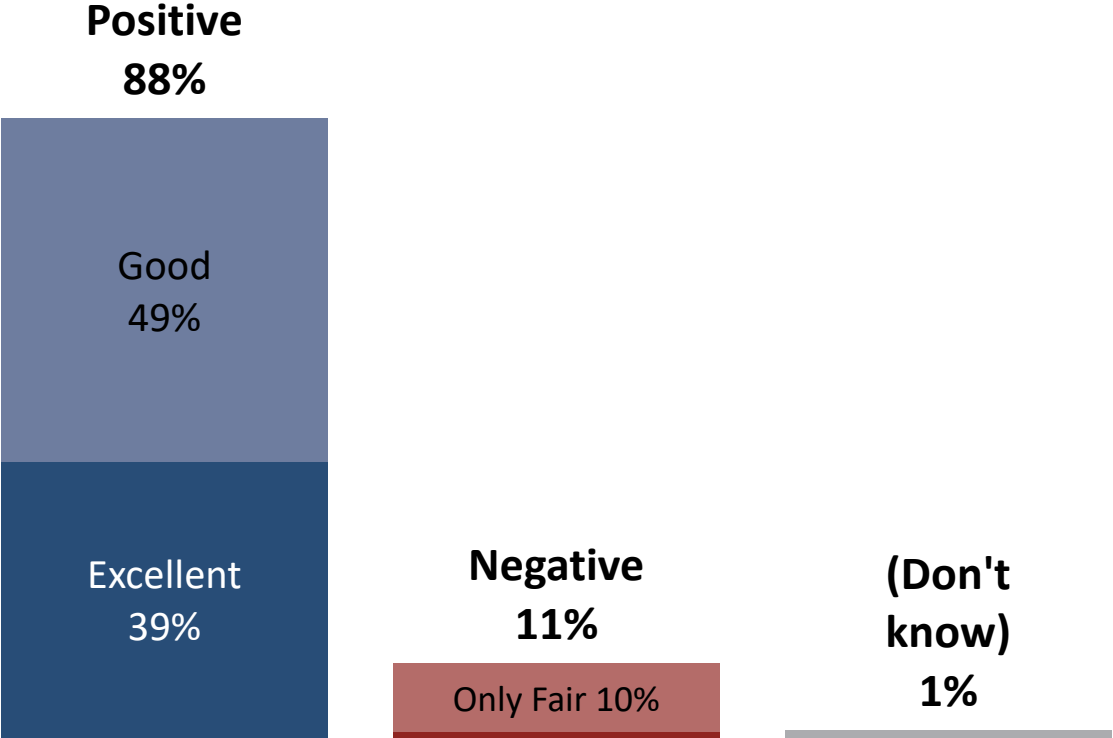
City of Santa Clara Opinions and Job Ratings

Santa Clara Quality of Life

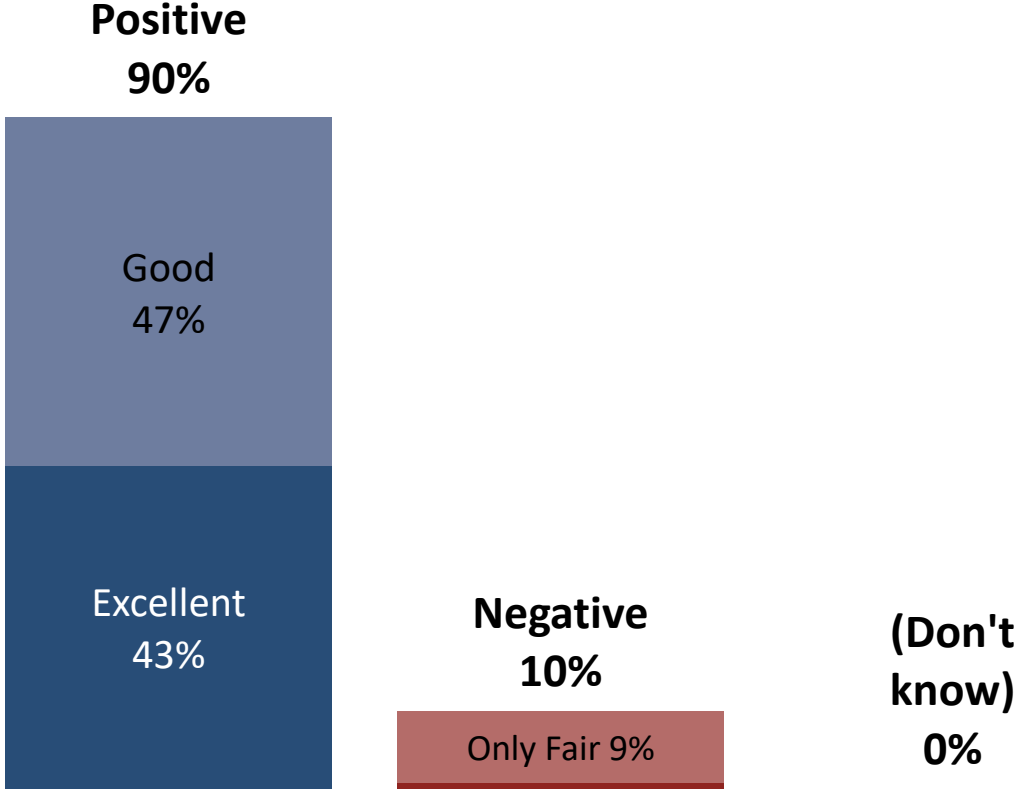


Both voters and stadium near-neighbors have a positive view of Santa Clara as a place to live.

Citywide Voters



Near-Neighbor Residents*



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 <u>best</u> 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%

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 <u>least</u> 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%

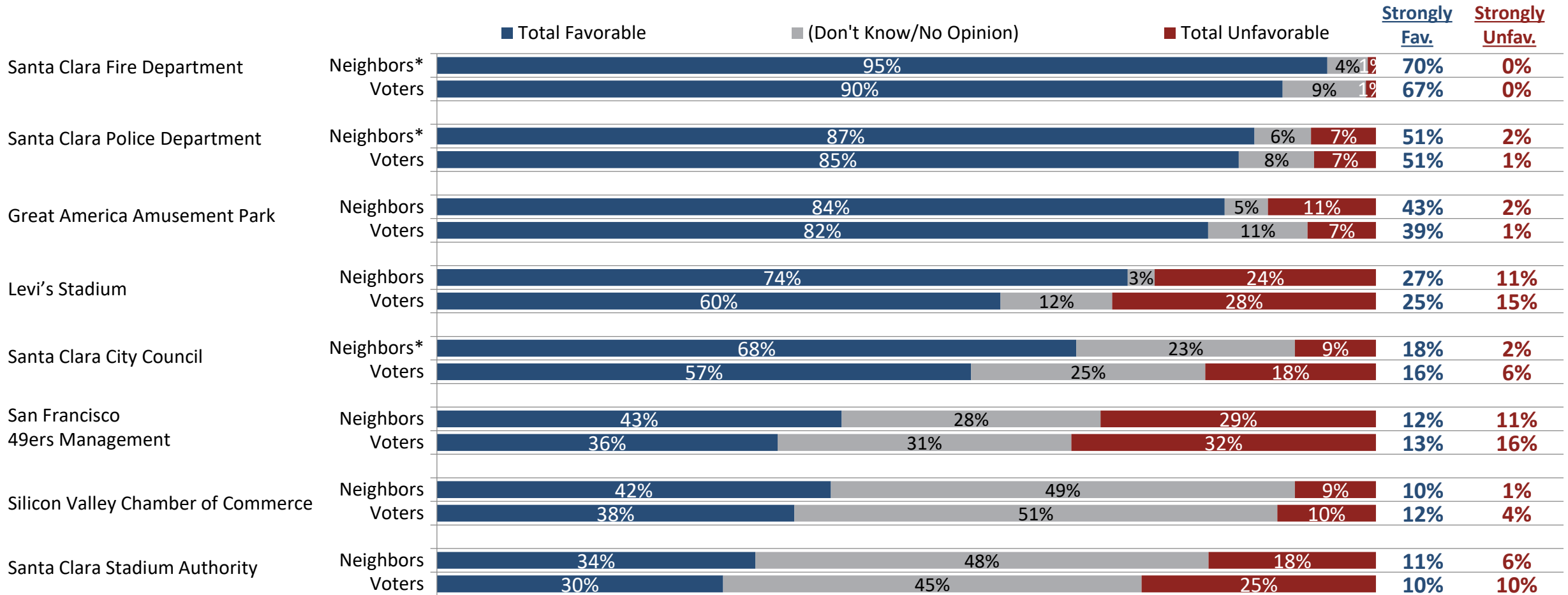
Q4. And what do you like least about living in Santa Clara? (Open-end)

*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.



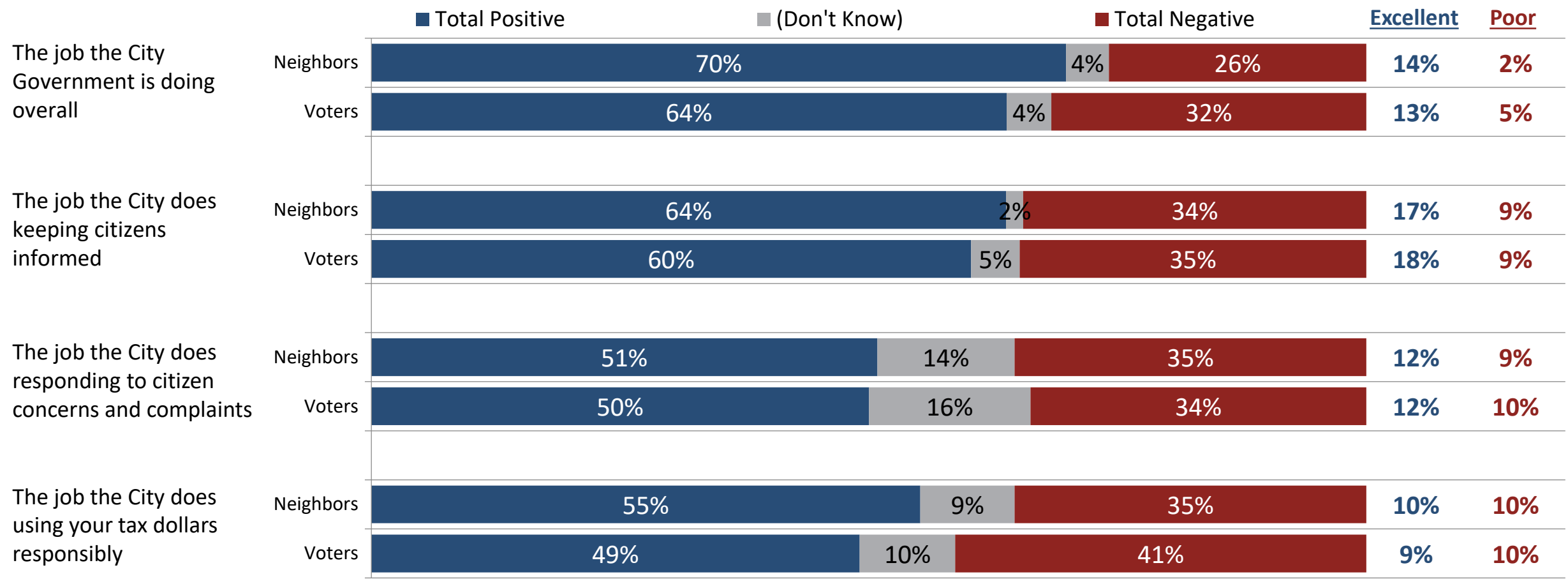
Q5-12. I'm going to read you a list of people and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of each one.

*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.



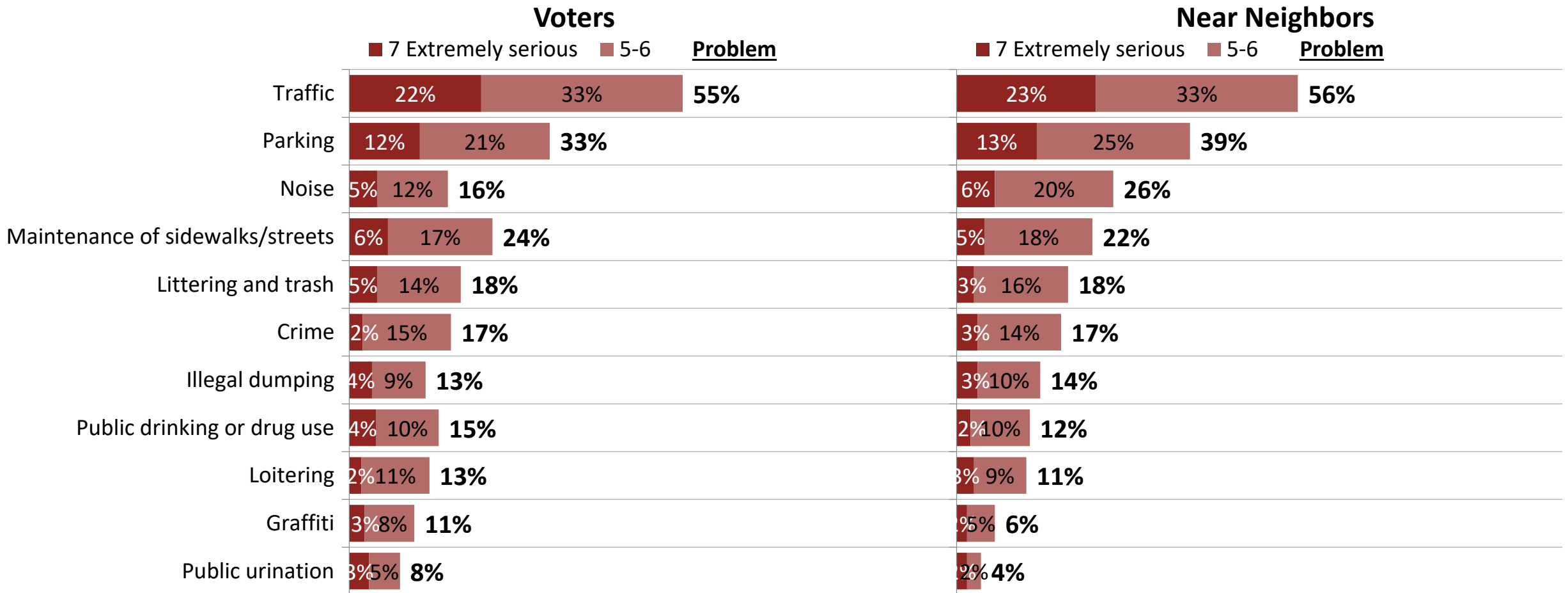
Q13-16. Please tell me how you think the City of Santa Clara is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor.



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 <u>noise</u> 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

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 <u>traffic</u> 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 <u>parking</u> 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

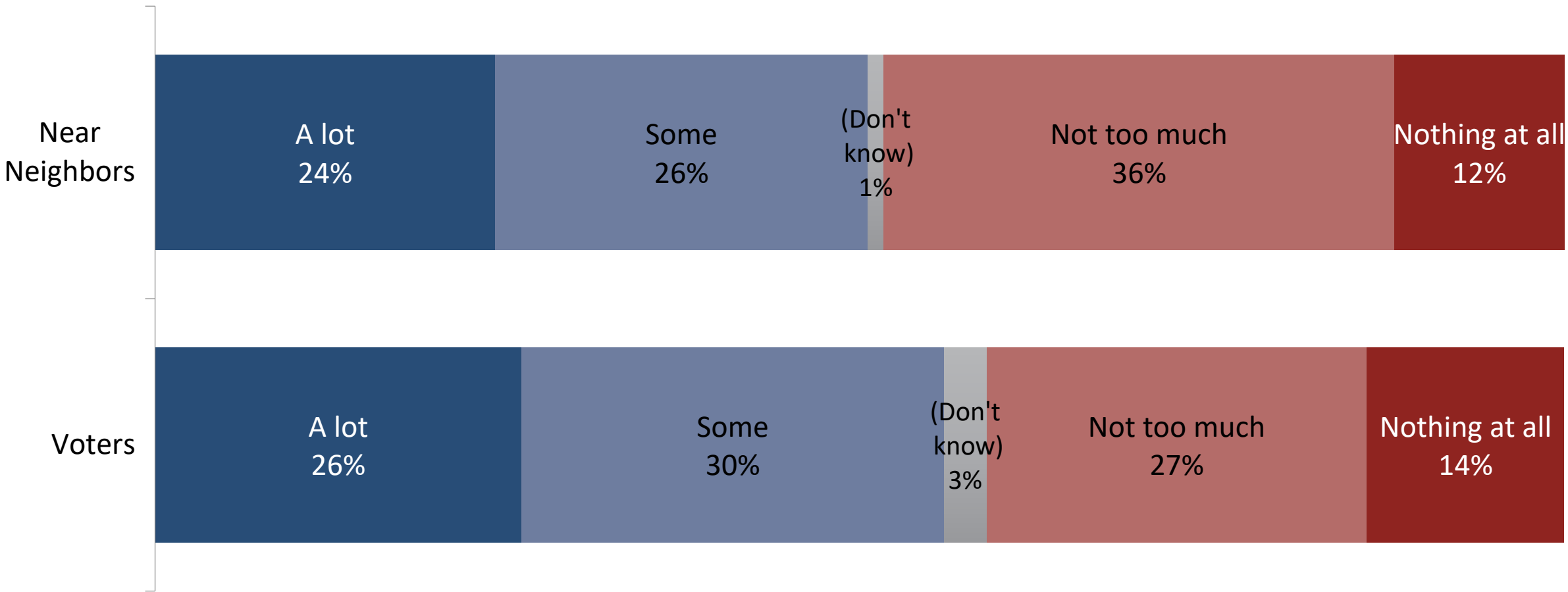


Levi's Stadium Awareness and Issues

Heard/Seen About Levi's Stadium Recently

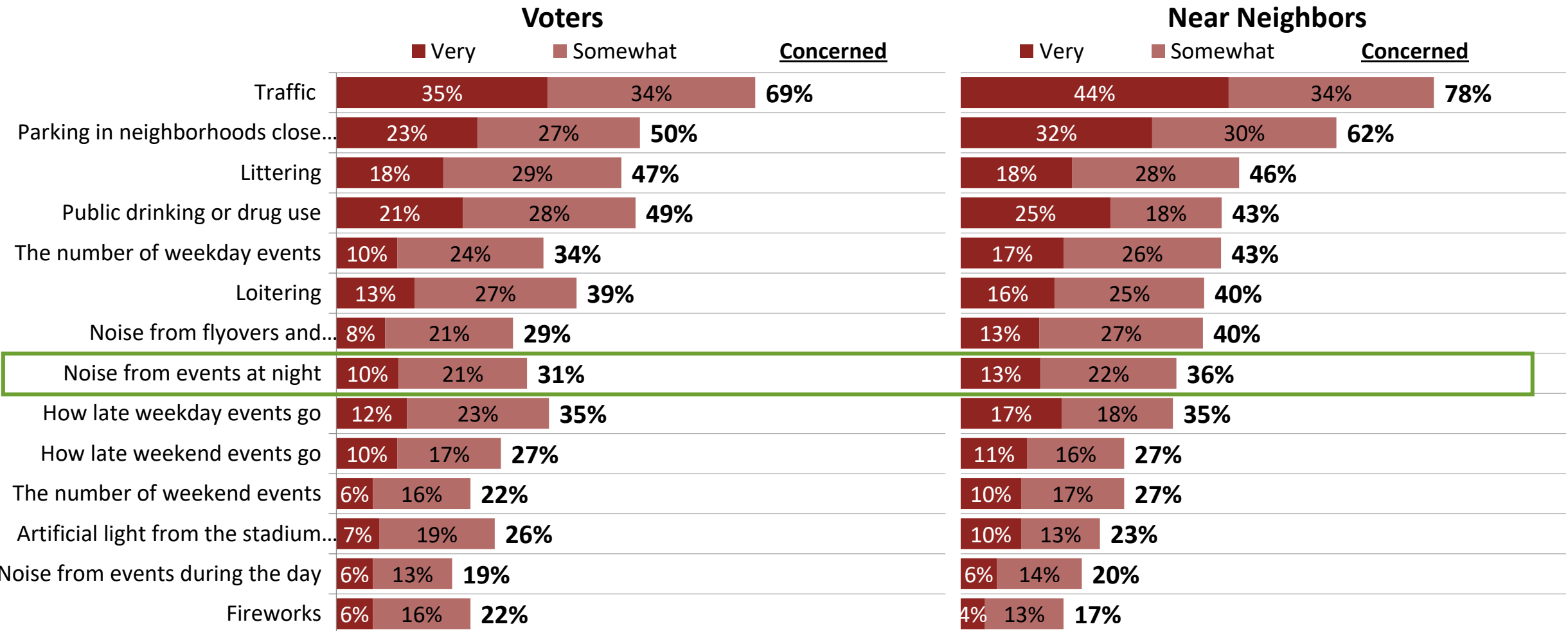


About half of voters and near neighbors say they have heard or seen "a lot" or "some" about Levi's Stadium recently.



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.

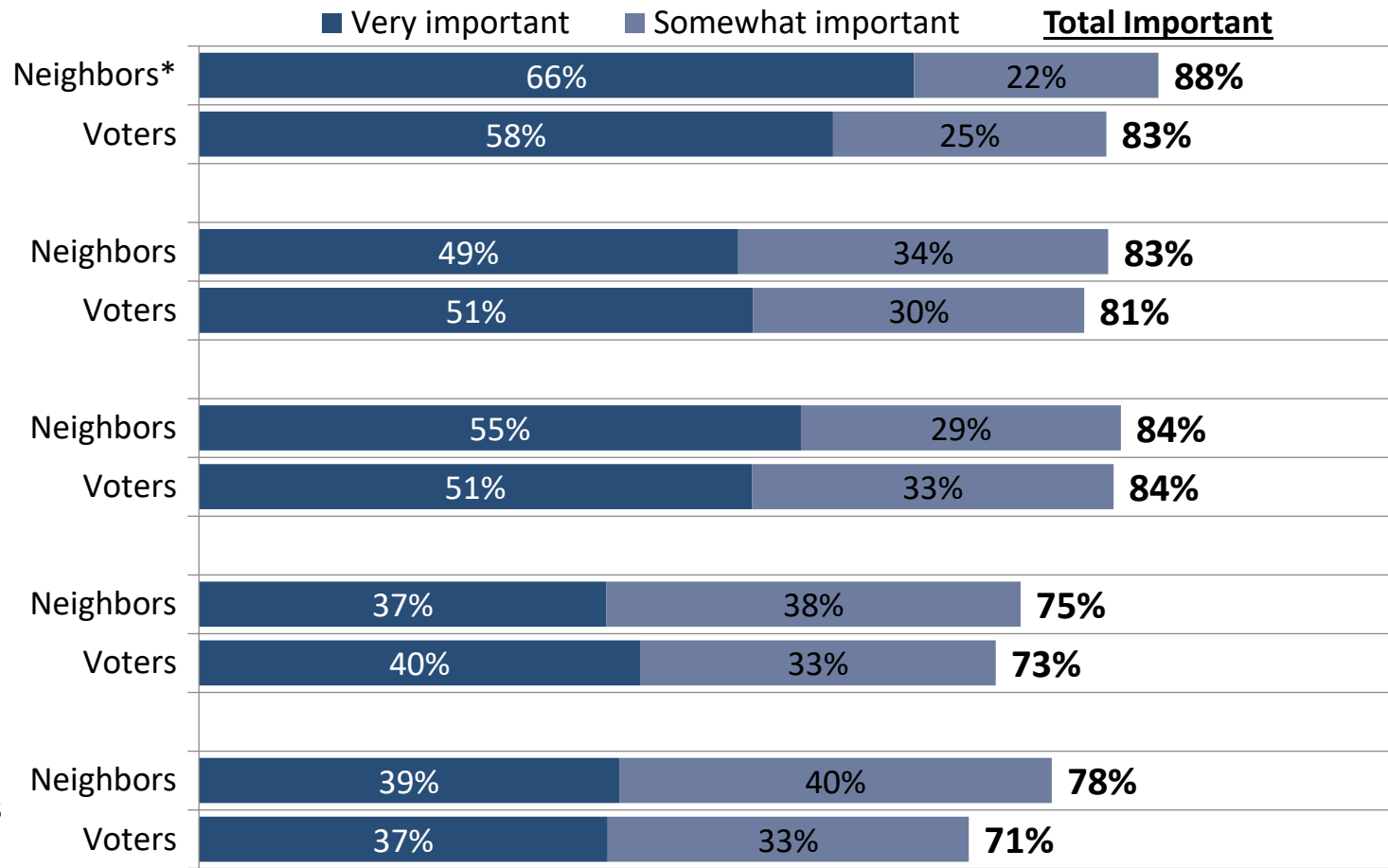
The stadium contributes to the city's General Fund, which funds vital services including police, fire, library, senior and youth programs.

The stadium generates millions in economic activity each year, benefitting local businesses, workers, and residents.

The stadium supports local jobs at the stadium and at hotels, restaurants, and other businesses that benefit from stadium events.

The stadium helps showcase our City/area and along with the Convention Center, Great America, and other attractions makes this a place visitors and conventions want to come to.

The stadium creates great new entertainment options for individuals and families to go to fun/exciting events which makes Santa Clara/our area an even better place to live, work, and play.



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.

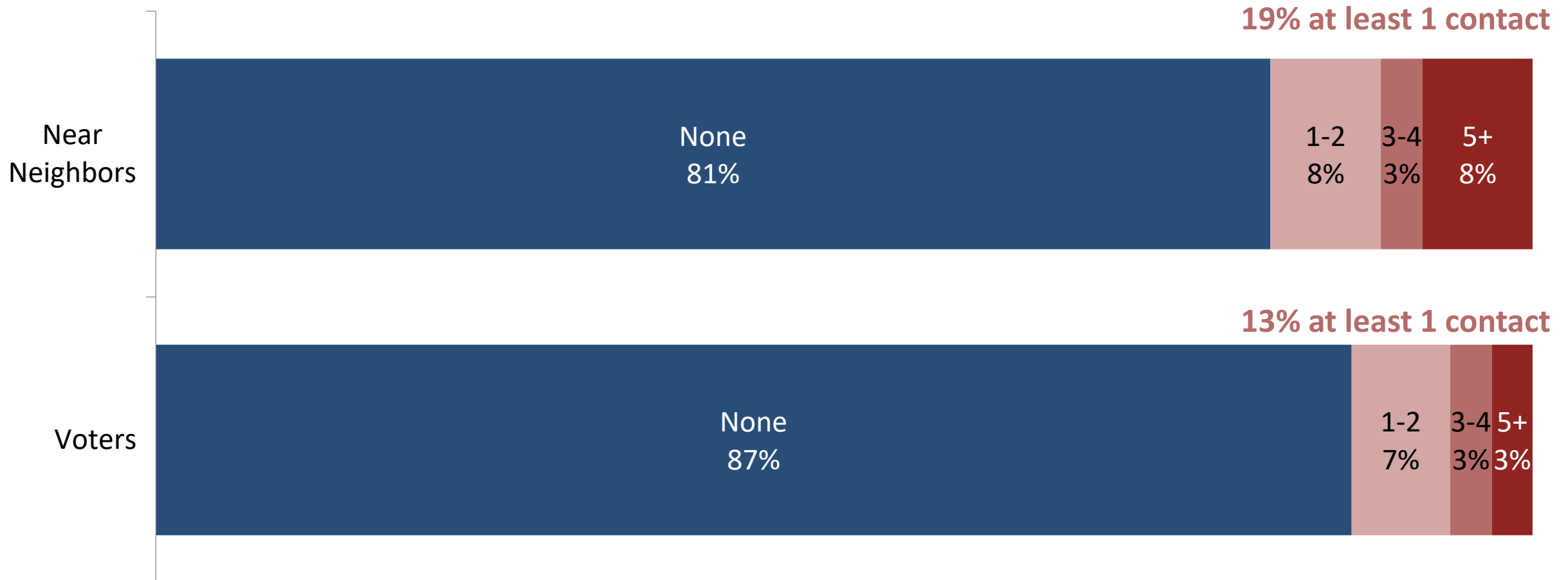
*Asked only of those residing in Santa Clara



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.



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%

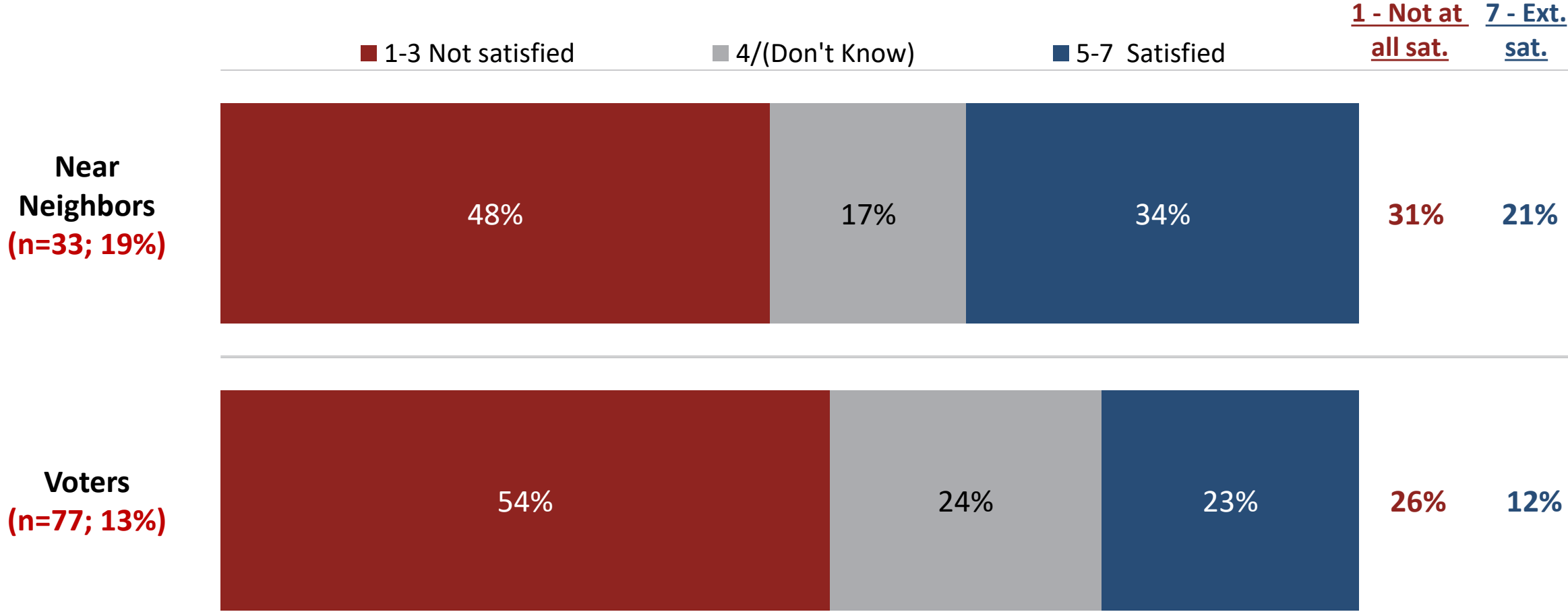
Q52. Who did you contact?

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.



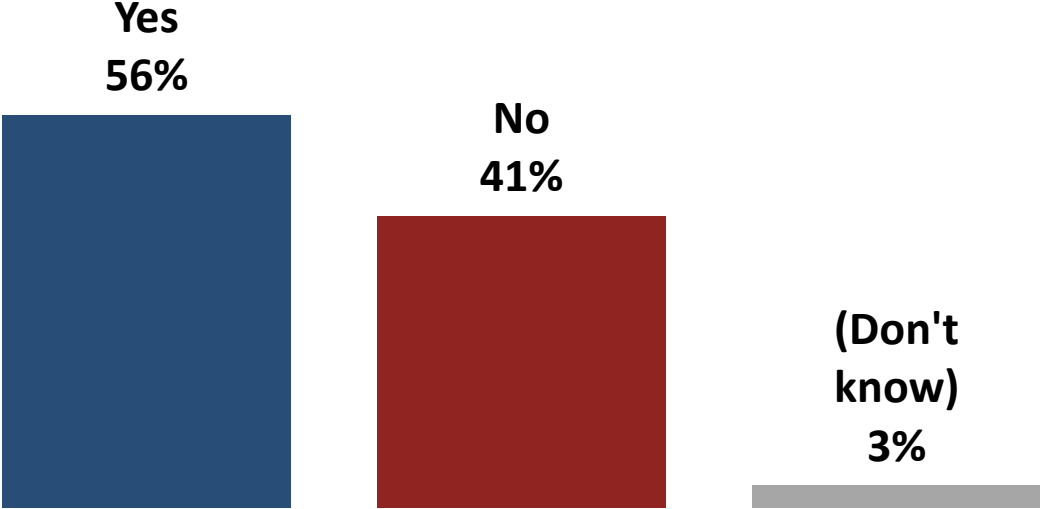
Awareness of Curfew

Awareness of 10 PM Weekday Curfew

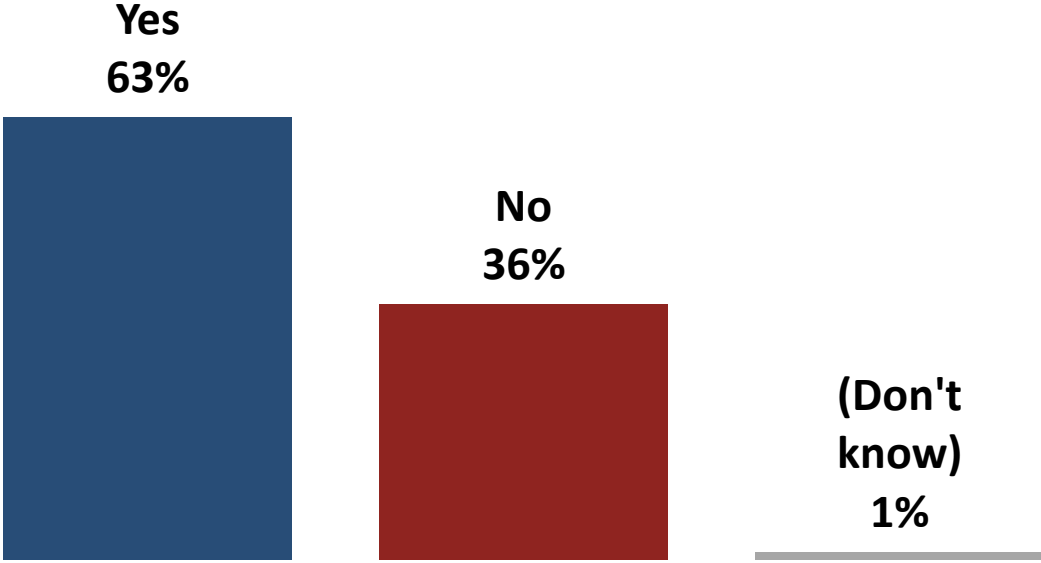


A majority of voters and near neighbors are aware of the curfew. Awareness is higher among near neighbors.

Voters



Near Neighbors



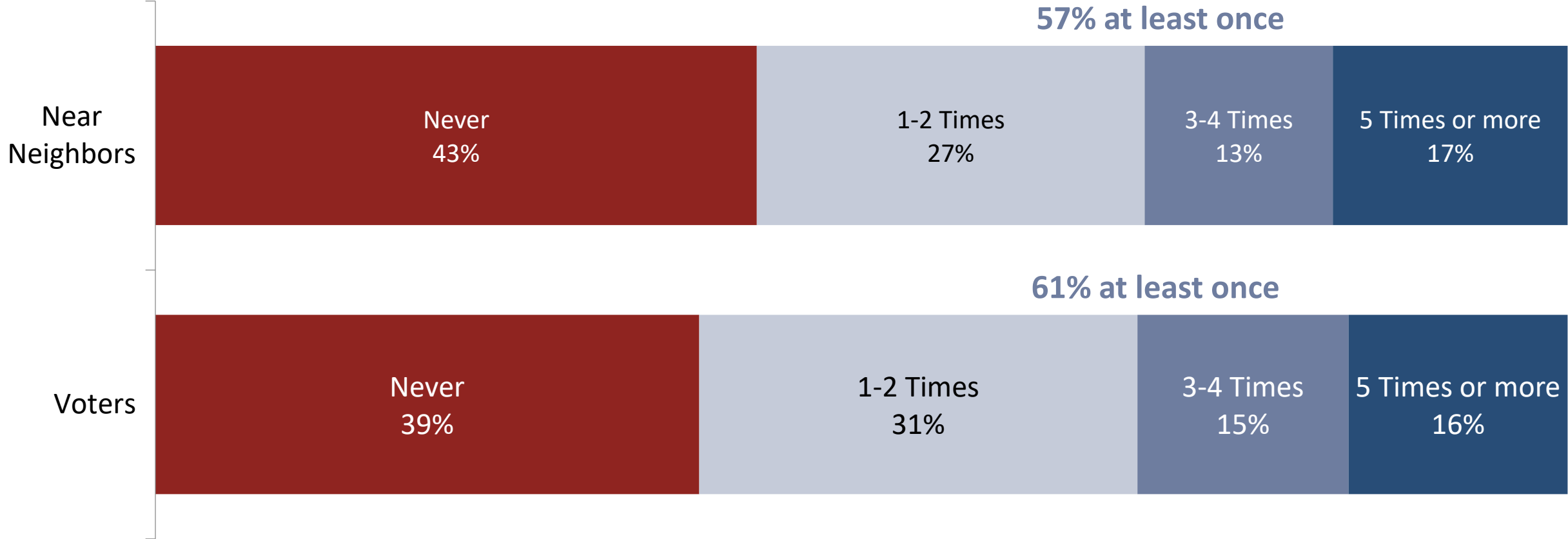
Q55. Were you aware or not that the City has a 10 PM weekday curfew for nighttime events like concerts at Levi's Stadium?



Demographics

Stadium Visits

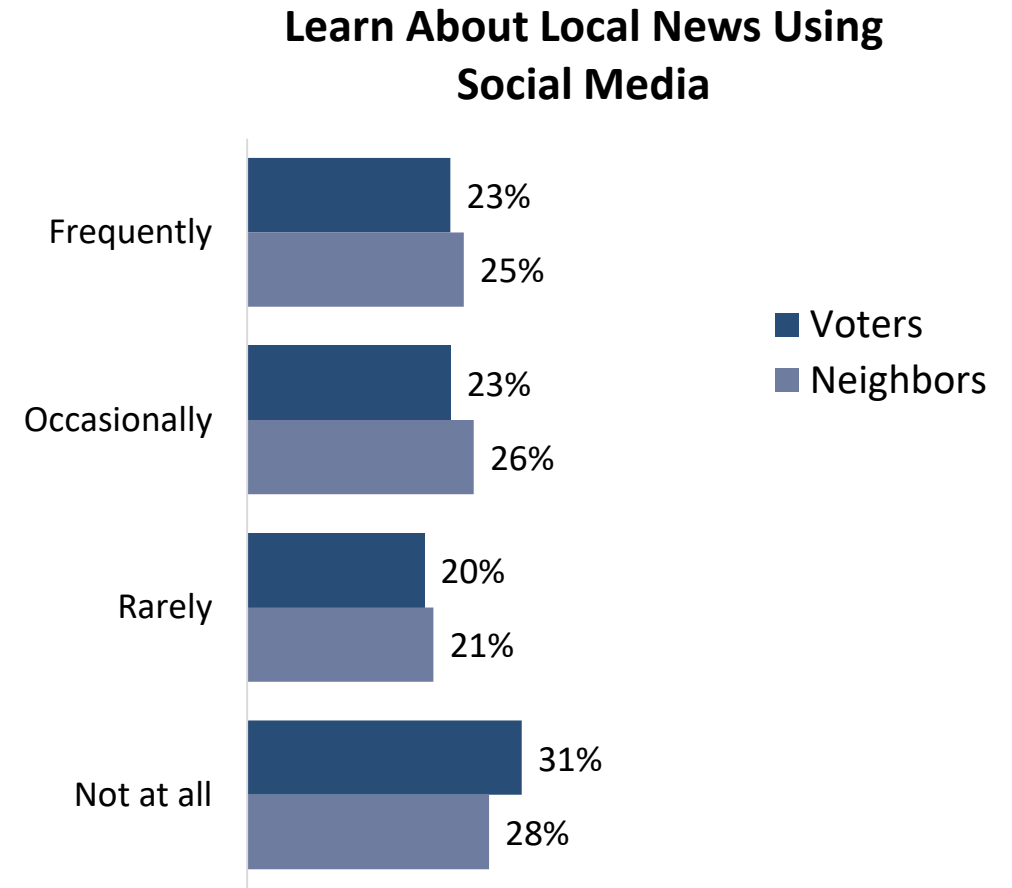
Roughly 6-in-10 voters and near neighbors have been to the Stadium at least once, with 3-in-10 having been 3 or more times.



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%



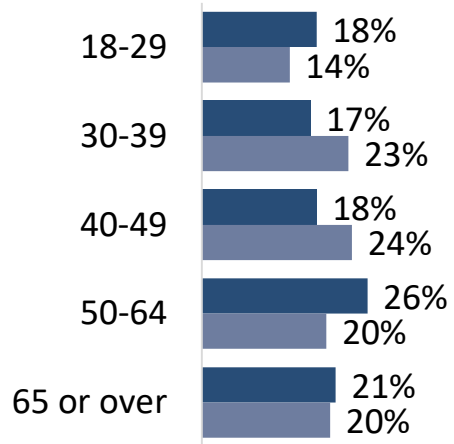
Q56. Where do you generally get information about local news and events in Santa Clara? (Multiple Response)

Q57. And how frequently do you follow discussions or learn about local news or politics using social media like Facebook and Twitter?

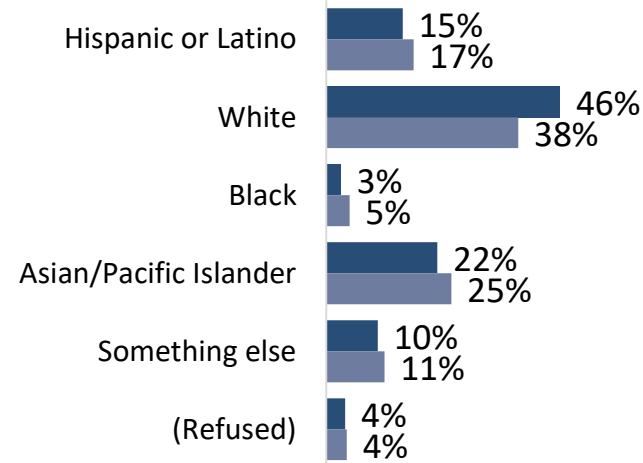
Demographics

■ Voters
 ■ Neighbors

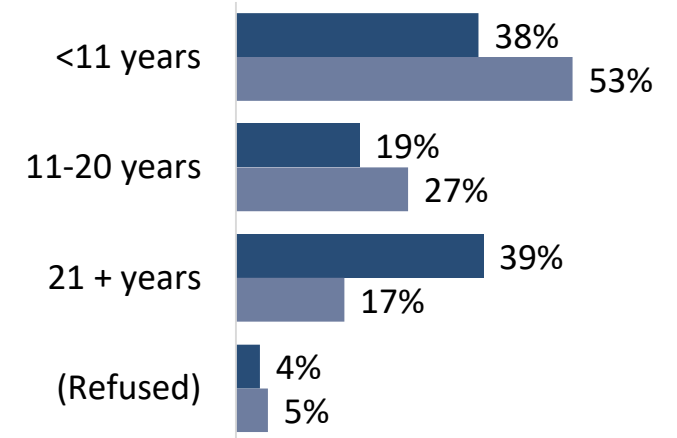
Age



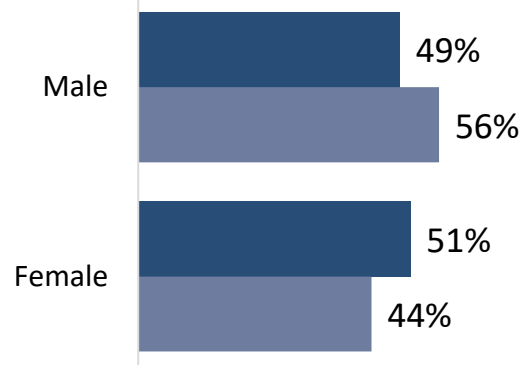
Ethnicity



Years in Neighborhood/Santa Clara



Gender



Home Ownership

