

We expect this plan to be carried out in coordination with the City's engagement program.

Redwood LIFE Evolve Community Engagement Commitments

Longfellow is committed to working with the community on the Redwood LIFE Evolve proposal to help address key goals and concerns of the community, while meeting the objectives of the City and Longfellow. We have been meeting with neighbors in Redwood Shores to solicit feedback on the path moving forward. We are committed to working together with the Redwood Shores community, through a variety of activities and events, to build relationships, keep the community updated about what is happening in the planning and environmental review process, obtain feedback, and ultimately work in good faith to evaluate and incorporate potential changes to the proposal in the form of a project alternative. It is vital this process take place concurrently with CEQA to incorporate changes based on data. Longfellow has committed to working with the City and community in an enhanced community engagement process.

We will request that the City study the resulting alternative(s) during the California Environmental Quality Act (CEQA) process.

Process

Phase I

Goal: Phase I of the process will aim to share information obtained through CEQA studies and gather feedback from the Redwood Shores community stakeholders, based on the currently proposed plan and benefits as well as the community's concerns and goals.

This feedback will be used by Longfellow and its architects to develop initial conceptual drafts of alternative(s) during Phase II.

To do this, we propose activities such as:

In-Person Community Open House Meetings: In-Person Community meetings are a great way for interested parties to gather and trade ideas. Gathering in person affords the advantage of trusted relationship building. We anticipate offering two in-person community meetings during Phase I to provide accessibility to people with different schedules.

Virtual Community Open House Meetings: Community meetings held via an online platform have the advantage of increased accessibility for some of the community. We anticipate offering two virtual community meetings to provide accessibility to people with different schedules.

Online Survey: An online survey is broadly accessible and yields both quantitative and qualitative data. The survey would be available for 1-2 months or more. Findings will be made available to the community.

Stakeholder meetings: In contrast to Community Open House Meetings, Stakeholder meetings are with the applicant team and individual stakeholders or groups. This format allows for greater focus on the desires and preferences of a particular group.

One-on-one and small group meetings: One-on-one meetings and conferences offer the most intimate setting to connect with community members and dialogue on topics in greater detail. We anticipate conducting 20-30 such meetings.

Third Party Expert Presentations: It can be beneficial for the applicant team and community members alike to hear from relevant topic experts such as people who study sea level rise, landfill construction, or coastal wildlife protection. The topics will be selected based on community feedback and questions.

To inform the community of these events and activities, we will use a combination of:

Mailers: Direct mail to every household in Redwood City.

Pilot Ads: The Pilot is an excellent publication to reach many members of the Redwood Shores community.

Email: We will send email notices to everyone who has signed up for our mailing list.

Pop Up Events: Applicant team attendance at pop up events such as the Farmers' Market is a great way to publicize the community engagement process and involve voices who otherwise would not be participating in the conversation.

Direct Communications: We will stay in touch directly with partners and stakeholders as a matter of our regular course of communication.

Communication: We propose to provide an update on the results of the public engagement process and community feedback at the end of Phase I.

Phase II

Goal: Phase II of the process will aim to develop and share initial conceptual drafts of alternative design(s) using the input obtained in Phase I. This will begin after initial concepts have been developed and tradeoffs and other considerations are identified for sharing with the community. For this phase, we propose activities such as:

In-Person Community Meetings.

Stakeholder meetings. Stakeholder meetings are with the applicant team and individual stakeholders or groups.

One-on-one and small group meetings. One-on-one meetings offer the opportunity to connect with community members and discuss topics in detail.

Stakeholders

The Applicant team has so far identified the following Stakeholders this community engagement program is designed to serve.

- Stopredwoodlife.net
- Save the Shores
- Redwood Shores Community Association
- The Redwood Shores community writ large
- Redwood City Government
- Other Public Agency and Non-Profit Stakeholders in Redwood Shores
 - For example, Library Foundation, OneShoreline, BCDC, and more

We will also continue to engage with all other stakeholders of this project. Additionally, we anticipate that the City will engage a community engagement consultant and conduct their own outreach process in addition to Longfellow's process.

Timeline

We expect the City's CEQA study, which is the legally required environmental review process, to take 18-24 months. As that study is prepared, technical reports will be produced and ultimately a draft EIR will be published for public review and comment. While we intend for outreach and community engagement to be ongoing through the entire entitlement process, we believe it is important to have real information and analysis available about the potential impacts and benefits of the proposal as currently envisioned to make these dialogues productive. Accurate information about the environmental and ecological aspects of the proposal will be important to reduce the potential for fear and misinformation as well, and make sure that discussions are informed.

Because the environmental review process has not yet started, Longfellow anticipates that many of the outreach activities below would be scheduled in early or mid-2024, which is when Longfellow anticipates that draft technical reports (e.g., transportation analysis) would start to become available.

Synthesis and Accountability

Community input will guide the design of alternative(s) in tandem with Longfellow's objectives, including economic feasibility requirements, and City Council priorities. New calculations will determine the breadth of community benefits and investment beyond the scope of a life sciences campus. The applicant team will maintain documentation of community input supporting new design features.