



# REDWOOD LIFE PRECISE PLAN

## Community Engagement Plan

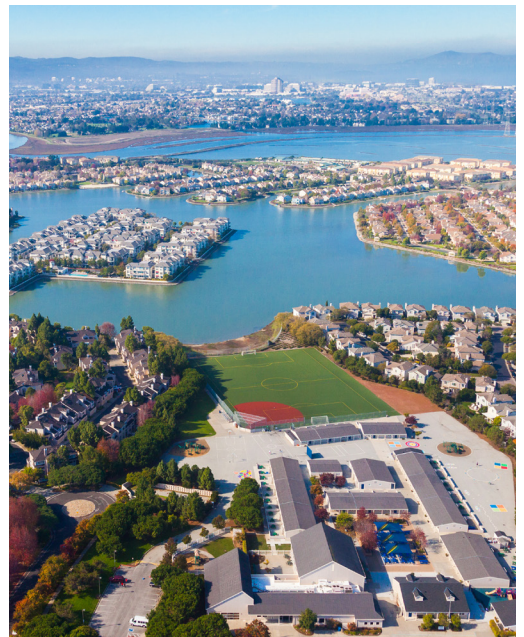
### Join us in an inclusive public planning process to guide the future of Redwood Life!

*The City is leading a comprehensive planning effort and environmental review to assess the impacts and benefits of a proposed redevelopment of the Redwood Life campus. Our aim is to ensure that residents, businesses, and decision makers understand the trade-offs associated with different development options so they can meaningfully weigh in on how the area should evolve to best meet the desired outcomes of Redwood Shores and the greater Redwood City community.*

*We have designed a transparent and accessible outreach and engagement process that includes regular interactions, such as workshops, surveys, and public meetings with the Planning Commission and City Council. Community input will help steer planning principles, impacts to be studied, and community benefits priorities. We look forward to engaging in meaningful conversations with you!*

## Community Engagement Principles

1. **Establish a transparent and comprehensive public engagement process** that strives to include all Redwood City community members.
2. **Build off and expand the conversations** that have already taken place regarding community concerns.
3. **Develop a City-led CEQA project alternative** that differs from the Longfellow proposed project and responds to environmental and community-identified issues and promotes positive outcomes.
4. **Collaborate with experts** to analyze both the City-led project alternative and the proposed Longfellow project to better understand the impacts of various development scenarios on a range of environmental, transportation, and economic indicators, and share results with the community.
5. **Report back to the community** and Council throughout the process to ensure the Plan is responsive to community needs.



## How to Get Involved in this Effort

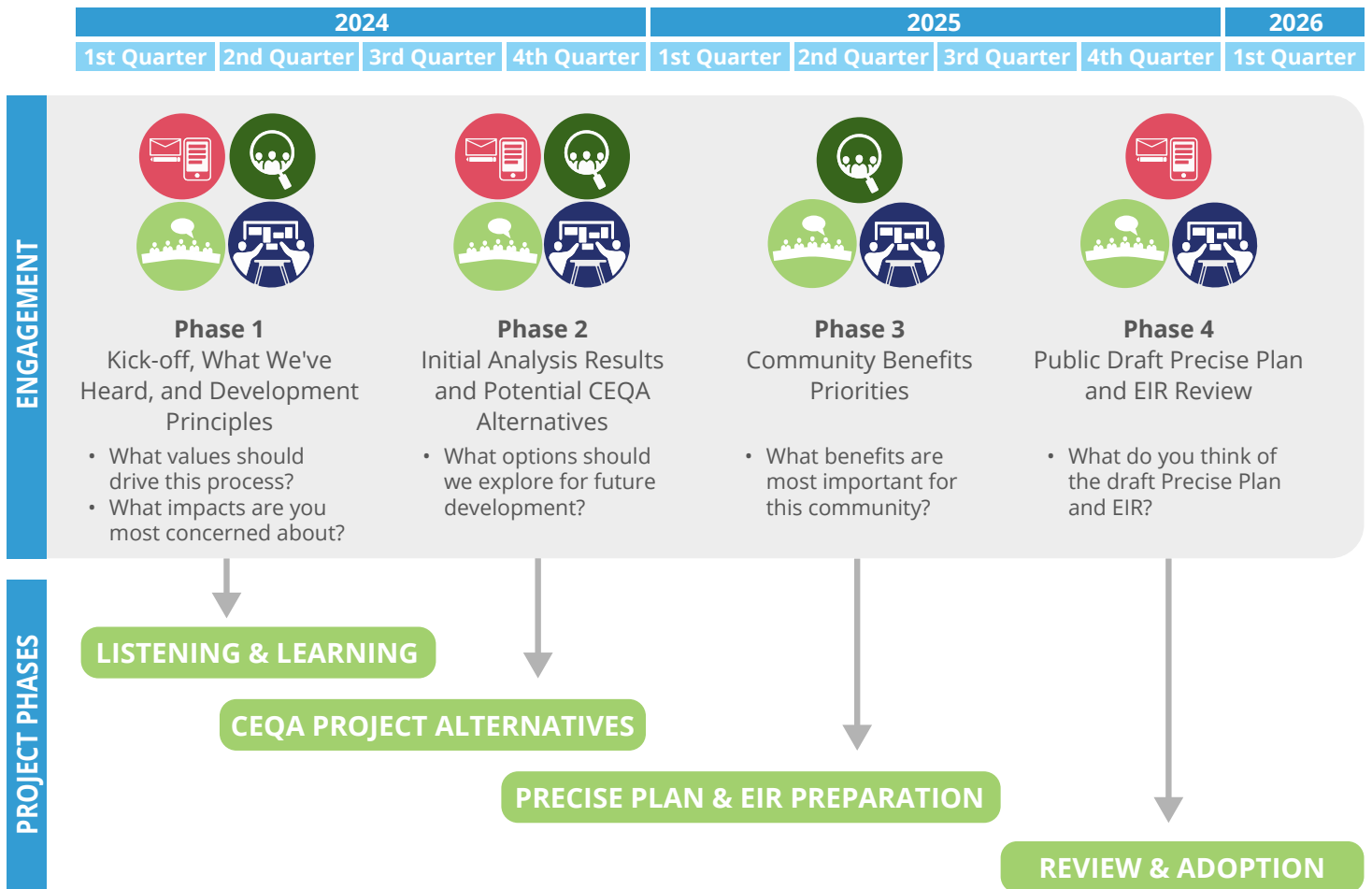
We invite all of Redwood City to get involved as we explore the future of the Redwood Life campus.

- Project information will be regularly updated on **PlanRedwoodLife.com**. Check back for details on public events and opportunities to provide feedback.
- Visit the **Get Involved** page for information on upcoming engagement activities.
- **Sign-up** to receive email notifications of upcoming meetings and events.
- **Scan the QR code** to get connected, stay up to date, and learn more.



The input of community members, stakeholders, and residents is a central part of the Precise Plan process.

# Schedule and Engagement Activities



**Stakeholder & Focus Group Meetings** will engage Redwood City residents, employees, and business owners, as well as various community groups including, neighborhood associations and HOAs, local advocacy organizations and non-profits, representatives of disadvantaged communities, and other groups not typically included in the community planning process.



**Community Workshops** will provide the public with an in-person forum to learn about and share input on the Precise Plan, sensitivity analysis, and EIR process. Workshops will be interactive, featuring presentations, live polling, small group activities and discussions. Each workshop will be designed around a key milestone to ensure that feedback is meaningfully incorporated into the plan.



**Public Meetings** with the Planning Commission and City Council will provide project updates and receive recommendations for incorporation into the Precise Plan and EIR. Topics may include the community engagement strategy, sensitivity analysis findings, potential alternatives, and the Draft Plan and EIR.



**Online Feedback Forms.** At key points in the process, feedback forms or surveys will be distributed digitally and in print. Results will be summarized and published on the website.

*Additional engagement activities, such as pop-ups, will be added throughout the process.*