

coUrbanize Helps Secure Unanimous Approvals for Bay Area Life Sciences Campus

South San Francisco and San Bruno unanimously approved the Southline project, citing quality of community outreach

“ We received extremely positive feedback from several city council members. One even stated that our outreach was the best they had ever seen. ”

-Marcus Gilmour
Principal, Lane Partners

About Southline

Lane Partners' Southline development will transform an underutilized 30-acre industrial site into a Class A, state-of-the-art tech and life sciences campus. coUrbanize enabled the project team to build and document community support, which helped secure two unanimous City Council approvals for up to 2.8 million square feet of office and R&D space.

Using coUrbanize, the Lane Partners team:

- Collected community feedback online and via SMS in 5 languages, and collected letters of support
- Incorporated feedback to add a kids parklet play area, and improve bike and pedestrian connectivity
- Informed the agenda for in-person community meetings to get higher levels of detail on specific topics
- Built trust with community members and policymakers of two cities to ensure ultimate project approval



295 COMMENTS TOTAL

95% POSITIVE OR NEUTRAL SENTIMENT

6,390 USERS

8,071 SESSIONS

100% UNANIMOUS APPROVAL
BY TWO CITY COUNCILS