STANFORD UNIVERSITY

GENERAL USE PERMIT

SPECIAL EVENTS
TRAFFIC MANAGEMENT PLAN

APRIL 18, 2003
Background

The overall purpose of this Special Events Management Plan is to alleviate congestion within Stanford University’s local transportation infrastructure. More specifically, this plan is required to: (1) identify traffic control mechanisms, personnel, and procedures to ensure orderly traffic flow during special events, (2) describe public notification for events where attendance meets or exceeds 10,000 persons, and (3) establish and maintain a special events telephone hotline to convey special event and traffic impact information.

Stanford University was required to submit this plan to the County of Santa Clara Planning Office in December 2001. The basis for the requirement is contained within two Santa Clara County land use planning documents approved by the Board of Supervisors December 2000. Those documents are the Stanford University Community Plan (CP) and General Use Permit (GUP). The two documents collectively describe strategies, policies, implementation recommendations, and specific requirements for County-regulated Stanford land use development activity.

The Community Plan (CP) provides general background, policies, and recommendations relative to this plan. The General Use Permit (GUP) more specifically describes what this Special Events Management Plan must contain. Selected text from those documents is included within this plan. Detailed background for this plan requirement, contained within the CP and GUP, is available on the County Planning Office web site (see web address at end of this foreword).

Subsequent to Stanford submittal of an application for a General Use Permit with Santa Clara County, the County, as lead agency under the California Environmental Quality Act (CEQA) initiated an Environmental Impact Report (EIR). The EIR analyzed the Stanford Community Plan and General Use Permit, and established mitigation measures that would be required of Stanford University. Stanford compliance with those mitigation measures and GUP conditions is reported each year in a County annual report. Status of this plan will be incorporated into that report.

The Process

Stanford’s draft plan was submitted in December 2001. The County provided opportunities for other jurisdictions and agencies to review and comment on the draft document. Stanford also met with other local jurisdictions as the plan was being drafted to obtain additional input. After internal review and consideration of comments received, the County provided consolidated feedback to Stanford. The revised document was then submitted, reviewed, and approved by the County Planning Director.

For further information regarding the Stanford University Community Plan, General use Permit, Environmental Impact Report, and Mitigation Monitoring and Reporting Program, contact the County Planning Office or visit the County web site (contact information provided at the end of this foreword).

Future Use and Reporting on the Plan

Implementation of this plan, including information such as the results of hotline contacts and traffic/noise issue resolution, will be provided in the County’s Annual Report on Stanford University Compliance with the Mitigation Monitoring and Reporting Program.
and General Use Permit. The Annual Report is presented to the Santa Clara County Planning Commission during June of each year and is posted on the County web site.

**Monitoring Activity**
Stanford’s implementation of this plan will be reported through the County’s annual reporting process. The annual report addresses Stanford compliance with mitigation measures and the General Use Permit conditions of approval. Stanford will provide to the County a summary of events that had 10,000 or more attendees and will provide a log of calls received through the Special Events Hotline.

**County Planning Office Project Management:**
Ann Draper: Planning Director
Gary Rudholm: Senior Planner, Post-Approval Monitoring
Tim Heffington: Associate Planner, Project Manager: Stanford University Environmental Mitigation Monitoring and Reporting Program

**Draft Document Provided for Review and Comment to:**
Santa Clara County Planning Office
City Of Palo Alto Department of Community Services
Town of Portola Valley
City of Menlo Park
City of Woodside

**CONTACT INFORMATION**
For further information, regarding this document or other Stanford University Community Plan and General Use Permit policy issues, contact Tim Heffington, Project Manager. The reader may also obtain information from the County Planning Office by phone or on our web site.

**PHONE:** (408) 299-5770

**WEB SITE:** www.sccplanning.org

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**Policy Background Excerpts**
The following excerpt is from Page 76 of the 2000 Stanford University Community Plan (Note: Web-based page numbers at the County web site differ from the printed copy page numbers:

Stanford hosts a variety of special events. While generally not held during peak commute hours, these events draw large numbers of visitors to campus. Because these visitors tend to arrive in a compressed timeframe, they often overwhelm the local transportation infrastructure. The Community Plan addresses these impacts with the following policies and implementation recommendations.

**Policies**

**SCP-C 14**
Identify opportunities to promote the use of public transit for special events at Stanford.

**SCP-C 15**
Work with neighboring jurisdictions to manage special event traffic.

**SCP-C 16**
Provide advance notification of events expected to draw large crowds to on-campus residents and the surrounding community.
SCP-C 17
Consult with jurisdictions surrounding the campus regarding the potential non-commute traffic impacts of new development and activities at Stanford, and work with the jurisdictions to reduce potential effects on neighborhoods surrounding the campus.

Implementation Recommendation

SCP-C (i) 14
Require Stanford to institute a special events hotline and website that on-campus residents and the general public can contact for information regarding upcoming special events.

SCP-C (i) 15
Require Stanford to provide the public with notice of special events in two newspapers of local circulation in the Palo Alto and Menlo Park area.

SCP-C (i) 16
Negotiate renewal of agreements with the City of Palo Alto for the management of traffic associated with special events.

The following excerpts are contained within the Stanford General Use Permit (GUP):

Two conditions from the GUP augment the Community Plan policy direction for this plan. They are listed below. Full text of the GUP is available at the County web site.

GUP Condition G.13
Within one year of GUP approval, Stanford shall submit a Special Events Traffic Management Plan to the County Planning Office. After the Plan is presented to the CRG, the Planning Office shall determine whether the Plan complies with this condition. The Plan shall include, but not be limited to, the following:

a. Identification of appropriate traffic control mechanisms, personnel and procedures to ensure the orderly flow of traffic during special events.

b. Public notification by Stanford at least 5 days prior to events where attendance is expected to meet or exceed 10,000 persons. Public notification shall include, but not be limited to, publication in two newspapers of general circulation in the Palo Alto and Menlo Park area (e.g., Palo Alto Weekly, Palo Alto Daily News). Information provided in the notice shall include but not be limited to the date, time and specific location of the event, identification of the public streets or other facilities that will be closed or otherwise substantially affected by the event, and suggested alternate transportation routes. If more than one such event is anticipated during a given week, the public notifications for all of the week’s events may be combined. The notice shall be at least 1/8 of a page in size.

c. Establishment and maintenance by Stanford of a special events telephone hotline and website accessible to the general public where information on upcoming special events and associated traffic impacts as described in subsection (a) may be obtained.

End of County Foreword
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INTRODUCTION

The purpose of this plan is to describe how Stanford University will be managing traffic and communicating with the local communities relative to the time, place, and traffic impacts of special events. Consistent with the requirements of General Use Permit (GUP) condition G-13, this plan addresses traffic planning, public notification, and information resources (telephone hotline and website) for special events. Each element is addressed separately below.

Each year, the campus sponsors literally thousands of events, ranging from small meetings and seminars that draw only a few people, to major sporting events that may draw in excess of 60,000 spectators. Anytime an event is anticipated to have an attendance that will have a significant impact on traffic, the campus Department of Public Safety implements efforts to facilitate the flow of traffic. These efforts can range from having a few personnel direct traffic into a parking area to marshalling all available resources and coordinating with the City of Palo Alto Police Department and the California Highway Patrol. This plan focuses on the special events (attendance of 10,000 or more, as referenced in GUP condition G-13) that might create traffic congestion outside of Stanford's boundaries.

Although all campus roads are privately owned and operated by Stanford, they are connected to a network of public roads. The Regional Context, Stanford County Lands and Campus Context maps (figures 1.1 through 1.4) illustrate the relationship between campus and public roads and provide general reference for this plan.

TRAFFIC PLANS

The GUP requires identification of appropriate traffic control mechanisms, personnel, and procedures to ensure the orderly flow of traffic during special events. Stanford University has relatively few events each year that draw over 10,000 attendees. Recurring large events include football games and Commencement. Occasional events, such as World Cup Soccer and the Super Bowl, occur on campus and draw large numbers of spectators, requiring development of special traffic management plans. In addition to these large events, a number of smaller events occur each year (basketball games, tennis tournaments, and the July 3rd Frost Concert) that require some traffic management. These smaller events do not generate traffic impacts that affect the public roads of the surrounding communities. Attachment 1 provides an overall summary of each traffic plan for the special events over 10,000 attendees. Figures 2.1 through 2.6 show the traffic and reference maps that will be available on the Stanford Events web site.
PUBLIC NOTIFICATION

The GUP requires public notification by Stanford at least 5 days prior to events where attendance is expected to meet or exceed 10,000 persons. Public notification shall include, but not be limited to, publication in two newspapers of general circulation in the Palo Alto and Menlo Park area. Information provided in the notice shall include, but not be limited to, the date, time and specific location of the event, identification of the public streets or other facilities that will be closed or otherwise substantially affected by the event, and suggested alternative transportation routes. The notice shall be at least 1/8 of a page in size.

Event sponsors will be responsible for working with Stanford Events to ensure the required notice appears in the Palo Alto Weekly and Palo Alto Daily News. Attachment 2 is the format for the event sponsor to complete. Stanford Events should receive this form at least 15 days prior to the event to allow for development of the ad, possible coordination with other ads, and submission to the local publications. Attachment 3 is a sample ad. Event sponsors are responsible for the cost of the ads.

PUBLIC ACCESS TO EVENT INFORMATION

The GUP requires Stanford to establish and maintain a special events telephone hotline and website accessible to the general public where information on upcoming special events and associated traffic impacts may be obtained.

Website

The Stanford Events department has developed a website (http://stanfordevents.stanford.edu) to provide a wide range of event related information, including a calendar of most of the events occurring on the campus. As part of this website, there is a separate page entitled Community News. On this page will reside information relative to special events that might create traffic congestion outside of Stanford's boundaries (events with 10,000 or more). For each of these large events, information will be provided on the date, time, location, and public streets or other facilities that will be closed or otherwise affected by the event. Traffic plans are included for each event, along with links to a map of the campus and surrounding areas, and maps of the circulation/traffic plans for the events (figures 2.1 through 2.6). Attachment 4 provides copies of the actual Stanford Events home page and Community News web pages. These pages will be updated on a regular basis to provide information on relevant upcoming special events.
Telephone Hotline

As with the web page, the Special Events Hotline will provide information relative to special events that might create traffic congestion outside of Stanford's boundaries (events with 10,000 or more). For each of these events, information will be provided on the date, time, location, and public streets or other facilities that will be closed or otherwise affected by the event. The phone number for the Stanford Special Events Hotline is 650 723-9200.

Callers will hear the following when accessing the hotline:

1. General hotline introduction (purpose of the hotline, no messages will be taken, regularly updated)
2. Referral to other information sources (Community News website, Palo Alto Daily, Palo Alto Weekly)
3. Information options
   a. For information about upcoming events, press 1
   b. To contact the Police to report a non-emergency incident regarding a special event, press 2 (caller will be connected to Palo Alto Dispatch)
   c. To connect with the Stanford Noise Hotline, press 3
SPECIAL EVENTS TRAFFIC PLANS

1. COMMENCEMENT

A. SUMMARY

1. Relatively involved traffic management plan
2. Extensive use of “NO Parking” signs, barricades and directional signs
3. No road closures

B. TRAFFIC CONTROL

Locations:
1. Campus Dr. @ Arrillaga X-wall
2. Campus Dr. @ Sam McDonald
3. Campus Dr. @ Galvez St.
4. Galvez St. @ Nelson Rd.
5. Galvez St. @ Arboretum Rd.
6. Galvez St. @ ECR (PAPD)
7. Arboretum Rd. @ Lot 9/10
8. Arboretum Rd. @ Lasuen St.
9. ECR @ Lot 2
10. ECR @ Sam McDonald Mall
11. Nelson Rd. @ Lot 6
12. Nelson Rd. @ Lot 1

2. FOOTBALL GAMES

A. SUMMARY

Campus:
1. Traffic management plan coordinated with PAPD (and the California Highway Patrol for Big Game).
2. Number of personnel and traffic plan depends on anticipated game attendance.
3. CHP officers, helicopter and fluctuating highway ramp closures utilized for crowds over 65,000.
4. Extensive use of barricades, “NO parking” signs, cones, etc., including professionally made directional signs for all games.
5. Parking – all locations.
6. Pre-game road closures:
   a. Southbound Arboretum Rd. between Palm Dr. and Galvez St.
   b. Eastbound Galvez St. between Campus Dr and El Camino Real (season ticket holders only)
   c. Galvez St. between Serra and Campus Dr. (bus parking only)
7. Post-game road closures
a. Southbound Arboretum Rd. between Palm Dr. and Galvez St.
b. Westbound Galvez St. between El Camino Real and Campus Dr.
c. Galvez St. between Serra and Campus Dr. (bus exit)
d. One-way traffic on Galvez St. towards El Camino Real post-game.

City of Palo Alto:
Residential streets are not for access to the game or for game parking. Pre and post game traffic conditions will be fluid. Traffic control measures activated will be dependent upon traffic conditions associated with each individual event.
1. No parking on Churchill all day, El Camino to Alma St.
2. No parking on El Camino, from University Ave. to Stanford Ave.
3. No through traffic in South Gate residential area (residence only)
4. Pre-game road closures/circulation changes (up to 1.5 hours prior to game time)
   a. Embarcadero Rd. could be established as one-way westbound (toward campus), from Waverly to El Camino, with no right or left turns
   b. Emerson and Bryant could be closed between Lincoln and Embarcadero to all but residential traffic
   c. Waverly could be closed between Melville and Embarcadero to all but residential traffic.
5. Post-game road closures/circulation changes (up to 1 hour prior to the end of the game, and up to 1.5 hours after the game has ended)
   a. For larger game attendance, Embarcadero could be established as one-way eastbound (away from campus), from El Camino to Waverly
   b. Emerson and Bryant could be closed between Lincoln and Embarcadero to all but residential traffic
   c. Waverly could be closed between Melville and Embarcadero to all but residential traffic.

B. TRAFFIC CONTROL
Campus Locations (controlled by Stanford):
1. Serra St. @ Arguello Wy.
2. Campus Dr. @ Sam McDonald Mall
3. Campus Dr. @ Galvez St.
4. Galvez St. @ Nelson Rd.
5. Galvez St. @ Arboretum Rd.
6. Galvez St. @ ECR (PAPD)
7. Arboretum Rd. @ Lot 9/10
8. Arboretum Rd. @ Lasuen
9. El Camino Real @ Lot 2
10. El Camino Real @ Sam McDonald Mall

City Locations (controlled by PAPD):
1. El Camino and Embarcadero
2. Waverly and Embarcadero
3. Bryant and Embarcadero
SPECIAL EVENTS PUBLIC NOTICE
(For events of 10,000 attendees or more)

Event Name: _____________________________

Date(s) of Event: _______________ Time of Event: ___________

Campus Location(s): _____________________________

Number of Attendees Expected: __________

Traffic Impacts:

1. Major traffic entry points to campus:

2. Public streets likely to experience heavy traffic or other impacts (detail impacts):

3. Public streets or facility closures (include duration):

************************************************************************************************************

Event Sponsor Information (for campus use only):

Sponsoring Department: ___________________

Department Contact: ___________________ Phone #: __________ email: _________

Seven Digit Account Number: ______________

Submit completed form to Stanford Events, Press Building, 537 Lomita Mall, MC 2250 at least 15 days prior to the event.
TRAFFIC IMPACT NOTICE (sample)

On October 13, 2001, at 2:00 PM, the Stanford University football team will play Washington State at Stanford Stadium. With an estimated attendance of 40,000, the football game will generate traffic that may be heavy from 12:30 PM to 2:30 PM and 5:00 PM to 6:30 PM along Embarcadero Road, University Avenue, and Oregon Expressway between Highway 101 and the campus; and along El Camino Real from University Avenue to Oregon Expressway. Increased traffic may also be experienced along: Sand Hill Road and Page Mill Road between Interstate 280 and the campus; and along Junipero Serra between Page Mill Road and Sand Hill Road. For more Special Events traffic impact information, go to the Stanford Events web site at [http://stanfordevents.stanford.edu](http://stanfordevents.stanford.edu) and click on Community News. You may also call the Stanford University Special Events Hotline at 650 723-9200.
Community News

Overview

Welcome to the Stanford University Community News web page.

This site provides event related information, about many events occurring on campus. It also provides information regarding the major events on campus that are expected to have traffic impacts on the local community (events with 10,000 or more attendees).

For each of these events information will be provided regarding the date, time and location of the event. Public streets and other campus facilities that may be closed or otherwise affected by an event will also be reported. Various campus maps detailing pre-event and post-event traffic plans and circulation can be found on this site as well.

The Community News section will be updated as needed to provide current alerts and reports on upcoming major events and construction on campus.

Watch this site for traffic and parking alerts on major events such as:

- Cardinal Home Football Games
- Commencement

For questions about this site, contact:

Stanford Events Office
650-723-2551
8:00 a.m. to 5:00 p.m., Monday through Friday

View Traffic Management Plans for upcoming major events.

Visit the following links below to find out about general activities on campus and various transportation information to and from campus.

- Stanford Neighbors - Transportation
- Construction Alert
- Stanford Neighbors - Open Space
- Alternative Transportation
- Bicycling Information
- Marguerite Shuttle
- Other Shuttle Services

To report non-emergency incidents regarding major events, please contact the Stanford Police at 650-329-2413.
To report noise incidents about an event or a construction project please call 650-724-4900.

For recorded information about upcoming major events on campus phone the Stanford Events Hotline at 650-723-9200.
Community News

Event Information

Visit this page regularly for updates on major events on campus and any current traffic and parking alerts that may affect the surrounding vicinities. You may also call the Stanford University Special Events Hotline at (650) 723-9200.

CONSTRUCTION ALERTS

- There are no major construction alerts to report at this time.

  Please also check the Facilities Operations constriction website for additional information.

- You may also visit Stanford’s Campus Development page to view past and present construction facilities.
Community News

Event Information

<table>
<thead>
<tr>
<th>Event Traffic Management Plan</th>
<th>Parking and Other Information</th>
</tr>
</thead>
</table>

Listed below are links to maps with traffic and parking information. You may also view the text of the traffic control mechanisms, personnel and procedures that will be used to ensure the orderly flow of traffic during these special events.

Football
Commencement

General Traffic Control Information

Other Resources

Traffic Maps

Football Games

- Football Pre-Game Traffic Flow Map
- Football Post-Game Traffic Flow Map

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c. c Galvez St. between Serra and Campus Dr. (bus exit)
d. d One-way traffic on Galvez St. towards El Camino Real
   post-game.

**General Traffic Control Information**

**Campus Locations (controlled by Stanford):**

1. Serra St. @ Arguello Wy.
2. Campus Dr. @ Sam McDonald Mall
3. Campus Dr. @ Galvez St.
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Embarcadero to all but residential traffic
c. Waverly could be closed between Melville and Embarcadero
to all but residential traffic.

Commencement

- Commencement Pre-Event Traffic Flow Map
- Commencement Post-Event Traffic Flow Map

Commencement Traffic Plans

1. Relatively involved traffic management plan
2. Extensive use of "NO Parking" signs, barricades and directional signs
3. No road closures

Traffic Control Locations:

1. Campus Dr. @ Arrillaga X-wall
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3. Campus Dr. @ Galvez St.
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Other Resources

- Stanford and Vicinity Map
- Major Events Parking Map
- Special Events Parking
- Alternative Transit (Caltrain, SamTrans etc.)
- Bicycling to Campus
- Stanford Marguerite Shuttle
- Information for the Disabled
- Other Shuttle Services
Community News

Event Resources, Links, and Contacts

Find out what is happening when you visit the Stanford Campus:

Visitor Information Services
Getting to Campus
Upcoming Campus Events
Academic Calendar
Alumni Association
Athletic Events
Birds of Stanford
Cantor Center Art Exhibits
Commencement
Community Day
Continuing Studies at Stanford
Dance Events
Drama Events
Founders’ Celebration
Gardens and Heritage Trees
Haas Center for Public Service
Jasper Ridge
Lively Arts Performance Schedule
Music Department Events
Stanford Daily Student Newspaper Online
The Stanford Report Online (University newspaper)
Graduate School of Business
School of Earth Sciences
School of Education
School of Engineering
School of Humanities and Sciences
School of Law
School of Medicine
Stanford Jazz Workshop
Arboretum @ Palm
No THRU TRAFFIC
Left or Right Turn ONLY

NO LEFT TURN

Galvez between Campus and Serra
CLOSED to THRU traffic
BUS Parking ONLY. (Access from Serra)

Nelson Rd: Disabled and Special Permit ONLY

From Campus Dr to El Camino on Galvez:
Season ticket holders and disabled placards ONLY