



Stanford University, Bing Concert Hall.  
Photo: Jeff Goldberg, Esto

## 1.0 INTRODUCTION AND ENGAGEMENT APPROACH

In anticipation of submitting Stanford's application for the 2018 General Use Permit, the University has begun a public outreach process that will include broad engagement with the campus community, local jurisdictions and a range of community organizations and individuals to share information and solicit community input. The intent is to continue with these efforts in many different ways and use a variety of tools so as to supplement the public's participation in Santa Clara County's formal review process.

Stanford's commitment to an open and diverse community conversation is critically important to the success of the 2018 General Use Permit and will be a central and defining characteristic of our effort as we move forward.

As part of the 2018 General Use Permit engagement effort and commitment to the community, Stanford will:

- ensure that there are opportunities for open communication
- seek perspectives and actively listen
- be forthcoming
- be prepared with as much information as is available
- continue to commit to being a good neighbor and regional community member

### 1.1 Pre-Application Outreach and Engagement

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Since the most recent General Use Permit was approved in 2000, Stanford, the community, and Santa Clara County have continued to communicate and share information via the County-created Community Resource Group, as well as through annual reports on the 2000 General Use Permit presented to the Planning Commission in noticed public meetings.

Since May, Stanford has had three primary objectives in our Outreach and Engagement approach with the community. First, Stanford worked to inform our neighbors in the region that we were beginning the process to apply for Santa Clara County approval of an update to our campus land use permit. Second, we worked to educate community members about key campus land use documents — the Stanford Community Plan and 2000 General Use Permit — as well as the Sustainable Development Study approved by the Santa Clara County Board of Supervisors in 2009. Additionally, we shared what Stanford has been doing in the

areas of planning, housing, mobility, stewardship of its lands and sustainability. Third, we sought initial feedback from the community regarding the effectiveness of the Stanford Community Plan and 2000 General Use Permit and what has been accomplished since 2000.

Stanford has used a variety of communication vehicles to reach members of the community. Our approach to date has included the following:

- Media presence and publicity
  - [Stanford Report](#): A May 6, 2016 article kicked off the announcement that Stanford was beginning the process to apply to Santa Clara County for an update to the campus land use permit. Additional news coverage appeared in [The Stanford Daily](#), [Palo Alto Weekly](#) and [Patch](#) publications.
  - In print and online Open House advertisements (see **Figure OS.1**) were placed in local-serving newspapers including *The Palo Alto Weekly*, *The Almanac*, *Mountain View Voice*, *Los Altos Town Crier*, and *The Stanford Daily* for two weeks.
    - *Palo Alto Weekly*, [May 27, 2016](#) and [June 3, 2016](#)
    - *The Almanac*, [May 25, 2016](#) and [June 1, 2016](#)
    - *Mountain View Voice*, [May 27, 2016](#) and [June 3, 2016](#)
    - *Los Altos Town Crier*, [May 25, 2016](#) and [June 1, 2016](#)
    - *Stanford Daily*, May 23, 2016
  - Social Media: Facebook daily digital ads appeared March 28–June 9, 2016 (see **Figure OS.2**).
  - *Stanford Report* digital advertisements, published on June 1, 2016 (Figure OS.1).
  - [Stanford For You announcement](#), June 2016 Edition, included information about the Open Houses.
- Direct Notification
  - A Stanford email announcement was sent to city leaders in the region including those in Palo Alto, Menlo Park, Mountain View, Los Altos, Portola Valley, Woodside and Palo Alto Unified School District informing them of the plans to apply for an updated land use permit and to host the June Open Houses (see **Figure OS.3**).
  - A Stanford email was sent and personal phone calls made to campus and community leaders including environmental, business and housing interest groups, Stanford Campus Residential Leaseholders and others to inform them of the announcement and the June Open Houses.
  - Ten thousand postcards were mailed inviting neighbors to attend any one of the three Open House meetings scheduled for early June 2016 (see **Figure OS.4**).
- Website
  - A dedicated [website](#) went live, focused first on the Open House announcement, which will now be used on an ongoing basis for all communications about the proposed 2018 General Use Permit: <http://gup.stanford.edu>

- Engagement at Open Houses
  - Three Community Open House meetings were held on:
    1. June 2, 2016 Paul Brest Hall at Stanford
    2. June 4, 2016 Terman Middle School in Palo Alto
    3. June 9, 2016 La Entrada Middle School in Menlo Park

## 1.2 Findings from 2018 General Use Permit Open Houses

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[The three Open Houses held in early June 2016](#) provided multiple opportunities for the community to learn more about the Stanford Community Plan and 2000 General Use Permit that currently govern land use approvals on the Stanford campus, and to ask questions and share feedback. Participants were free to spend as much or as little time as they preferred and were able to talk to a significant number of knowledgeable Stanford staff who could answer questions on a variety of topics.

Before leaving each Open House, attendees were asked to share their thoughts and ideas in an exit survey. Of the approximately 121 attendees over the three sessions, 97 surveys were completed. The responses provide some insight into the opinions of those who attended and what they thought about the information they received. A high-level summary of comments is reflected below.

Among those who completed the surveys, the majority live and work in Palo Alto, Menlo Park and Stanford. Portola Valley and Los Altos were also strongly represented as places of residence, with other attendees from Los Altos, Portola Valley, Woodside, San Jose, Santa Clara, Mountain View, Redwood City and Santa Cruz present.

Overall, two-thirds of respondents found that the Open House they attended was extremely helpful or helpful. Some noted that they appreciated the community outreach beginning early in the 2018 General Use Permit approval process.

Approximately two-thirds of the respondents expressed support for Stanford’s commitment to compact development principles, preserving lands outside the Academic Growth Boundary, sustainability efforts and maintaining its tradition as a residential university. Some of the open-ended feedback encouraged Stanford’s maintenance of the Academic Growth Boundary. Others were pleased by Stanford’s housing efforts and asked that Stanford’s commitment to affordable housing in particular be continued.

Traffic and reducing the number of cars on and near campus was a priority identified by attendees. Nearly three-fourths of respondents strongly agreed or agreed with a statement emphasizing its importance. This was also reflected when respondents identified transportation as the issue area most important to them.

A number of attendees had specific questions about the future of certain equestrian facilities on Stanford land. Follow-up communications were provided to explain the plans for these facilities, which are unrelated to the proposed 2018 General Use Permit.

## 2.0 UPCOMING 2018 GENERAL USE PERMIT ENGAGEMENT SCHEDULE AND ACTIVITIES

The 2018 General Use Permit outreach and engagement will continue with the formal submission of the application to Santa Clara County in November 2016. The first step will be to post the application on the <http://gup.stanford.edu> website and to work with local news media to provide informed coverage of the specifics of the application's content.

In accordance with Santa Clara County's 2014 Early Public Notification and Outreach Policy, a community meeting will be held on January 25, 2017 to inform adjacent property owners and other interested parties about the proposed permit. Stanford intends to work closely with Santa Clara County's Department of Planning and Development to meet this requirement in the most effective manner to achieve the policy's objective "...[to] enhance awareness of the project, minimize misconceptions and encourage active collaboration among all interested parties."

The 2018 General Use Permit website will be regularly updated to contain current information such as notices of public meetings, community presentations and formal hearing dates as they occur during the process. Visitors to the website will be able to voluntarily opt in to receive periodic email updates, and there will be a dedicated email address, [Stanford2018GUP@stanford.edu](mailto:Stanford2018GUP@stanford.edu), on the website where questions can be submitted.

Stanford will continue to use print, web-based and social-media outlets to further provide notice to the community of milestones throughout the process.

Stanford intends to arrange for presentations about the 2018 General Use Permit application and the status of the Santa Clara County review of it on an ongoing basis to all manner of interested groups, including internal campus audiences, the Santa Clara County Community Resource Group, neighboring city councils/planning commissions, school district boards, service and environmental organizations and neighborhood associations.

Figure OS.1: Print and Online advertisements



**GUIDING STANFORD'S FUTURE**  
Please join us at a drop-in open house event to provide your input as we seek an updated General Use Permit from Santa Clara County.

**JOIN US!**

# Guiding Stanford's Future

ACADEMIC PROGRAMS • HOUSING • TRANSPORTATION  
RESOURCE CONSERVATION • SUSTAINABILITY

Stanford University has begun looking forward to its application to Santa Clara County for its next General Use Permit that governs its campus land use. Join us to learn more about that process and how Stanford manages its lands.



Please join us at a drop-in open house event to provide your input as we seek an updated General Use Permit from Santa Clara County.

**Thursday, June 2, 6:00–8:00 p.m.**  
Paul Brest Hall, Stanford University, 555 Salvatierra Walk, Stanford

**Saturday, June 4, 11:00 a.m.–1:00 p.m.**  
Terman Middle School, Multipurpose Room/Café, 655 Arastradero Road, Palo Alto

**Thursday, June 9, 6:00–8:00 p.m.**  
La Entrada Middle School, Jensen Hall, 2200 Sharon Road, Menlo Park

For more information please visit [gup.stanford.edu](http://gup.stanford.edu).







**GUIDING STANFORD'S FUTURE**

Join us at a drop-in open house event to provide input as we seek an updated General Use Permit from Santa Clara County.

**JOIN US!**

Figure OS.2: Facebook Advertisements

 **Stanford University**  
Sponsored ·   




Please help us as we plan for Stanford's future, advance scientific research and ensure our campus serves the needs of our students and faculty while also protecting the quality of life in our surrounding neighborhoods.






**Stanford** | Community Plan  
2018 General Use Permit

**Join Us at an Open House**


[gup.stanford.edu](http://gup.stanford.edu)

   | 491 others  
19 Comments 44 Shares

 Like |  Comment |  Share

 **Stanford University**  
Sponsored ·  

Please help us as we plan for Stanford's future, advance scientific research and ensure our campus serves the needs of our students and faculty while also protecting the quality of life in our surrounding neighborhoods.



**Stanford** | Community Plan  
2018 General Use Permit

**Join Us at an Open House**

[GUP.STANFORD.EDU](http://GUP.STANFORD.EDU)

492 Reactions 19 Comments 44 Shares


 Like |  Comment |  Share

Figure OS.3: Direct Email Notifications

# Stanford University

Dear Friends:

Stanford announced last week that we are beginning the process to apply for an updated General Use Permit (2018 GUP) to Santa Clara County, outlining the next phase of needs for the campus for the period beginning in 2018.

This will update the current GUP, adopted in 2000, which allowed construction of academic buildings and housing, governed by specific conditions to address areas of environmental and community concerns. We expect that County-adopted policies as stated in the Stanford University Community Plan will continue to provide the policy framework. The Community Plan and GUP have proven successful, providing predictability and flexibility for Stanford and accountability to the county and the community.

The 2018 GUP will reflect future needs of the university, including a modest increase in undergraduate enrollment, on-campus housing for students and faculty, facilities for emerging fields of study and interdisciplinary institutes formed to address global problems. In developing this plan, Stanford is committed to livability and sustainability in the surrounding region. The university will continue its commitment to sustainability in energy and water conservation and will aggressively provide transportation alternatives to limit automobile congestion.

The first phase of the 2018 GUP application process will be to engage in conversations with the campus and local communities. Several community-wide open houses will cover topics including academic needs, housing, traffic, environmental stewardship, sustainability and other issues of interest to Stanford and our neighbors. We hope to have an application to present to the County to start the formal review process by late summer.

We look forward to working with you as this effort progresses over the next many months. The Stanford announcement can be read at the following link:  
<https://news.stanford.edu/2016/05/06/stanford-kicks-off-land-use-planning-process/>.

Best Regards,



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## Figure OS.4: Postcard Mailers

### Postcards

Stanford mailed 10,000 postcards inviting neighbors to attend any one of the three Open House meetings scheduled for June 2016.

