



THE
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GROUP

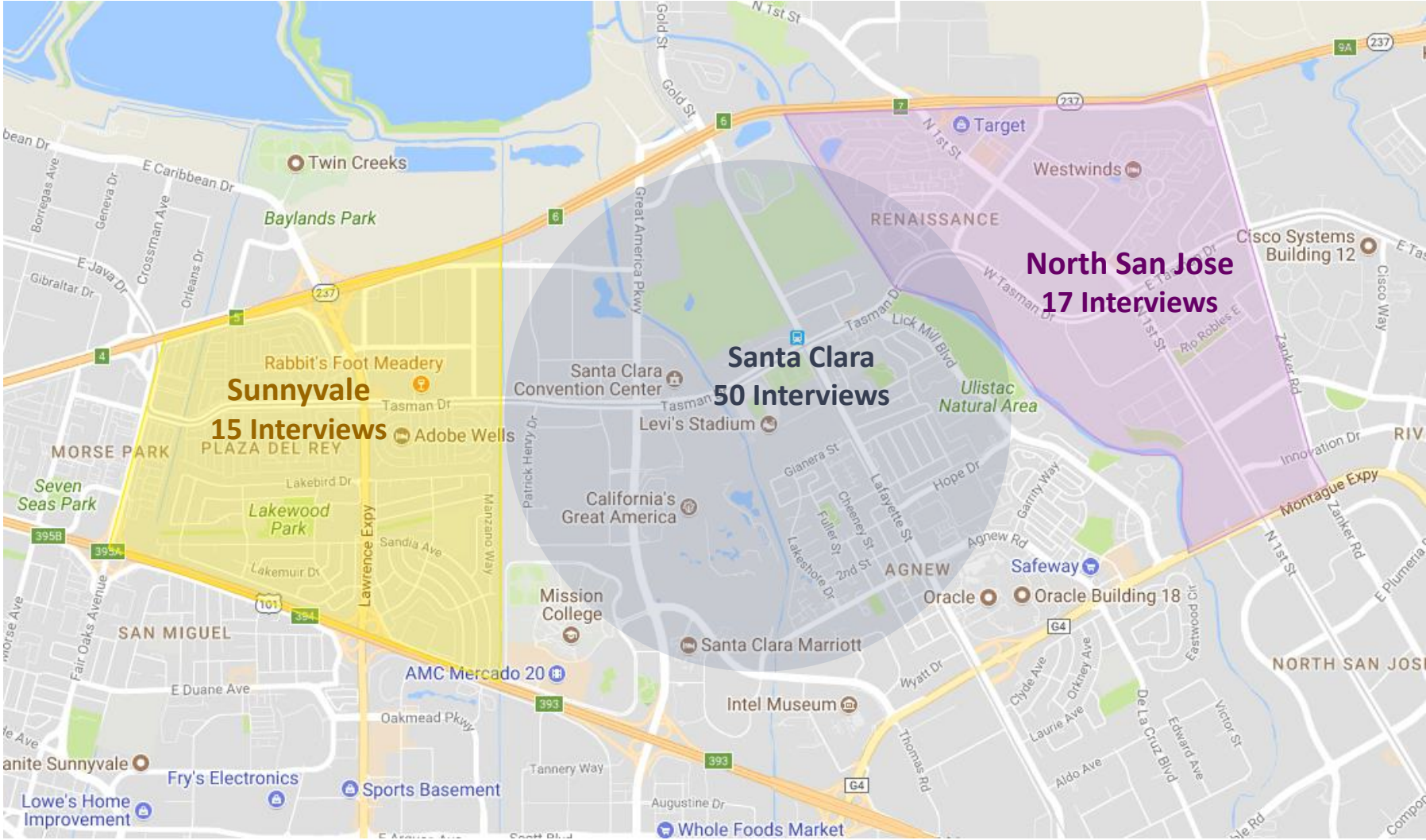
EMC
research

Telephone Survey
Near Neighbor Businesses
City of Santa Clara

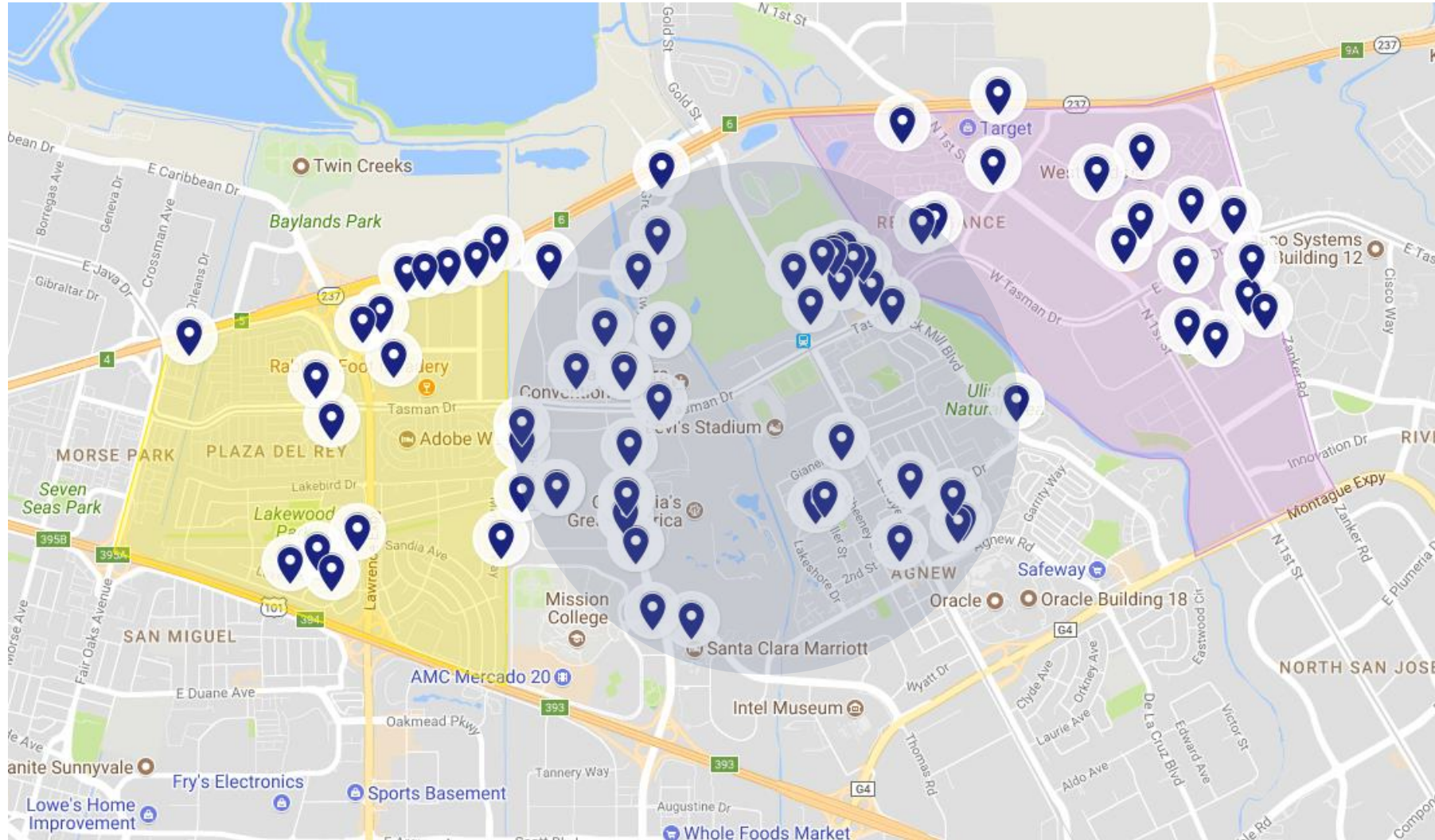
Methodology

- ▶ 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

Surveyed Regions



Locations of Businesses Surveyed

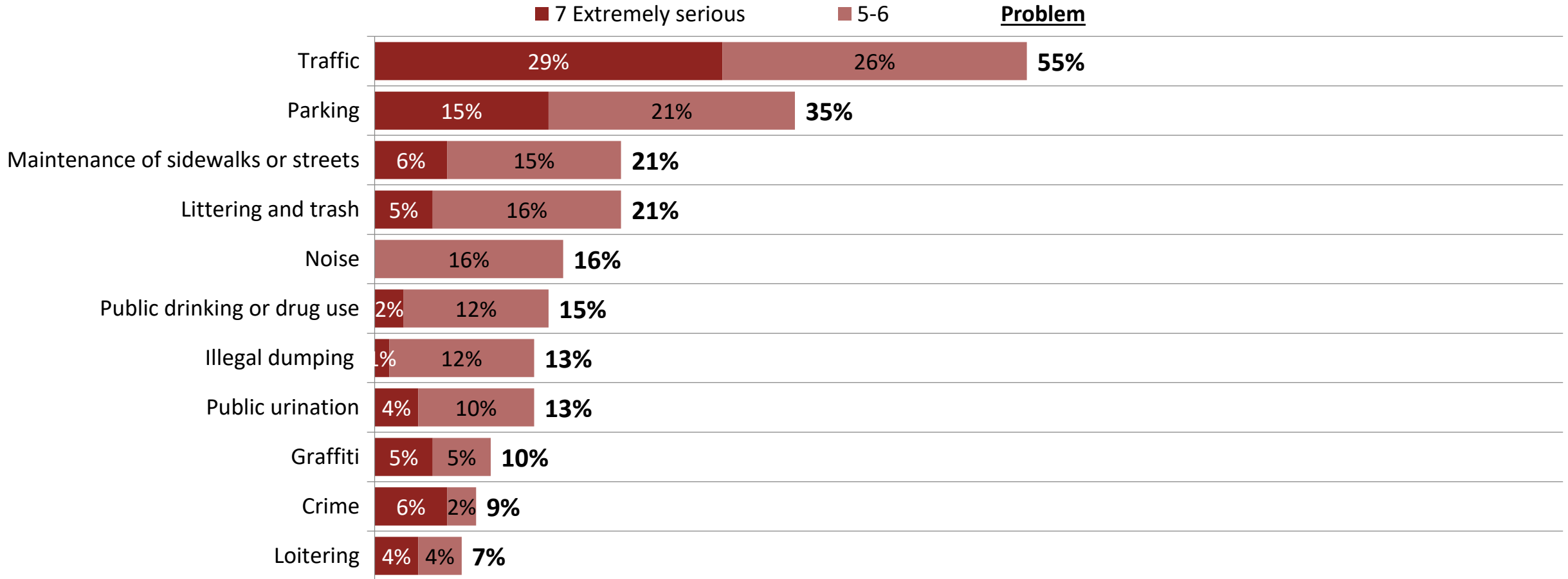




Neighborhood Issues

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?	<i>n</i>	<i>% of all</i>
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.”

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?	<i>n</i>	<i>% of all</i>
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.”

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.”

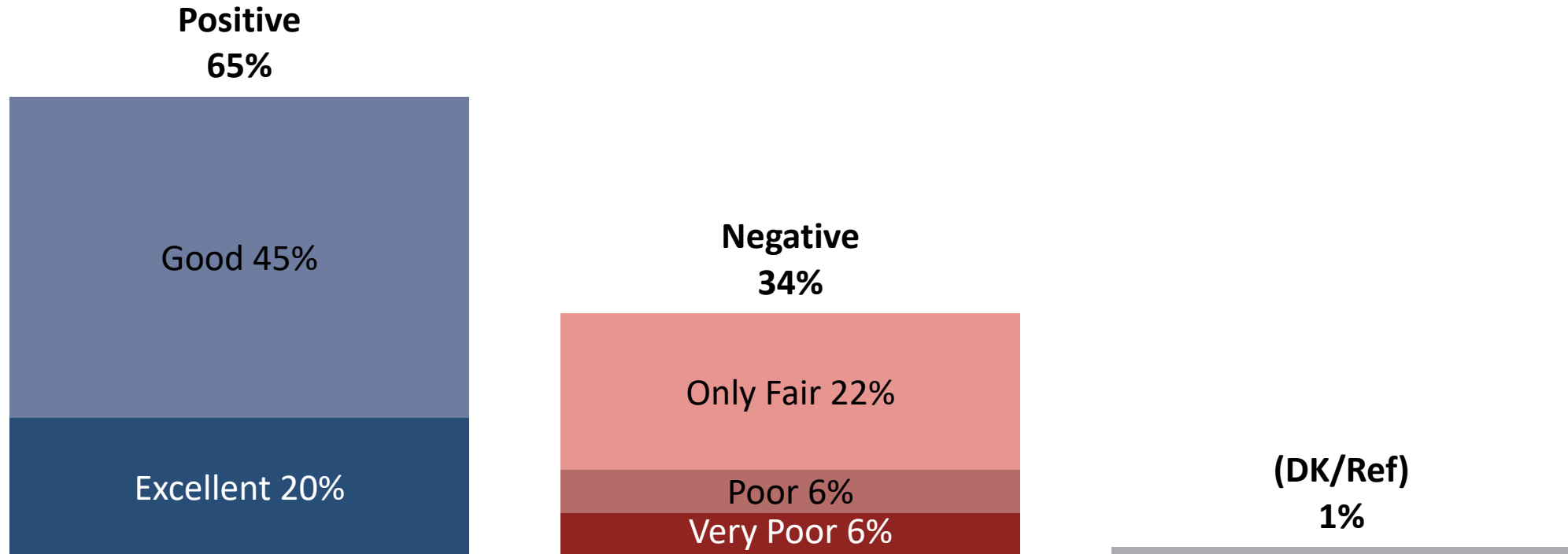
“Clubs and Levi's stadium.”



Levi's Stadium Awareness and Issues

Levi's Stadium as a Neighbor

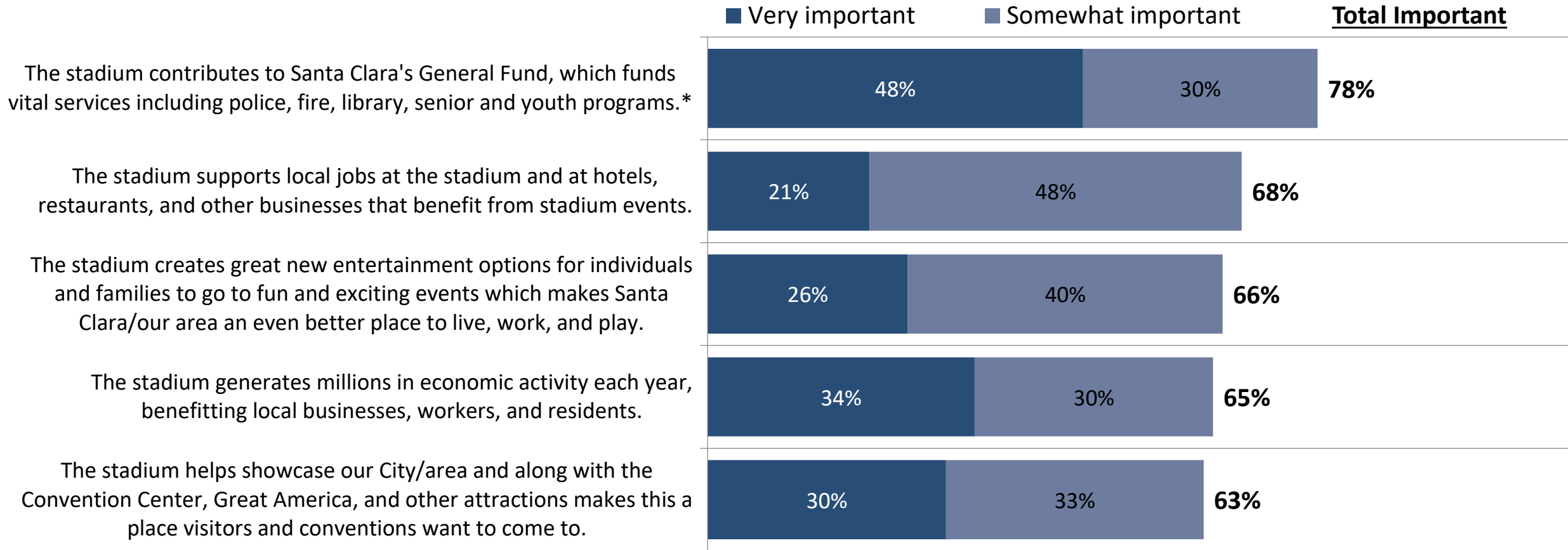
Most businesses rate Levi's Stadium as a good neighbor. One-in-three give the Stadium a negative rating as a neighbor.



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.

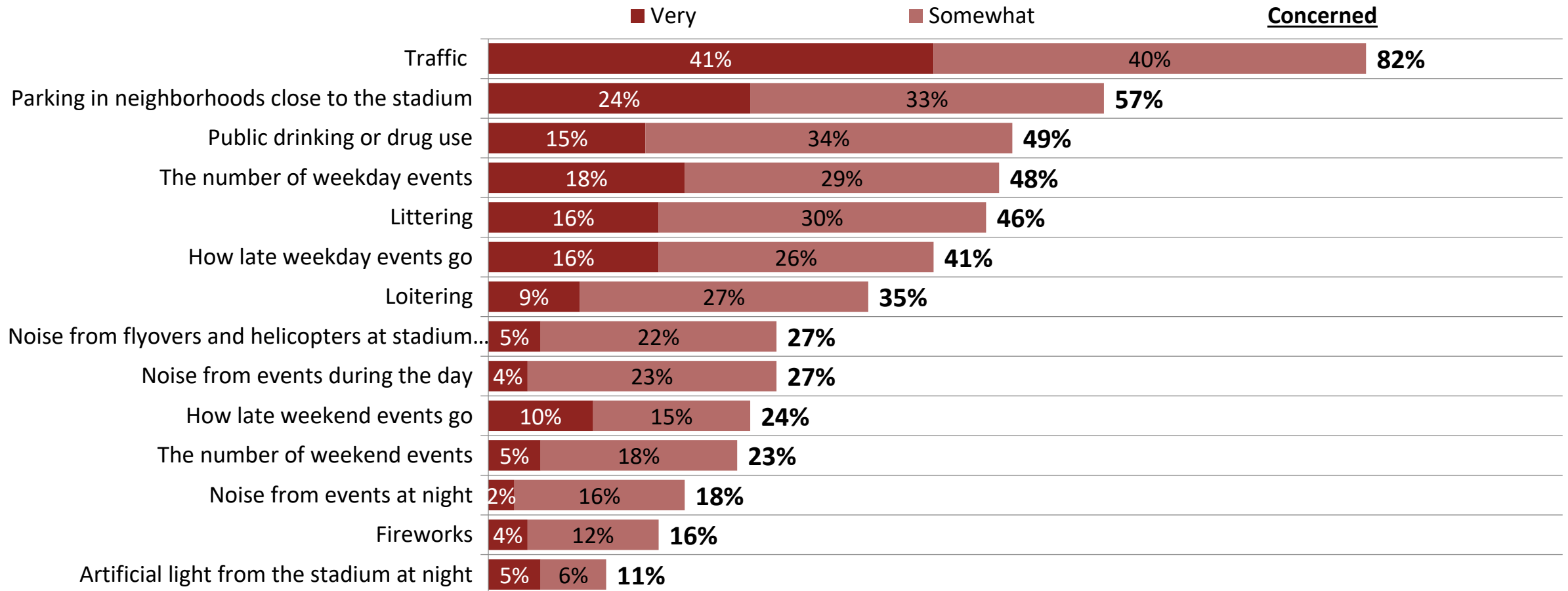


Q34-38. Next, I'd like to ask you about some of the positive impacts of Levi's Stadium. After you hear each, please tell me if that item is very important, somewhat important, not too important, or not at all important to your business.

*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.

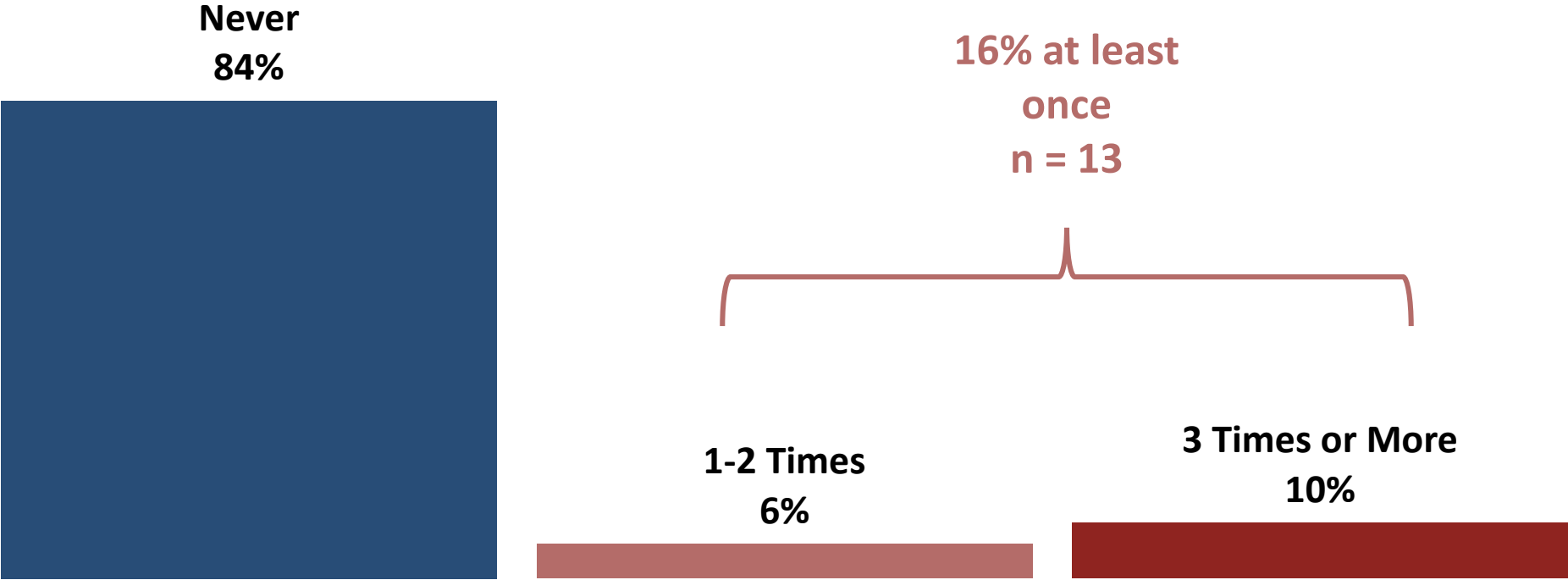


Q20-33. Thinking about different issues that may arise during events at Levi's Stadium, please tell me if your business is concerned or not about each of the following potential issues.

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?	<i>n</i>	<i>% of all</i>
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%

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?	<i>n</i>	<i>% of all</i>
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”

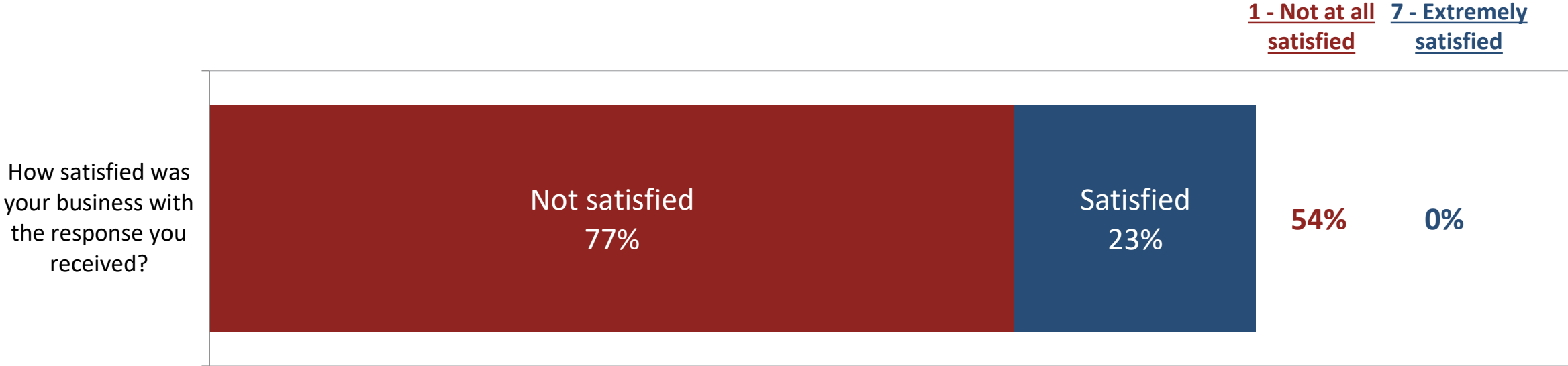
“The intoxicated Niners fans harassing the employees”

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%



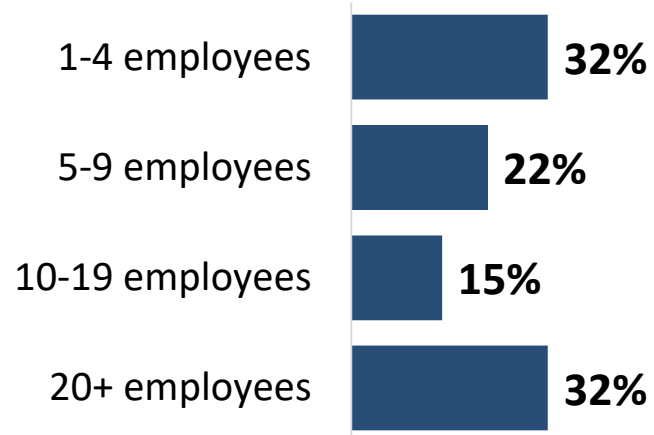
Q42. On a scale of 1 to 7, where 1 is not at all satisfied and 7 is extremely satisfied, how satisfied was your business with the response you received? You can use any number from 1 to 7.



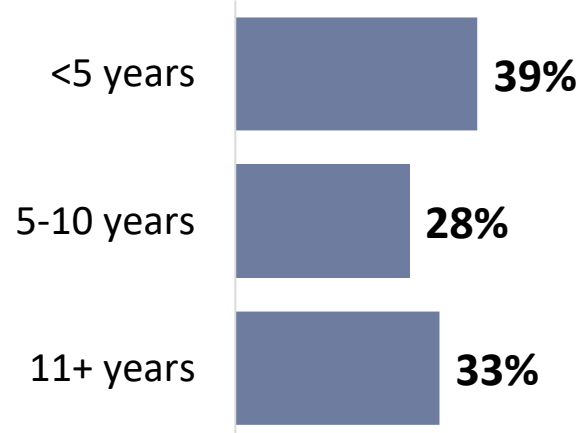
Demographics

Business Demographics

Business Size



Time at Current Location



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?