EXECUTIVE SUMMARY

In 2013, the City of Redwood City approved the Stanford in Redwood City Precise Plan for a new 35-acre Stanford University office campus. The site is located in the southeast portion of the City of Redwood City along Highway 101 (US-101), bordering three residential neighborhoods: Friendly Acres, Redwood Village, and North Fair Oaks.

As part of the project’s approved Development Agreement, the University allocated $1.5 million to the City’s Neighborhood Street Enhancement Program (NSEP). These funds were allocated to the NSEP to improve traffic safety, mobility, and accessibility, and provide enhanced streetscapes in the three adjacent residential neighborhoods. The funds are to be allocated equally between the three neighborhoods.

Figure ES-1 presents an overview of the three residential neighborhoods.

Figure ES-1. Residential Area Boundaries

In addition to the NSEP, the Environmental Impact Report (EIR) of the development has identified improvements aimed to alleviate traffic impact on the adjacent neighborhoods. These improvements are set aside from the NSEP and will be, at the University’s cost, implemented in the future. Click here for the Stanford in Redwood City Mitigation Measure Map.

Neighborhood Street Enhancement Program Implementation Plan Structure

This Plan documents the implementation process of the Neighborhood Street Enhancement Program (NSEP). Some key components of the report include:

- Highlights of the Stanford Development project and its mitigation measures;
• Community feedback from the impacted neighborhoods;
• Project lists and priorities for immediate, near-term, and long-term implementation;
• Opportunities to leverage funding through other City and County programs; and,
• Other funding opportunities.

Community Outreach Overview

Community outreach was focused on engaging community members from the Friendly Acres, North Fair Oaks, and Redwood Village neighborhoods. **Figure ES-2** shows the outreach process, which included:

• Review of previous neighborhood input;
• Individual stakeholder interviews
• Project website and online survey;
• Solicit community input from regularly-held neighborhood meetings;
• Two community workshops per neighborhood; and,
• One future joint community meeting for all three neighborhoods to present Proposed Plan.

All materials were translated into Spanish as well as in person translation during the workshops.

**Figure ES-2. Community Outreach Approach**

![Community Outreach Approach Diagram](attachment:image.png)

**Interviews**

During the phone interviews with representatives from each of the three neighborhoods (Redwood Village, Friendly Acres and North Fair Oaks) and other stakeholders, information was solicited regarding:

• Any past neighborhood discussions of potential improvements
• Existing neighborhood communication channels (Nextdoor, HOA and email network)
• Best locations and times for neighborhood meetings
Workshop #1

The first workshops introduced participants to the project background and the purpose of the study. Participants first identified areas of concerns and preferred traffic and beautification solutions.

Community concerns regarding specific locations varied between neighborhoods, but parking, speeding, cut-through traffic, beautification, and school safety were common themes shared between groups, including online survey participants. Street lights, high visibility crosswalks, traffic circles, bulb-outs, pedestrian and bicycle pathways, and flashing beacons stood out as preferred solutions.

Online Survey

In order to collect additional input from residents on enhancements that would create more livable streets, residents of the Friendly Acres, Redwood Village, and North Fair Oaks neighborhoods will be asked to complete a survey regarding Neighborhood Streets Program funds.

Workshop #2

The second workshops allowed participants to rank and prioritize the concepts developed by the consultant in response to their concerns and preferences, with consideration for cost and feasibility.

Participants of the workshops were also asked to provide additional suggestions or comments, which were then developed into additional feasible improvements. These were also considered as part of the final project prioritization effort.

Project Recommendations Overview

Projects identified and ranked through the community outreach process were ultimately prioritized based on the following key considerations:

- Neighborhood preference;
- Enhanced level of safety;
- Enhanced level of neighborhood identity, form, and appearance; and,
- City and County policies on infrastructure development.

Based on the NESP fund allocation methodology, the $600,000 for immediate improvements and $750,000 for near-term improvements were to be distributed evenly between the three neighborhoods. Projects costs were assigned their respective neighborhood or, where there was a demonstrable mutual benefit, shared between neighborhoods. Based on these funding and allocation constraints, and the key prioritization considerations above, improvements were ultimately split into three categories.

Immediate (High Priority) Improvements are highly preferred by the community members and will be funded with impact fees (~ $600,000) from the first phase of the Stanford University office campus project. Concepts identified in community workshops were refined in to feasible and implementable projects. Click here for project lists and location maps.
Near-Term (Medium Priority) Improvements will be funded with impact fees from the second phase of the Stanford University office campus project (~ $750,000). These improvements also represent refinements of preferred concepts identified by community members. Click here for project lists and location maps.

Long-Term (Low Priority) Improvements will not be funded through impact fees associated with the Stanford University office campus project. The City and County will seek additional funding sources for these projects, if and when they are determined to be necessary by future analysis. These improvements did receive community member support in workshops, but ranked lower than those identified as immediate or near-term priorities. Click here for project lists and location maps.

Project Funding Overview

The immediate and near-term priority improvements are anticipated to be funded through the first and second phase impact fees associated with the Stanford University office campus (Stanford in Redwood City Priority Plan). However, this implementation Plan also identifies specific improvements that could potentially receive funding through the City/County Association of Governments of San Mateo County (C/CAG) Safe Routes to Schools and Green Streets Infrastructure Pilot Program. Additionally, the Development Agreement for the Stanford University office campus requires construction of bicycle and bus shelter improvements that may partially or completely be applied to improvements identified in this Plan.