

San Jose: Earthquakes soccer reps had goal of community engagement, stadium ready to open

By Leeta-Rose Ballester

Posted: 02/25/2015 06:02:08 PM PST

What goes into a \$100 million soccer stadium with 18,000 seats? A goal for a whole lot of community outreach, says San Jose Earthquakes president David Kaval.

From tweets about construction to the world's biggest participatory groundbreaking--with 6,256 fans digging for two minutes--the Earthquakes' outreach team has kept the community in mind, he said.

"From a fan perspective, they feel a connection to Avaya Stadium that you don't get with some of the other developments that feel more corporate," Kaval said. "It took more time and effort [to do this] but it was certainly worth it."

Kaval said that he and others with the team have been using every angle, including social media, to make a connection with the fans and keep the community in the loop.

Season ticket holders poured the cement foundation for the future locker room and fans signed the final steel beam before the stadium's topping out ceremony.

Since 2013, [EarthCam](#), a webcam documentation company that recently opened office in San Jose, has had a camera pointed at the stadium which is set to see its first game March 22.

Residents can watch live streaming video of the final touches of the stadium or a time-lapse of two years' worth of construction.

"It's kind of like the little hole they used to put in the fence around a construction site," said Brian Cury, CEO of EarthCam. "You can see things moving around, and that was the best medium to show the growth."

Snapshots were taken as beams went up and turf went in.

"It's always relevant and it is now," Cury said of the live footage. "It's the Warholism of cameras. It's about bringing the community into the process."

The stadium is at 1123 Coleman Ave. The time-lapse video of the construction can be viewed at bit.ly/1Bmg0kM.

