



# COMMUNITY DEVELOPMENT DEPARTMENT

Council Meeting Date: January 31, 2012  
Staff Report #: 12-019

Agenda Item #: A-1

**STUDY SESSION: Consider and Possible Direction on the Facebook Campus Project Located at 1601 Willow Road and 312 and 313 Constitution Drive including Discussion about the Project Proposal, Draft Environmental Impact Report (EIR), Draft Fiscal Impact Analysis and Development Agreement Process**

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## RECOMMENDATION

Staff recommends that the City Council review the project information contained in the staff report, listen to the presentations and public comment, and then provide feedback to staff regarding additional information the Council may need prior to its regular meeting on February 14, 2012 in order to provide direction to the negotiating team on parameters to guide Development Agreement negotiations.

## BACKGROUND

Facebook Incorporated (Facebook) seeks to develop an integrated, phased permanent headquarters in Menlo Park to accommodate the company's long-term growth potential. This phased approach includes the development of an East Campus located at 1601 Willow Road, followed by the development of a West Campus located at 312 and 313 Constitution Drive across Bayfront Expressway. Currently, Facebook is seeking land use entitlements for the East Campus, as well as environmental review for the entire Project, per the requirements of the California Environmental Quality Act (CEQA). The requested land use entitlements for the East Campus include amendment of the existing Conditional Development Permit (CDP) to convert the employee cap to a vehicular trip cap, as well as execution of a Development Agreement. Project plans, including schematic plans for the West Campus, are included as Attachment B of this staff report.

The 56.9 acre East Campus is currently developed with nine buildings, which contain approximately 1,035,840 square feet. The existing entitlements for the site allow up to 3,600 employees to occupy the site, and Facebook currently has approximately 2,000 employees at the site. The Project Sponsor has begun, and continues to complete tenant improvements at the site to convert the hardware-intensive laboratory spaces and individual hard-wall offices to a more open, shared workspace characteristic of the Facebook work environment, which is intended to foster innovation, teamwork, and creativity.

As part of the proposed Project, the Project Sponsor seeks to convert the existing employee cap into a vehicular trip cap. The proposed trip cap includes a maximum of 2,600 trips during the AM Peak Period from 7:00 a.m. to 9:00 a.m. and the PM Peak Period from 4:00 p.m. to 6:00 p.m. and a maximum of 15,000 daily trips. The trip cap would allow approximately 6,600 employees to occupy the East Campus.

The environmental review analyzes this proposal, as well as the build-out of the approximately 22-acre West Campus. This second phase of the Project contemplates construction of five buildings totaling approximately 440,000 square feet of gross floor area, consistent with M-2 zone requirements, and an associated five-story parking structure. The proposed height of the buildings would exceed the 35-foot maximum height limit in the M-2 zone and a rezone to M-2-X plus approval of a CDP would be required to exceed the height limit. The Project Sponsor anticipates submitting land use entitlements for the West Campus in the latter part of this year.

The second phase of the Project is anticipated to house approximately 2,800 employees for a total of approximately 9,400 employees occupying both the East and West Campuses at full occupancy. The proposed Project would result in approximately 5,800 more employees than are currently permitted under the existing land use entitlements for the East Campus. However, unlike the existing entitlements for the East Campus, the Project proposal does not include a cap on the number of employees.

Specifically, the proposed phased Project would require the following actions:

#### **East Campus – Phase I (currently in progress)**

1. **Conditional Development Permit Amendment** to convert the existing 3,600 employee cap to an AM and PM peak period and daily vehicular trip cap;
2. **Development Agreement** to create vested rights in project approvals, address implementation of the proposed design and infrastructure improvements in the project area, and specify benefits to the City; and
3. **Environmental Impact Report (EIR)** to analyze the potential environmental impacts of the proposal.

#### **West Campus – Phase II (future application except EIR)**

1. **Rezoning** the project site from M-2 to M-2-X to exceed the M-2 zoning district's 35-foot height limit and build up to 75-feet;
2. **Conditional Development Permit** to establish development regulations;
3. **Lot Merger/Lot Line Adjustment** would be required to merge the existing two parcels that make up the West Campus site; alternatively, a lot line adjustment would be required to ensure that no buildings cross property lines;
4. **Lot Line Adjustment** would be required to facilitate additional Emergency Vehicle Access (EVA);
5. **Heritage Tree Removal Permits** would be required for each heritage tree to be removed;

6. **Below Market Rate Agreement** for the payment of in-lieu fees associated with the City's BMR Housing Program;
7. **Development Agreement** to create vested rights in project approvals, address implementation of the proposed design and infrastructure improvements in the project area, and specify benefits to the City; and
8. **Environmental Impact Report (EIR)** to analyze the potential environmental impacts of the proposal (one EIR was prepared to analyze both the East and West Campus phases of the Project).

In addition, the land use entitlement process includes the development and review of a Fiscal Impact Analysis (FIA), which is currently available in draft form.

### **Review Process**

On January 9, 2012, the Planning Commission agenda included a public hearing on the Draft EIR, a regular business item on the Draft FIA and a study session on the Project proposal and public benefits. Due to time constraints, the Commission was only able to complete the first two agenda items at this meeting and continued the study session item to a special meeting on January 12, 2012. The draft transcript of the January 9, 2012 meeting will be provided to the Council with their packets and is available for public review at City Hall. The draft minutes for the January 12, 2012 meeting are not yet available, but they should be available for distribution to the Council at its meeting on January 31, 2012. In addition, a summary of the public benefit recommendations from each Commissioner is included as Attachment C of this staff report. This summary was reviewed and accepted by the Planning Commission at its meeting on January 23, 2012.

A comprehensive listing of past public meetings and milestones associated with the proposal is included as Attachment D, which is titled Public Outreach and Development Agreement Negotiation Process. This document includes all Project related public meetings starting in April 2011 through anticipated Project review completion in mid-June 2012, and has been reviewed by the City Council at multiple meetings along the way. As part of the public outreach process, an overview of the Project and Draft EIR was presented to the Bicycle, Transportation, Environmental Quality, and Housing Commissions. The Bicycle Commission provided comments on the Project proposal, which are included as Attachment E. Their letter, which was addressed to the Council, indicates that the comments may be appropriately addressed in the Final EIR, or considered for inclusion as public benefits in the Development Agreement negotiations. Staff requests that the Council provide guidance regarding whether the Bicycle Commission comments should be responded to in the Final EIR.

The City Council study session provides an opportunity to discuss the Project proposal, Draft EIR, Draft FIA and the Development Agreement and associated public benefit elements. Given the breadth of information associated with the Project, the study session is an opportunity for Council to ask staff, consultants and the Project Sponsor

clarifying questions to facilitate provision of parameters to guide the Development Agreement process.

On February 14, 2012, the City Council is scheduled to provide direction on parameters to guide the Development Agreement negotiations. Following provision of this direction, the City negotiation team will meet with the Project Sponsor over the course of two months to negotiate deal points. Staff anticipates having a term sheet for Council consideration at its regular meeting on April 17, 2012. In tandem with the Development Agreement negotiations, the City's consultants will prepare the Final EIR and Final FIA, which will include responses to comments received during review of the draft documents. Public comments received to date regarding the Draft EIR, Draft FIA, and public benefits are summarized later in this report and are included as Attachment F. Staff anticipates that the Final EIR and Final FIA will be available for City Council, Planning Commission and public review in mid to late April.

## **ANALYSIS**

### **Project Proposal**

As discussed previously in this report, the Facebook Campus Project is a phased Project, inclusive of two components, the East Campus and the West Campus. Though both phases of the Project are evaluated in the Draft EIR, the Project Sponsor has only submitted an application for land use entitlements for the East Campus component of the Project. As such, this discussion focuses on the East Campus component of the Project.

The East Campus includes approximately 56.9 acres and was previously occupied by Sun Microsystems/Oracle. The East Campus is currently developed with nine buildings, which contain approximately 1,035,840 square feet. The existing entitlements for the site allow up to 3,600 employees to occupy the site, and Facebook currently has approximately 2,000 employees at the site. The Project Sponsor has begun, and continues to complete tenant improvements at the site to convert the hardware-intensive laboratory spaces and individual hard-wall offices to a more open, shared workspace characteristic of the Facebook work environment, which is intended to foster innovation, teamwork, and creativity.

The Project Sponsor is currently seeking an amendment of the existing CDP applicable to the site. Details regarding the CDP amendment and associated Development Agreement are discussed below.

### **Conditional Development Permit Amendment**

As part of the proposed Project, the Project Sponsor seeks to convert the existing employee cap into a vehicular trip cap. The trip cap includes a maximum of 2,600 trips during the AM Peak Period from 7:00 a.m. to 9:00 a.m. and the PM Peak Period from 4:00 p.m. to 6:00 p.m. and a maximum of 15,000 daily trips. The trip cap would allow

approximately 6,600 employees to occupy the East Campus. The number of vehicular trips would be monitored continuously through automated means (e.g., imbedded loop detectors in the pavement in each travel lane or video detection) approved by the City. All vehicular entrances to the East Campus would be included in the monitoring. Facebook would be responsible not only for monitoring, but also for achieving compliance with the Trip Cap, which includes, by definition, all three trip cap measurements on a daily basis (the AM peak period trip cap, the PM Peak Period Trip Cap and the Daily Trip Cap). The City would enforce compliance with the Trip Cap, and any lack of compliance with the trip cap would result in monetary fines. The amount of these fines would be determined during the Development Agreement process.

Specific parameters regarding the trip cap can be found in the Trip Cap Monitoring and Enforcement Policy, which is included as Appendix 3.5-F of the Draft EIR and is included as Attachment G to this report for ease of reference. This document touches on the following issue areas:

- Definitions – explanation of terminology utilized;
- Trip Cap – definition of the East Campus trip cap, inclusive of the designation of AM and PM peak hour trip caps and a daily vehicular trip cap;
- Monitoring – discussion regarding how the trip cap would be monitored; and
- Enforcement – discussion regarding how the trip cap would be enforced.

Key components of the proposed Project that would assist the Project Sponsor in achieving compliance with the trip cap include a Transportation Demand Management Program and enhanced bicycle and pedestrian circulation on site and connecting to the site. These Project components are discussed in more detail below.

#### Transportation Demand Management (TDM) Program

The TDM Program, which would be implemented as part of the Project, would reduce the number of vehicle trips to and from the East Campus. The TDM Program is designed to provide alternatives to single-occupancy vehicle travel. The proposed TDM Program would include, but would not be limited to the following:

- TDM Program coordinator;
- Commute assistance center;
- New-hire transportation orientation packet;
- On-site amenities to prevent the need for mid-day trips, including but not limited to food service, exercise areas, and banking services;
- Shuttle service (both long-distance and to/from Caltrain stations);
- Vanpool program;
- Carpool matching assistance through ZimRide, an online carpooling and ridesharing service that focuses on college communities and corporate campuses;
- Preferential carpool and vanpool parking;

- Guaranteed ride home program;
- Subsidized public transit passes;
- Subsidies for employees who walk or bike to work;
- Bicycle parking (both short-term racks and long-term lockers or storage facilities);
- Bicycle-share program;
- Showers and changing rooms; and
- Alternative and flexible work schedules.

This program is designed to provide a variety of options to help Facebook and its employees reduce vehicular trips and comply with the vehicular trip cap discussed above.

### Bicycle and Pedestrian Circulation

There are existing bicycle facilities on several major routes that access the East Campus. With occupancy of the East Campus, it is expected that bicycle demand on the roadways and paths leading to the campus will increase as employees choose to bicycle commute to the campus. The Project Sponsor has proposed to incorporate bicycle improvements as part of the Project, to encourage employee and visitor ridership to the campus, and to improve the citywide bicycle network. These improvements, which are consistent with the City's Comprehensive Bicycle Development Plan, are described below.

The existing undercrossing of Bayfront Expressway at Willow Road would be improved to provide a connection from Menlo Park to the Bay Trail as part of the Project. This connection would provide bicyclists and pedestrians a grade-separated route to cross Bayfront Expressway, and would serve as an extension of the Bay Trail. The undercrossing would be opened during initial occupancy of the East Campus with minimal improvements, and if and when entitlements for the West Campus are granted, would be further enhanced. These improvements would provide pedestrian and bicycle access, as well as a people-mover system to transport employees and visitors between the East Campus and West Campus.

Additionally, pathways would be constructed to connect from the Willow Road frontage (from the existing sidewalk that ends between Hamilton Avenue and the railroad crossing) to the undercrossing and from the undercrossing to the Bay Conservation and Development Commission (BCDC) Shoreline Trail (which borders the East Campus), to link to the Bay Trail. These improvements are both identified as long-term needs in the City's Comprehensive Bicycle Development Plan. When constructed, they will reduce bicycle and pedestrian exposure when crossing the existing at-grade signalized intersection at Willow Road and Bayfront Expressway, and provide improved access and connectivity to the Bay Trail. Although not part of the Project, the Project Sponsor is also working with the City and Caltrans to restripe the existing bicycle lanes on Willow Road between US 101 and Bayfront Expressway to immediately improve bicycle access to the East Campus.

## **Development Agreement**

The Project Sponsor is requesting a legally binding Development Agreement in concert with the requested CDP Amendment. The Development Agreement would define the long-term land use intentions, specific terms and conditions for the development, and public benefits that would apply, should the East Campus component of the Project be approved. Under State law (California Government Code Sections 6584-65869.5), development agreements enable the City to grant a longer-term approval in exchange for demonstrable public benefits.

The City Council adopted Resolution No. 4159 in January 1990, establishing the procedures and requirements for the consideration of Development Agreements. The resolution contains specific provisions regarding the form of applications for development agreements, minimum requirements for public notification and review, standards for review, findings and decisions, amendments and cancellation of agreements by mutual consent, recordation of the agreements, periodic review, and modification or termination of an agreement. The City has previously entered into two Development Agreements, most recently with the Bohannon Development Company for the Menlo Gateway Project, and prior to that with Sun Microsystems for the subject Project site. The obligations under the Sun Microsystems Development Agreement have since been fulfilled. Resolution No. 4159, the Bohannon Development Company Development Agreement, and the Sun Microsystems Development Agreement are available for review on the City's website, and upon request at City offices.

At the conclusion of negotiation, the negotiating team will present a term sheet for consideration by the full Council. As indicated previously, completion of the term sheet is anticipated in April for consideration by the Council. After Council approval of the term sheet, both the Planning Commission and the City Council will have the opportunity to review the Draft Development Agreement.

### Public Benefit

As noted earlier, the Development Agreement provides a mechanism for the City to grant a longer-term approval in exchange for demonstrable public benefits. In contrast to standard conditions of approval (such as payment of impact fees) or mitigation measures required through the EIR process (such as construction of intersection improvements), public benefits that are defined through the Development Agreement do not have to be directly correlated to a Project's impacts or follow a standard formula. For the purposes of this discussion, public benefit is typically viewed as a distinct topic than those inherent attributes of the Project that may be considered positive, such as the projected sales tax revenue, although the characteristics of the overall Project should be understood and considered as part of the detailed discussion of public benefit options. The concept of public benefit is linked with the overall development proposal, in particular the size and scope of the Project.

At the special meeting of the Planning Commission on January 12<sup>th</sup>, the public and Commissioners provided input regarding potential public benefits that could be

considered when the Council provides direction on parameters to guide the Development Agreement negotiations. A summary of Planning Commissioner comments is included as Attachment C of this staff report and all public comments are included as Attachment E of this staff report. Commissioner and public benefit recommendations are summarized below:

- Improved bicycle access to the site, including improvements to the Bay Trail, freeway overcrossing, and commonly used bicycle access routes to the site;
- In-lieu fee for loss of tax revenue;
- Use of Facebook shuttles for public transportation, similar to the Marguerite shuttle system implemented by Stanford;
- Revenue for Menlo Park City School District;
- Improvements to Flood Park;
- Landscape and street sign improvements along Willow Road;
- Provision of free wireless access to Belle Haven;
- Construction of a centrally located library branch at Ivy Drive Plaza;
- Installation of bus shelters at key locations;
- Improvement of existing City resources, including the Senior Center, Belle Haven Library and Belle Haven pool;
- Construction of a housing complex at Flood Park;
- Installation of public art;
- Financial support for senior/low income households and transit oriented development;
- Provision of a major grocery store in Belle Haven;
- Provision of job opportunities with preference given to Menlo Park residents;
- Facebook funded employee supported mentorship and volunteer programs; and
- Provision of child care for Facebook employees and the public.

Staff intends to review these public benefit ideas along with other ideas and then present a potential framework for the Council to consider on February 14, 2012 for preparing the negotiation parameters.

### Negotiation Process

The negotiation process will start with parameters, which the Council is scheduled to establish on February 14, 2012. The staff negotiating team, the composition of which is described below, will then negotiate and ultimately present a term sheet that will represent the Project Sponsor's offer. Upon Council review of the term sheet and authorization to proceed, staff would prepare the detailed Development Agreement for public review by the Planning Commission and City Council at respective public hearings. This is the same general process that was used for the Menlo Gateway Development Agreement.



For the Menlo Gateway Project, the City Council provided direction to the negotiating team on November 17, 2009 in the form of caveats, which is available on the [City's website](#).

The staff negotiating team distilled the caveats into a set of parameters, which were reviewed by the Council Subcommittee, and were summarized as follows:

*Highest Priority Items*

- Timely guaranteed revenue
- Substantial vehicle trip reduction
- Substantial reduction in greenhouse gas emissions
- Limits on transferability without City approval
- Reasonable limits on the time for construction - Hotel in 1st phase
- Improvement to the footprint & aesthetics of the parking structures
- Priority hiring program for Menlo Park residents
- Commitment to pursue LEED gold for office and silver for hotel

*Other Priority Items*

- Improving bike and pedestrian connection to and from the Belle Haven neighborhood and in the Marsh Road corridor
- Land for housing
- Increased revenue beyond FIA projections
- Undergrounding of transmission lines
- Developing a vision for the Menlo Park waterfront area
- Enhancing Bayfront Park
- Providing retail services or child care on-site or nearby
- Additional public benefits such as bus shelters and youth programs

The negotiating team provided the parameters to the applicant to establish expectations and a framework for conducting the negotiations. On April 6, 2010, the City Council reviewed the term sheet, which is available at [the City's website](#).

The 12 topics in the term sheet were as follows:

1. Quality Hotel
2. Revenue Guarantee
3. Term for Retaining Development Rights
4. Public Benefits
5. LEED Building Standards
6. Vehicle Trip Reduction
7. Greenhouse Gas Reduction
8. Permit Processing
9. Land Use Vesting Rights
10. City Fees
11. Project Modifications
12. Transferability

The term sheet was then transformed into the full Development Agreement, which is available at [the City's website](#).

### Negotiating Team

The City negotiating team will be comprised of the following members:

- William McClure, City Attorney,
- Chip Taylor, Public Works Director,
- Justin Murphy, Development Services Manager, and
- David Boesch, former Menlo Park City Manager & former San Mateo County Manager.

The City Manager would normally be involved with the Development Agreement negotiations, however, the City Interim City Manager has a potential conflict of interest due to her husband's business providing some engineering services in connection with the renovation of the existing campus (his company performed some of the engineering services for the original Sun Microsystems campus). The new City Manager is scheduled to commence employment with the City on March 5, 2012. He has been consulted with regarding the Development Agreement process, and concurs with the composition of the negotiating team. Given that this would be approximately halfway through the negotiation period and that there would be a need for the new City Manager to be brought up to speed, staff is supplementing the team with someone with City Manager experience. Staff explored a number of options and determined that David Boesch would be the best person for this role. Mr. Boesch served as Menlo Park City Manager from 2000 to 2006 and most recently served as the San Mateo County Manager. Prior to joining Menlo Park, Mr. Boesch served as Community Development Director in Sunnyvale, where he participated in Development Agreement negotiations. The City will contract with Mr. Boesch with the costs passed through to the Project Sponsor.

### Council Subcommittee

On October 18, 2011, the City Council appointed Mayor Cline and Vice Mayor Keith to serve on the Development Agreement Subcommittee. The Subcommittee will not be meeting regularly nor will it be participating in the negotiating sessions. Rather, the Subcommittee will meet periodically on an as needed basis and receive updates from, and provide input to the negotiating team once negotiations commence in mid-February.

### **Environmental Impact Report**

The Draft EIR analyzes the potential impacts of the Project across a wide range of impact areas. The Draft EIR evaluates 16 topic areas as required by the California Environmental Quality Act (CEQA), as well as one additional topic area specific to the Project site (Wind). The 16 required topic areas include: Aesthetics, Agricultural

Resources, Air Quality, Biological Resources, Cultural Resources, Geology and Soils, Greenhouse Gas Emissions, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use, Mineral Resources, Noise, Population and Housing, Public Services, Transportation, and Utilities. Given the phased nature of the Project, these topic areas were analyzed separately for both the East and West Campus, and then collectively for the entire Project proposal. Since the East Campus component of the Project does not include ground disturbing activities or new construction, topic areas whose impacts are directly tied to ground disturbing activities and new construction were not analyzed for the East Campus. These topic areas include Aesthetics, Cultural Resources, Biological Resources and Wind.

The Draft EIR identifies significant and unavoidable impacts in the following categories: Air Quality, Noise, and Transportation. These significant and unavoidable impacts are explained in more detail below. A complete list of impacts and mitigation measures is included in section S.1 – Summary, of the Draft EIR. A comprehensive table of all potential environmental impacts and associated mitigations measure can be found in Tables S-1 (East Campus) and Table S-2 (West Campus), which begin on page S-5. Given the significant and unavoidable impacts associated with the Project, the City Council would be required to adopt a Statement of Overriding Consideration, if it determines that the Project's benefits outweigh the environmental impacts.

### Summary of Significant and Unavoidable Project Impacts

The proposed Project would result in significant and unavoidable impacts in three issue areas. Specifics of those impacts are discussed below.

#### Air Quality

The increase in air pollutants, including nitrogen oxide (NO<sub>x</sub>), reactive organic gas (ROG), and particulate matter (PM<sub>10</sub>), during Project operation would exceed the Bay Area Air Quality Management District (BAAQMD) significance thresholds. This impact is directly attributable to increased vehicle emissions, and there is no feasible mitigation measure, beyond what the Project Sponsor is already doing (e.g., Transportation Demand Management program, vehicular trip cap) to reduce emissions from Project operations. Therefore, the impact is significant and unavoidable. This impact is also identified as a significant and unavoidable cumulative impact.

In addition, the proposed Project would result in a cumulative impact related to the exposure of sensitive receptors to toxic air contaminants (TAC). It is important to note that the Project's contribution to this impact is less than five percent, and that the sensitive receptors that would be exposed to TACs are already being exposed as a result of their proximity to major roadways. Per BAAQMD standards, these existing sensitive receptors are located closer than recommended to sources of significant TACs. As such, there are no feasible mitigation measures to address this impact and it remains significant and unavoidable.

### Noise

As a result of the increase in traffic associated with the Project, there is an associated increase in traffic related noise. Specifically, the Project would result in significant increases in traffic noise on Marsh Road between Scott Drive and Bohannon Drive, and on Willow Road between O'Brien Drive and Newbridge Street. This increase in noise levels would expose people or generate noise levels in excess of applicable standards. Specifically, the noise at these locations would increase by 1.0 dBA CNEL, which exceeds the Federal Transit Administration's (FTA) significance threshold. The trigger for exceeding the threshold is an increase of 1.0 dBA CNEL or more due to the presence of residential uses that are currently exposed to relatively high ambient noise levels. Therefore, the proposed Project would expose persons to noise levels in excess of established standards. Mitigation measures, such as sound walls, were explored to mitigate this impact, but were found to be infeasible due to Caltrans standards pertaining to sound walls, existing residential driveways that require breaks in the sound walls, the potential for creating aesthetic impacts and the resulting isolation of residential units located behind the sound walls. As such, there is no feasible mitigation available to minimize this impact, and therefore, the impact remains significant and unavoidable.

The noise increase resulting from traffic noise discussed above would also result in substantial, permanent increases in the ambient noise levels at the identified roadway segments. As discussed above, there are no feasible mitigation measures for this impact, and therefore, the impact would remain significant and unavoidable.

In addition to the significant and unavoidable operational noise impacts, vibration associated with pile driving during Project construction on the West Campus could expose adjacent uses to vibration levels that may disturb sensitive research and manufacturing equipment as well as any on-site occupants in the short term. Mitigation measures are included to address this impact, but even with implementation of feasible mitigation measures this impact would remain significant and unavoidable.

### Transportation

The Transportation Study for the Facebook Campus Project included analysis of four different scenarios:

- Near Term 2015 East Campus Only;
- Near Term 2018 East and West Campuses;
- Cumulative 2025 East Campus Only; and
- Cumulative 2025 East and West Campuses

The analysis studied 34 intersections, ten roadway segments, and nine roadway segments on four Routes of Regional Significance. The analysis found that the Project would result in significant and unavoidable impacts to nine intersections, four roadway

segments, and six segments of routes of regional significance in both the near-term and long-term (cumulative) conditions as described below.

### *Intersections*

A total of ten study intersections were identified as having potentially significant impacts, and the intersection of Willow Road and Middlefield can be fully mitigated because it is controlled by the City of Menlo Park. For the remaining nine intersections, the identified mitigation measures would only partially mitigate the impacts or would fully mitigate the impacts if approval is granted by the agency that controls the intersection. As presented in the table on the following page and summarized below, of the ten impacted intersections:

- Impacts to one intersection can be fully mitigated;
- Impacts to four intersections can be fully mitigated with approval of the agency controlling the intersection;
- Impacts to four intersections can be partially mitigated, and
- Impacts to one intersection cannot be mitigated.

As a result of the factors discussed above, including the fact that only one of the impacted intersections is controlled by the City of Menlo Park, impacts at the remaining nine intersections would remain significant and unavoidable.

The following chart provides a more comprehensive picture of the impacted intersections and associated mitigations measures.

Intersection	Scenario of Significance	Jurisdiction	Mitigation Measure	Feasible?	Mitigated?
Marsh Rd. and Bayfront Expy.	Near Term East and West Campuses	Caltrans	Reconfigure the westbound approach from a shared left-through-right lane to a left-through lane and a right-through lane	Yes	Yes – with Caltrans approval
Marsh Rd. and US-101 NB Ramps	Near Term East and West Campuses	Caltrans	Add a northbound right turn lane	Yes	Yes – with Caltrans approval
Marsh Rd. and Middlefield Rd.	Cumulative East and West Campuses	Atherton	Add a second left-turn lane to the southbound approach and widen paving. Re-stripe Marsh to accommodate receiving lane. Fair share contribution for project calculated to be approximately 30.4%	Yes	Partial, due to fair share contribution
Willow Rd. and Bayfront Expy.	Near Term East Campus	Caltrans	Add a third eastbound right-turn lane and a second westbound left-turn lane.	No <sup>1</sup>	Partial
Willow Rd. and Newbridge St.	Near Term East and West Campuses	Caltrans	Add a second eastbound left-turn lane and a third westbound through lane	No <sup>2</sup>	Partial
Willow Rd. and Middlefield Rd.	Near Term East Campus	Menlo Park	Restripe northbound through lane to a northbound shared through-right lane	Yes	Yes
University Ave. and Bayfront Expy.	Near Term East Campus	Caltrans	Add a fourth southbound through lane	No <sup>3</sup>	Partial
University Ave. and Donohoe St.	Cumulative East and West Campuses	Caltrans	Stripe a formal southbound right turn lane and provide southbound right turn overlap phasing	Yes	Yes – with Caltrans approval
Bayfront Expy. and Chrysler Dr.	Near Term East Campus	Caltrans	Restripe existing eastbound right turn lane to a shared left-right lane	Yes	Yes – with Caltrans approval
Middlefield Rd. and Lytton Ave.	Near Term East Campus	Palo Alto	Add an additional eastbound left-turn lane	No	No
<ol style="list-style-type: none"> <li>1. Westbound left-turn lane is not feasible. Eastbound right-turn lane is feasible, but only partially mitigates impact.</li> <li>2. A second eastbound left turn lane is not feasible.</li> <li>3. An approximately one-mile portion of the Bay Trail will be constructed on University Avenue to partially mitigate this impact.</li> </ol>					

### *Roadway Segments*

Of the agencies that control roadway segments within the study area, only the Cities of Menlo Park and Palo Alto have guidelines that require the evaluation of roadway segments during the environmental review process. The Menlo Park Transportation Impact Analysis Guidelines were utilized to evaluate impacts to roadway impacts for segments within the City of Menlo Park. These Guidelines include a set of impact criteria for minor arterial, collector and local streets based on average daily traffic volume (ADT). To determine if there is an impact, the daily increase in traffic volumes associated with the proposal were compared to the City's impact criteria for its respective street type.

Roadway segments within the City of Palo Alto were evaluated using the Traffic Infusion on Residential Environment (TIRE) method. The TIRE method provides a way to qualitatively measure the impacts of a roadway from the traffic added by new developments. This method assigns an index value based on the daily traffic volumes on roadway segments. These index values range from 0.0 to 5.0 with 3.0 or higher values representing a roadway that is "auto-dominated." According to the TIRE method, a traffic volume increase that causes at least a 0.1 increase in the TIRE index would be noticeable to street residents.

Utilizing these two evaluation tools on the ten roadway segments reviewed in the Draft EIR, the analysis found that four roadway segments would experience significant and unavoidable impacts. Impacted roadway segments include the following, all of which are located within the City of Menlo Park:

- Marsh Road between Bay Road and the Railroad tracks;
- Willow Road between Durham Street and Chester Street;
- Willow Road between Nash Avenue and Blackburn Avenue; and
- Middlefield Road between Linfield Drive and Survey Lane.

All of these impacts would begin with the Near Term East Campus Only scenario in 2015 and there are no feasible mitigation measures for these impacts.

### *Routes of Regional Significance*

The San Mateo County Congestion Management Program Land Use Analysis Program guidelines requires that Routes of Regional Significance be evaluated to determine the impacts of added Project generated trips for projects that create more than 100 net peak hour trips. The Route of Regional Significance that are in the Project area are State Route (SR) 84 (Bayfront Expressway), SR 109 (University Avenue), SR 114 (Willow Road) and United States Highway 101 (US 101). Nine segments of routes or regional significant were evaluated in the transportation analysis, which determined that the following six segments had significant and unavoidable impacts:

- SR 84 (US 101 to Willow Road);
- SR 84 (Willow Road to University Avenue);
- SR 84 (University Avenue to County Line);
- US 101 (North of Marsh Road);
- US 101 (Willow Road to University Avenue); and
- US 101 (South of University Avenue).

All of these impacts would begin with the Near Term East Campus Only scenario in 2015 and there are no feasible mitigation measures for these impacts.

### *Mitigation Measures*

Transportation related mitigation measures include the following:

- **Intersection Improvements:** As presented in the table above, ten intersection mitigation measures will be required to address intersection impacts. Since some of these measures are only partial mitigations, and the majority of intersections are not under the jurisdiction of the City of Menlo Park, the intersection mitigations would not reduce the Project's intersection impacts and the impacts remain significant and unavoidable.
- **Transportation Impact Fee (TIF):** Payment of a TIF would be required for the redevelopment of the West Campus. Although payment of a TIF would provide the City with funding to be used towards traffic improvement projects, it would not reduce the impacts to a less than significant level.
- **West Campus Trip Cap:** For the Near Term 2018 East and West Campuses scenario, a West Campus Trip Cap is included as a mitigation measure. Specifically, the trip cap limits both the AM and PM peak period vehicular trips to 1,100. This mitigation measure would reduce AM and PM peak period trips, and thus reduce trips at impacted intersections, and involves the imposition of a trip cap on the West Campus comparable to the peak period trip cap that is part of the Project for the East Campus. A peak period trip cap of 1,100 trips for the West Campus does not, in and of itself, fully mitigate the impacts in either the AM or PM peak periods for any of the impacted intersections. Because the proposed mitigation would not fully mitigate the impact, it remains significant and unavoidable, unless the impact is fully mitigated through an intersection specific mitigation measure.

### Summary of Alternatives Analysis

The Draft EIR analyzed two alternatives including a No Project Alternative and a Reduced Project Alternative. Per the requirements of CEQA, alternatives are required to meet the majority of the Project objectives established by the Project Sponsor, and substantially lessen or avoid significant and unavoidable impacts. When evaluating



which alternatives to consider, the City determined that an 80 percent reduction in vehicular trips would be required to eliminate any of the significant and unavoidable impacts. Since this would not meet any of the basic Project objectives, it was ruled out as infeasible. Reduced Project alternatives of a 50 percent reduction in vehicular trips and 40 percent reduction in vehicular trips, respectively, were also considered. However, since these alternatives resulted in fewer employees, or a minor increase in the number of employees currently permitted under the existing land use entitlements for the East Campus, they were ruled out as infeasible.

Ultimately, the City evaluated the No Project Alternative as required by CEQA and a Reduced Project Alternative that reduced vehicular trips associated with the Project by 25 percent. After completing the alternatives analysis, it was determined that the No Project alternative would not achieve even the most basic Project objectives including providing a centralized headquarters and an integrated highly connected campus. The Reduced Project Alternative, however, would meet several of the Project objectives. Since the Reduced Project Alternative would not accommodate the Project Sponsor's anticipated employee growth, it would not be feasible for the Project Sponsor to establish its permanent headquarters at the Project site since such permanence relies entirely on accommodating its future workforce.

### **Fiscal Impact Analysis (FIA)**

The City's independent economic consultant, Bay Area Economics (BAE), has prepared a Draft Fiscal Impact Analysis (FIA), projecting the potential net increase in revenues and expenditures, and resulting net fiscal impact directly associated with development of the proposed Project. The Draft FIA also explores a number of related topics, including indirect revenues/costs from potential induced housing demand, as well as one-time/non-recurring revenues (such as impact fees), and potential additional opportunities for fiscal benefits. The Draft FIA evaluates Project related impact to the City (both the General Fund and soon to be dissolved Community Development Agency (CDA)) and the following affected Special Districts:

- Menlo Park Fire Protection District;
- Menlo Park Municipal Water District;
- West Bay Sanitary District;
- Elementary and High School Districts;
- San Mateo County Office of Education Special District;
- San Mateo County Community College District; and
- Midpeninsula Regional Open Space District.

The Draft FIA was released with the Draft EIR on December 8, 2011, and is available for public review at City offices, the Library and on the City maintained Project web page.

### General Fund Impact of Proposed Project

The core of the Draft FIA is the estimation of annual General Fund revenues and costs associated with the Project. The major annually occurring revenue sources include new property taxes, sales taxes, and transient occupancy tax (TOT, also known as the room or lodging tax). The Draft FIA analyzes two scenarios when evaluating the potential General Fund revenues from the Project, which correspond to alternative assumptions for sales tax and TOT generation. Based upon these two scenarios, the analysis determined that the Project would generate annual revenues to the General Fund between \$567,300 and \$660,300, with the actual amount likely falling within the range defined by these figures. Ultimately, the actual amount would be dependent upon the extent to which Facebook employees, prospective employees, and visitors make taxable retail purchases in Menlo Park and utilize Menlo Park hotels.

General fund expenditures generated by the Project include the additional staff and resources needs generated by the Project. For example, the Police Department would need to hire one new full time detective and provide staff support to address special events and dignitary visits. In total, implementation of the Project is anticipated to result in \$492,200 of new General Fund expenditures. Utilizing both scenarios for annually occurring General Fund revenues and the anticipated General Fund expenditures generated by the Project, the Project is projected to result in an annual net positive fiscal impact (surplus) ranging from \$75,100 to \$168,100.

### Community Development Agency (CDA) Analysis

The CDA serves as the City's Redevelopment Area and oversees the Las Pulgas Community Development Project Area. The Project Area was created in 1981 and the East Campus component of the Facebook Campus Project is located within the Project Area. Based upon the anticipated increase in assessed value for the East Campus, there would be \$735,000 in new tax increment generated each year. This additional tax increment would annually allow for \$146,000 in set asides for affordable housing, \$4,600 to the City's General Fund and \$309,000 for redevelopment project area plan improvements.

On December 29, 2011, subsequent to the publication of the Draft FIA, the California Supreme Court ruled that the State has the right to abolish local redevelopment agencies, but cannot compel them to spend more property tax dollars on local services as a requirement to stay in operation. Barring any legislative intervention, all redevelopment agencies, including the City of Menlo Park's CDA will be dissolved as of February 1, 2012. The implications of the Supreme Court's actions will be analyzed in the Final FIA.

### Special Districts

The Draft FIA also looks at the ongoing impact on special districts, in particular the Menlo Park Fire Protection District (MPFPD), which is projected to receive total annual

revenues (primarily from property tax) of approximately \$300,357 from the proposed Project. On the cost side, the Fire District is projected to have annual expenditures of approximately \$200,000 per year to fund the fully loaded cost of one new fire safety personnel, which will be required as a result of the Project. Based upon the anticipated revenues and costs associated with the Project, it is considered to have a net positive fiscal impact to the MPFPD of \$100,357 annually. However, the District has indicated that the purchase of an aerial ladder truck for the fire station most proximate to the Project site would be necessary to serve the West Campus. Conversely, guidelines issued by the Insurance Service Organization (ISO) suggest that the purchase of additional equipment to service the Project site is not necessary as a result of the presence of an existing ladder truck within acceptable distance of the Project site.

The remainder of the special district analysis (such as for school districts and water/sanitary districts) estimates positive net impacts, or no net fiscal impact resulting from implementation of the Project.

#### Indirect Impacts: Induced Housing Demand

The Draft FIA discusses the potential indirect impact of induced housing demand, using the projections included in the Housing Needs Analysis prepared for the City by Keyser Marston and Associates for the Project (included as an appendix to the Draft EIR), which states that the Project could result in an increase of 254 residential units in the City. This Project equates to approximately 666 new residents in the City based upon an average household size of 2.62 (254 units x 2.62 persons per unit = 666). The Draft FIA projects that if these units were actually developed and occupied, the revenues/expenditures would result in an annual net General Fund deficit of approximately \$20,200. The induced housing demand of the Project would result in divergent fiscal outcomes for each of the three school districts. The Menlo Park City Elementary School District is projected to have a net negative fiscal impact of \$269,600 annually, the Ravenswood Elementary School District is projected to have no fiscal impact, and the Sequoia Union High School District is projected to have a net positive fiscal impact of \$119,600 annually. The difference in impact to the districts is primarily based on the project location and whether or not the district is Basic Aid or Revenue Limit district.

#### Alternative Business-to-Business Sales Tax Analysis

The Alternative Business-to-Business Sales Tax Analysis considers the potential revenues to the City based on a different types of business(es) moving into the Project site. This analysis was completed due to the fact that the previous occupant of the East Campus (Sun Microsystems/Oracle) sold hardware and software and generated substantial business-to-business sales tax revenues; whereas, Facebook's business does not currently generate business-to-business sales tax revenue. The analysis of different types of business(es) occupying the Project site utilized two alternative calculation methods but reached similar conclusions on the range of potential sales tax revenues that the City would receive. Based upon this methodology, the analysis

determined that the range of business-to-business sales tax revenue that could be generated from a typical Silicon Valley mix of companies at the Project site would range from \$431,000 per year to \$827,000 per year.

### **East Palo Alto Housing Affordability Analysis**

In response to the release of the Notice of Preparation for the Facebook Campus Project on April 21, 2011, the City of East Palo Alto submitted a comment letter voicing concerns about the potential impact of the Facebook Campus Project on housing affordability in the City of East Palo Alto. Since housing affordability is a socio-economic issue not under the purview of CEQA, analysis related to this comment was not included in the Draft EIR. However, City staff commissioned Keyser Marston and Associates to prepare a Housing Affordability Analysis for the City of East Palo Alto to address the expressed concerns. This report, entitled *Menlo Park Facebook Campus Project: Evaluation of Potential Impacts to Housing Conditions in East Palo Alto* was released for public review on December 21, 2011, and is available for review on the City's web site, at City Hall and at the City's Library.

The key findings of this analysis are as follows:

- The Project is estimated to generate housing demand in East Palo Alto in the range from 16 to 26 additional units per year over the next six years. Total housing demand to East Palo Alto upon full Project occupancy is estimated to be in the range from 100 to 160 units. This estimate is based on the conservative assumption that three to five percent of Facebook workers will seek housing in East Palo Alto, which is a much higher percentage than the current 0.2 percent.
- Demand from Facebook workers is likely to be met through a combination of existing units and new construction, including the 835 new units in the proposed Ravenswood/4 Corners TOD Specific Plan Area. However, the precise allocation between existing units and new construction is not possible to predict for many reasons. In addition, there are uncertainties as to whether the proposed units will be built and the timing for completion may or may not match with development and occupancy of the Project.
- If none of the additional housing demand is absorbed by new construction, then up to 100 to 160 existing households in East Palo Alto could be displaced as Facebook workers compete with others, including existing residents looking to relocate within East Palo Alto. It is estimated that during the next six years, Facebook workers could represent a demand for about two percent of the units that come available through turnover.
- No significant impact to existing conditions in East Palo Alto of overspending for housing and overcrowding is anticipated. Facebook workers are anticipated to represent a relatively nominal share of the overall housing market in East Palo Alto; therefore, workers are not expected to have sufficient influence on prices and rents to materially affect existing conditions.

## **Correspondence Received**

Written correspondence received since publication of the Draft EIR and Draft FIA is included as attachment E of this staff report. A summary of comments made pertaining to the Draft EIR is provided below. No written public comments were received regarding the Draft FIA; however, verbal comments were made by Commissioners, and are included in the transcripts for the January 9, 2012 Planning Commission meeting. Given that the comments related to public benefits are summarized previously in the report, the summary below does not include comments that were directly attributed to public benefits.

- Improved/expanded bus service on the Dumbarton Bridge might reduce vehicular trips to Facebook and should be considered as a mitigation measure;
- Bicycle infrastructure within the vicinity of the Facebook Campus should be improved. This includes the Bay Trail, freeway overcrossings and highly utilized bicycle access routes to the Campus;
- Menlo Park businesses stand to benefit economically from a large, vibrant business in town;
- The EIR transportation mitigation measures are designed to increase roadway capacity and are auto-oriented. Pedestrian and bicycle improvements should be considered as mitigation measures;
- The impacts of the transportation mitigation measures to pedestrians and cyclist should be evaluated;
- Transportation improvements, such as making the Facebook shuttles available to the public, should be considered for mitigation measures;
- A two button walk call system should be considered that allows for longer street crossing times for pedestrians and cyclists when necessary;
- Commuter trip origin data should be based upon Facebook employee data, not City commute data;
- The Marsh/Middlefield mitigation measure is infeasible due to the drainage channel and heritage trees;
- Consider improving left turn wait time by changing solid red arrows to flashing to mitigate traffic impacts;
- The pork chop island at Middlefield Avenue and Willow Road should be maintained for pedestrian safety;
- An analysis should be completed to determine how the project will be protected from sea level rise;
- Impacts to routes of regional significance in Santa Clara County should be evaluated;
- Analyze the impact of sea level rise on the Project;
- More specific information should be provided about the trip cap and monitoring and enforcement policy; and
- Consider additional TDM policies such as parking pricing, and limited parking.

All comments on the Draft EIR will be included in and responded to in the Final EIR, and comments on the Draft FIA will be included in and responded to in the Final FIA. As indicated previously, staff anticipates that both the Final EIR and FIA will be available in mid to late April.

## **IMPACT ON CITY RESOURCES**

The Project Sponsor is required to pay planning permit fees, based on the City's Master Fee Schedule, to fully cover the cost of staff time spent on the review of the Project. The Project Sponsor is also required to bear the cost of the associated environmental review and FIA. For the environmental review and FIA, the Project Sponsor deposits money with the City and the City pays the consultants.

## **POLICY ISSUES**

The Project does not require an amendment to the City's General Plan. The primary policy issues for the City Council to consider while reviewing the Project relate to the significant and unavoidable environmental impacts and the appropriate level of public benefit based on the request to exceed the current employee cap of 3,600 people on the East Campus.

## **ENVIRONMENTAL REVIEW**

A Draft EIR was prepared for both phases of the Project and was released for public review on December 8, 2011 through January 23, 2012. Based upon requests for extension of the public comment period from the City of East Palo Alto and the Sierra Club, the Council voted to extend the comment period by one week to January 30, 2012. After close of the public comment period, the City's consultants will begin preparation of the Final EIR, which is anticipated to be released in mid to late April.

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Rachel Grossman  
Associate Planner  
Report Author

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Justin Murphy  
Development Services Manager

## **PUBLIC NOTICE**

Public notification was achieved by posting the agenda, at least 72 hours prior to the meeting, with this agenda item being listed. In addition, the agenda publication was supplemented by a citywide postcard mailing, which provided information about the Project proposal and associated documents, as well as information about the community outreach meeting in December, and the Planning Commission and City Council meetings in January and February to discuss the Project. Finally, the City sent an email update to subscribers to the Project page for the proposal, which is available at the following address: [http://www.menlopark.org/s/comdev\\_fb.htm](http://www.menlopark.org/s/comdev_fb.htm)

## **ATTACHMENTS**

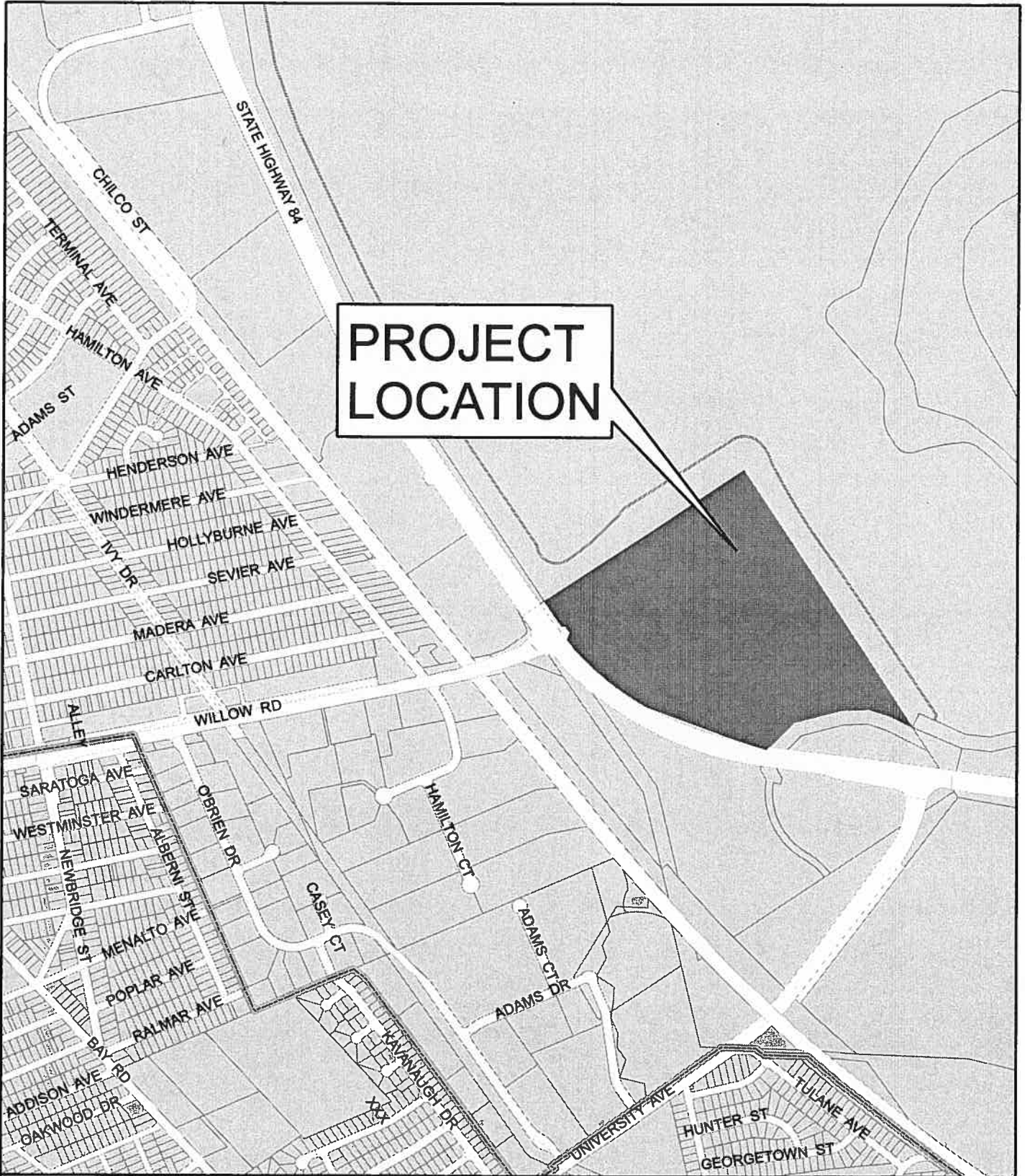
- A. [Location Map](#)
- B. [Project Plans](#) (select sheets – complete plans available for review at City offices and on the City web site)
- C. [Summary of Planning Commission Comments on Public Benefits](#)
- D. [Public Outreach and Development Agreement Negotiation Process](#)
- E. [Bicycle Commission Comments](#)
- F. [Correspondence](#)
- G. Trip Cap Monitoring and Enforcement Policy

## **EXHIBITS TO BE PROVIDED AT MEETING**

- Hard copies of City and Consultant Presentations

## **BACKGROUND MATERIAL AVAILABLE AT CITY OFFICES**

- Draft Environmental Impact Report prepared by Atkins, dated December 2011
- Draft Fiscal Impact Analysis prepared by BAE, dated December 8, 2011
- East Palo Alto Housing Affordability Analysis, dated December 21, 2011



**PROJECT  
LOCATION**

**CITY OF MENLO PARK**  
 LOCATION MAP  
 1601 WILLOW ROAD

**A1**



DRAWN: KTP CHECKED: KTP DATE: 1/31/12 SCALE: 1" = 900' SHEET: 1





RAVENSWOOD AREA OF THE SOUTH BAY  
SALT POND RESTORATION PROJECT

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**A.0 AREA PLAN**

**FACEBOOK @ MENLO PARK**



1601 WILLOW ROAD | 312 & 313 CONSTITUTION DR.  
MENLO PARK, CALIFORNIA



OCTOBER 20, 2011



AREA  
56.9 ACRES

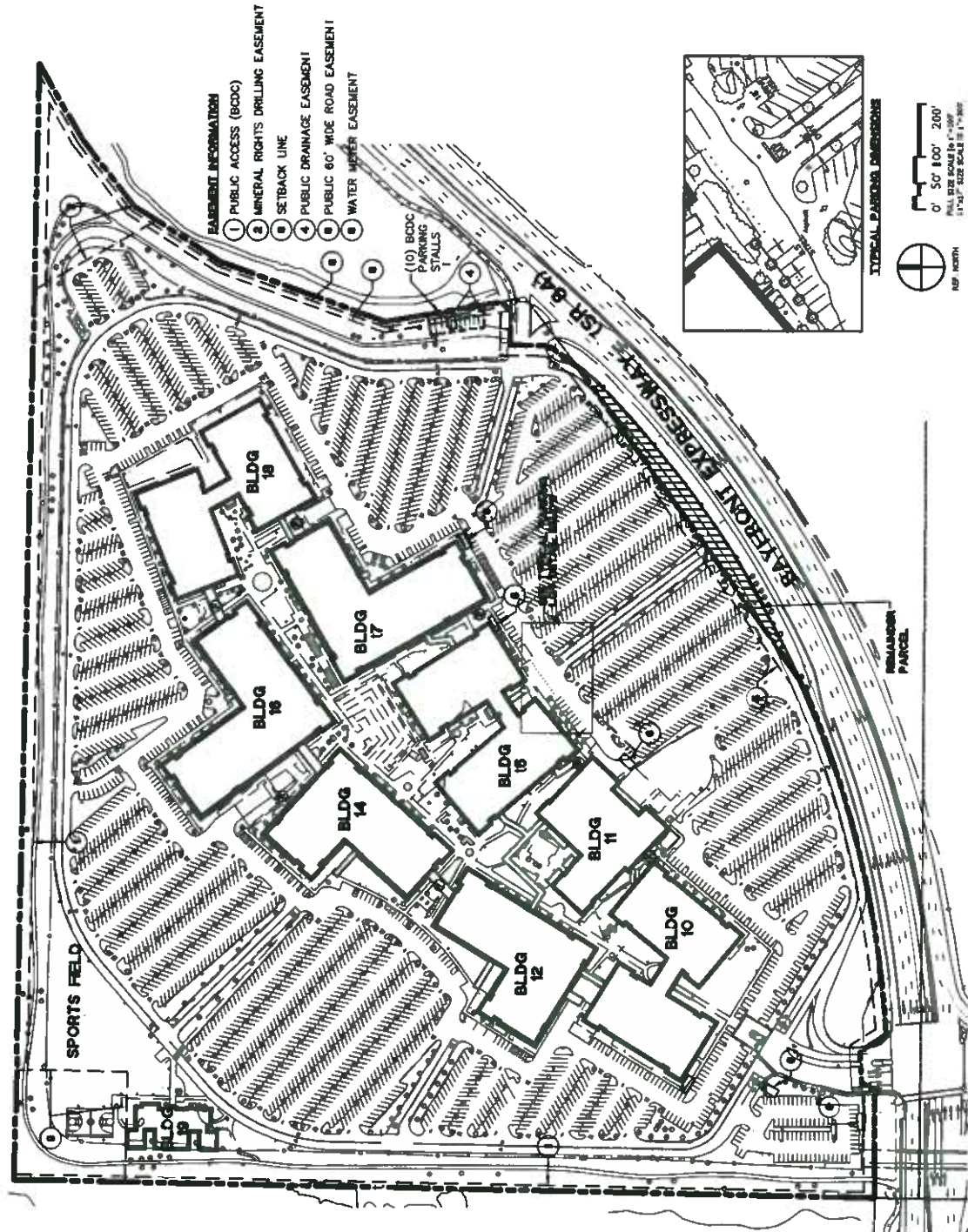
FLOOD ZONE: AET (PER FLOOD INSURANCE RATE MAP DATED 9/20/04)  
 FEMA ZONE: AE1 (PER FLOOD INSURANCE RATE MAP DATED 9/20/04)  
 BASE FLOOD ELEVATION IS 7.5 FEET  
 \*PER FLOOD INSURANCE STUDY BY FEMA, APRIL 21, 1999 (NOV029)

EXISTING BUILDING INFORMATION  
 EAST CAMPUS 1601 WILLOW ROAD

BUILDING #	SQUARE FOOTAGE	# OF FLOORS
BUILDING 4	114,145 SF	2
BUILDING 10	46,911 SF	2
BUILDING 11	139,149 SF	3
BUILDING 12	139,149 SF	3
BUILDING 14	122,204 SF	2
BUILDING 15	174,128 SF	3
BUILDING 16	174,128 SF	3
BUILDING 17	114,227 SF	2
BUILDING 18	11,799 SF	1
TOTAL GSF	1,035,840 SF	

B2

- LEGEND
- PROPERTY LINE
  - - - EASEMENT
  - BAYFRONT EXPRESSWAY (SR 84) RIGHT-OF-WAY
  - ▨ NON-ACCESS AREA (CALTRANS)
  - ⊙ SECURITY CONTROL STATIONS

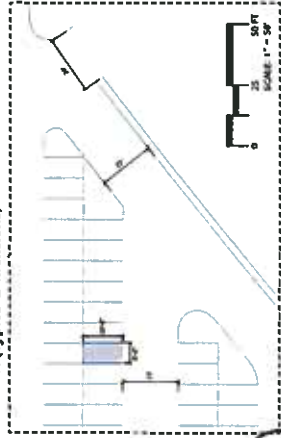


	# OF STALLS
EXISTING PARKING STALLS*	3,165
EXISTING LANDSCAPE RESERVE	101
OTHER RESERVE**	45
OTHER PROPOSED	59
TOTAL	3,469

1. "EXISTING PARKING" includes 36 MOTORCYCLE STALLS (18 Standard Stalls)
2. "EXISTING PARKING" excludes 10 BCDC Parking Spaces.
3. T Spaces are deducted for the proposed Trash Enclosure to the north of BLDG 18.
4. 23 Spaces are deducted for the tunnel connection to the West Campus.

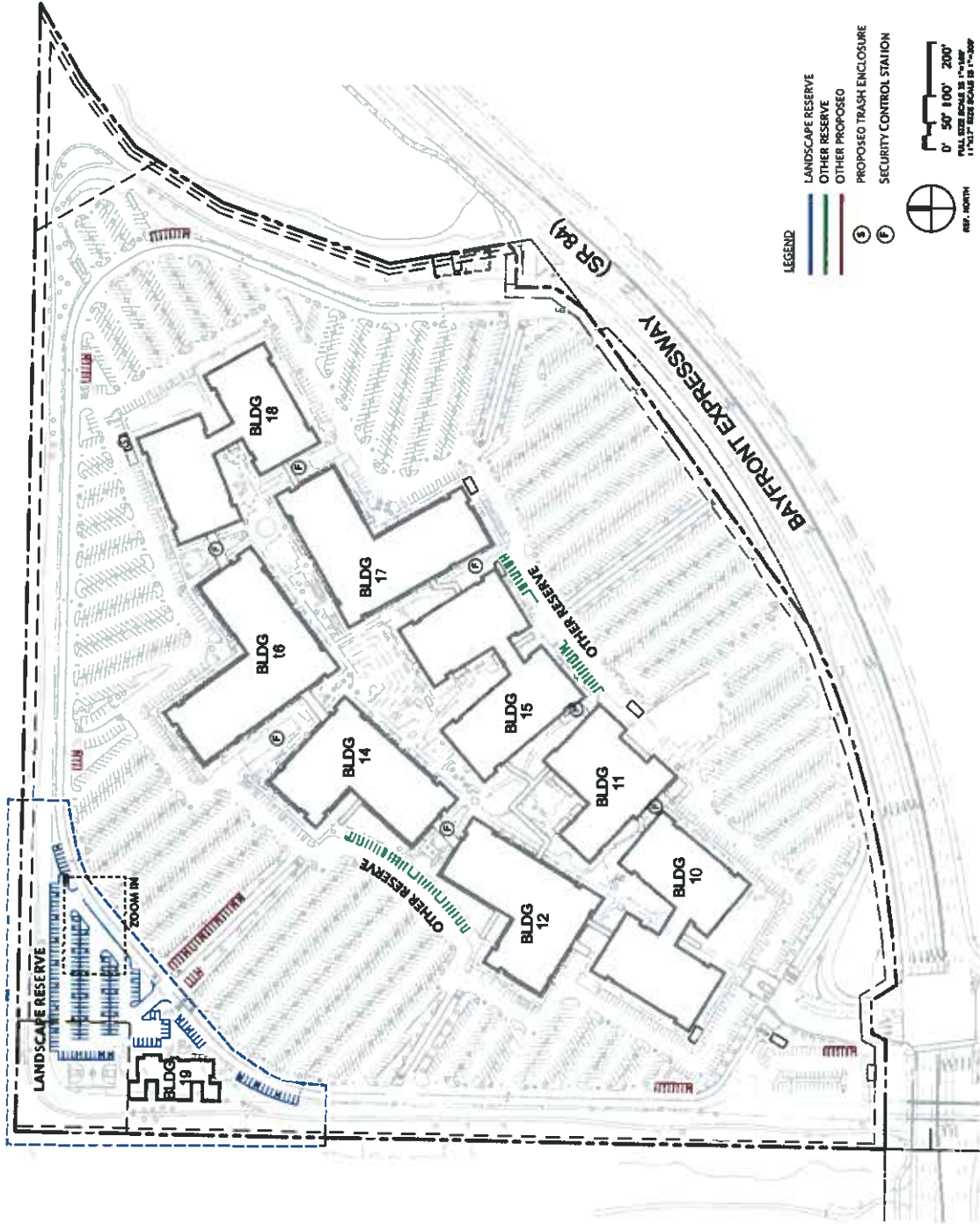
\*\* "OTHER RESERVE" INCLUDES RESERVES FOR SHUTTLE STOPS, LOADING ZONES, ETC.

ZOOM IN (Typical Dimensions)



Note:

- Bike parking  
Facebook anticipates providing the East Campus with bicycle parking for a minimum of 5% of total motorized vehicle parking capacity (176), consistent with CalGreen 2011 requirement.  
Preferred bike parking will be located in or near each building, wherever possible.
- Short term bike racks shall be located within 200' of each building entrance (consistent with CalGreen 2011) to facilitate on campus bikeshare.
- Secure commuter bicycle storage will make use of the existing bike storage facility.
- Facebook reserves the right to increase the number of parking spaces in parity with the performance of the TDM program and on-campus demand.



# EA.2 PARKING PLAN



## FACEBOOK @ MENLO PARK EAST CAMPUS

1601 WILLOW ROAD, MENLO PARK, CALIFORNIA



OCTOBER 20, 2011

B3







NOTE: THE EXISTING LOT LINE WILL BE ELIMINATED THROUGH A LOT MERGER OR OTHER INSTRUMENT.



**LEGEND**

- TRANSIT & PUBLIC AMENITIES
- EXISTING TRANSMISSION TOWER
- EMERGENCY GENERATOR
- TRASH ENCLOSURE
- SECURITY CONTROL STATION (OPT. 1, INTEGRATED WITH THE BUILDINGS)

**WA.2 PROPOSED SITE PLAN**

0' 75' 150' 300'

Full Size Scale is 1" = 75'  
11" X 17" Size Scale is 1" = 150' OCTOBER 20, 2011

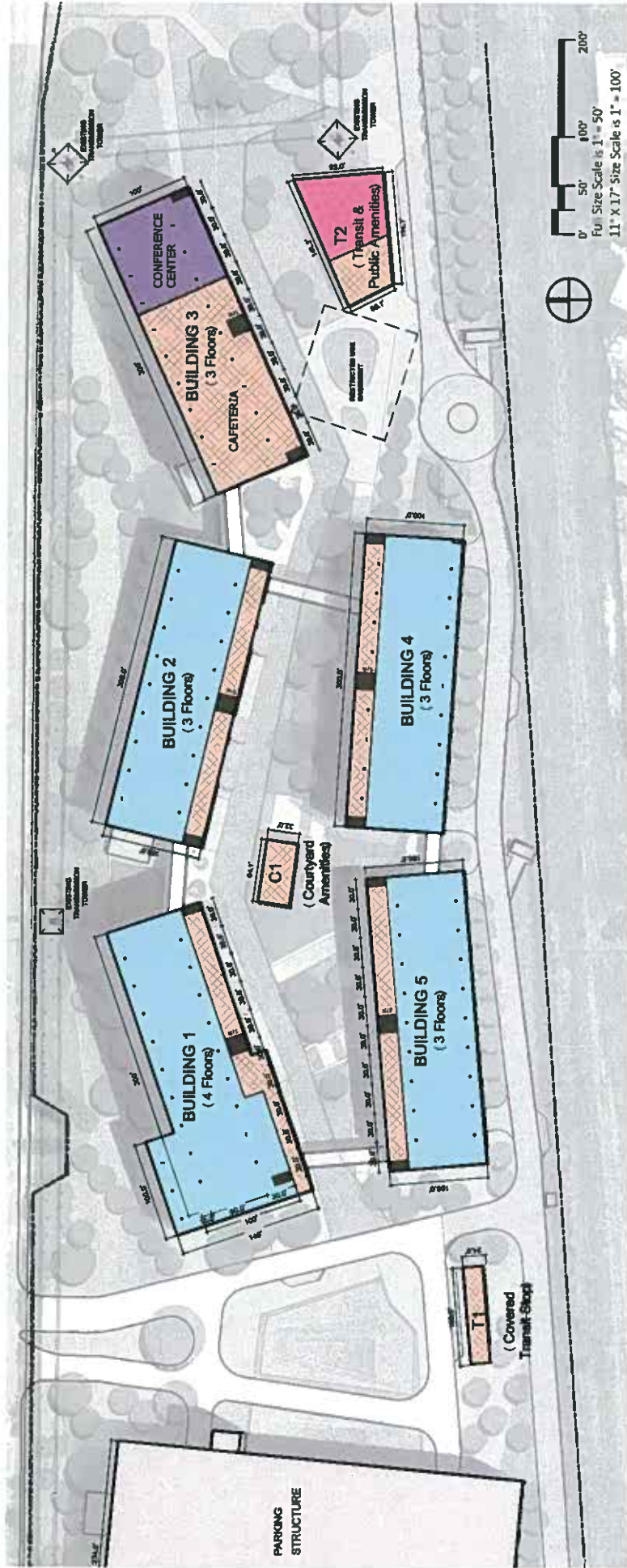
LUCE FORWARD  
FEHR + PEERS  
CMG  
GENSLER

**FACEBOOK @ MENLO PARK WEST CAMPUS**  
312 & 313 CONSTITUTION DRIVE, MENLO PARK, CALIFORNIA



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- LEGEND**
- OFFICE
  - NON-OFFICE USE (Amenities | Meeting Rooms)
  - CONFERENCE CENTER
  - PUBLIC AMENITIES
  - CORE | STAIRS
  - BRIDGE | CONNECTION
  - FLOOR ABOVE
  - PARKING
    - M/E - Mechanical & Electrical Room

B6

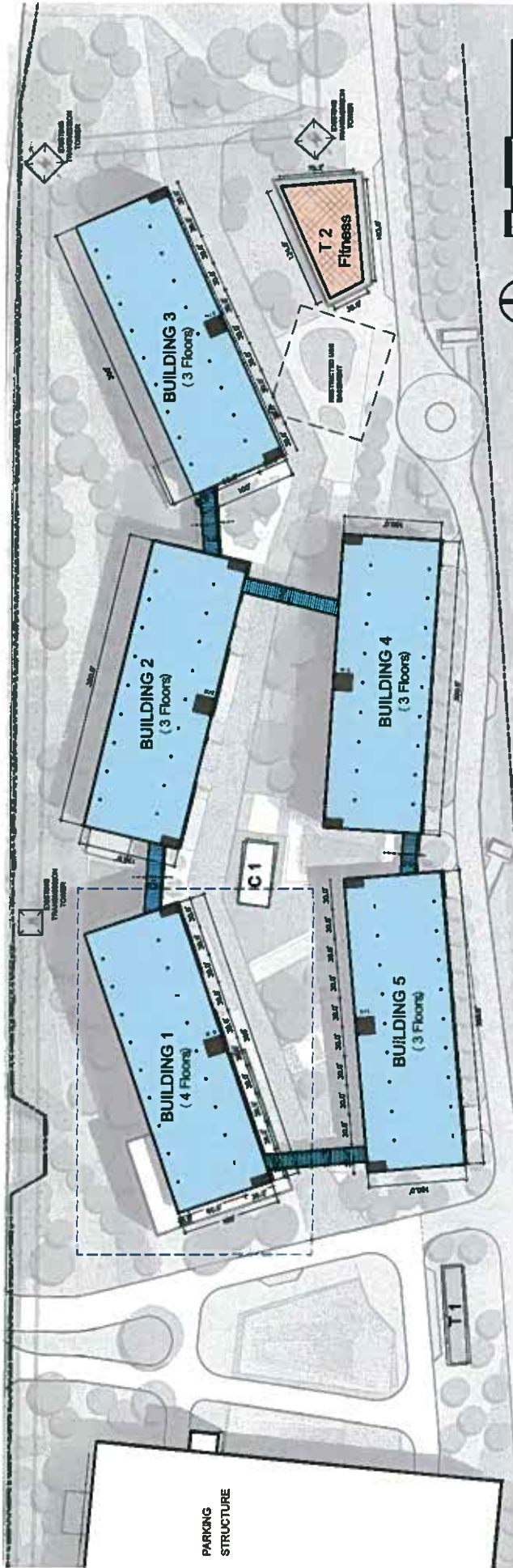
## WA.3.2 FIRST FLOOR LEVEL PLAN

**FACEBOOK @ MENLO PARK WEST CAMPUS**  
 312 & 313 CONSTITUTION DRIVE, MENLO PARK, CALIFORNIA

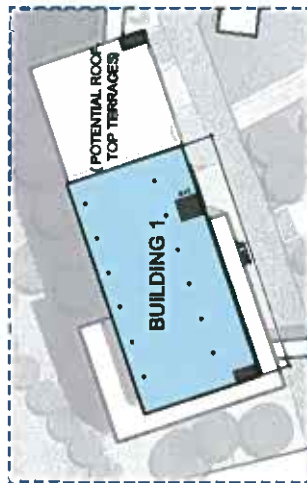


OCTOBER 20, 2011

# Typical 2nd & 3rd Floor



# Building 1 -4th Floor



**LEGEND**

- OFFICE
- NON-OFFICE USE (Amenities | Meeting Rooms)
- CONFERENCE CENTER
- PUBLIC AMENITIES
- CORE | STAIRS
- BRIDGE | CONNECTION
- FLOOR ABOVE
- PARKING

\* M/E = Mechanical & Electrical Room

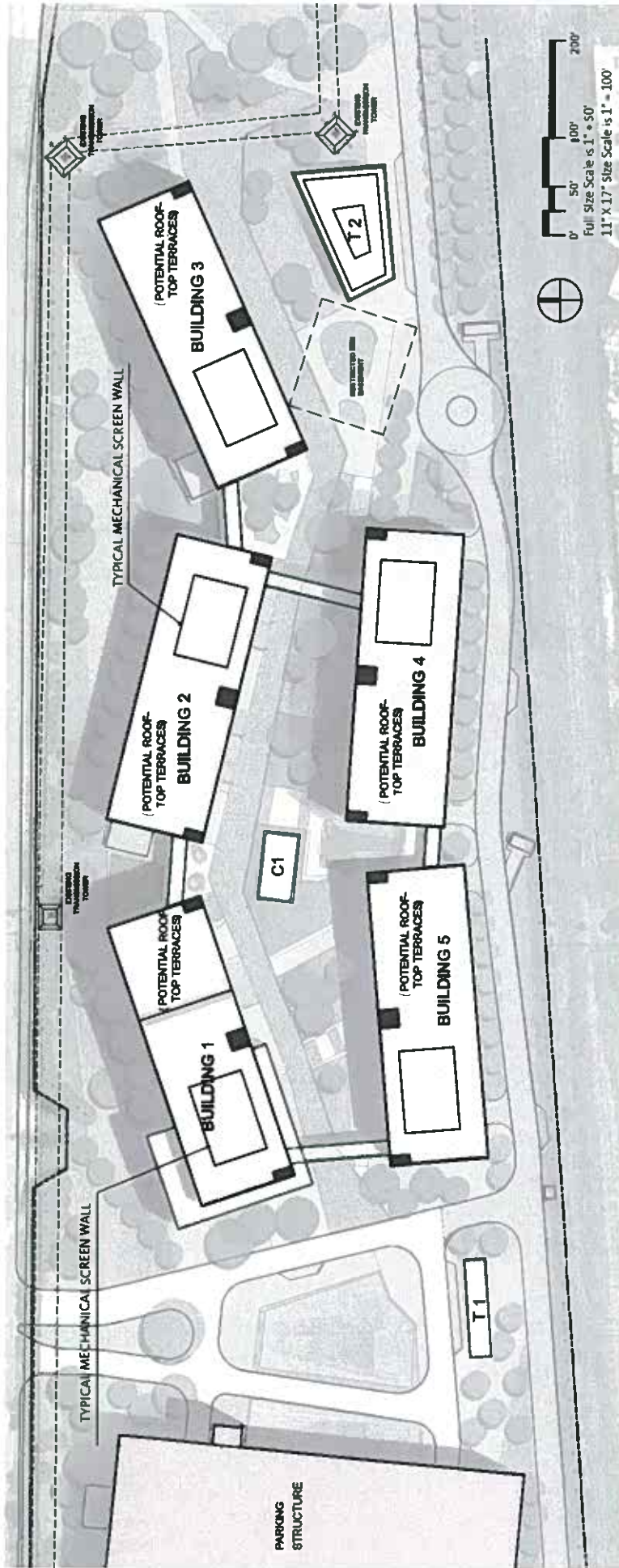
**f** **FACEBOOK @ MENLO PARK WEST CAMPUS**  
 312 & 313 CONSTITUTION DRIVE, MENLO PARK, CALIFORNIA

**BNP PARIBAS** **LUCE FORWARD** **Gensler**  
**FEHR+PEERS** **CMG**

# WA.3.3 UPPER FLOOR LEVEL PLANS -2ND & 3RD & 4TH

OCTOBER 20, 2011





**LEGEND**

- OFFICE
  - NON-OFFICE USE (Amenities | Meeting Rooms)
  - CONFERENCE CENTER
  - PUBLIC AMENITIES
  - CORE | STAIRS
  - BRIDGE | CONNECTION
  - FLOOR ABOVE
  - PARKING
- \* M/E = Mechanical & Electrical Room

**Note:**  
 The roof top terraces are intended as informal temporary outdoor gathering and social spaces. Should any furniture be required to support these functions, the furniture will be temporary in nature and will not be installed permanently. The roof spaces are intended as paved spaces and do not include any green roof features requiring irrigation.

**f** **FACEBOOK @ MENLO PARK WEST CAMPUS**  
 312 & 313 CONSTITUTION DRIVE, MENLO PARK, CALIFORNIA

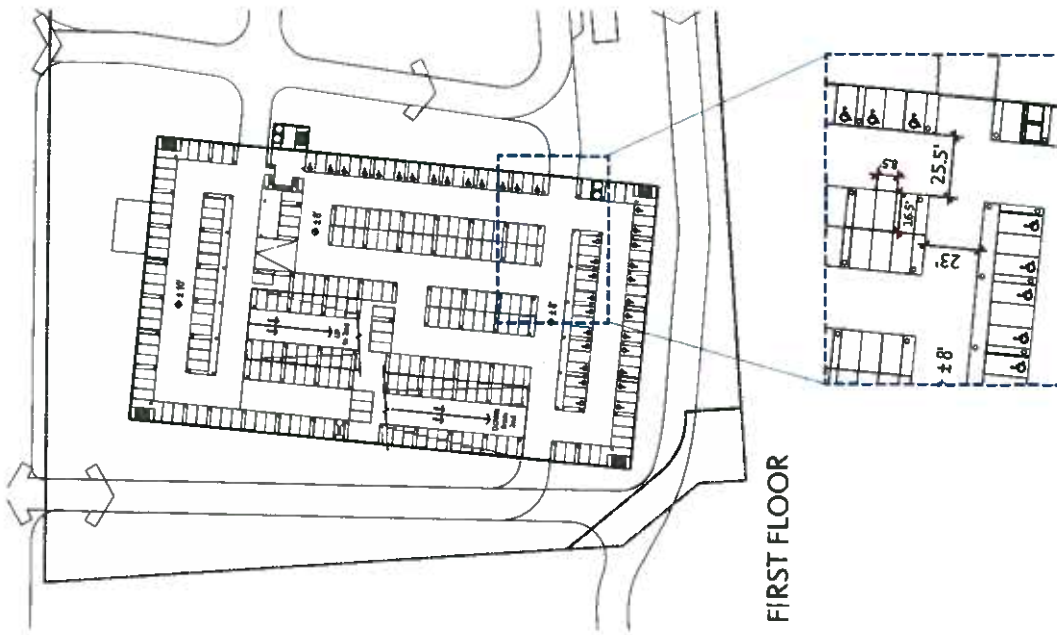


**WA.3.4 ROOF LEVEL PLAN**

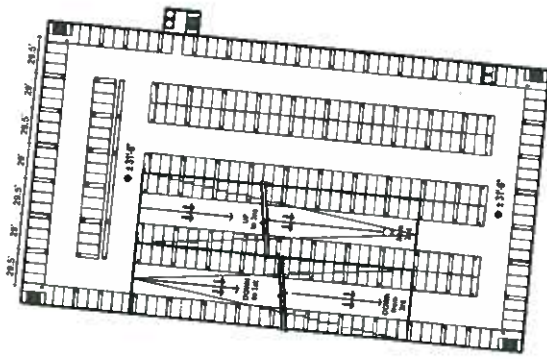
OCTOBER 20, 2011

58

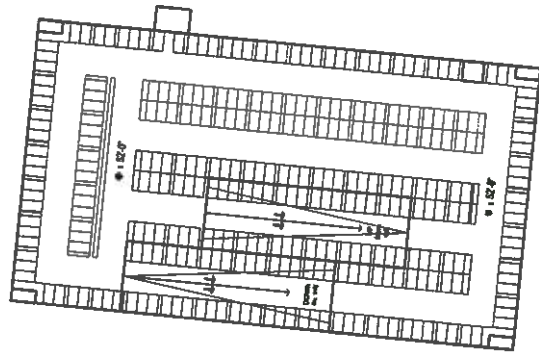




FIRST FLOOR



TYPICAL SECOND FLOOR



ROOF PLAN

	PARKING STRUCTURE		BLDG 4		BLDG 5	
	STALLS #	AREA	STALLS #	AREA	STALLS #	AREA
1ST FLOOR	Regular ADA Compliant Stalls	97,800 sf	49 sp 3 sp	17,400 sf	59 sp 3 sp	25,000 sf
2ND FLOOR	Regular	97,800 sf		7,650 sf		
3RD FLOOR	Regular	97,800 sf				
4TH FLOOR	Regular	97,800 sf				
5TH FLOOR	Regular	97,800 sf				
<b>TOTAL</b>		<b>489,000 sf</b>	<b>52 sp</b>	<b>25,050 sf**</b>	<b>62 sp</b>	<b>25,000 sf</b>

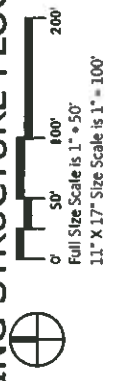
**1,544 sp**

- \* BLDG 4 & 5 Provides Priority Parking for Energy Efficient Vehicles
- \*\* 8% of total parking (approx. 125 spaces) shall be allocated as designated parking for low-emitting, fuel efficient, and carpool/van pool vehicles Anticipated to provide up to 4 electric charging stations, consistent with CalGreen's requirements
- \*\*\* BLDG 4 Provides 7,650 sf of Bicycle Parking and Storage Area
- Anticipated to provide West Campus with bicycle parking for a minimum of 5% of total motorized vehicle parking capacity (78). Short term bike racks shall be located within 200' of the visitor's entrance (consistent with CalGreen 2011) to facilitate on-campus bike share. Facebook reserves the right to increase the number of parking spaces in parity with the performance of the TDM program and on-campus demand.
- GSF includes 7,650 sf of bike parking + storage

**FACEBOOK @ MENLO PARK**  
**WEST CAMPUS**  
 312 & 313 CONSTITUTION DRIVE, MENLO PARK, CALIFORNIA

**LUCE FORWARD**  
**FEHR PEERS**  
**CMG**

**WA.3.5 PARKING STRUCTURE FLOOR PLANS**



OCTOBER 20, 2011

# OFFICE BUILDINGS GROSS FLOOR AREA

Buildings Use	1	2	3	4	5	n/a	T1	T2	Parking Structure
Floors	Office	Office	Office / Café	Office	Office	Bridges	Transit Shelter unenclosed	Transit Shelter	Public Amenity
<b>Undercroft</b>				2	2	unenclosed		2	
Floor Area (Level 1)	36,650	30,000	30,000	5,000	5,000	n/a	2,400	2,800	6,200
Floor Area (Level 2)	29,550	29,550	29,550	29,550	29,550	2,850	n/a	6,200	n/a
Floor Area (Level 3)	29,550	29,550	29,550	n/a	n/a	2,850	n/a	n/a	n/a
Floor Area (Level 4)	19,550	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>Office Floor Area</b>	109,050	84,100	59,100	54,800	54,800	0	0	0	0
<b>Non-Office Floor Area</b>	6,250	5,000	30,000	9,750	9,750	2,050	9,000	9,000	6,200
<b>Total Floor Area</b>	115,300	89,100	89,100	64,550	64,550	2,050	9,000	9,000	6,200
<b>Building Coverage</b>	3.8%	3.1%	3.1%	3.1%	3.1%	0.2%	0.9%	10.1%	
<b>Open Space</b>									
<b>Paving</b>									
<b>Total Coverage</b>									
<b>Parking</b>									
Structure	0	0	0	52	62				1,440
Surface	0	0	0	0	0				0
<b>Total</b>	0	0	0	52	62				1,430
<b>Space / 1,000 sf</b>									1,544
									3.51

- a 1.5% reduction in GSF applied to floors 2,3 and 4 to account for anticipated mechanical & utility shafts.
- b Building heights shown are to top of parapet and exclude overages for mechanical screens, roof elements and the like. Parapets are assumed to be 3' for each building.
- c Bridges between office buildings are anticipated as being unenclosed and are excluded from GSF calculation.
- d Transit Shelter (T1) is anticipated as being unenclosed, and is excluded from the GSF calculation.
- e Transit Shelter (T2) includes a potential Community Space of 6,200 SF ±.
- f Undercroft parking below buildings 4 and 5 is being considered as preferential parking for fuel efficient and low emissions vehicles and commuter bicycles.
- g All areas for West Campus are approximate and subject to review, refinement and subsequent building approval.



**FACEBOOK @ MENLO PARK  
WEST CAMPUS**

312 & 313 CONSTITUTION DRIVE, MENLO PARK, CALIFORNIA

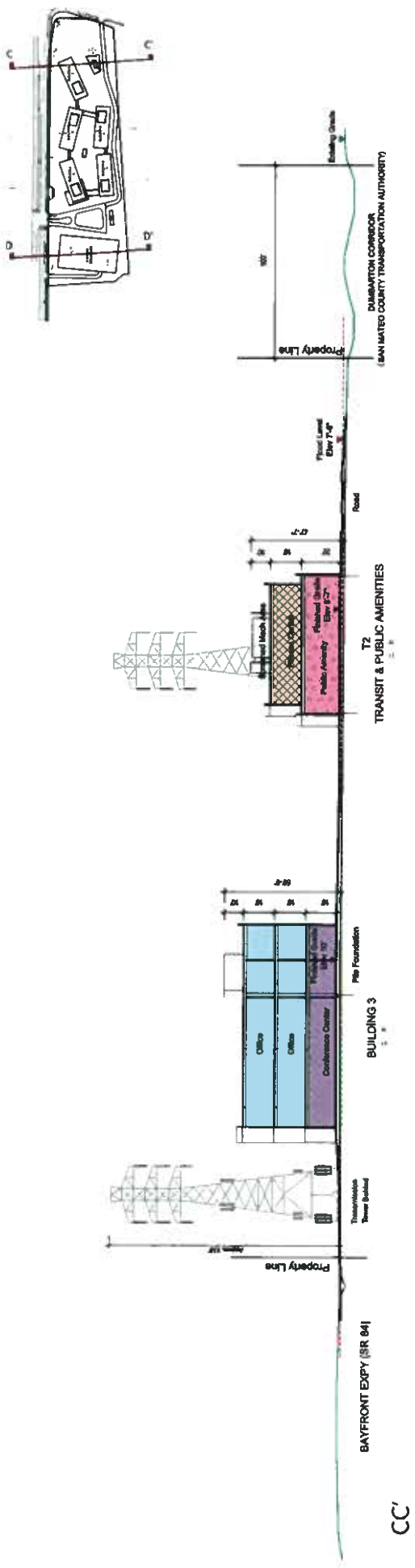


## WA.3.6 PROPOSED AREA STATEMENT

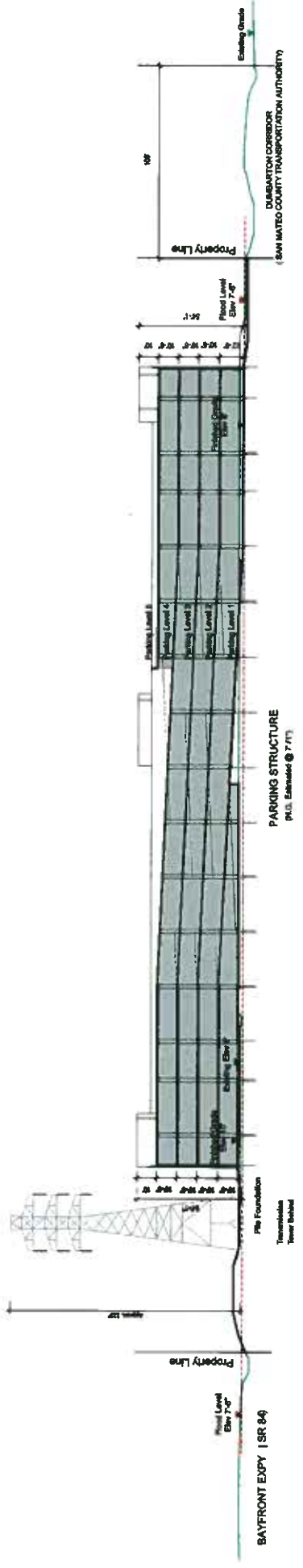
OCTOBER 20, 2011

B10





DD'



CC'

Note:

1. N.G. = Average Natural Grade
2. Office Use Buildings should be set back a minimum of 20' from the base of the transmission towers.
3. Elevations shown are based on Geodetic Vertical Datum of 1929 (NGVD 29).



## WA.5.2 SITE SECTIONS SET 2

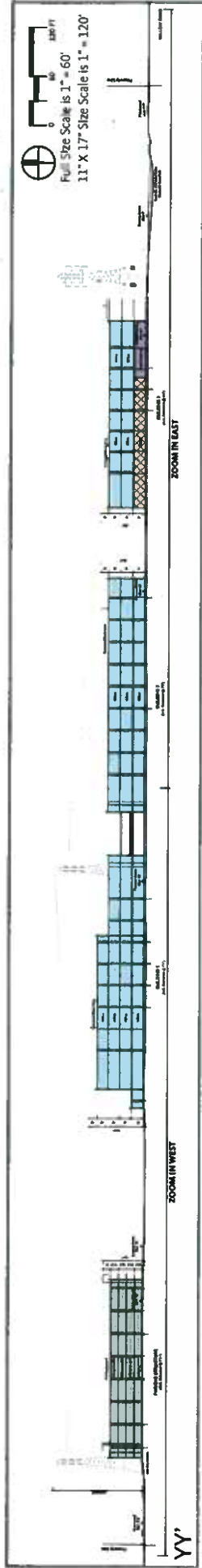
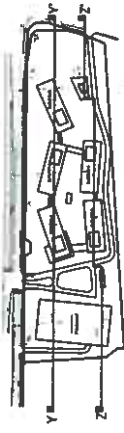
**FACEBOOK @ MENLO PARK WEST CAMPUS**  
 312 & 313 CONSTITUTION DRIVE, MENLO PARK, CALIFORNIA



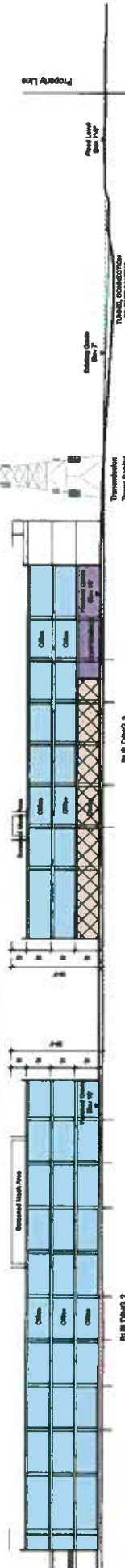
OCTOBER 20, 2011



- Note:
1. N.G = Average Natural Grade
  2. Office Use Buildings should be set back a minimum of 20' from the base of the transmission towers.
  3. Elevations shown are based on Geodetic Vertical Datum of 1929 (NGVD 29).



Zoom in West



Zoom in East

**FACEBOOK @ MENLO PARK  
WEST CAMPUS**

312 & 313 CONSTITUTION DRIVE, MENLO PARK, CALIFORNIA



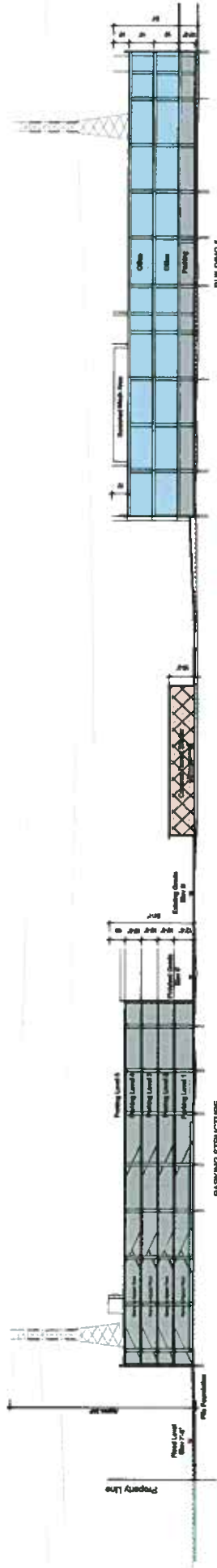
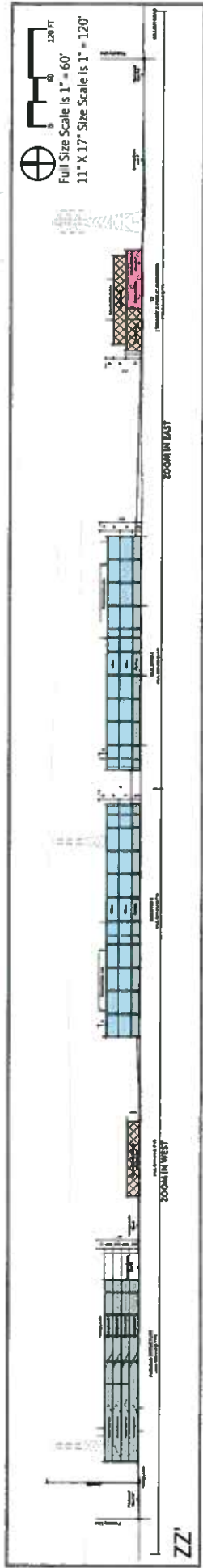
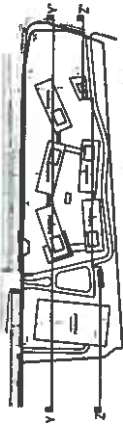
**WA.5.3 SITE SECTIONS SET 3**

OCTOBER 20, 2011

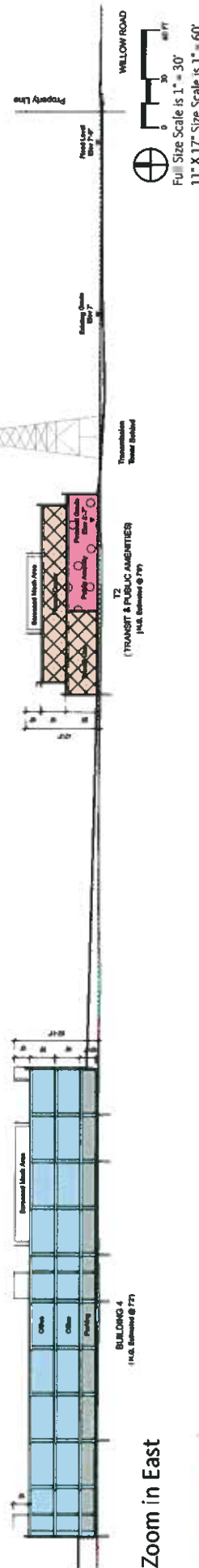




- Note:
- Office Use Buildings should be set back a minimum of 20' from the base of the transmission towers.
  - Elevations shown are based on Geodetic Vertical Datum of 1929 (NGVD 29).



Zoom in West



Zoom in East

WA.5.4 SITE SECTIONS SET 4

**FACEBOOK @ MENLO PARK WEST CAMPUS**  
312 & 313 CONSTITUTION DRIVE, MENLO PARK, CALIFORNIA

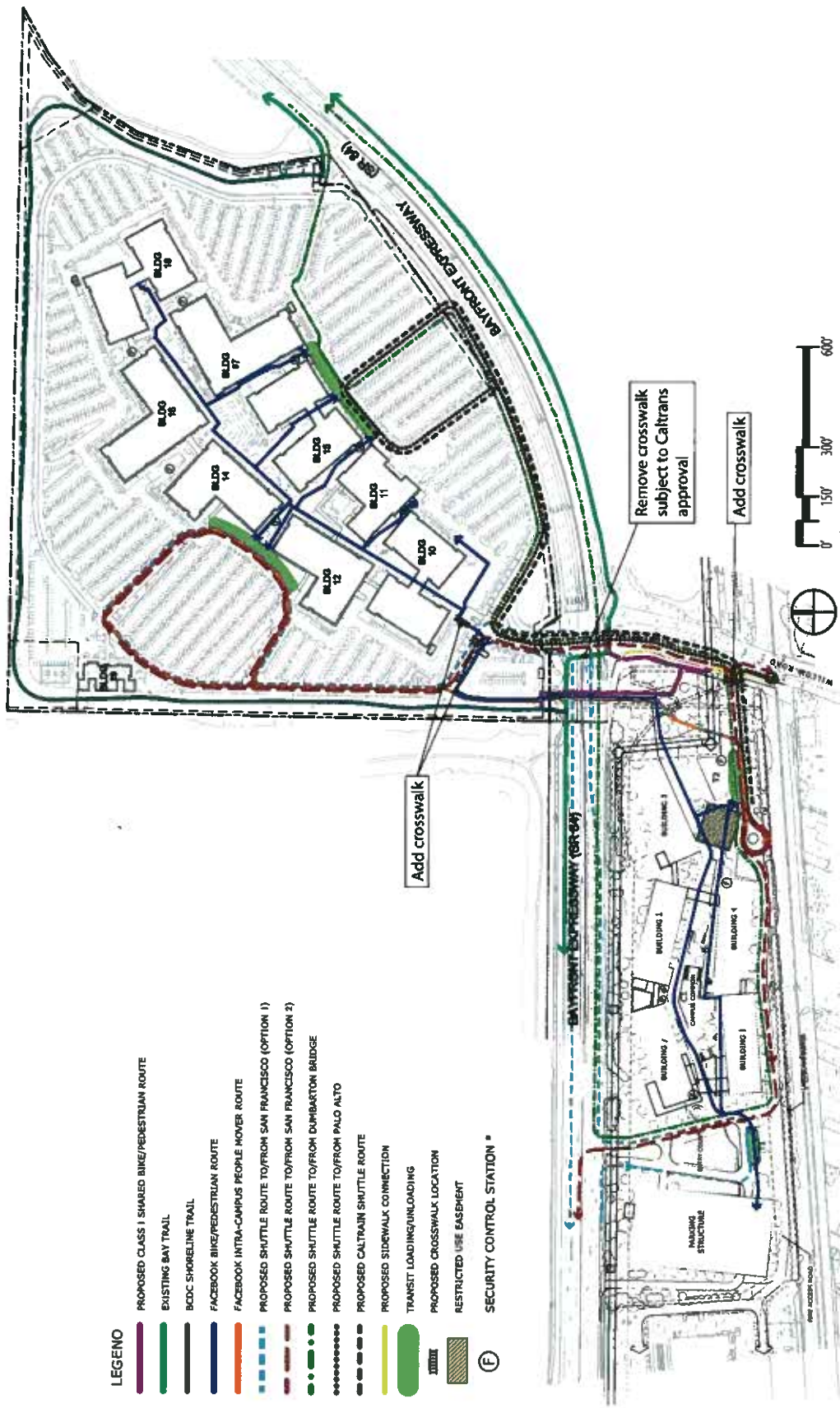


OCTOBER 20, 2011

B14







- LEGEND**
- PROPOSED CLASS 1 SHARED BIKE/PEDESTRIAN ROUTE
  - EXISTING BAY TRAIL
  - BOCC SHORELINE TRAIL
  - FACEBOOK BIKE/PEDESTRIAN ROUTE
  - FACEBOOK INTRA-CAMPUS PEOPLE-MOVER ROUTE
  - PROPOSED SHUTTLE ROUTE TO/FROM SAN FRANCISCO (OPTION 1)
  - PROPOSED SHUTTLE ROUTE TO/FROM SAN FRANCISCO (OPTION 2)
  - PROPOSED SHUTTLE ROUTE TO/FROM DUMBARTON BRIDGE
  - PROPOSED SHUTTLE ROUTE TO/FROM PALO ALTO
  - PROPOSED CALTRAIN SHUTTLE ROUTE
  - PROPOSED SIDEWALK CONNECTION
  - TRANSIT LOADING/UNLOADING
  - PROPOSED CROSSWALK LOCATION
  - RESTRICTED USE EASIMENT
  - SECURITY CONTROL STATION \*

\* Only Opt 1. (Integrated Within the Buildings) is shown for the West Campus. Please refer to WA 4.3 for other options.

## FACEBOOK @ MENLO PARK

1601 WILLOW ROAD, MENLO PARK, CALIFORNIA  
 312 & 313 CONSTITUTION DRIVE, MENLO PARK, CALIFORNIA



## WL.3 PEDESTRIAN & BIKE CONNECTIVITY BOTH CAMPUSES

October 20, 2011





**Facebook Campus Project**  
**Summary of Planning Commission Comments on Public Benefits**  
**January 12, 2012**

**COMMISSION ACTION:** On January 12, 2012, the Planning Commission held a study session regarding the Facebook project (“Project”) and considered the possible public benefits that should be included in the Development Agreement. No action was taken by the Commission but the individual Commissioners had the following comments:

Bressler

The Project is welcome in Menlo Park and the applicant has already shown impressive community presence. Suggestions for public benefit include the following:

- Improved bicycle access from 101 and from the Palo Alto and Menlo Park train stations.
- In lieu fee for loss of tax revenue (unless state enacts law which provides ability to tax businesses like Facebook).
- Marguerite-style shuttle open to public.

Eiref

- Improve Willow Road overpass and other bicycle related improvements.
- Substantial trip cap penalty for violations of trip cap.
- Agrees with request for local shuttle and benefit for Menlo Park City schools.
- Agrees that there should be an in lieu fee.
- Before we proceed with removal of pedestrian islands, we should gather additional data to determine if it is actually necessary.

Ferrick

There are lots of benefits built into the Project including adding jobs and an innovative and growing company that is socially and environmentally conscious to Menlo Park, revenue to the fire district, potential to activate the Menlo Gateway hotel project, and commitment to take a leadership role regarding the Bay Trail. Additional public benefits should include:

- Money for the Menlo Park City School District.
- Improving Flood Park, which has good outdoor community recreational space.
- Local shuttle.
- Bay Trail improvements.
- Recourse/penalty for parking in neighborhoods.
- Continue involvement with Ravenswood School District.

Kadvany

An in-lieu fee or similar project related revenue stream, bicycle mobility, as well as pedestrian and bicycle safety are a priority. The trip cap monitoring information should be made available to the public and the Project applicant should consider valet parking, with notification to City, if there is a need to over-park the site so there is no spill over parking in the vicinity of the Project. Generally agrees with public benefit suggestions

made by the public via email to the Commissioners. Specific requests that should be included in the Development Agreement include:

- School benefit equalization.
- Business tax (like transient occupancy tax or in lieu fee) in perpetuity that can be scaled based upon build out/or employee population increase.
- Local shuttle sharing (pursued as if publicly funded).
- Address bike paths gaps (Willow, Bay, University, Bay trail), with emphasis on process and completion more than cost-sharing for work

### O'Malley

Facebook's quick response to take a leadership role in addressing the gap in the Bay Trail is appreciated. Public benefits that should be considered include:

- Improve Flood Park.
- In lieu sales tax revenue for Menlo Park.
- Shuttle through Menlo Park, specific interest in downtown where Facebook workers can integrate and spend money.

### Riggs

While there are intrinsic public benefits associated with the Project such as improving the Menlo Park "brand", increased marketability of the M-2 zone, precedent setting TDM, a potential customer base in Menlo Park, and synergy with the Menlo Gateway hotel project, there also need to be additional public benefits. Suggestions include:

- Local shuttle (with regular schedule to downtown; horizontal transit service between the Eastside and downtown).
- Complete Bay Trail and close gap.
- Careful consideration of the penalties associated with trip cap monitoring and enforcement.

Other things should be considered as the Project moves forward including the West campus aesthetics and protecting birds through architecture and design.

### Yu

Generally concerned about pedestrian and bicycle safety and would like to see the following items considered in the Development Agreement:

- Additional trees on Willow Road.
- More restriping on Willow Road and restriping of bike routes to school.
- Improve the Willow Road overpass.
- Provide Belle Haven wireless access.
- Complete the Bay Trail.
- Improve Flood Park.
- In lieu fee.

The above comments are a staff summary of comments made by the individual Planning Commission members following presentations regarding the DEIR, the DFIA and the Project, as well as numerous speakers during public comment on the DEIR and the study session on the Project.

**Public Outreach and Development Agreement Negotiation Process  
Facebook Campus Project**

No.	Meeting Description	Notes / Timing	Method of Notification	Date Scheduled
<b><u>MILESTONE:</u> Facebook submits preliminary application to commence environmental review on February 8, 2011</b>				
1.	<b>City Council</b> review of the EIR NOP schedule as an Information Item	Completed	Council agenda published  Web site project page updated & email bulletin sent	4/5/11
2.	<b>City Council</b> authorization for City Manager to enter into consultant contract for transportation analysis	Completed	Council agenda published  Web site project page updated & email bulletin sent	5/10/11
<b><u>MILESTONE:</u> Notice of Preparation issued for public review on April 21, 2011</b>				
3.	<b>Planning Commission</b> EIR scoping session and study session	Completed	Planning Commission agenda published  Web site project page updated & email bulletin sent  Mailed notice to all property owners and occupants within ¼ mile radius	5/16/11
4.	<b>City Council</b> authorization for City Manager to enter into consultant contracts for EIR and FIA	Completed	Council agenda published  Web site project page updated & email bulletin sent	6/14/11

**Public Outreach and Development Agreement Negotiation Process**  
**Facebook Campus Project**

No.	Meeting Description	Notes / Timing	Method of Notification	Date Scheduled
5.	<b>City Council</b> review of public meeting process and tentative schedule	Completed	Council agenda published Web site project page updated & email bulletin sent	8/23/11
6.	<b>City Council</b> appointment of a Council subcommittee	Completed	Council agenda published Web site project page updated & email bulletin sent	10/18/11
7.	<b>City Council</b> update on status of release of Draft EIR and Draft FIA	Completed	Council agenda published Web site project page updated & email bulletin sent	11/15/11
<b>MILESTONE: Draft Environmental Impact Report (EIR) and Draft Fiscal Impact Analysis (FIA) issued for public review on December 8, 2011 (47-day review period ending on January 23, 2012 at 5:30 p.m.)</b>				
8.	<b>Public Outreach Meeting</b> at the Senior Center in Belle Haven to inform the community about the proposed project and the documents available for review  <i>(Note: Meeting is open to the public and may be attended by any or all Council Members or Commissioners)</i>	Near the release of the Draft EIR and Draft FIA (Meeting is not intended to receive comments, but to let people know how they can submit comments)	Citywide postcard mailing advertising series of meetings Web site project page updated & email bulletin sent Email sent to all appointed commissioners	<i>December 8, 2011 (7-9 p.m.)</i>
9.	<b>Bicycle Commission Meeting</b> to provide the Commission with an overview of the project plus a focused review of the <i>Transportation</i> chapter of the Draft EIR. Commissioners may submit individual comments separately. If the Commission wants to provide collective comments of the Commission, then they may do so at a separate meeting prior to the comment deadline.	During Draft EIR review period	Agenda posted Web site project page updated & email bulletin sent	<i>December 12, 2011 (7:00 p.m. start)</i>

**Public Outreach and Development Agreement Negotiation Process**  
**Facebook Campus Project**

No.	Meeting Description	Notes / Timing	Method of Notification	Date Scheduled
10.	<p><b>Transportation Commission Meeting</b> to provide the Commission with an overview of the project plus a focused review of the <i>Transportation</i> chapter of the Draft EIR. Commissioners may submit individual comments separately. If the Commission wants to provide collective comments of the Commission, then they may do so at a separate meeting prior to the comment deadline.</p>	During Draft EIR review period	Agenda posted Web site project page updated & email bulletin sent	<p><i>December 14, 2011</i> (7:00 p.m. start)</p>
11.	<p><b>Housing Commission Meeting</b> to provide the Commission with an overview of the project plus a focused review of the <i>Population and Housing</i> chapter of the Draft EIR. Commissioners may submit individual comments separately. If the Commission wants to provide collective comments of the Commission, then they may do so at a separate meeting prior to the comment deadline.</p>	During Draft EIR review period – same night as the Environmental Quality Commission meeting	Agenda posted Web site project page updated & email bulletin sent	<p><i>January 4, 2012</i> (5:30 to start)</p>
12.	<p><b>Environmental Quality Commission Meeting</b> to provide the Commission with an overview of the project plus a focused review of the <i>Greenhouse Gas Emissions</i> chapter of the Draft EIR. Commissioners may submit individual comments separately. If the Commission wants to provide collective comments of the Commission, then they may do so at a separate meeting prior to the comment deadline.</p>	During Draft EIR review period – same night as the Housing Commission meeting	Agenda posted Web site project page updated & email bulletin sent	<p><i>January 4, 2012</i> (6:30 p.m. start)</p>

**Public Outreach and Development Agreement Negotiation Process  
Facebook Campus Project**

No.	Meeting Description	Notes / Timing	Method of Notification	Date Scheduled
13.	<p><b>Planning Commission</b> public hearing regarding the Draft EIR and study session item to discuss Draft FIA and the project (separate agenda items)</p> <p><i>(Outcome: Receive public comments on the Draft EIR – all comments will be responded to in the Final EIR)</i></p> <p><i>(Outcome: Commission reviews and comments on project proposal)</i></p>	Before the close of the Draft EIR review period	<p>Planning Commission agenda posted</p> <p>Public Hearing Notice published and mailed to all property owners and occupants within ¼ mile radius of project site</p> <p>Web site project page updated &amp; email bulletin sent</p>	January 9, 2012
14.	<b>City Council</b> study session to learn more about the project and identify any other information that is needed to ultimately make a decision on the project	After the close of the Draft EIR review period	<p>Council agenda published</p> <p>Web site project page updated &amp; email bulletin sent</p>	January 31, 2012
15.	<b>City Council</b> regular item to consider feedback from the Commissions, discuss environmental impacts and mitigations, public benefit, fiscal impacts, development program and provide direction on parameters to guide development agreement negotiations	Approximately two (2) weeks after the Council study session	<p>Council agenda published</p> <p>Web site project page updated &amp; email bulletin sent</p>	February 14, 2012
<b><u>MILESTONE:</u> Prepare Final EIR, Final FIA and negotiate a draft Development Agreement</b>				
<b><u>MILESTONE:</u> Publish Final EIR and Final FIA for public review in April 2012 and advertise through public notice in newspaper and email bulletin</b>				
16.	<b>City Council</b> regular item to review business terms of development agreement	Early release of staff report approximately 10 days before meeting	<p>Council agenda published</p> <p>Web site project page updated &amp; email bulletin sent</p>	April 17, 2012
<b><u>MILESTONE:</u> Mail notice advertising future meeting dates</b>				

**Public Outreach and Development Agreement Negotiation Process**  
**Facebook Campus Project**

No.	Meeting Description	Notes / Timing	Method of Notification	Date Scheduled
17.	<b>Planning Commission</b> public hearing for recommendation on Final EIR, Final FIA, Conditional Development Permit Amendment, and Development Agreement	Approximately three (3) weeks after Council review of the business terms of the Development Agreement. Public comment on the Final EIR and Final FIA should be submitted before the Commission meeting in order for the comments to be considered prior to the Commission's recommendation.	Planning Commission agenda published Public Hearing Notice published and mailed to all property owners and occupants within ¼ mile radius of project site Web site project page updated & email bulletin sent	<i>May 7, 2012</i>
18.	<b>City Council</b> public hearing for Certification of Final EIR, Acceptance of Final FIA, Conditional Development Permit Amendment, and Introduction of Ordinance Approving Development Agreement	Approximately three (3) weeks after Planning Commission recommendation	Council agenda published Public Hearing Notice published and mailed to project distribution area Web site project page updated & email bulletin sent	<i>June 5, 2012</i>
19.	<b>City Council</b> adoption of the Ordinance Approving the Development Agreement (consent item)	Next available Council meeting after first reading	Council agenda published Web site project page updated & email bulletin sent	<i>June 12, 2012</i>

*Note: all dates tentative and subject to revision.*

To: Menlo Park City Council  
From: Menlo Park Bicycle Commission  
Date: 9 January 2012

**Re: Bicycle Commission comments on the draft EIR for the Facebook project**

The Bicycle Commission has reviewed the transportation and traffic aspects of the draft EIR ("EIR") and has held two public meetings regarding the EIR and the project at which we have heard unprecedented public comment and held lengthy discussions. We have the following comments on the EIR:

Overall, the EIR makes clear that the Facebook project will result in significant traffic impacts that cannot be fully mitigated. The EIR recognizes that some of this impact can be mitigated by improving Bicycle infrastructure in Menlo Park and East Palo Alto. However, only a few, relatively minor improvements are proposed. The Bicycle Commission believes that the final EIR should include more bicycle facilities, as a measure to mitigate the traffic impacts of the project.

Specifically, we endorse the addition of the following additional improvements to the EIR as mitigation measures:

1. Completion of the missing segment of the Bay Trail that the current EIR only partially completes;
2. Additional striping of bike lanes on Willow Road between Middlefield Avenue and Bayfront Expressway;
3. Additional striping of bike lanes on University Avenue between Woodland Avenue and Bayfront Expressway; and
4. Additional bike lanes on Bay Road from the Bay Trail to Willow Road;

We have been advised that the draft does not include bicycle facilities in large part because there is not a traffic model that can quantify the positive impact that encouraging bike commuting will have on the trips generated by the project or the level of service at various intersections. This may be true, but it is hard to believe that with the number of transportation-impacting projects that have been evaluated and approved in the Bay Area and throughout the country, that no valid data has been compiled and verified that can justify the use of bicycle infrastructure such as the above to mitigate the increase in auto traffic that the EIR identifies. For example, we have been informed that the EIR for the Stanford Medical Center expansion included an analysis of the proposed Middle Avenue pedestrian/bicycle undercrossing in Menlo Park as a mitigation for its traffic impacts. We believe it would be in the City's interest to have the authors explore the availability of a model that analyzes the mitigation impacts of improved bicycle facilities on the streets surrounding the project and on completing the Bay Trail segment.

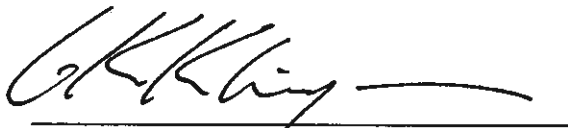
The Commission is concerned that, as currently formed, the Facebook project could result in busier streets and less safe conditions for cyclists in Menlo Park. We are



confident that neither Facebook nor the City intends such a result, and in particular know that Facebook wishes to encourage non-automobile commuting to the project site. This project, and this EIR, are an opportunity to move forward the City's path towards a more bike-friendly community, and the Council should ensure that the EIR does the maximum to increase opportunities for bicycle commuting as a viable alternative as a mitigation measure.

Finally, to the extent that our suggested improvements are not justifiable as CEQA mitigation, we believe that they should be included in any Development Agreement entered into by Facebook and the City, and would ask that the Council consider this letter to be the Commission's comments on the Development Agreement as well.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'G. Klingsporn', written over a horizontal line.

Greg Klingsporn  
Chair, Bicycle Commission

**Correspondence Received  
Facebook Campus Project  
City Council Study Session - January 31, 2012**

**Draft EIR Comments**

1. Anne Moser, January 6, 2012
2. Jerri-Ann Meyer, January 8, 2012
3. Andrew Boone, January 9, 2012
4. Elliot Schwartz, January 9, 2012
5. Faye Steiner, January 9, 2012
6. Kerry Haywood, January 9, 2012
7. Tammy Cameron, January 9, 2012
8. Jack Miller, January 9, 2012
9. Maksim Maydanskiy, January 9, 2012
10. Adina Levin, January 9, 2012
11. Norm Picker, January 10, 2012
12. Nathan Dushman, January 10, 2012
13. Andrew Boone, January 11, 2012
14. Henry Riggs, January 13, 2012
15. Ben Eiref, January 15, 2012
16. John Langbein, January 17, 2012
17. Save the Bay, January 23, 2012
18. Valley Transportation Authority, January 23, 2012
19. Michelle Tate, January 23, 2012
20. Town of Atherton, January 26, 2012

**Non-EIR Comments**

1. William Webster, January 9, 2012
2. Dexter K. Chow, January 9, 2012
3. Henry Riggs, January 12, 2012
4. Anne Moser, January 16, 2012
5. Jim Lewis, January 18, 2012
6. Belle Haven Neighborhood Association, January 18, 2012
7. Aldora Lee, January 23, 2012

**Grossman, Rachel M**

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**From:** Anne Moser <agoodmoser@gmail.com>  
**Sent:** Friday, January 06, 2012 8:07 PM  
**To:** Grossman, Rachel M  
**Subject:** TRAFFIC

I ATTENDED THE DUNBARTON RAIL PRESENTATION IN NOV. AT THAT TIME THEIR #5 OPTION WAS FOR IMPROVED/EXPANDED BUS TRANSPORTATION FROM A CENTER--FREMONT/NEWARK ACROSS THE BRIDGE TO REDWOOD CITY. I WONDER IF THIS MIGHT EASE SOME OF THE CAR TRIPS TO FACEBOOK? ANOTHER POSSIBILITY MIGHT BE LIGHT RAIL LINK ALONG THE EXISTING RAIL FROM REDWOOD CITY TO WILLOW, ALLOWING A TIE TO THE CITY AND SAN JOSE VIA CALTRAIN.

I REGRET YOUR PRESENTATION WAS UNABLE TO BE DONE AT THE HOUSING MEETING. I HOPE THOSE WHO CAME FOLLOWED YOU TO YOUR NEXT ONE. ANNE MOSER

F2

## Grossman, Rachel M

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**From:** Jerri-Ann Meyer <jmeyer428@yahoo.com>  
**Sent:** Sunday, January 08, 2012 7:41 PM  
**To:** \_Planning Commission  
**Subject:** Please support improving bicycle infrastructure in the vicinity of the Facebook Campus

Honorable commissioners,

I am unable to attend your meeting tomorrow night (Monday January 9, 2012) but want to provide my input and support for improving the bicycle infrastructure in the vicinity of the Facebook campus.

I worked at that campus when it was Sun Microsystems. I was there since the opening of the campus in 1995 until Sun was acquired by Oracle. I am an avid transportation bicyclists and bike commute to/from work every day. I live in Mountain View, and often commuted via Willow Road and also through the baylands. The lack of adequate bicycle infrastructure was always an issue for me and others. I felt as though if I made it safely to work then my day would be ok. It was always quite an adrenaline rush crossing 101 at Willow on bike. For a period of time I also commuted across the Dumbarton to the Sun Newark campus. Both routes took me through the area of where the Facebook campus now resides.

Bicycling for transportation has numerous benefits including reducing traffic congestion, noise, air pollution impacts, improving the health of the bicyclists, etc. I'm sure you are aware of the many, many benefits. But these benefits can only be realized with your support. Please demonstrate your support by being willing to invest in the needed changes to enhance and provide bicycling infrastructure to make commuting to the Facebook campus safe, convenient, and pleasurable.

Facebook is a strong supporter of bicycling and other modes of transportation. Facebook should help fund the completion of the one mile bay trail gap through Menlo Park and East Palo Alto. Facebook should help provide continuous bike lanes on Willow Road, University Avenue, and Bay Roads. Menlo Park should include these bicycling improvements as transportation mitigation measures in the Facebook EIR.

Thank you for considering this input. And again please show your support of bicycling infrastructure improvements in the vicinity of the Facebook campus.

jerri-ann meyer (VTA BPAC chair)

## Grossman, Rachel M

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**From:** Patel, Atul I  
**Sent:** Monday, January 09, 2012 10:52 AM  
**To:** Grossman, Rachel M; Murphy, Justin I C  
**Subject:** FW: Bike Lanes on Willow Rd 101 Overpass.  
**Attachments:** Willow Rd 101 Bike Lanes.pdf; University Ave 101 Bike Lanes.pdf

Rachel/Justin,

This email was sent this morning to Chip and I regarding the feasibility of bicycle lanes on Willow and University interchanges with US 101. We may want to fwd onto F&P and DKS for their review and thoughts too.

Thanks,

Atul

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**From:** Andrew Boone [<mailto:nauboone@gmail.com>]  
**Sent:** Monday, January 09, 2012 9:10 AM  
**To:** Taylor, Charles W; Patel, Atul I  
**Subject:** Bike Lanes on Willow Rd 101 Overpass.

Chip and Atul,

Because no documented roadway dimensions for the Willow Rd 101 Overpass are available (that I know of), we were all unsure whether or not bike lanes could be placed on the overpass and meet Caltran's design guidelines.

So volunteers from the Silicon Valley Bicycle Coalition (SVBC) measured each of the vehicle lanes and created the attached drawings that the existing conditions and a proposed striping design for the overpass (and the University Ave overpass).

We found that indeed it should be possible to include bike lanes on the overpass, but of course any such design would need to be reviewed and approved by Caltrans.

I'll present this at tonight's Bicycle Commission meeting. Otherwise, my presentation tonight will be very similar to the one I made at December's Bicycle Commission.

Thanks.

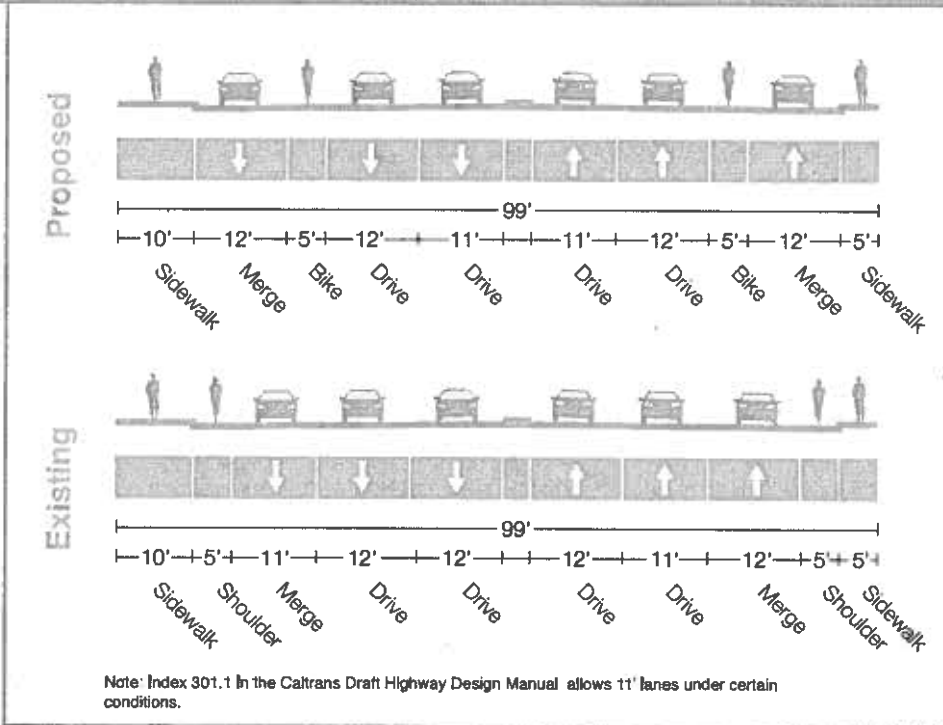
- Andrew Boone, Silicon Valley Bicycle Coalition (SVBC)

# Bike Lanes for Willow Road/US 101

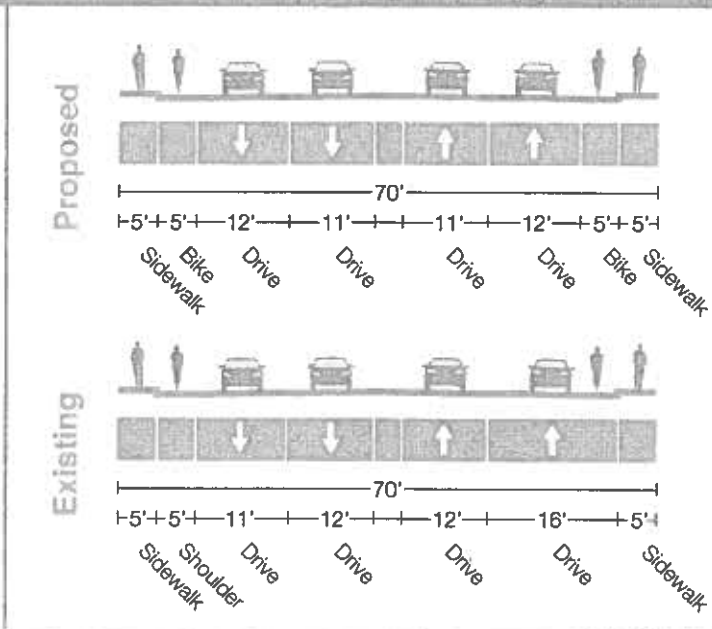
Willow Road is a direct and convenient connection between Menlo Park Caltrain, the Facebook Campus, and destinations North of 101. lacks bike facilities and is an intimidating gap for cyclists

While this interchange will eventually be rebuilt with multimodal design standards, the current structure can be reconfigured with minimal cost and according to guidelines in the Draft Caltrans Highway Design Manual.

## Section A: Overpass



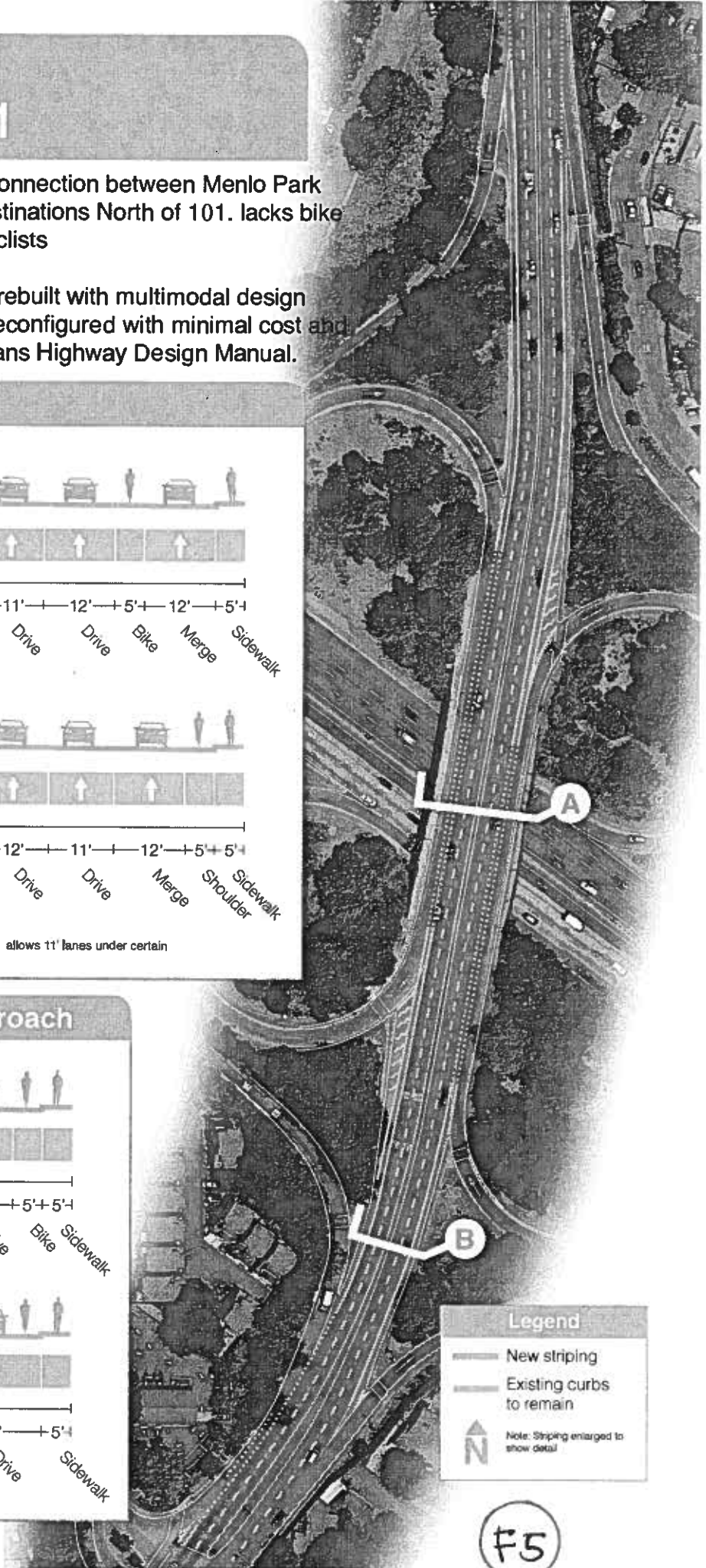
## Section B: Overpass Approach



**Legend**

- New striping
- Existing curbs to remain
- Note: Striping enlarged to show detail

F5

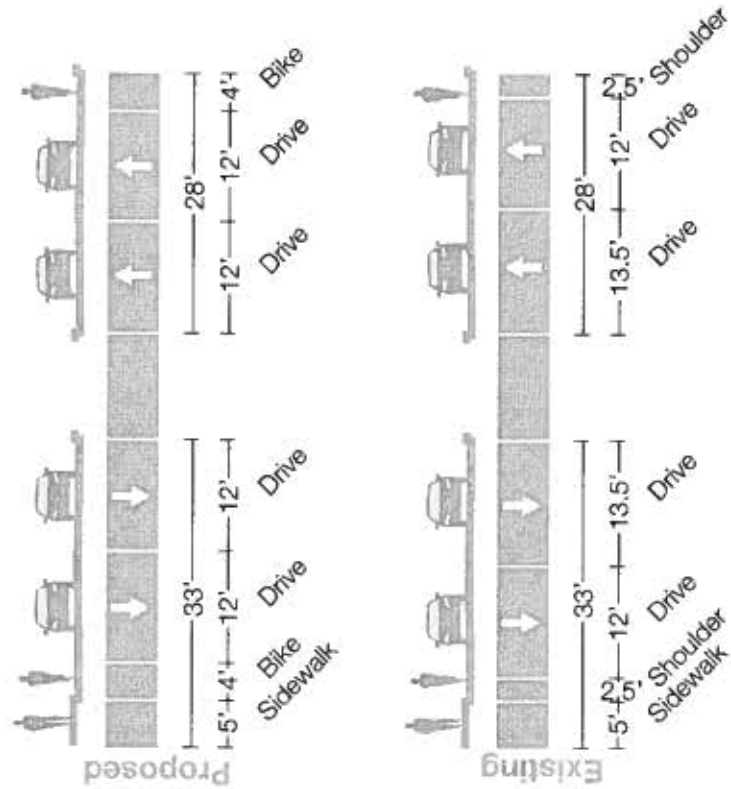


# Bike Lanes for University Ave/US 101 Bridge

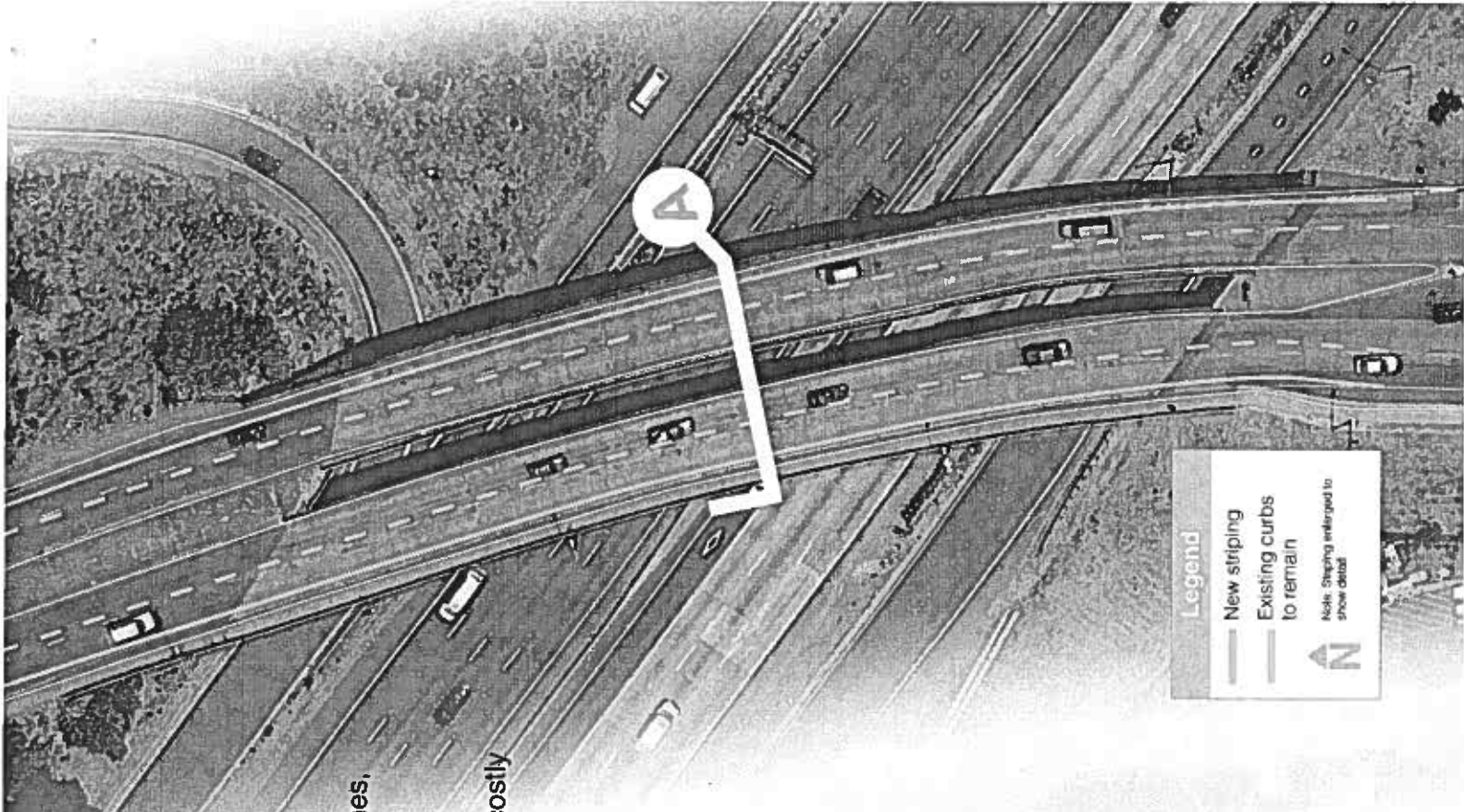
The University Avenue corridor is a direct and convenient link for bicyclists traveling between the Palo Alto Caltrain station, East Palo Alto and the Facebook campus. While many sections of University Avenue have bike lanes, the 101 overpass is an intimidating gap that lacks bicycle facilities.

While this structure will eventually be replaced, bicycle lanes can be accommodated on the existing bridge as a short term solution and without costly modification to street width or existing curbs.

## Section A: Overpass



Note: 4' bike lanes on the bridge deck are feasible as the roadway is a continuous slab of concrete and lacks gutters.



F6

**Grossman, Rachel M**

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**From:** Elliot Schwartz <elliot.schwartz@gmail.com>  
**Sent:** Monday, January 09, 2012 11:03 AM  
**To:** \_Planning Commission  
**Subject:** In support of bicycle commuting as part of the Facebook EIR

To the Menlo Park Planning Commission:

I am writing to you in support of including bicycle commuting measures as part of the Facebook EIR.

When I commute by bicycle, the segment from Bayfront Expressway and University Ave to East Palo Alto is the most harrowing part of the journey. I have to change lanes twice across the stream of 50 mph traffic coming off the Dumbarton Bridge, and then make an uncontrolled left turn across two more lanes. Completing this segment of the trail would allow cyclists to cross the traffic at the lights, and then continue onto the off-street path through East Palo Alto. As part of the Transportation Mitigation Measures in the Facebook EIR, Facebook should commit to help fund the completion of the trail.

Thank you to the Commission & to Facebook for your continued support in reducing traffic & increasing bicycle commuting in Menlo Park.

Regards,

Elliot Schwartz

f7



## Grossman, Rachel M

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**From:** faye steiner <faye.steiner@gmail.com>  
**Sent:** Monday, January 09, 2012 1:18 PM  
**To:** \_Planning Commission  
**Subject:** expansion of SF Bay trail

Hello,

My name is Faye Steiner and I live in SF and work at Stanford.

Several times a week, I commute by bicycle. As it stands, there is a wonderful bike path that I can take to Willow road, but I then have to navigate through East Palo Alto before I can pick it up again. Some of these roads are dangerous. I understand that you are considering expanding the Bay Trail. The trail is heavily used and you would be doing a tremendous public service by expanding it. Many people who do not currently commute via bikes because they are intimidated by riding on the roads would be able to start commuting by bike.

Thanks for your consideratinon.

best,  
Faye

F8

## Grossman, Rachel M

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**From:** Kerry Haywood <khaywood@juniper.net>  
**Sent:** Monday, January 09, 2012 4:30 PM  
**To:** \_Planning Commission  
**Cc:** Richard Ellson  
**Subject:** Bay Trail and bike improvements  
**Attachments:** Menlo Park Bay Trail \_bike improv final v2.pdf

Dear Planning Commission,

I have attached a letter of support for bike infrastructure improvements along the Bay Trail from the Moffett Park Business Group. We advocate for transportation improvements and support transportation demand management efforts that improve the environmental and economic health of the Moffett Park area. A core value of our organization is to support projects that help our member companies achieve these goals. Therefore, the Bay Trail improvements will not only improve commute options for Facebook, but improve commute options for employees who work in the Moffett Park area.

Please take the time to note more information in our letter of support.

Again, thank you for your time. If you have any questions, please feel free to contact me.

Regards,

**Kerry Haywood**  
Executive Director

**Moffett Park**  
Business Group  
PO Box 60995  
Sunnyvale, CA 94089-0995  
408.936.1889  
[kerryh@mpbta.org](mailto:kerryh@mpbta.org)  
[www.mpbta.org](http://www.mpbta.org)

F9



January 9, 2012

Menlo Park Planning Commission  
701 Laurel Street  
Menlo Park, CA 94303

Subject: Support for Completion of the Bay Trail and Area Bicycle Improvements

Dear Chair Bressler:

I write on behalf of the Moffett Park Business Group (MPBG) to express our support for Menlo Park to complete the Bay Trail and to improve bike lanes in the area. This will not only provide Facebook with another means to meet its reduction of car traffic, but, will benefit other commuters who work along the Peninsula and South Bay.

By way of reference, the MPBG is a consortium of major employers in the Sunnyvale Moffett Park area, including NetApp, Lockheed Martin Space Systems, Yahoo!, Jay Paul, Juniper Networks, Detati, Labcyte, Luxim, Rambus and Infinera: just over 14,000 employees represented. We advocate for transportation improvements and support transportation demand management efforts that improve the environmental and economic health of the area. A core value of our organization is to support projects that help our member companies achieve these goals. The importance of completing the Bay Trail not only connects people to facilities in Menlo Park, but to other destinations along the Peninsula and the South Bay, such as the Moffett Park area. For many of the employees who commute from the Peninsula to work sites located near the Bay Trail, safe, year-round bicyclist passages are limited. Completion of the Bay Trail in the Menlo Park area would provide another safe route for more people to use for their commutes.

For worksites like Moffett Park and the new Facebook site, cycling can be a very cost effective mode of increasing alternative transport to the site. In the last few years, improvements for cyclists in and around Moffett Park include the bike lanes on Borregas and Bordeaux, completion of two bike/ped bridges on Borregas and the opening of the Bay Trail behind Moffett Field. This section of the Bay Trail now connects Shoreline Park and the Stevens Creek Trail in Mountain View to Sunnyvale, the Moffett Park area, and beyond to Santa Clara and San Jose. The safe, year-round improvements for Moffett Park from bike lanes, bridges and the trail are real and measurable. The bridge to Moffett Park drive was completed in April of 2009, and September bike counts in the 2009 VTA Annual Monitoring and Conformance Report released in February of 2010 showed bike traffic along Moffett Park Drive at Borregas had increased 99% over the previous year without the bridge. The cumulative impact of the bike lanes, bridges and trails can be seen in the trends from the transportation survey conducted annually by MPBG since its founding. Typically over 10,000 round-trip, weekday commutes are reported. Our 2011 annual survey, based on 16,740 round-trip, weekday commutes was conducted in October, one year after the Bay Trail opened. Bike commuting has now risen to fourth place as an alternative mode in our surveys, trailing van/carpools, employer shuttles and the VTA bus.

F10

The proposed completion of the Bay Trail and bike infrastructure improvements can have a similar impact for the Facebook site, located as Moffett Park is, near the Bay Trail and a non-walkable distance from Caltrain. As the MPBG has seen, improved bicycle access diverts some employees from using their cars for their commutes. Hence this is an important tool to provide Facebook for their successful reduction in traffic congestion.

These improvements will also serve other commuters in the area, to motivate them to bicycle to work, including the commuters in the Moffett Park area. As a result, cars will be taken off the road, resulting in reduced traffic congestion and a cleaner environment for those who live and work in the area.

For these reasons, MPBG wants to convey our support for the Planning Commission Staff Report recommendations to improve bicycle circulation and to encourage securing funding for completion of the gap in the Bay Trail near the Facebook site. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Kerry Haywood". The signature is written in a cursive, flowing style.

Kerry Haywood  
Executive Director

Cc: MPBG Board of Directors

## Grossman, Rachel M

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**From:** Tammy Cameron <tcameron@labcyte.com>  
**Sent:** Monday, January 09, 2012 4:49 PM  
**To:** \_Planning Commission  
**Subject:** Menlo Park Planning Commission for completion of the Bay Trail for bikers

To Whom it May Concern:

As a bike commuter across the Dumbarton Bridge who continues south to Sunnyvale, I want to first thank Facebook for being a strong supporter of bicycling and other alternative modes of transportation. My commute previously ended in Menlo Park but due to a recent job change I'm now commuting to Sunnyvale (Moffett Park area). The completion of the Bay Trail or connection of the Bay Trail from the Dumbarton bridge through East Palo Alto would encourage individuals to use their bikes to commute to work alleviating highway congestion. With Facebook's relocation to Menlo Park, their force and participation behind completing the stretch of the Bay Trail through East Palo Alto is paramount. The commuters they will bring from all directions to this new location will have a significant impact on traffic. Facebook has been on the cutting edge of alternative transportation programs and I'm encourage to see them take the lead on improving cyclists commutes to and from their new location. For me personally, my commute to work via bicycle is possible due to these separate bike trails. Cycling with traffic is far too dangerous and I would not consider commuting on my bicycle if that was the only option. I don't think I'm alone in that thought process. Individuals want to improve the commute, improve their health but don't want to risk their life to get to work. These bike trails are absolutely necessary and at such a small overall cost could reap huge benefits.

I appreciate the efforts put forth to improve bicycle commutes by the city and key corporate sponsors like Facebook.

Sincerely,

Tammy Cameron  
VP Finance  
Labcyte

F12



**Grossman, Rachel M**

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**From:** Jack Miller <millerjack999@yahoo.com>  
**Sent:** Monday, January 09, 2012 5:02 PM  
**To:** \_Planning Commission  
**Cc:** nauboone@gmail.com  
**Subject:** Support for bicycle access in the vicinity of the Facebook campus

Honorable commissioners,

I am unable to attend your meeting tonight but would like to lend support for improving the bicycle infrastructure in the vicinity of the Facebook campus.

In a previous job, I commuted by bicycle from Mountain View through Menlo Park on my way to Seaport Village. I tried several routes for crossing highway 101 to get onto the safer route along the bay. At the time, there just was not a safe way to do this during commute hours.

I've been a steady bicycle commuter since 1972, now travelling over 12 miles to my job,

Taking this opportunity to make any significant improvement to bicycle access along the Bay, especially in the vicinity of the former Sun campus, will be a benefit not only to those commuting to the campus; it greatly improves access to the Dumbarton bridge access and for travel up the peninsula.

Please take advantage of this opportunity to work with Facebook to make an obvious significant improvement to the access infrastructure.

Thank you for considering my position.

Jack Miller  
Long time bicycle commuter  
1801 Villa Street  
Mountain View, CA

F13

**Grossman, Rachel M**

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**From:** Maksim Maydanskiy <maksim.m@gmail.com>  
**Sent:** Monday, January 09, 2012 7:17 PM  
**To:** \_Planning Commission  
**Subject:** Make completing the Bay Trail and other bike improvements part of the Facebook EIR.

Dear Ladies and Gentlemen of the Commission,

As a Menlo Park resident and a bike commuter, I am writing to urge you to include completing the Bay Trail and making other bike infrastructure improvements part of the Facebook EIR.

Facebook is has a strong commitment to alternative transportation, and can become a great community partner in improving biking conditions in Menlo Park. Opening of the new Facebook campus in Menlo Park is a great opportunity to forge this partnership.

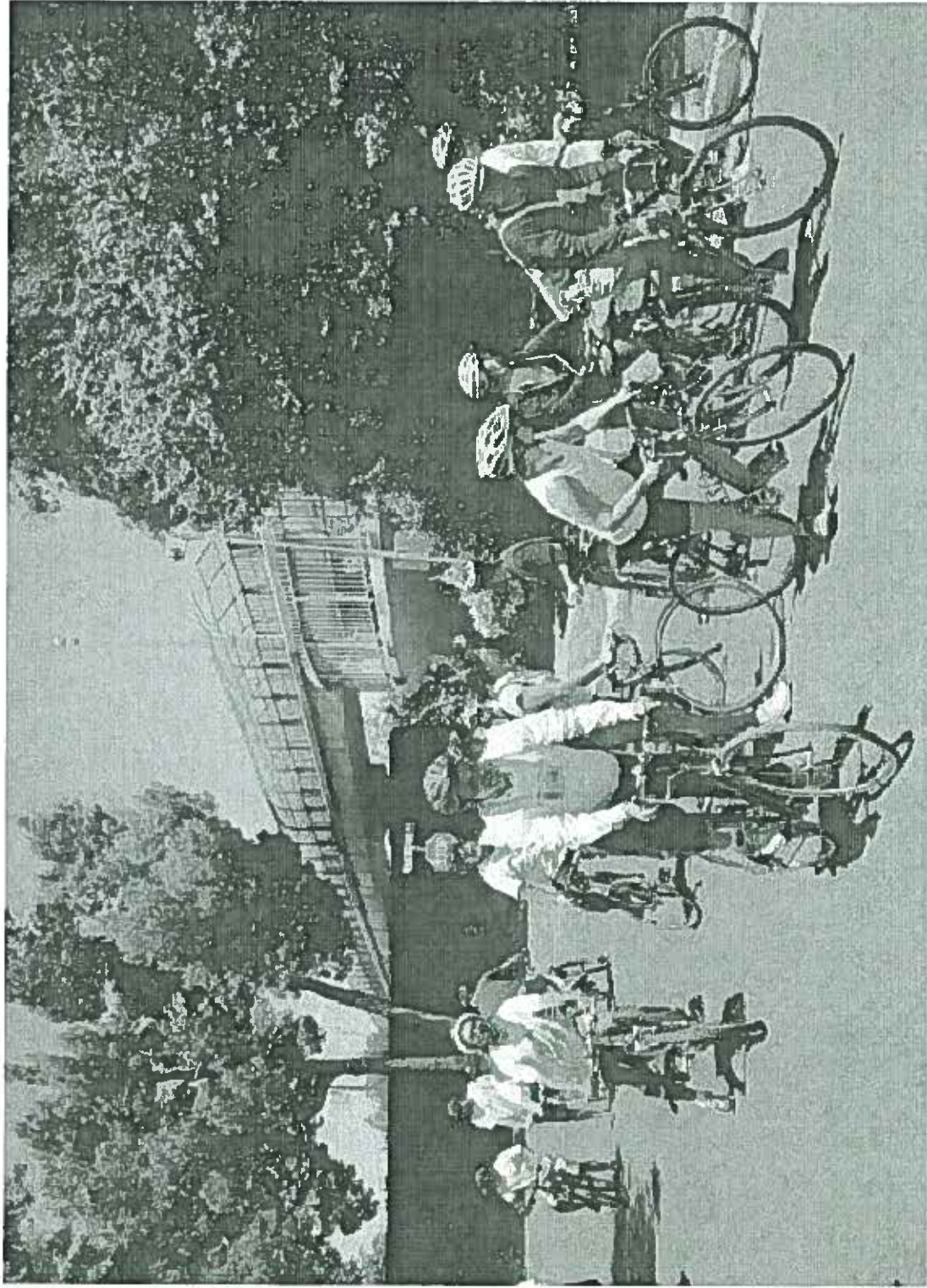
My daily commute takes me on Willow road and University avenue, which would both benefit greatly by having bike lanes across Bayshore freeway intersection and other improvements. I also often commute to Mountain View via Bay Trail and Stevens Creek Trail, a route that would be greatly simplified and improved by completing Bay Trail and connecting it up to University and Willow. Right now I sometimes opt to go by car to avoid a cumbersome starting portion of the ride through Menlo Park and East Palo Alto.

Improvements in bike infrastructure increase bike commuting and bike recreation - combining traffic reduction and health benefits. Menlo Park should include these improvements in Transportation Mitigation Measures of the Facebook EIR.

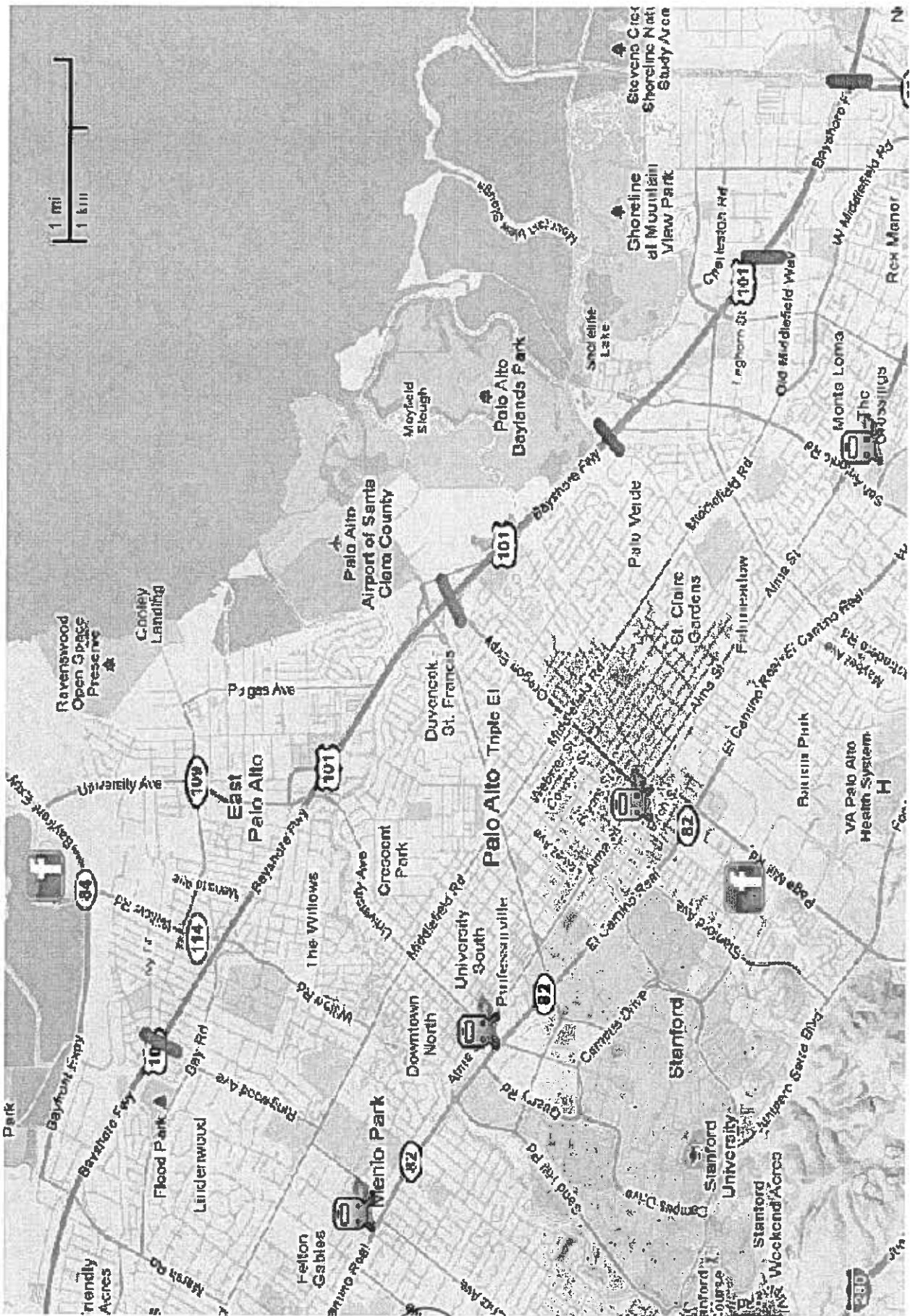
Sincerely,  
Maksim Maydanskiy.

# Safe Routes to Facebook

Opportunities to increase bicycling to the  
Menlo Park Facebook Campus



Cycling would help Facebook achieve these goals...  
but routes to the new campus are more challenging





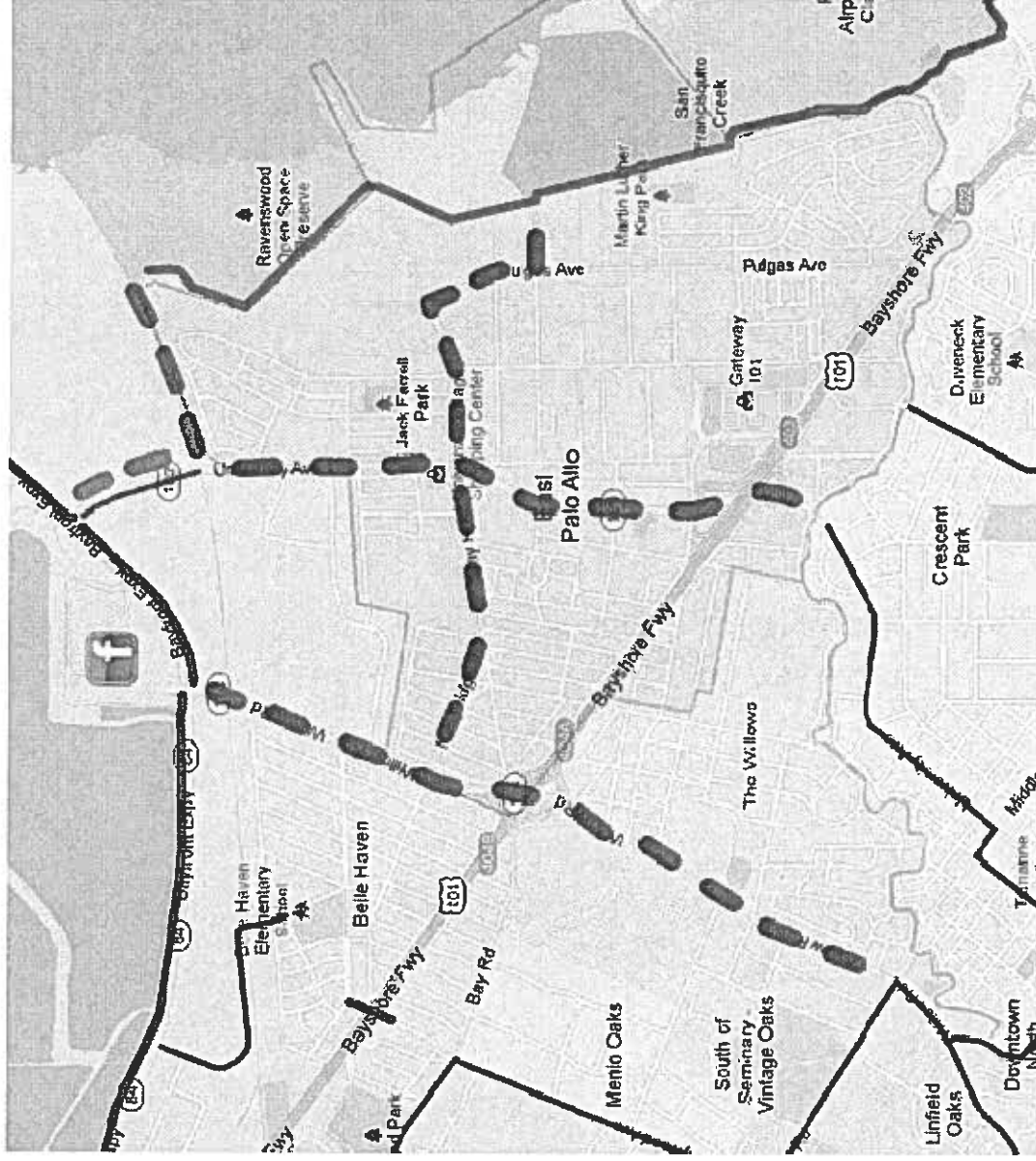
# Bicycle Routes to Facebook that need improvement in Menlo Park and East Palo Alto





1. Willow Rd  
(goal: continuous bike lanes)

2. University Ave  
(goal: continuous bike lanes)

3. Bay Rd  
(goal: continuous bike lanes)

4. Bay Trail  
(goal: continuous bike path)



-  existing bike lane
-  existing bike path
-  bike lane missing or needs improvement
-  bike path (Bay Trail) missing



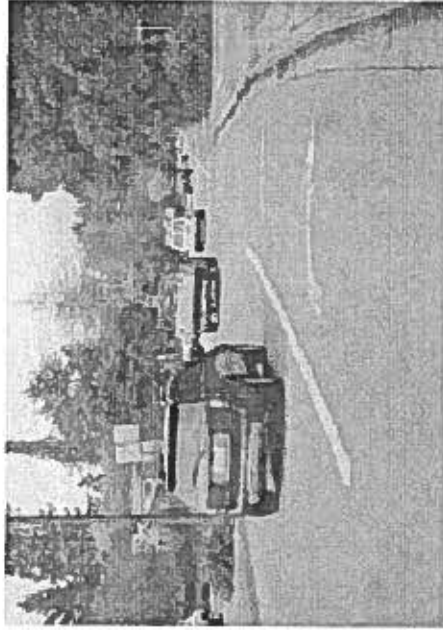
# 1. Willow Road

Fastest and most direct route from Menlo Park and north Palo Alto.



Highway 101 overpass

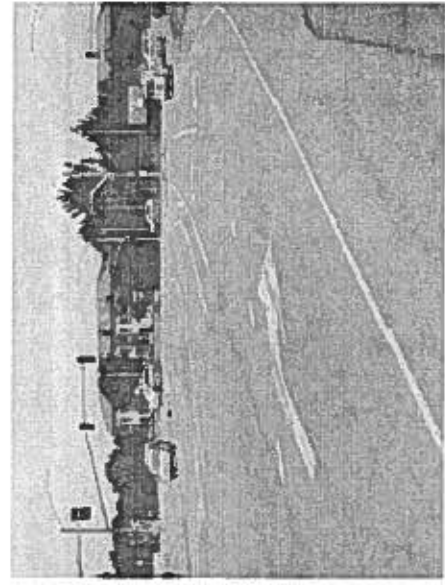
F18



Discontinuous bike lanes



Drainage grates  
in bike lanes

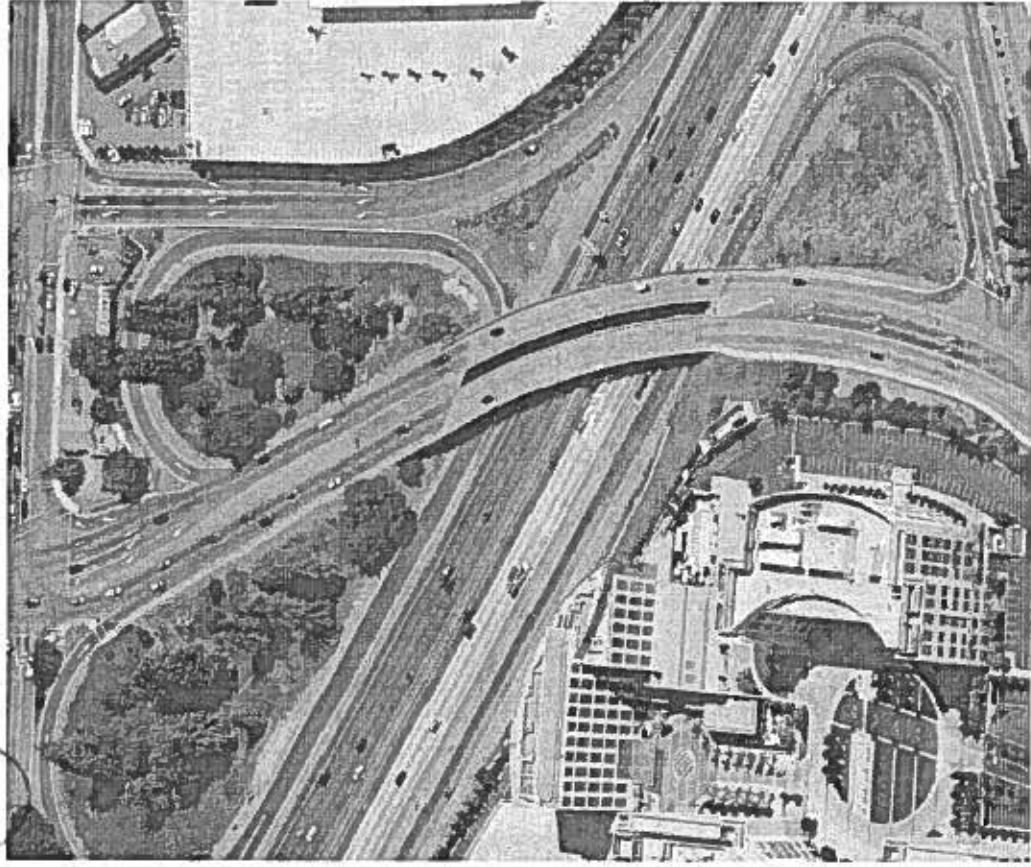


unsafe intersection  
(at Bayfront Exprwy)

# 2. University Avenue

Fastest and most direct route from northeast Palo Alto and from East Palo Alto. Section north of Bay Rd used by cyclists using the Bay Trail.

F19



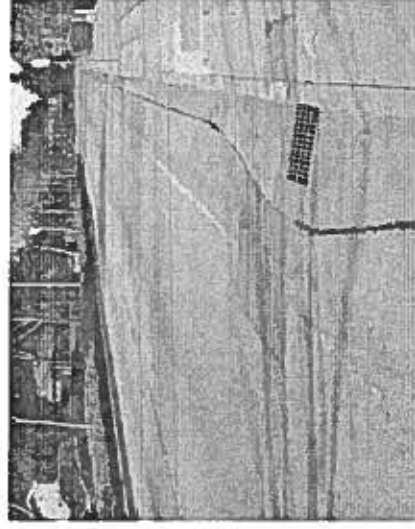
Highway 101 overpass



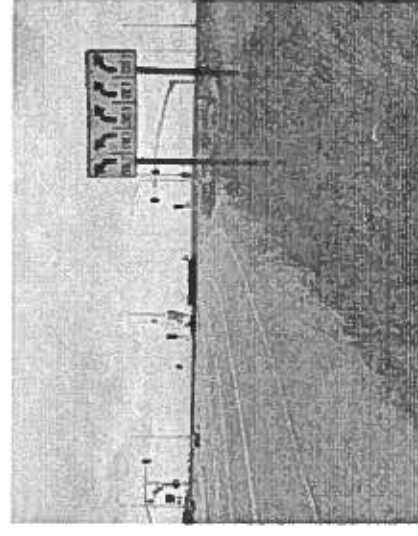
Discontinuous bike lanes



Wide car lanes, narrow bike lanes



Drainage grates in bike lanes



unsafe intersection (at Bayfront Exprwy)

# 3. Bay Road

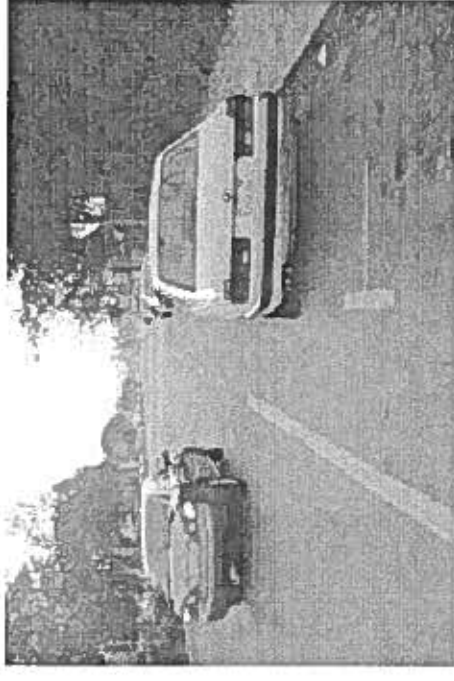
Serves cyclists from central Palo Alto and further south who prefer a safer route through East Palo Alto (more bike lanes, less traffic).

F20



Discontinuous bike lanes

non-standard bike lanes



10.5 ft wide parking/bike lane



bike lane right of right-turn only lane



# Bike Lanes on Willow/101 overpass

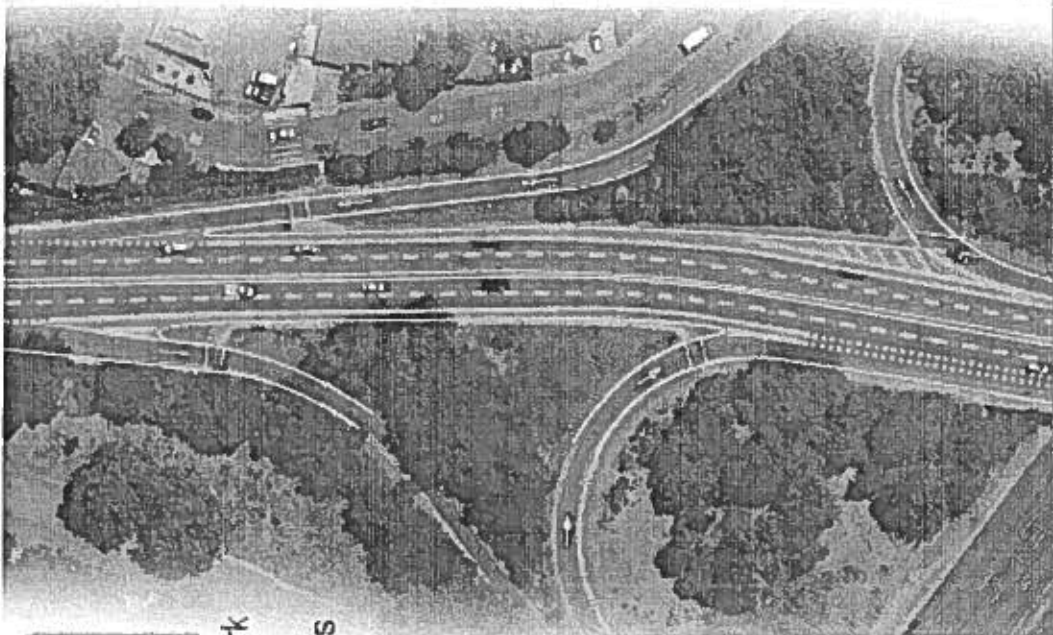
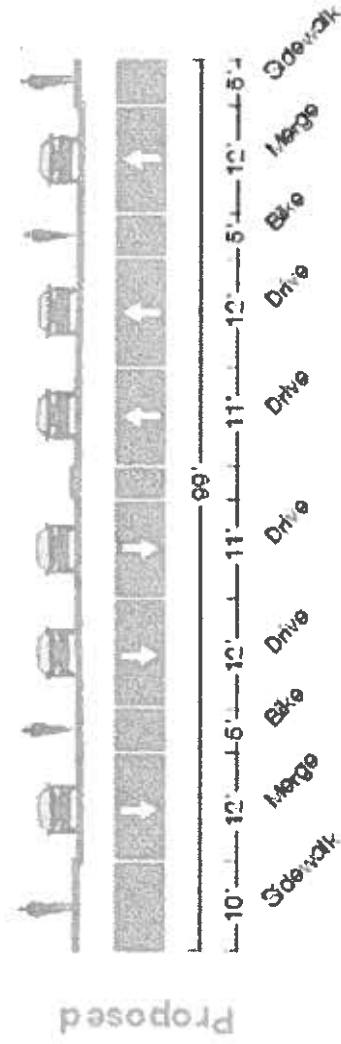
## Bike Lanes for Willow Road/US 101

Willow Road is a direct and convenient connection between Menlo Park Caltrain, the Facebook Campus, and destinations North of 101. While most of Willow has bike lanes, the 101 bridge lacks bike facilities and is an intimidating gap for cyclists

While this interchange will eventually be rebuilt with multimodal design standards, the current structure can be reconfigured with minimal cost and according to Draft Caltrans Highway Design Manual guidelines.

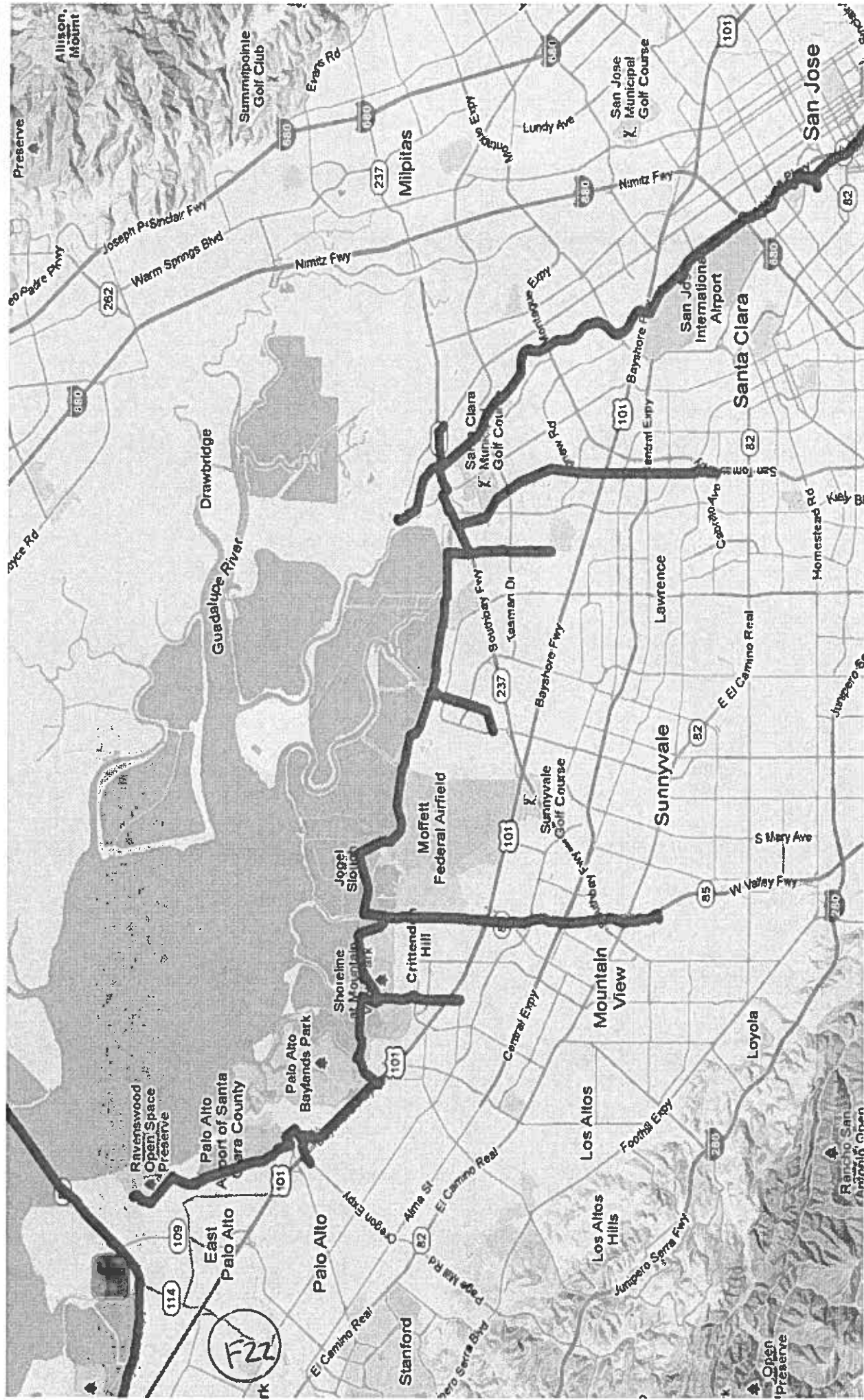
F21

### Section A: Overpass



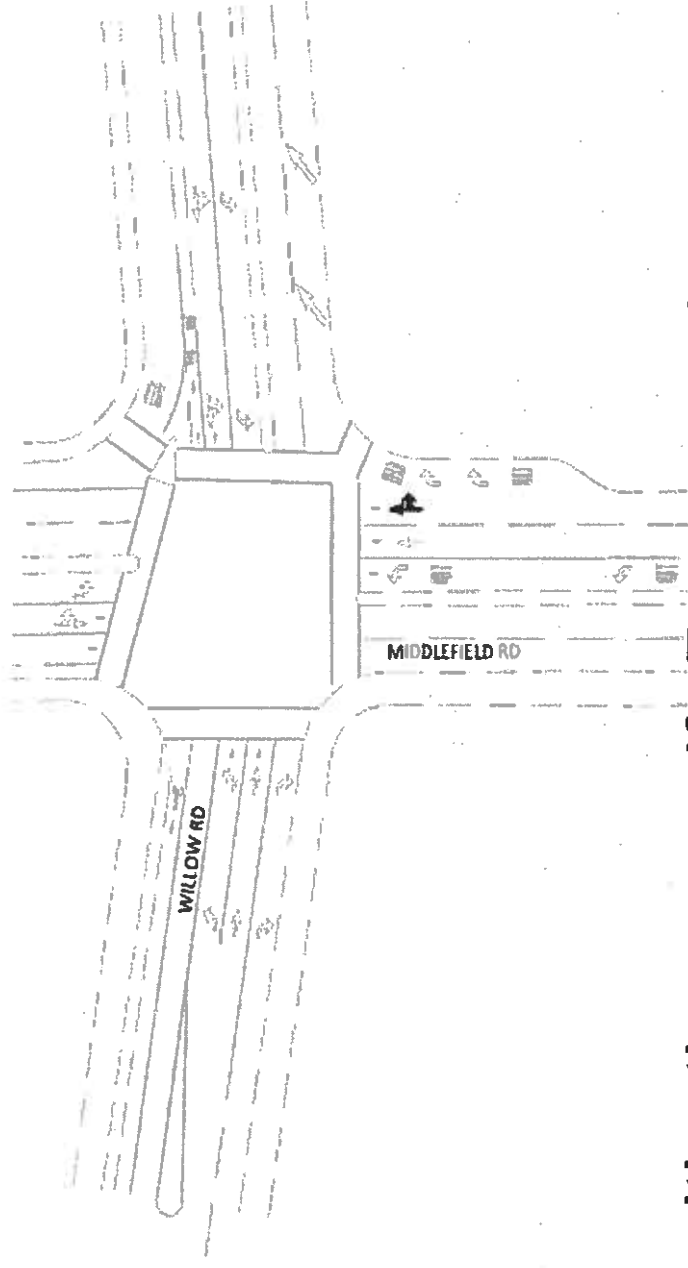
# 4. Bay Trail

When complete, will be the fastest, most direct, and safest route from central Palo Alto and areas further south.





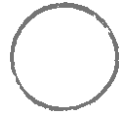
# Lane additions reduce pedestrian safety



- F23 ● Traffic impact mitigations specify 7 new turn lanes
  - 5 widen the street
  - All reduces car/pedestrian visibility
- Need to reduce impact on pedestrian safety
  - High-visibility crosswalks
  - Expanded pedestrian refuges
  - Adequate street timing for pedestrian crossing

# Margueritefy the Shuttle

- Shuttles from Menlo Park, Palo Alto, Redwood City
- Open to the public
- Helps Belle Haven residents
- Reduces traffic from residents



**Grossman, Rachel M**

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**From:** Norm Picker <norm.picker@yahoo.com>  
**Sent:** Tuesday, January 10, 2012 9:12 AM  
**To:** \_Planning Commission  
**Subject:** Facebook EIR comment - bicycle improvements needed

Dear MP Planning:

I am writing to stress that the growth of the Facebook employee population at Willow and Bayfront will impact East Palo Alto and East Menlo Park (Belle Haven) significantly with auto traffic. A needed mitigation is the completion of bike/ped 101 overcrossings at Euclid Ave. and Clarke Ave. in East Palo Alto. Also, bicycle improvements on Willow Road and 101 need to be looked at also. These improvements will encourage bicycle commuting and reduce car trips. The dedicated bike/ped overcrossings are preferred as they separate the bikes and peds from the cars.

Thank you.

Norm Picker  
458 Bell St.  
East Palo Alto, CA 94303

F2A

## Grossman, Rachel M

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**From:** Nathan Dushman <nhd@abtech.org>  
**Sent:** Tuesday, January 10, 2012 9:15 PM  
**To:** Grossman, Rachel M  
**Subject:** comment on Facebook Draft EIR

Hello,

I attended the Planning Commission meeting last night, January 9th, but was unable to stay long enough to make a comment so I am submitting this by email. I work in Menlo Park, near the Facebook campus, and commute from San Francisco by Caltrain and bicycle. I appreciate Facebook's efforts to encourage bicycle commuting, and I hope that the Menlo Park city council will support them as well. However, I ride on Willow Road every day, and I do not think that restriping the section of Willow east of 101 will improve bicycling conditions unless bike lanes are also added on the 101 overpass.

It's enormously frustrating that there are bike lanes on both sides of the overpass, suggesting that it should be a good cycling route, and yet the bridge itself is dangerous. Please consider whether adding bike lanes to the Willow Road overpass can be made part of the transit improvements in this project. Thank you,

Nathan Dushman

F25

## Grossman, Rachel M

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**From:** Andrew Boone <nauboone@gmail.com>  
**Sent:** Wednesday, January 11, 2012 2:29 PM  
**To:** thprop@earthlink.net; nate.menlopark@gmail.com; Bianca.walser@gmail.com; Mshiu147@gmail.com; menlo.commish.mueller@gmail.com; bournepub@aol.com; Katherine\_Strehl@yahoo.com  
**Cc:** Baile, Renato C; Taylor, Charles W; Patel, Atul I; Grossman, Rachel M; McClure, William  
**Subject:** Jan 11 Transportation Commission Comments #1  
**Attachments:** Jan 11 Transportation Commission Comments #1.pdf; SUMC EIR Mitigation Measures 4 pages highlighted.pdf; Menlo Park TIA Guidelines pages 6 & 7 highlighted.pdf; SVBC Proposed Facebook Bicycle Improvements.pdf

**Dear Rene Baile,**

I would like attached documents regarding the Facebook EIR to appear in the Commissioners packets for tonight's Transportation Commission meeting. There are a total of 12 pages. The most important is the first document **Jan 11 Transportation Commission Comments #1.pdf**

**Dear Transportation Commissioners,**

My name is Andrew Boone - I commented at the Dec 14, 2011 Transportation Commission meeting and recommended that Transportation Mitigation Measures in the Facebook Campus EIR be prioritized according the project's goal of reducing vehicle trips and encouraging alternative modes of transportation.

The attached documents explain why I believe that the current Draft EIR can be greatly improved to benefit both Facebook and Menlo Park by including bicycle, transit, and pedestrian projects at Mitigation Measures. These documents also show a relevant recent example (Stanford University Medical Center EIR), they show how this is consistent with City policies, and they address concerns that have been raised with this approach.

I will attend tonight's meeting to summarize this proposal during my public comment. Thank you.

**Chip, Atul, Rachel, and Bill,**

Thanks so much for all your time answering my never-ending questions regarding transportation projects, EIRs, and CEQA. I'm including you on this email as a courtesy so you'll know ahead of time on what I plan to comment.

- Andrew Boone

F26

**Subject:** Mitigation Measures in Facebook Campus Draft EIR  
**To:** Menlo Park Transportation Commission  
**From:** Andrew Boone  
**Date:** Jan 11, 2012

**Facebook's goal is to reduce vehicle trips**

Facebook has proposed a vehicle trip cap to reduce trips to its campus. Hopefully, this will ensure that these alternative modes of transportation are used by more employees.

Since the goal of the Trip Cap is to reduce vehicle trips, the goal of the mitigation measures proposed in the Draft Environmental Impact Report (Draft EIR) should also be to reduce vehicle trips.

**Auto-oriented Mitigation Measures in the Draft EIR**

However, all of the mitigation measures proposed in the Facebook Campus Draft EIR (pages 3.5-128 and 3.5-129) are likely to increase vehicle trips, because they would add vehicle lanes on roadways and at intersections, or make other modifications designed to increase roadway capacity (such as re-striping a through lane as a turn-and-through lane). Wider roads with more vehicle lanes will not only encourage more workers to drive, they will discourage alternative modes such as bicycling and walking because streets will be less safe to cross, and because the streets will contain more vehicle traffic.

The Draft EIR proposes seven new turn lanes to mitigate auto traffic at intersections. Five of these add width to the roadway, creating longer crossing distances for pedestrians. This has been documented in safety studies to increase the rate of pedestrian injuries. All of the proposed additional turn lanes reduce visibility between motorists and pedestrians. One of the additional turn lanes (at Willow Rd & Middlefield Rd) removes a pedestrian refuge island.

**Menlo Park City Policy regarding mitigation measures**

Section VI. A. of the Menlo Park Transportation Impact Analysis (TIA) Guidelines states that "Analyses shall focus on mitigating significant impacts to a non-significant level, but must also identify measures, which would reduce adverse, although not significant, impacts."

This implies that mitigation measures must be identified even for intersections and roadways that are not impacted above the threshold of significance.

Section VI.A. continues: "All feasible and reasonable mitigation measures, whether at the significant level or below shall be indentified."

Is a bike lane feasible and reasonable? A completed bike path? Additional shuttle service? Improved crosswalks for pedestrians? If so, then the city's policy (the TIA) states that they *shall be identified*. No such mitigation measures have been identified in the Facebook Campus EIR.

Note 7 on page 7 states "Street widening and on-street parking removal are mitigation measures which may be technically feasible, but which are generally considered undesirable."



If widening streets is considered undesirable, why do so many of the transportation mitigation measures in the Facebook Draft EIR propose to do exactly that, instead of considering alternatives?

The City of Menlo Park's Traffic Impact Fee Program states "...roadway widening is not a feasible option for roadways in Menlo Park. Therefore, other alternative mitigations were considered to encourage vehicular traffic to shift to other modes of transportation, including pedestrian, bicycle and transit." (<http://www.menlopark.org/departments/eng/SS1-attachmentA.pdf>, page 5)

Again, if roadway widening is not a feasible option, why are so many of the transportation mitigation measures exactly that?

#### **CEQA requires consideration of non-auto mitigation measures**

Section 15126.4 of the California Environmental Quality Act (CEQA) Guidelines states that "Where several measures are available to mitigate an impact each should be discussed and the basis for selecting a particular measure should be identified."

Are several measures (such as bike lanes or improved crosswalks) available to mitigate a transportation impact? If so, then *each should be discussed*. Many mitigation measures are available that have not been discussed in the Facebook Campus Draft EIR.

#### **Stanford University Medical Center EIR Prioritized Mitigation Measures**

The Stanford University Medical Center (SUMC) EIR is a great example of complying and EIR that complies with CEQA Guidelines, because *several mitigation measures are available, and each are discussed*.

Transportation mitigation measures were *prioritized* based on the goal of reducing vehicle trips and promoting travel alternatives to the automobile. This fulfills the CEQA requirement to *identify the basis for selecting a particular mitigation measure*.

From Highest to Lowest priority were:

1. Traffic-adaptive signal technology
2. Additional bicycle and pedestrian undercrossings
3. Enhanced Transportation Demand Management (TDM) program
4. Intersection Improvements (meaning additions of vehicle lanes)
5. Remote Employee parking lots near freeway interchanges

What was the basis for prioritizing Intersection Improvements only 4th out of 5 identified categories of mitigation measures? One reason was Menlo Park's own goals, as stated in the SUMC EIR:

"The City of Menlo Park is also trying to encourage commuters to use alternative modes of travel to the automobile. For these reasons, several of the Intersection Improvements are considered to be infeasible." (<http://www.cityofpaloalto.org/civica/filebank/blobdload.asp?BlobID=20178>, page 3.4-55)

#### **Frequently Asked Questions**

**But wouldn't considering non-auto mitigation measures expose Menlo Park to legal liability?**

No. In fact, by *not discussing* such mitigation measures, Menlo Park is *currently* exposed to legal liability with the Facebook Draft EIR, since the CEQA Guidelines require that where several measures are available, each be discussed, and that the basis for choosing a measure is included. The SUMC EIR, for example, satisfied this requirement by prioritizing of mitigation measures, thus *protecting* Palo Alto from legal liability.

**But aren't some of these mitigation measures, such as bicycle improvements, impossible to quantify? Methods and data to do such calculations don't exist.**

That's not correct. In fact, the SUMC EIR quantifies the reduction in the number of vehicle trips, *at multiple intersections*, as a result of two new bicycle/pedestrian undercrossings of Caltrain - including one near Middle Ave in Menlo Park. It also quantifies the reduction in vehicle trips as a result of improved transit service.

There is plenty of data from similar projects to be able to quantify the reduction in auto trips that a given bicycle, pedestrian, or transit improvement would result in. For example, the Moffett Field section of the Bay Trail was recently completed in Mountain View, and bicycle commuting to the Moffett Business Park then increased. Fewer vehicle trips were made through the intersections approaching those businesses. Data from this example exists, and this is just one example.

**But don't mitigation measures have to be physically located at the intersection for which the impact is quantified?**

No. The CEQA Guidelines nor the city's Transportation Impact Analysis (TIA) Guidelines do not make such a statement. If you can find this somewhere, please let me know!

The bicycle/pedestrian tunnel under Caltrain at Middle Ave in Menlo Park is one such example of a mitigation measure not being located at the impacted intersections. This project was used to partially mitigate transportation impacts at the intersections of El Camino Real & Page Mill Rd and El Camino Real & University Ave, both in Palo Alto (<http://www.cityofpaloalto.org/civica/filebank/blobdload.asp?BlobID=20178>, page 3.4-57). These intersections are located 0.9 and 2.7 miles from the Middle Ave undercrossing, respectively.

This is irrelevant because it is the creation of a safe and convenient *route to the SUMC* that results in more employees cycling to work and thus not driving through the impacted intersections.

Also, for *improved transit service*, which is a common transportation mitigation measure in many EIRs including the SUMC EIR, it being physically located at any one intersection makes no logical sense. Transit service, by definition, is not located at any point, but instead transports people from one place to another, thus allowing them to avoid driving through the intersection in question.

**But how would mitigation measures such as bike lanes reduce the impact at a given intersection to a less than significant level? Isn't that required for them to be included?**

No. Partial mitigation measures are common in EIRs, because it often occurs that no single mitigation measure is available to reduce an impact below the level of significance. Instead, many separate mitigation measures can be used. The SUMC EIR mitigation measures *are based the principle of partial mitigation* - each measure contributes its share to help mitigate the impacts.

**What about mitigation measures outside the jurisdiction of Menlo Park? Can the Facebook EIR include bike lanes or a bike path in East Palo Alto, for example?**

Yes. In fact, the Facebook Draft EIR currently does include many mitigation measures outside of Menlo Park's jurisdiction, including one in East Palo Alto - an additional right-turn only lane at

University Ave & Donohoe St (page 3.5-128).

**So what alternative mitigation measures should be included in the Facebook EIR?**

There are many feasible and reasonable measures available to mitigate Facebook's transportation impacts that are consistent with city policy and would support Facebook's goal to reduce vehicle trips. These should be discussed in the EIR.

**Bicycle Improvements:**

1. Complete the entire missing one-mile section of the Bay Trail through Menlo Park and East Palo Alto, which would create a network of 35 miles of continuous bike paths connecting Facebook to Palo Alto, Mountain View, Sunnyvale, Santa Clara, and San Jose. About 40% of Facebook employees live in these cities, so this project would be especially beneficial to mitigate transportation impacts.
2. Fill in the gaps in the bike lanes on Willow Rd from Middlefield Rd to Bayfront Exprwy, including the Highway 101 overpass, thus creating a safe and direct cycling route from downtown Menlo Park to Facebook
3. Fill in the gaps in the bike lanes on University Ave from Woodland Ave to Bayfront Exprwy, including the Highway 101 overpass, thus creating a safe and direct cycling route from north Palo Alto to Facebook
4. Fill in the gaps in the bike lanes on the "Bay Rd Route" (Pulgas Ave, Bay Rd, and Newbridge St) from where the paved section of the Bay Trail ends at Runnymede St to Willow Rd & Newbridge St, thus creating a safe route with lower traffic speeds and volumes for less confident and experience cyclists who are uncomfortable cycling on University Ave

**Transit Improvements:**

1. Open Facebook's private shuttles that travel between the Menlo Park and Palo Alto Caltrain stations to public use, thus augmenting the existing transit service available to Belle Haven residents, allow them to reach Caltrain and thus employment destinations more quickly and conveniently.

Stanford University's Marguerite shuttle system operates in exactly this manner.

**Pedestrian Improvements**

1. Install high-visibility crosswalks at intersections on Willow Rd in Belle Haven, including Willow & Bayfront, Willow & Hamilton, Willow & Ivy, and Willow & Newbridge. These intersections are all within walking distance of the Facebook Campus.
2. Expand the size of the two pedestrian refuge islands at the intersection of Willow Rd & Bayfront Exprwy and place some type of barrier on their edges to provide increased visibility to passing motorists.
3. Install high-visibility crosswalks on the north and east sides of the intersection of Willow Rd & Bayfront Exprwy to increase pedestrian safety and convenience.

4. Install a sidewalk on the east side of Hacker Way at the entrance to the Facebook Campus.

**Any others?**

Perhaps other members of the public can think of some other feasible and reasonable transportation mitigation measures that would help Facebook commuters get to work safely and benefit the community as well.

**Conclusion**

The transportation mitigation measures proposed in the Facebook Draft EIR could be expanded to help Facebook meet its goal for reducing vehicle trips to its campus. Adding vehicle lanes works against this goal - it encourages *more* driving, and at the same time discourages bicycling and walking due to reduced safety. This is inconsistent with Goal II-C of the Transportation Element of Menlo Park's General Plan, which is "To promote the use of alternatives to the single occupant automobile."

Adding bicycle, transit, and pedestrian oriented mitigation measures to the mitigation measures currently proposed would help both Facebook and Menlo Park achieve their goals more effectively .

- Andrew Boone, [nauboone@gmail.com](mailto:nauboone@gmail.com)

- Junipero Serra Boulevard/Campus Drive West [intersection #26] - LOS would change from E to F. The average critical delay would increase by 4.4 seconds and the V/C ratio would increase by 0.01. This intersection would be significantly affected by the SUMC Project.
- Arboretum Road/Galvez Street [intersection #37] (unsignalized) - LOS would remain at F. Traffic signal warrants would be met at this intersection. This intersection would thus be significantly affected by the SUMC Project.
- Middlefield Road/Ravenswood Avenue [intersection #46] - LOS would change from D to E. This intersection would be significantly affected by the SUMC Project.
- Bayfront Expressway/Willow Road [intersection #52] - LOS would remain at F but at least one critical movement for this State-controlled, Menlo Park intersection would exceed 0.8 seconds. This intersection would be significantly affected by the SUMC Project.
- Bayfront Expressway/University Avenue [intersection #53] - LOS would remain at F but at least one critical movement for this State-controlled, Menlo Park intersection would exceed 0.8 seconds. This intersection would be significantly affected by the SUMC Project.
- Alpine Road/I-280 NB Off-Ramp [intersection #62] (unsignalized) - LOS would remain at F. Traffic signal warrants at this intersection are met at baseline conditions as well as with the SUMC Project. This intersection would be significantly affected by the SUMC Project.

**MITIGATION MEASURES.** Given the magnitude of the SUMC Project's intersection impacts, there is no single feasible mitigation measure that can reduce the impacts to a less-than-significant level. However, there are a range of measures that, when taken individually, would each contribute to a partial reduction in the SUMC Project's impacts. When combined, these measures could result in a substantial reduction in the SUMC Project's impacts.

A set of five different mitigation measures were identified in the Transportation Impact Analysis. Each measure was then prioritized, the highest priority measure being the most preferable solution, and the lowest priority measure being the least preferable. The following are the five mitigation measures, ranked according to priority:

- Priority 1 mitigation measure - Traffic-adaptive signal technology
- Priority 2 mitigation measure - Additional bicycle and pedestrian undercrossings
- Priority 3 mitigation measure - Enhanced transportation demand management (TDM) program
- Priority 4 mitigation measure - Intersection improvements
- Priority 5 mitigation measure - Remote employee parking lots near freeway interchanges

Several of the Priority 4 mitigation measures would require the acquisition of additional right-of-way, and the construction of additional turn lanes. However, the City of Palo Alto has a stated policy which advocates a multi-modal approach to addressing traffic congestion as opposed to approaches that require an increase in roadway capacity. The City of Menlo Park is also trying to encourage commuters to use alternative modes of travel to the automobile. For these reasons, several of the Priority 4 measures are considered to be infeasible. Only those intersection improvements that are considered to be feasible were included in the analysis of the SUMC Project's impacts.

The Priority 3 and Priority 5 measures would be alternatives to each other, both aimed at reducing the traffic impacts of the same target population, SUMC's longer distance commuters. They are viewed as "either or" measures, and would not be implemented together. The remote parking lot mitigation measure (Priority 5) was developed as an alternative to the enhanced TDM program. The discussion and analysis of this mitigation measure is included in Appendix D.

The Priority 1 mitigation measure was analyzed first to determine to what extent it ameliorated the SUMC Project's impacts by itself. The Priority 1 mitigation measure was then combined with other lower priority mitigation measures to determine the combined impact reduction. The following combinations of mitigation measures are analyzed below:

- Priority 1 + Priority 2
- Priority 1 + Priority 2 + Priority 3
- Priority 1 + Priority 2 + Priority 3 + Priority 4

**Traffic Adaptive Signal Technology.** Traffic-adaptive signals were first implemented in Palo Alto along the Charleston-Arastradero corridor. This technology reduces overall intersection delay by sensing traffic movements as they approach the intersection and adjusting the signal indications to serve those vehicles. The City estimates that overall intersection delay can be reduced by up to 12 percent with the installation of traffic-adaptive signal technology. Mitigation Measure TR-2.1 requires Stanford University to make a fair-share financial contribution towards the implementation of traffic adaptive signals.

The City has identified the following corridors for the implementation of traffic-adaptive signal technology:

- Sand Hill Road (Oak Creek to Shopping Center) - 4 signals
- Arboretum Road (Shopping Center to Palm Drive) - 3 signals
- Embarcadero Road (Bryant to Saint Francis) - 7 signals
- University Avenue (Palm to Lincoln) - 13 signals
- Lytton Avenue (Alma to Middlefield) - 10 signals
- Hamilton Avenue (Alma to Middlefield) - 10 signals



- Middlefield Road (San Antonio to Homer) - 9 signals
- Charleston Road (Alma to Middlefield) - 2 signals
- El Camino Real (northern city limits of Menlo Park to southern city limits of Palo Alto) - signals would require approval of Caltrans

In the AM Peak Hour, the intersection of El Camino Real/Page Mill Road-Oregon Expressway (intersection #16) would no longer be impacted with the implementation of traffic adaptive signal technology. However, the following four intersections would remain significantly impacted.

- El Camino Real/University Avenue - Palm Drive [intersection #10]
- Santa Cruz Avenue/Sand Hill Road [intersection #30]
- Arboretum Road/Galvez Street [intersection #37]
- Alpine Road/I-280 northbound off-ramp [intersection #62]

In the PM Peak Hour, implementation of traffic adaptive signal technology would alleviate impacts at the following three intersections.

- El Camino Real/Ravenswood Avenue [intersection #3]
- El Camino Real/Page Mill Road-Oregon Expressway [intersection #16]
- Middlefield Road/Lytton Avenue [intersection #19]

However, the following nine intersections would remain significantly impacted.

- El Camino Real/University Avenue-Palm Drive [intersection #10]
- Middlefield Road/Willow Road [intersection #18]
- Junipero Serra Boulevard - Foothill Expressway/Page Mill Road [intersection #23]
- Junipero Serra Boulevard/Campus Drive West [intersection #26]
- Arboretum Road/Galvez Street [intersection #37]
- Middlefield Road/Ravenswood Avenue [intersection #46]
- Bayfront Expressway/Willow Road [intersection #52]
- University Avenue/Bayfront Expressway [intersection #53]
- Alpine Road/I-280 northbound off-ramp [intersection #62]

**New Bicycle and Pedestrian Undercrossings.** In addition to the existing undercrossings at University Avenue and Homer Avenue, two new bicycle and pedestrian undercrossings would be constructed in the Study Area in the future. One would be near Everett Avenue in Palo Alto

and the other would be near Middle Avenue in Menlo Park. These additional undercrossings north of University Avenue would facilitate walking and bicycling from residential and commercial areas in north Palo Alto and south Menlo Park. Mitigation Measure TR-2.2 requires Stanford University to make a fair-share financial contribution towards the construction of the Everett Avenue and Middle Avenue undercrossings.

Based on the traffic distribution percentages that are based on SUMC employee zip codes, the number of existing employees living in the vicinity of the four bicycle and pedestrian undercrossings for SUMC would be approximately 625. Based on a mode split of six percent, 37 existing SUMC employees would bike or walk to the SUMC Sites. The existing mode split of 3.1 percent to bicycle and walk for hospital employees would be doubled (to six percent) to account for two existing undercrossings increasing to four. In the future, if the percentage would double to 12 percent, the number of existing employees who walk or bike to the SUMC Sites would be 75.

The number of new SUMC Project employees in 2025 would be 2,311.<sup>10</sup> The number of employees coming from the vicinity of the four undercrossings would be 173 in 2025. Based on the future mode split (12 percent), the number of new SUMC Project employees who would use these facilities would be 21 in 2025. Up to 96 employees, in total, from the SUMC would use the four bicycle and pedestrian undercrossings in the Study Area in 2025, when the SUMC Project would be at its full buildout. Consequently, the overall reduction of SUMC Project vehicular traffic trips during the AM/PM Peak Hour would be 23 trips in 2025.

In addition to the existing and future SUMC traffic that can be reduced by the added undercrossings, existing and future traffic to and from the larger University would also benefit from the added undercrossings. The Peak Hour reduction in 2025 for hospital traffic calculated above represents about three percent of the total SUMC Project traffic. A similar adjustment has been applied to non-project traffic using the adjacent street network to gauge the true benefit of the new undercrossings.

In the AM Peak Hour, combining bicycle and pedestrian undercrossings (Mitigation Measure TR-2.2) with traffic adaptive signal technology (Mitigation Measure TR-2.1) would reduce the SUMC Project's impacts at one additional intersection. In addition to the intersection of El Camino Real and Page Mill Road - Oregon Expressway, the intersection of El Camino Real and University Avenue - Palm Drive would also no longer be impacted.

<sup>10</sup> For the purposes of determining usage of bicycle and pedestrian undercrossings, a slightly higher number of employees (2,311) are used than is shown in Section 2, the Project Description (2,242 employees). As a result, this analysis provides a conservative usage of bicycle and pedestrian undercrossings. Employment used here is based on the following memorandum: Fehr & Peers Transportation Consultants, Analysis of GO Pass Program for Hospital Employees, September 22, 2008, pp. 9-10. See Appendix H to the Transportation Impact Analysis.

- H. Analyze project using the requirements outlined in the San Mateo County Congestion Management Plan Land Use Analysis Program guidelines, if applicable.

VI. **Mitigation**

- A. Discuss specific mitigation measures in detail to address significant impacts, which may occur as a result of the addition of project traffic (provide table comparing before and after mitigation). Analysis shall focus on mitigating significant impacts to a non-significant level, but must also identify measures, which would reduce adverse, although not significant, impacts. All feasible and reasonable mitigation requirements that could reduce adverse impacts of the project should be identified, whether or not there are significant impacts caused by the project. The goal of mitigation should be such that there are no net adverse impacts on the circulation network. Mitigation measures may include roadway improvements, operational changes, Transportation Demand Management or Transportation Systems Management measures, or changes in the project. If roadway or other operational measures would not achieve this objective, the consultant shall identify a reduction in the project size, which would with other measures, reduce impacts below the significant level. All mitigation measures must first be discussed with the City Transportation Division before they are included in the report.
- B. Discuss possible mitigation measures to address future traffic conditions with the project. All feasible and reasonable mitigation measures that would reduce such impacts, whether at the significant level or below shall be identified. Mitigation measures should be designed to address the project's share of impacts. Measures that should be jointly required of the project and any other on-going related projects in a related geographical area should also be identified, as applicable.
- C. Discuss possible mitigation measures to address any site circulation or access deficiencies.
- D. Discuss possible mitigation measures to address any parking deficiencies.
- E. Discuss possible mitigation measures to address any impacts on pedestrian amenities, bicycle access, safety and bus/shuttle service.

VII. **Alternatives**

- A. In the event any potentially significant impacts are identified in the Transportation Impact Analysis, alternatives to the proposed project shall be evaluated or considered to determine what the impacts of an alternative project or use might be. The alternatives to be considered shall be determined in consultation with the Director of Community Development and the Transportation Manager.

VIII. **Summary and Conclusions**

- A. Assess level of significance of all identified impacts after mitigation.

Upon receipt by the City of a Transportation Impact Analysis indicating that a project may have potentially significant traffic impacts, the applicant shall have the option of proceeding directly with the preparation of an EIR in accordance with the City's procedures for preparation of an EIR, or requesting a determination by the City Council as to whether a negative declaration, mitigated negative declaration or an EIR is most appropriate for the project.

NOTES:

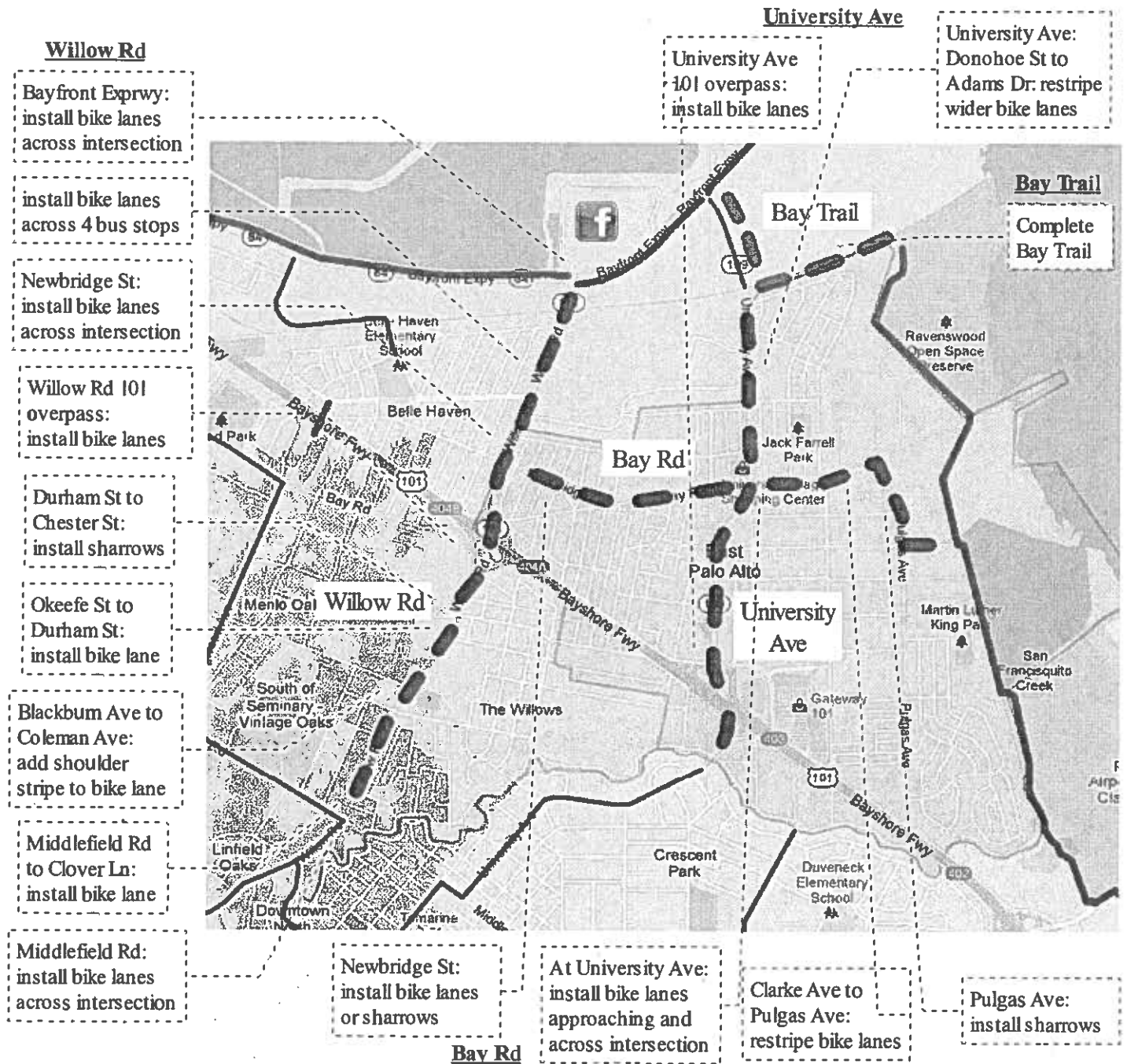
1. The Highway Capacity Manual Special Report 209 (HCM), latest version shall be used for intersection analysis. The consultant shall use the Citywide TRAFFIX model with the HCM analysis.
2. The most recent Circulation System Assessment (CSA) shall be used for all information regarding existing and near term conditions.
3. Traffic counts that may be required beyond the counts contained in the CSA document shall be less than 6 months old.
4. The consultant shall submit proposed assumptions to the Transportation Manager for review and approval prior to commencement of the Analysis relating to the following:
  1. trip rates
  2. trip distribution
  3. trip assignment
  4. study intersections
  5. roadways to be analyzed
4. The consultant shall submit all traffic count sheets to the City's Transportation Division.
5. Figures of existing and any proposed intersection configurations should be provided in the appendix.
6. Trip generation rates from Institute of Transportation Engineer's (ITE) publication, "TRIP Generation", latest version should be used.
7. Street widening and on-street parking removal are mitigation measures which may be technically feasible, but which are generally considered undesirable. If such measures appear potentially appropriate to the consultant, they should consult the Transportation Division in preparing the impact analysis and mitigation recommendations. If such measures are to be proposed, alternate mitigation measures, which would be equally effective, should also be identified.
8. Existing uses at the site, which would be removed as part of the project, may be deducted from the calculation of the project traffic based on their traffic distribution patterns.
9. Refer to the San Mateo County Congestion Management Program (CMP) Land Use Impact Analysis Program guidelines for performing CMP analysis.

# Silicon Valley Bicycle Coalition (SVBC)

## Proposed Improvements for Facebook Bicycle Commuters

Safe, continuous bicycle accommodations (bike lanes or path) on:

1. **Willow Rd** from Middlefield Ave to Bayfront Exprwy
2. **University Ave** from Woodland Ave to Bayfront Exprwy
3. **Bay Rd** Route from Bay Trail to Willow Rd (Newbridge St, Bay Rd, Pulgas Ave)
4. **Bay Trail** from Bayfront Exprwy to Ravenswood Open Space District



## Grossman, Rachel M

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**From:** Henry Riggs <hrriggs@comcast.net>  
**Sent:** Friday, January 13, 2012 4:29 PM  
**To:** Grossman, Rachel M  
**Cc:** Taylor, Charles W  
**Subject:** facebook EIR comments

Rachel,

Given the limited time at our January 9 hearing, I was not able to make the following comments as a planning commissioner; also some items came up on January 12. Please add the following to the collected comments:

1. Upgrading nearby bike routes and completing the bike trail segments will remove a ceiling from the efforts to market cycling as a transportation alternative; thus the percentage of bike riders used in the EIR assumptions understates the mitigation potential. As example, a similar, recent upgrade in Palo Alto resulted in a 40% increase in utilization (ref. comments by Andrew Boone), and perhaps would be more with outreach (marketing of bicycle alternative transit).
2. The EIR should address pedestrian impacts from the mitigations that add vehicle lanes at Willow Rd and other intersections. On January 9, Charles Taylor explained that the added time to cross the street (impact) would be offset by a corresponding increase in the walk signal cycle segment; this should be so stated in the EIR or the impact is not addressed as required.
3. There is no discussion of a two button walk call system. While this is not currently available in the area, it would hardly be technically difficult to achieve. This concept is used in dual flush toilets to minimize water use - the use here would be to call for a shorter walk signal for able bodied pedestrians and riders than for baby strollers, aged or impaired pedestrians so to minimize the delay for vehicles.
4. The assumptions of commuter trip origins conflicts with available data on facebook employee preferred location of residence. As noted in testimony, this significantly skews the identification of impacted pathways north, east and south versus history of residential choice by this worker segment. This omission may be legally challengeable, for example by the glaring omission of impacts on University Ave. I recommend that at least a parallel alternative analysis be done based on historic residence data.
5. The suggested Marsh/Middlefield mitigation to add a lane is unrealistic given the drainage channel and heritage trees present.
6. There is no discussion of improving left turn wait time by changing solid red arrows to flashing (allowing left turns after stop and yielding to other traffic). This option is used in other areas of the US and deserves discussion, regardless of ITE initial recommendations.
7. Given the dominating impact of Dumbarton bridge traffic, alternatives to SOV bridge trips would be a mitigation to multiple intersections in the analysis. The option to contribute to such alternative programs should be discussed.
8. We heard multiple requests on January 12 to keep the islands ("pork chop" or safety islands) at right turn lanes, such as on Middlefield "northbound" at Willow. These islands allow pedestrians to clear right turn traffic (seen as a particular conflict) and shorten the distance to walk during the walk signal interval. As noted on January 9, Union Square in SF would be in gridlock if not for similar islands that allow pedestrians to wait for the walk signal after clearing the right turn lane.



Thank you for attending to overlooked items,

Henry Riggs  
Planning Commission

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## Grossman, Rachel M

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**From:** Chow, Deanna M  
**Sent:** Tuesday, January 17, 2012 9:26 AM  
**To:** Grossman, Rachel M; Murphy, Justin I C  
**Subject:** FW: four suggestions

FYI

**From:** Ben Eiref [mailto:beiref@gmail.com]  
**Sent:** Sunday, January 15, 2012 2:35 PM  
**To:** \_CCIN; Chow, Deanna M; Eiref, Ben  
**Subject:** four suggestions

Dear City Council Members,

Facebook's move to Menlo Park couldn't be more exciting but I'd like to highlight four concerns and suggestions around the EIR and public benefit which were discussed at last Thursday's Planning Commission meeting.

\* Changing demographics and the trip cap penalty - Facebook employees' level of ridesharing, public transit, bicycling, etc is remarkable -- over 40% using transit, carpool, bike, walk. But employees and habits will likely change in the decades to come as they get older, married, have kids and move onto the peninsula. Hopefully this will not impact commuting habits but we should make sure the trip cap is high to give the City leverage to influence the trip count if it's ever needed.

\* Willow/Middlefield pedestrian islands – I suggest we plan for the upgrade but wait to see how traffic changes before moving ahead with removing the pedestrian islands and adding more turning lanes. Unlike the other intersections which are closer to 101 and the Facebook campus, this one lies in the heart of our residential areas. The transportation department stated that removing the islands would make this a safer intersection for pedestrians but the perception of safety may not be the same when these small islands are removed.

\* Bicycle and pedestrian improvements in the EIR – The recommendations to add more improvements for bicycles and pedestrians directly into the EIR are compelling. While we need to be practical about balancing improvements across different forms of transportation, we should at least highlight the broadest possible options for bicycle and pedestrian mitigations. Improved bike lanes along Willow (and University) and across the highway 101 bridges should be a high priority whether we do this as part of the Facebook discussion or some other way. I personally use the 101/Willow off-ramp on a daily basis see bicyclists struggling to get across without being hit by cars as they decelerate off 101 over the bridge and into traffic on Willow. I'd like to commend Adina Lewis, Andrew Boone and others for their detailed suggestions. The EIR currently favors traffic improvements for cars.

\* Public benefit – Again, Facebook's move to Menlo Park could not be better for the town. But let's separate the "halo" affect we feel today from long term fiscal reality and precedent. Just recently we approved a conditional use permit for a small business which does not generate sales tax down town and we required it to pay several thousand dollars in lieu fees per year. We should make large profitable business in the heart of our commercial district pay its fair share, particularly when it's asking favors of the community. As a baseline we should consider what payments are required to make up for lost taxes from when Sun was at its heyday.

Note that there are a number of other excellent public benefit ideas which have been suggested but at a minimum we should start with direct revenues to the general fund. The opportunity won't come around again.

Thanks for your consideration,

Ben Eiref  
Planning Commission

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John Langbein  
152 Oakfield Ave  
Redwood City, CA 94061  
January 17, 2012  
[john\\_langbein@yahoo.com](mailto:john_langbein@yahoo.com)

Menlo Park Planning Commission  
[planning.commission@menlopark.org](mailto:planning.commission@menlopark.org)  
Menlo Park, CA 94025

Comments to transportation element of Facebook, Draft EIR

Even though I live in Redwood City, I work at USGS in Menlo Park. I have the following comments:

In general, I support the objectives for improving bicycle access to the Facebook campus as outlined in the draft EIR. In particular, I support the elements that will improve bicycle access along the Bay Trail and along critical corridors defined by Willow RD, Marsh RD and University Avenue.

However, in reading the draft EIR, I found it difficult to read the mitigation measures (both for motor vehicles and bicycles) and to visualize the improvements without an aid of maps (pages 3.5-53 to 3.5-65). Consequently, it difficult for me to evaluate whether these proposal will really work. I would like to see maps or sketches of these proposed improvements for my evaluation.

With respect to the Bay Trail, it would appear to me that two routes should be explored; 1) the route parallel with University Avenue, and 2) a path that connects the two ends of the Bay Trail through the Ravenswood Open Space Preserve. Although the DEIR discusses the University Avenue option, completing the trail through Ravenswood OSP would provide a very scenic commute route and it would contribute to the community in terms of improving recreational opportunities.

The DEIR discusses bicycle routes along University, Willow, and Marsh. All of these routes have interchanges with RT101. One of the biggest challenge for cyclists using these routes is the safety of these interchanges with high speed, motor vehicles merging on or off RT 101. Although painting bike lanes can indicate to motorists that bikes may be present, it remains a significant challenge for cyclists and motorists to safely merge. The DEIR should address this issue. Although unlikely to be implemented, squaring-off the interchanges could reduce motor vehicle speeds allowing better bicycle access across RT101.

Sincerely

John Langbein

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January 23, 2012

Rachel Grossman  
Community Development Department  
City of Menlo Park  
701 Laurel Street  
Menlo Park, CA 94025

**RE: Facebook Campus Project DEIR**

Dear Ms. Grossman:

We appreciate the opportunity to comment on the Facebook Campus Draft Environmental Impact Report (DEIR).

Save The Bay is the largest regional organization working to protect and restore San Francisco Bay. Formed in 1961, Save The Bay has been the Bay's leading champion for more than 50 years, protecting our natural treasure from pollution and inappropriate shoreline development; restoring habitat; and securing strong policies to re-establish 100,000 acres of wetlands that are essential to a healthy Bay. The organization engages more than 25,000 supporters, advocates and volunteers to protect the Bay, and inspire the next generation of environmental leaders by educating thousands of students annually. For 50 years, we have worked to reconnect people to San Francisco Bay, and have strongly supported completion of the San Francisco Bay Trail to improve pedestrian and bicycle transportation throughout the region, and to improve access to the shoreline.

#### 1. Sea Level Rise

The EIR's analysis is inadequate on this issue of sea level rise. The City and Facebook should take a proactive approach to addressing the climate change impacts that are associated with existing development along the Bayfront. The EIR states that the East Campus could see flooding from overtopping of the levees from just a 16-inch rise in sea level. But the DEIR incorrectly asserts that the impacts from flooding are "less than significant" because the City "will take action when appropriate to protect existing development." (DEIR page 3.12-29)

The EIR should instead detail how the development will be protected against sea level rise as projected by the State of California. In addition to the report of the Pacific

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Institute commissioned by three California state agencies,<sup>1</sup> there is substantial existing information and guidance for planning on sea level rise from entities of the State of California. See, e.g., *California Climate Adaptation Strategy*;<sup>2</sup> BCDC, *Bay Plan Amendment 1-08 Concerning Climate Change*;<sup>3</sup> State Lands Commission, *A Report on Sea Level Rise Preparedness*.<sup>4</sup> Over the last decade, estimates of sea level rise have only increased.<sup>5</sup>

The EIR inappropriately and incorrectly suggests that there is no need to evaluate and plan for the vulnerability of this project to sea level rise because the Joint Policy Committee may develop a regional plan in the future. In fact, BCDC Bay Plan Climate Change policies require that this project be planned now to incorporate adaptation to sea level rise:

*2. When planning shoreline areas or designing larger shoreline projects, a risk assessment should be prepared by a qualified engineer and should be based on the estimated 100-year flood elevation that takes into account the best estimates of future sea level rise and current flood protection and planned flood protection that will be funded and constructed when needed to provide protection for the proposed project or shoreline area. A range of sea level rise projections for mid-century and end of century based on the best scientific data available should be used in the risk assessment. Inundation maps used for the risk assessment should be prepared under the direction of a qualified engineer. The risk assessment should identify all types of potential flooding, degrees of uncertainty, consequences of defense failure, and risks to existing habitat from proposed flood protection devices.*

*3. To protect public safety and ecosystem services, within areas that a risk assessment determines are vulnerable to future shoreline flooding that threatens public safety, all projects ... should be designed to be resilient to a mid-century sea level rise projection. If it is likely the project will remain in place longer than mid-century, an adaptive management plan should be developed to address the long-term impacts that will arise based on a risk assessment using the best available science-based projection for sea level rise at the end of the century.*<sup>6</sup>

For all of these reasons, the EIR should include a specific plan for infrastructure protection at the higher end of projected sea level rise.

<sup>1</sup> [http://www.pacinst.org/press\\_center/press\\_releases/sea\\_level\\_rise\\_3\\_11\\_09.html](http://www.pacinst.org/press_center/press_releases/sea_level_rise_3_11_09.html)

<sup>2</sup> <http://www.climatechange.ca.gov/adaptation/>

<sup>3</sup> <http://www.bcdc.ca.gov/BPA/BayPlanCC.pdf>

<sup>4</sup> [http://www.slc.ca.gov/Reports/SEA\\_LEVEL\\_Report.pdf](http://www.slc.ca.gov/Reports/SEA_LEVEL_Report.pdf)

<sup>5</sup> See, e.g., [http://www.nsf.gov/news/news\\_summ.jsp?cntn\\_id=119841&org=NSF&from=news;](http://www.nsf.gov/news/news_summ.jsp?cntn_id=119841&org=NSF&from=news;)  
<http://www.climate.org/topics/sea-level/index.html>

<sup>6</sup> San Francisco Bay Plan Climate Change Policies, adopted October 6, 2011.



## 2. Bay Trail Gap

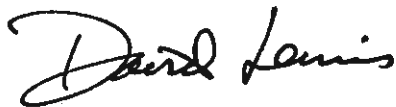
We strongly encourage you to ensure the completion of a missing one-mile segment of the Bay Trail as part of this development approval process. Completing the Bay Trail segment will help Facebook achieve its commitment to a trip cap with respect to vehicular travel to its Menlo Park headquarters.

The San Francisco Bay Trail Project has identified the Bayfront to Ravenswood Preserve as a "short but important gap in the Bay Trail." (Segment 2092, Gap Analysis Report, p.51). When completed, this segment will connect 100 continuous miles of bike paths between the Facebook Campus and the Peninsula, South Bay and East Bay. The availability of more continuous paths would increase the number of people willing to commute by bicycle.

The Bay Trail is a signature recreational opportunity that enables residents to enjoy the natural beauty of the Bay. This connection will increase use of the Bay Trail as a recreation and commute corridor, making the Bay Trail more functional and completing a crucial gap in the trail.

Thank you for your consideration of these comments.

Sincerely,



David Lewis  
Executive Director



January 23, 2012

City of Menlo Park  
Community Development Department  
701 Laurel Street  
Menlo Park, CA 94025

Attention: Rachel Grossman

Subject: Facebook Campus

Dear Ms. Grossman:

Santa Clara Valley Transportation Authority (VTA) staff have reviewed the Draft EIR for improvements to the East Campus and West Campus at 1601 Willow Road and 312-313 Constitution Drive. We have the following comments.

Impacts to Routes of Regional Significance in Santa Clara County

The DEIR analyzes "Routes of Regional Significance" including US 101, SR 84, SR 114 and SR 109. However, the study area boundary for US 101 stops at the Santa Clara County line (see Study Area Map on pg. 3.5-10). Due to the magnitude of the automobile trips expected to be generated by the project (15,000 trips per day and 2,600 trips per peak period) VTA believes there is potential for a significant impact to Routes of Regional Significance in Santa Clara County, all of which are Congestion Management Program (CMP) facilities. VTA requests that the following Routes of Regional Significance/Santa Clara County CMP facilities be added to this analysis:

- US 101 from the County line to the Great America Parkway/Bowers Avenue interchange
- SR 237 from US 101 to I-880
- SR 85 from US 101 to I-280

Trip Cap Monitoring and Enforcement Program

The Trip Cap monitoring and enforcement program outlined in Appendix 3.5-F does not provide important details such as the method of data collection to be employed and the penalties that would be imposed for non-compliance. VTA asks that these details be provided prior to approval of the project.

The Trip Cap monitoring and enforcement program as proposed will require ongoing funding and staff resources, particularly due to the complications of monitoring off-site parking in the Belle Haven neighborhood and the West Campus site. The DEIR should identify a source of financial and staff resources to implement this program, and the results of monitoring and enforcement should be reported to the Council and the public on a regular basis.

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City of Menlo Park  
January 23, 2012  
Page 2

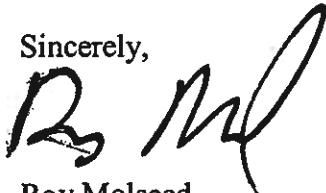
Transportation Demand Management Program

The Transportation Demand Management (TDM) Program described in Appendix 3.5-G does not include policies on parking, such as parking pricing, limited parking, or parking cash-out. VTA notes that pricing or limiting parking could greatly assist in accomplishing the goals as the proposed Trip Cap.

The site location is on the periphery of Menlo Park, more than three miles from Caltrain and far from existing centers of business and employment on the Peninsula. The DEIR states that "Facebook culture attracts many employees who thrive in an innovative environment and prefer alternative travel modes over driving alone," but the choice of site location does not promote such travel patterns. This makes it all the more imperative for the project applicant to pursue aggressive TDM measures to keep vehicular trips below the proposed Trip Cap.

Thank you for the opportunity to review this project. If you have any questions, please call me at (408) 321-5784.

Sincerely,



Roy Molseed  
Senior Environmental Planner

MP1101

F50

**Grossman, Rachel M**

---

**From:** michele tate <lmichele.tate@gmail.com>  
**Sent:** Monday, January 23, 2012 7:09 PM  
**To:** \_Planning Commission  
**Subject:** Facebook EIR Concerns  
**Attachments:** Making Development Work for Local Residents.pdf

I hope I am not too late for my comments to be reviewed give I saw two dates listed as deadlines, January 23 and January 30, 2012.

**Facebook EIR Concerns:**

There is no agreement in place to give priority in the hiring of qualified Belle Haven candidates. I have attached an overview of the agreement East Palo Alto businesses have with the city to hire residents. If I understand correctly, such agreements should be made in the early planning stages when companies come to underprivileged communities, similar to the agreements to assist the schools.

Speed enforcement - There are many commuters well exceed the speed limit on Willow Road between 101 and Bay Front we would like to see more tickets given or a reduction in the speed limit.

Thank you for considering these items.

Michele Tate

1319 Sevier Ave

Menlo Park, CA 94025





**Town of Atherton  
Public Works Department**

91 Ashfield Road  
Atherton, California 94027  
650-752-0560  
Fax 650-688-6539

January 19, 2012

Ms. Rachel Grossman  
Community Development Department  
City of Menlo Park  
701 Laurel Street  
Menlo Park, CA 94025

RECEIVED

JAN 26 2012

CITY OF MENLO PARK  
BUILDING

Re: Comments on Facebook Campus Project DEIR

Dear Ms. Grossman:

The Town of Atherton has reviewed the Facebook DEIR completed by Atkins and dated December 2011. Our review focused on the traffic impact of the project, and in particular the impact the project would have on Town of Atherton transportation facilities. Our review identified the following issues that are relevant to the Town of Atherton:

- Trip cap
- Traffic assignment
- Background development assumptions
- Middlefield & Marsh intersection

The following paragraphs describe these issues of concern.

Trip Cap. The DEIR states that the Facebook east site has a trip cap of 2,600 vehicles during the morning and evening 2-hour commute periods. The DEIR also recommends that the west site be subject to a similar trip cap. According to our calculations, the trip cap represents about a 25% reduction in the number of trips that would “normally” be generated based on Institute of Transportation Engineers trip generation rates for the Corporate Headquarters Office land use category (Land Use Code 714). The DEIR uses the trip cap as a background assumption for the east site. Therefore, there is no analysis of traffic conditions without the trip cap being met. Atherton believes the DEIR should

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include a description of how the trip cap would be met. The description should include programs that Facebook would implement, measures that Menlo Park would implement to monitor and enforce the cap, and a description of what happens if monitoring shows the cap is being exceeded.

Traffic Assignment. The Facebook traffic has been assigned to the road network by hand based on the Menlo Park CSA document. This methodology does not account for the traffic displacement that would occur when such a large number of additional trips are added onto the road network. For example, the project is shown to add 283 trips to US101 to/from the north and 699 trips to/from the south during the AM and PM peak hours. US101 does not have any capacity for new trips. Therefore, these new trips would displace existing trips off US101 to other routes. Affected routes could include Middlefield Road, El Camino Real, and Alameda de las Pulgas, all of which are in Atherton. There also could be increased travel demand on the streets connecting to the US101 parallel routes, such as Valparaiso Avenue and Glenwood Avenue in Atherton. The only way to effectively account for trip displacement is to analyze the project impact with a travel demand forecasting model, and not by hand. Atherton requests that the traffic analysis be redone using the City/County Association of Governments (C/CAG) or other appropriate travel demand forecasting model.

Also, the trip assignment only goes as far into Atherton as the intersection of Middlefield Road and Marsh Road. At that point according to the trip assignment figures (Figure 3.5-20a for example) there are over 200 trips in the peak direction coming from or going toward Atherton. Atherton would like to know what might happen to these trips once they get past the intersection. Are they going toward El Camino Real? Are they going toward I-280? In either case they could create an impact to other Atherton streets, such as Fair Oaks Lane, Atherton Avenue, or Stockbridge Avenue.

Background Development. The DEIR does not account for the potential development in the North Fair Oaks neighborhood in San Mateo County. The County completed a DEIR for potential development in the North Fair Oaks neighborhood (*North Fair Oaks Community Plan Update*) in August 2011. Potential new development in the neighborhood was shown to generate about 2,000 AM peak hour trips and 2,800 PM peak hour trips. Many of these trips were shown to use Marsh Road and Middlefield Road. Atherton believes that the cumulative analysis may show worse conditions on Marsh Road and Middlefield Road with the addition of both the Facebook and the North Fair Oaks Plan traffic.

Middlefield & Marsh Intersection. The Facebook project is shown to have a significant impact at the intersection of Middlefield Road and Marsh Road in the cumulative scenario. The Gateway project in Menlo Park and the North Fair Oaks plan also were shown to have a significant impact at that intersection. All of the EIRs show the need for additional capacity for the southbound to eastbound left turn from Middlefield Road to Marsh Road.



As mitigation for the impact, the Facebook DEIR identifies the need for a second southbound to eastbound left turn lane from Middlefield Road to Marsh Road. As acknowledged in the DEIR, this improvement would require widening Marsh Road eastbound from one lane to two lanes to receive the two turn lanes. (Note that the mitigation measure listed on page 3.5-113 for Middlefield/Marsh is incorrect. The correct mitigation is shown in Table 3.5-31.)

None of the EIRs, including Facebook, describe the existing problem that occurs in the opposite direction. There is a heavy demand for westbound to northbound right turns from Marsh Road to Middlefield Road. The left turn queue at the signal blocks the right turn lane, so vehicles have been observed cutting through the adjacent residential neighborhood on Fair Oaks Avenue, Holbrook Lane, and Palmer Lane. The mitigation for impacts to Middlefield/Marsh should include lengthening the left turn pocket so that the right turns do not get blocked.

Atherton has taken a close look at potential improvements to the Marsh Road and Middlefield Road intersection. Marsh Road can be widened to four lanes within the right-of-way. However, widening to four lanes for the entire length would involve the loss of several trees. The Town wishes to see widening only near the Marsh/Middlefield intersection to reduce the tree loss. Widening of Marsh Road also needs to accommodate pedestrians and bicycles within the cross section.

There is not sufficient room to widen Middlefield Road without acquiring right-of-way or making the lanes and shoulders too narrow for bicycles and pedestrians. Therefore, a second left turn lane cannot be added. To increase the left turn capacity, the southbound through lane could be converted to a left/through lane. This would require split-phase signal operation on Middlefield Road. Atherton has determined that the shared lane with split-phase operation would be enough to mitigate the Facebook impact, although the operation would not be as good as with two separate left turn lanes.

Sincerely,

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Michael Kashiwagi, Director of Public Works

---

Neal Martin, City Planner

FS1

Provided by  
William Webster  
1/9/12 Planning Commission  
Mtg.

From: "Wotapka, Dawn" <dawn.wotapka@wsj.com>  
Subject: Story  
Date: November 1, 2011 5:50:54 PM PDT  
To: William Byron Webster <wbw@stanford.edu>

Story...

**Trials in Low-Rent Bastion in Silicon Valley; Equity Residential Covets Apartment Complex in East Palo Alto; Community Expresses 'Grave Concerns' Over a Sale**

By Dawn Wotapka

733 words

1 November 2011

20:08

The Wall Street Journal Online

WSJO

The Wall Street Journal - Print and Online

CTGSMFS

English

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Apartment giant Equity Residential has run afoul of a working-class community at the northern end of Silicon Valley by trying to buy the area's largest complex of rent-controlled housing, which has been coveted by investors for years.

Equity Residential, whose chairman is Sam Zeil, is negotiating to buy the Woodland Park Apartments, a 1,800-unit complex in East Palo Alto, Calif., that has remained a low-rent bastion in a region that has seen market-rate rentals soar. That upward pressure is expected to continue now that Facebook has chosen a 57-acre Menlo Park complex for its new headquarters, less than two miles from Woodland Park.

The previous buyer of the complex, an investment group that acquired it during the boom years, planned to raise rents but ended up losing the property in a Wells Fargo & Co. foreclosure. Wells Fargo is in talks to sell the property to Equity Residential for an undisclosed sum, according to people familiar with the matter.

But city officials in East Palo Alto have voiced their opposition. A majority of the City Council has expressed "grave concerns with the bank's decision to sell the portfolio as a single unit," states a recent letter to Wells Fargo Chief Executive John Stumpf, from Carlos Romero, the city's mayor.

Equity Residential and Wells Fargo declined to comment.

City officials and residents don't want to give a single buyer too much control over such a large amount of East Palo Alto's rental housing. While the units are subject to rent control, officials are concerned that Equity Residential would raze some of them and build higher buildings filled with market-rate apartments.

The potential deal "scares this community to death," Mayor Romero said.

The maneuvering over Woodland Park comes as apartment rents are rising throughout most of the U.S. Despite the softness of the overall economy, landlords have been benefiting from the housing crisis, which has turned millions of would be home-owners into renters.

With rents and occupancies rising, the values of apartment buildings have soared. While the biggest increases have been in upscale areas, investors also have begun to spill over into lower-rent areas like East Palo Alto.

Woodland Park includes an older assortment of apartments and homes. Rents currently range from \$800 to \$1,400 a month, and this year, landlords were limited to a 1.4% increase, said William Byron Webster, senior member of the East Palo Alto Rent Stabilization Board.

Mr. Webster says many residents couldn't afford to live in the surrounding area. In the third quarter, market-rate rents in the region were a median of \$1,588, well above the national \$1,004 median, according to Reis Inc. In one of Equity Residential's Palo Alto communities, one-bedroom apartments start at \$2,065, according to its website.

Just 2.6% of East Palo Alto's units are vacant, well below the national 5.6% rate, leaving few apartments up for grabs and creating

FSS

competition for the ones that are available.

Woodland Park was acquired during the boom years in a series of transactions by investors led by Page Mill Properties, which put a \$240 million mortgage from Wells Fargo on the property. The deal was embarrassing to one of the investors, pension giant Calpers, which subsequently said it would prohibit excessive rent increases and the "involuntary displacement" of low-income households in its real-estate investments.

City officials believe that Equity Residential's interest in the site stems partly from the Facebook deal. "I have suggested [Facebook CEO Mark] Zuckerberg could be appealed to discourage his employees from settling on the east side of Palo Alto," says Mr. Webster

Local leaders acknowledge they probably can't stop the sale. But they say they'll do what they can to block any redevelopment that Equity Residential might attempt.

The new tax revenue that would result from improving the property wouldn't be worth the displacement, they say.

"We may get a community center, we may get repaved streets, but our residents who are around today would not be around to enjoy those improved community amenities," Mayor Romero said. "And that would be a travesty."

Dow Jones & Company, Inc.

Dawn Wotapka

FS6

**Grossman, Rachel M**

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**From:** Dexter K. Chow <dchow@cheekymonkeytoys.com>  
**Sent:** Monday, January 09, 2012 3:56 PM  
**To:** \_Planning Commission  
**Subject:** Facebook Draft EIR

Hi,

Unfortunately, I am not able to attend the January 9th meeting, and would like to submit the following to the planning commission regarding Facebook's draft EIR and FIA:

I am a Menlo Park resident and owner of a downtown Menlo Park business. Additionally, I chair the downtown Merchants Meeting for the Menlo Park Chamber of Commerce.

I would like to express my support for Facebook's proposed amendments to the land use entitlements and other mitigations outlined in the EIR. Although there are environmental impacts associated with the growth of the Facebook site, I believe that the resulting benefit to the city and surrounding communities will greatly outweigh the negative impacts. Menlo Park businesses stand to benefit from a large, vibrant business in town, and Menlo Park's desirability as a place to live will also increase. Although Facebook's campus is not near to downtown Menlo Park, their shuttle services to downtown will increase exposure to businesses in the downtown district and will allow the downtown area and El Camino Real area around the train station to benefit.

Thank you,

-Dexter Chow  
Owner, Cheeky Monkey Toys

FST

## Grossman, Rachel M

---

**From:** Heineck, Arinda A  
**Sent:** Tuesday, January 17, 2012 2:43 PM  
**To:** Murphy, Justin I C; Grossman, Rachel M  
**Subject:** FW: facebook connection to downtown

Making sure you both got this.

-----Original Message-----

**From:** Henry Riggs [<mailto:hrriggs@comcast.net>]  
**Sent:** Thursday, January 12, 2012 5:39 PM  
**To:** \_CCIN  
**Cc:** Taylor, Charles W  
**Subject:** facebook connection to downtown

Honorable council members,

As part of the review of the facebook project at planning commission, I am raising the potential benefit of frequent shuttle service to downtown Menlo Park; I made similar comments on the review of Menlo Gateway.

One key to our city benefiting from the presence of facebook is connectivity to our established retail center. While the presence of Burgess facilities for mid day and after work recreation are a draw, generally facebook employees are closer to PAs University Ave and have a history of going into PA from their previous location near mid- town. The ready availability of easy transport to our city center can make us more attractive.

In general, shuttles can serve peak demand only (this is most common) or be "ready for the customer"; the latter would mean that you don't have to check a schedule to see if you can get to Stacks or Borrone, you just go - and more importantly, can get back quickly as needed.

This frequency is the tipping point at which the shuttle would become dependable, and popular. A side benefit is boosted transit for neighborhoods en route. And of course, shuttles replace single occupancy autos, i.e. "traffic".

I suggest that council ask transportation staff to determine the tipping point for attractive shuttle service that will bring a significant portion of the projected 9,400 facebook workers into our retail center.

Respectfully,

Henry Riggs



## Grossman, Rachel M

---

**From:** Anne Moser <agoodmoser@gmail.com>  
**Sent:** Monday, January 16, 2012 9:37 PM  
**To:** CITY COUNCIL@MENLOPARK.ORG  
**Cc:** Grossman, Rachel M; PATRICKJCOTTER@FB.COM  
**Subject:** Fwd: PUBLIC BENEFITS/FACEBOOK

- >
- > HAVING LISTENED TO A NUMBER OF MEETINGS OVER THE PAST SEVERAL MONTHS I HAVE MADE A LIST OF PUBLIC BENEFITS I WOULD LIKE TO SEE INCORPORATED WITHIN ANY AGREEMENT MADE WITH FACEBOOK.
- >
- > SUPPORT FOR AND PARTICIPATION IN OPPORTUNITIES FOR SENIOR/LOW INCOME HOUSING DEVELOPMENT AND TRANSIT ORIENTED HOUSING
- >
- > REVENUE EQUIVALENT TO SALES TAX LOST DUE TO NATURE OF FACEBOOKS BUSINESS
- >
- > FINANCIAL PARTICIPATION IN SUPPORTING ACQUIRING FLOOD PARK AS MENLO PARK PROPERTY, AND ONGOING ASSISTANCE WITH COST OF MAINTENANCE .
- >
- > SUPPORT FOR A MAJOR GROCERY STORE IN BELLE HAVEN TO SERVE BOTH FACEBOOK EMPLOYEES AND BELLE HAVEN RESIDENTS
- >
- > SUPPORT FOR BELLE HAVEN LIBRARY NEEDS--- BUILDING, HOURS, BOOKS AND EQUIPMENT
- >
- > SHUTTLE BUS SERVICE BETWEEN EL CAMINO AND FACEBOOK WITH STOPS ALONG THE WAY, INCLUDING IN BELLE HAVEN. BUS SHELTERS AND BENCHES AT STOPS AVAILABLE TO ALL

INCREASED PLANTINGS ALONG WILLOW RD TO SOFTEN IMPACT OF TRAFFIC

SAFE PEDESTRIAN/BIKE CROSSINGS ACROSS WILLOW ROAD, POSSIBLE BRIDGE?

JOB OPPORTUNITIES WITH PREFERENCE GIVEN TO MENLO PARK RESIDENTS. TRAINING THRU JOB TRAIN AVAILABLE

INTERSHIPS FOR LOCAL HIGH SCHOOL AND COMMUNITY COLLEGE STUDENTS

TIME GIVEN TO FACEBOOK EMPLOYEES TO MENTOR AND/OR TUTOR STUDENTS THROUGH SCHOOLS AND THE BOYS AND GIRLS CLUB.

CHILD CARE/PRESCHOOL OPEN TO PUBLIC SIMILAR TO GEO-KIDS AT USGS

ENCOURAGE FACEBOOK EMPLOYEES TO PATRONIZE MENLO PARK STORE, BUSINESSES AND FACILITIES

I AM SURE THERE ARE MANY OTHER RECOMMENDATIONS BEING MADE. THIS LIST IS BASED ON WHAT I HAVE HEARD OR OBSERVED ANNE MOSER 174 SPRUCE AVE MENLO PARK 650-324-1718

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- >
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- >
- >



## Grossman, Rachel M

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**From:** JimLewis@aol.com  
**Sent:** Wednesday, January 18, 2012 7:20 AM  
**To:** \_CCIN  
**Cc:** Grossman, Rachel M  
**Subject:** Facebook - Public Benefits

Honorable Mayor and Council Members,

I would like to see a provision included with the Facebook - Public Benefits for the inclusion of some form of appropriate "art". Public Art delights the eyes and helps make living better. Cities, Counties, States and Countries that provide for the inclusion of public art add to the culture of the community. Fountains for instance are common items seen both in Menlo Park and elsewhere.

Although the Municipal Code may not require a Percent For Art program, as does neighboring cities, such as Palo Alto, the current process you are now going through gives you "the opportunity" but not the obligation, to request some form of appropriate art.

Art comes in many forms, such as the following:

- 1) Murals,
- 2) Sculptures,
- 3) Fountains,
- 4) Contributions to other programs, such as the M/A Center for Performing Arts,
- 5) and so on.

I would welcome your serious consideration of public art. In your hands provides the impetus for both structural and cultural enhancements. Perhaps a tasteful piece of art with the Facebook program will become an icon and remembered for generations.

Thanks,  
Jim Lewis

F60

## **Suggested Public Benefits with regards to Facebook**

(Compiled by the Belle Haven Neighborhood Association)

January 18, 2012

### **Menlo Park Branch Library**

1. Build a Menlo Park Branch Library at the centrally located Ivy Drive Plaza, on the Child Development Center city owned site.

### **Needed Bus Shelters**

2. Request samTrans to install one bus shelter on each side of Willow Rd. and one bus shelter at the Community Center.

### **Enhancing the use of existing facilities**

3. Using the existing concrete pad outside the Senior Center dining area, surround it with a 3'ft. fence and cover the area with an awning for a Senior Center Patio. Cover the Belle Haven pool with a dome similar to the one at Burgess, in this way Belle Haven's pool would also be available for year around use.

### **Flood Park Housing**

4. If Menlo Park acquires Flood Park, a study should be done to find the advantages and disadvantages of building a housing complex of five to seven acres in the park.

(This list is in order of importance)

Matt Henry, President  
Belle Haven Neighborhood Association  
1-650-325-1093- mhenry9522@aol.com

**Grossman, Rachel M**

---

**From:** ag lee <aglarpc8@hotmail.com>  
**Sent:** Monday, January 23, 2012 6:43 PM  
**To:** \_CCIN; \_Planning Commission  
**Subject:** Re: Summary of Planning Commission Comments on Public Benefit - Facebook Campus Project - January 12, 2012  
**Attachments:** Public Benefit - Facebook v02.doc  
**Importance:** High

Please find attached my message:

"Summary of Planning Commission Comments on Public Benefit - Facebook Campus Project - January 12, 2012"

Aldora Lee  
Menlo Park, CA

Fb2

Re: Summary of Planning Commission Comments on Public Benefit - Facebook Campus Project - January 12, 2012

City Council and Planning Commission:

In the Summary of Planning Commission Comments on Public Benefits, I noticed the absence of library services. I feel it would be appropriate to see mention of Public Benefit also in terms of library services, which would benefit not only the Menlo Park community, but also Facebook employees.

Our community stretches from San Francisco Bay to Highway 280. Our library services are concentrated at the Main Library on Alma.

An article in the *MV Voice* describes the Mountain View Library rolling library. This example provides a precedent, a success story and a model for reference:

"The rolling library is also an Internet access point, with two laptops that fold out from its sides so the Web can be brought to places, such as senior centers, where people may not normally have access."

"Modern emissions-control devices were added to the exhaust and crankcase ventilation system to make it possibly the cleanest-burning Bookmobile there is, even as it carries more than 2,500 items. "

([http://www.mv-voice.com/story.php?story\\_id=1792](http://www.mv-voice.com/story.php?story_id=1792))

In addition, on the Mountain View Library website are the bookmobile schedule and its goals:

"The Mobile Library has 3 goals:

- Deliver library services outside the library, reaching out to segments of the community who may have difficulty using the main library due to physical, socio-economic, geographic, or other barriers.
- Participate in community events to gain visibility for the library within the community and promote library services.
- Provide a green service, reducing overall emissions by reducing the number of other vehicles driving to the library."

([http://www.mountainview.gov/city\\_hall/library/mobile\\_library.asp](http://www.mountainview.gov/city_hall/library/mobile_library.asp))

In Menlo Park, a bookmobile could improve services where most needed—for the Belle Haven community, senior centers, childcare centers, residents of Sharon Heights, and Facebook campus employees.

I hope this information and example will inspire the City and Facebook to include library services in the Public Benefit component.

Aldora Lee  
Former member, MP Library Commission  
Former board member, MP Library Foundation  
Board member, Friends of the Menlo Park Library

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