

I. PURPOSE AND GOALS

UC Berkeley has a tradition of dialogue, discussion, and consensus building. Consistent with these values, a diverse and wide range of constituencies will be engaged during the process of updating the Long Range Development Plan (LRDP) and creating a new Campus Master Plan. Drawing on the university's [Principles of Community](#), the campus and community engagement plan is guided by a set of three core goals, each supported by associated objectives:

- 1. Keep the campus and community informed and updated on the LRDP and Campus Master Plan process**
 - Clearly communicate project information to the community
 - Develop centralized information sources at the LRDP and Campus Master Plan websites
 - Provide regular updates via the LRDP and Campus Master Plan websites and email distribution lists

- 2. Promote an inclusive environment of civil dialogue, open discussion, and consensus building**
 - Practice and encourage active listening among all participants
 - Educate stakeholders on the planning process
 - Ensure the process is inclusive of a diverse range of stakeholders
 - Gather information and feedback from a variety of sources
 - Address issues and concerns that arise throughout the planning process

- 3. Facilitate and encourage early, ongoing participation**
 - Provide opportunities for the campus and community to contribute ideas and feedback at key milestones throughout the planning process
 - Consider both in-person and online engagement opportunities to maximize participation among diverse stakeholder groups
 - Provide notification of participation opportunities, via the websites and email distribution lists
 - Work with the campus community to broadcast key project information
 - Adapt engagement opportunities to encourage participation

II. GOVERNANCE STRUCTURE

The Chancellor and Executive Vice Chancellor and Provost (EVCP) are the sponsors of the LRDP and Campus Master Plan initiative. The Capital Planning Committee (CPC) provides approvals at key milestones, as needed. UC Berkeley Capital Strategies is responsible for overall project management, guided by the Advisory Group and the Working Group. The Advisory Group and Working Group were appointed by the Chancellor and EVCP.

The Advisory Group provides overall strategic direction for the initiative. The Working Group provides development oversight for the creation of the new plans and content review across a wide range of topics related to the physical campus environment.

Within this framework, stakeholder groups will be engaged to provide input at key milestones throughout the process.

1. LRDP/CMP Advisory Group

- Academic Planning: Lisa Alvarez-Cohen, Vice Provost
- Academic Senate: Karen Chapple, Professor, City and Regional Planning
- Celeste Langan, Associate Professor, English (CAPRA Representative)
- Administration: Marc Fisher, Vice Chancellor
- ASUC: Amma Sarkodee-Adoo, President (2019-2020)
- Design Review Committee: Jennifer Wolch, Chair
- Equity and Inclusion: Oscar Dubon, Vice Chancellor
- Finance: Rosemarie Rae, Vice Chancellor
- Government and Community Relations: Chris Treadway, Assistant Chancellor
- Graduate Assembly: Ben Taube (2019-2020)
- Graduate Studies: Lisa Bedolla Garcia, Vice Provost
- Intercollegiate Athletics: Jim Knowlton, Athletic Director
- Public Affairs: Diana Harvey, Associate Vice Chancellor
- Research: Randy Katz, Vice Chancellor
- Student Affairs: Steve Sutton, Vice Chancellor
- University Development and Alumni Relations: Julie Hooper, Vice Chancellor
- Undergraduate Education: Cathy Koshland, Vice Chancellor

2. LRDP/CMP Working Group

- Academic Planning: James Ford, Chief of Staff
- Academic Senate: Charisma Acey, Assistant Professor, City and Regional Planning
- Academic Senate: Karen Frick, Associate Professor, City and Regional Planning
- Academic Senate: Jennifer Johnson-Hanks, Division Vice Chair; Professor, Demography and Sociology
- Academic Senate: Jason Wittenberg, Associate Professor, Political Science
- ASUC: Amma Sarkodee-Adoo, President (2019-2020)
- Capital Planning: Judy Chess, Director
- Capital Projects: Caroline Tsang, Project Manager
- Capital Strategies - Finance: Adile Quennarouch, CFO
- Chancellor's Staff Advisory Committee: Harris Mojadedi, Vice Chair
- Equity and Inclusion: Martha Velasquez, Associate Director, Disabled Students' Program
- Facilities Services: Sally McGarrahan, Associate Vice Chancellor
- Government and Community Relations: Ruben Lizardo, Director, Local Government and Community Relations
- Graduate Assembly: Ben Taube (2019-2020)
- Graduate Studies: Larissa Charnsangavej, Graduate Student Life Coordinator
- Intercollegiate Athletics: Josh Hummel, Senior Associate Athletics Director, Facilities, Events and Capital Projects

- Libraries: Sukhjit Johal, Head of Library Capital Projects and Facilities Management
 - Parking and Transportation: Seamus Wilmot, Director
 - Physical and Environmental Planning: Wendy Hillis, Assistant Vice Chancellor and Campus Architect
 - Physical and Environmental Planning: Marissa Cheng, Senior Planner
 - Physical and Environmental Planning: Campus Landscape Architect
 - Public Affairs: Dan Mogulof, Assistant Vice Chancellor
 - Registrar: Walter Wong, University Registrar
 - Research: Gail Brager, Professor of Architecture
 - Student Affairs: Micki Estuesta, Assistant Dean and Director, New Student Services
 - Student Affairs: James Kato, Case Manager, Center for Support & Intervention
 - Student Affairs: Brigitte Lossing, Assistant Dean and Director, Recreational Sports
 - Student Affairs: Heidi Scribner, Executive Director, Housing, Events, and Facilities Services
 - Sustainability: Kira Stoll, Director
 - University Development and Alumni Relations: Kim Kincannon, Chief of Staff
 - Undergraduate Education: Owen McGrath, Director, Educational Technology Services
-

III. STAKEHOLDER GROUPS

Stakeholders for the LRDP and Campus Master Plan encompass a wide range of internal audiences, external community groups, and the general public. The following list, while not exhaustive, identifies major stakeholders that the university expects to engage in the planning process. Outreach regarding the environmental process pursuant to CEQA will be conducted separately.

1. Internal Campus Community

- Faculty, staff, undergraduate and graduate students
- UC Berkeley committees and organizations including but not limited to CAPRA, DIVCO, Council of Deans, CCCPM
- On-campus academic topical resources
- Other campus community members (alumni, visitors, etc.)

2. Public Agencies

- AC Transit, BART
- City of Berkeley
- County of Alameda
- MTC/ABAG
- Lawrence Berkeley National Laboratory

3. External Audiences

- Neighborhood residents
- Community organizations (e.g. neighborhood associations, advocacy groups)
- Local businesses and business organizations
- General public

IV. COMMUNITY ADVISORY GROUP

As part of the planning process, the university will establish a Community Advisory Group (CAG) to provide advice and input to campus leadership on the development of the LRDP, based on both a neighborhood and city-wide perspective. The CAG will:

- Provide essential and relevant feedback on the LRDP
- Identify potential strategies and actions for addressing community concerns
- Assist the campus in strengthening communication with and engagement of the public

The CAG will be drawn from a diverse range of community leaders that have a stake in the future development of the campus, including representatives of business, residents, community organizations, public sector agencies and departments. The CAG will be appointed for the duration of the LRDP, and CAG meetings will be held regularly throughout the planning process.

The CAG does not serve as a substitute for the diverse array of community input activities envisioned for the overall initiative.

V. ENGAGEMENT TOOLKIT

The university will engage audiences and encourage feedback on the LRDP and Campus Master Plan, using a variety of methods and strategies. This engagement toolkit outlines potential engagement opportunities that may be available throughout the process; specific opportunities will vary based on project milestones. Additional types of engagement opportunities may be added throughout the planning process, as needed.

The engagement toolkit is summarized below according to three categories: (1) in person, (2) online, and (3) in print.

1. In Person

- Town halls: Presentations followed by Q&A
- Open houses: Forums for discussion, questions and feedback
- Workshops: Interactive problem-solving sessions
- Small meetings: Working sessions to share and gather information
- Focus groups: Topical listening sessions (e.g. housing, parking and transportation, utilities, space planning)
- CEQA/EIR meetings: Public meetings required by CEQA (for the LRDP)

2. Online

- LRDP and Campus Master Plan websites: Central location for information
 - Surveys: Gather feedback and information
 - Feedback forms: Send comments and questions
 - Dedicated email addresses: Clearinghouse for comments and questions
-

- Email distribution list: Provide project updates and notifications about engagement opportunities
- Campus-wide communications: Berkeley News, Cal Messages

3. In Print

- Postcards: General project information
 - Flyers and posters: Facilitate wayfinding to in-person engagement events
 - Informational handouts: Provide topic-focused information
 - Comment cards: Facilitate submission of comments during public meetings
-

VI. CONTACT INFORMATION AND WEBSITES

Long Range Development Plan (LRDP)

- Website: lrdp.berkeley.edu
- Feedback form and email distribution list sign-up: lrdp.berkeley.edu/submit-feedback
- Email: lrdp@berkeley.edu
- Phone: Kyle Gibson, Director of Communications, (510) 643-4793

Campus Master Plan

- Website: masterplan.berkeley.edu
- Feedback form and email distribution list sign-up: masterplan.berkeley.edu/submit-feedback
- Email: masterplan@berkeley.edu
- Phone: Kyle Gibson, Director of Communications, (510) 643-4793