**Lawrence Berkeley National Laboratory
at Golden Gate Fields**

Preliminary Public Outreach Plan
October 12, 2011

Iterative Design Process
- The main thrust of the public outreach process is an Iterative Design Process that is already underway and has resulted in a first plan (released in August) and a second, revised plan (released on October 10) for the LBNL Second Campus.
- Two more revised plans will be prepared, based on comments received through the methods described below, prior to finalization of ballot measure language in December.
- The Iterative Design Process will focus not only on the physical design, but also on the design of the ballot measure language that will appear on Albany and Berkeley ballots in June 2012.
- After ballot language is finalized in December, we will continue the outreach process to answer questions and prepare voters for the June election.
- *The Iterative Design Process must move quickly in order to respond to LBNL's timeline. A ballot measure must appear on both cities' ballots in June 2012. To achieve this outcome, ballot language must be finalized in December.*

Weekly Open Houses at Golden Gate Fields Turf Club
- Already underway – held every Monday evening
- Will be held through election in June 2012
- Will include two additional "roll outs" of the two revised plans (see above)

Project Website
- Already up and running at www.lbnlatggf.com
- Will be expanded to include additional project information, answers to questions submitted, and a way to sign up for project updates

Project Mail/Email List
- Project team will maintain a list of Albany and Berkeley residents who are interested in being informed about the project.
- We will welcome lists of interested individuals from other organizations, although we understand that privacy concerns may preclude sharing lists
- List will be used for mailings and emailings described below

Email and Mail Updates
- Project team will send bi-weekly updates about the project during the Iterative Design period (from now through December), and at least monthly from December to June.
- Email updates will also be available on the project website.
- We may also mail information to our mailing list via the postal service if we find a substantial number of interested parties prefer this method of receiving information over email.

Project Handouts
- Project team will create a written and illustrated handout showing the vision for LBNL at GGF, and providing information about how to be involved in the process
- We will also create an input form so that people can submit comments about the project

Powerpoint Presentation

- Project team will create an illustrated powerpoint show showing the vision for LBNL at GGF, and providing information about how to be involved in the process.
- Powerpoint will also be available for viewing on the project website.

Community Workshops

- Four off-site workshops will be held (two in Albany and two in Berkeley) during the Iterative Design Process inviting public and neighborhood input.

Community Presentations

- Project team will make presentations regarding the project to Albany and Berkeley community groups, commissions and neighborhood associations.
- Presentation will include information about the project and how to become involved.
- We will present to any groups who invite us.
- We will proactively contact groups who we believe might be interested in the project.
- Presentations will provide a forum for audience to ask questions and provide input, which will be considered in the Iterative Design Process.

Albany Task Force Presentations

- We understand that the City of Albany is forming a 23-member Task Force to consider the project.
- Project team will attend all meetings of the Task Force and make presentations as needed if invited to do so.
- All input given by Task Force members will be considered in the Iterative Design Process.

Community Event Tabling

- Project team will make presentations regarding the project at community events such as Farmers' Markets and festivals in Albany and Berkeley.
- Materials presented will include information about the project and how to become involved.
- Tabling will provide a forum for public to ask questions and provide input, which will be considered in the Iterative Design Process.

City-wide Public Opinion Surveys

- Public opinion surveys will be conducted to provide a statistically accurate measurement of public concerns and input.