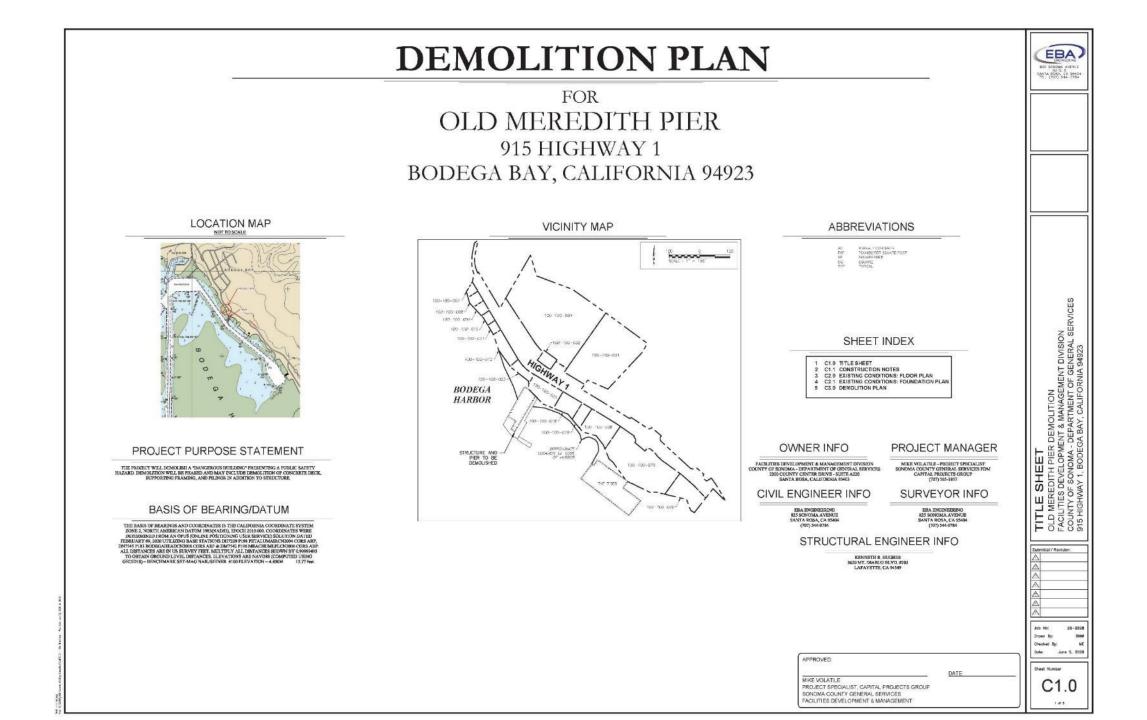
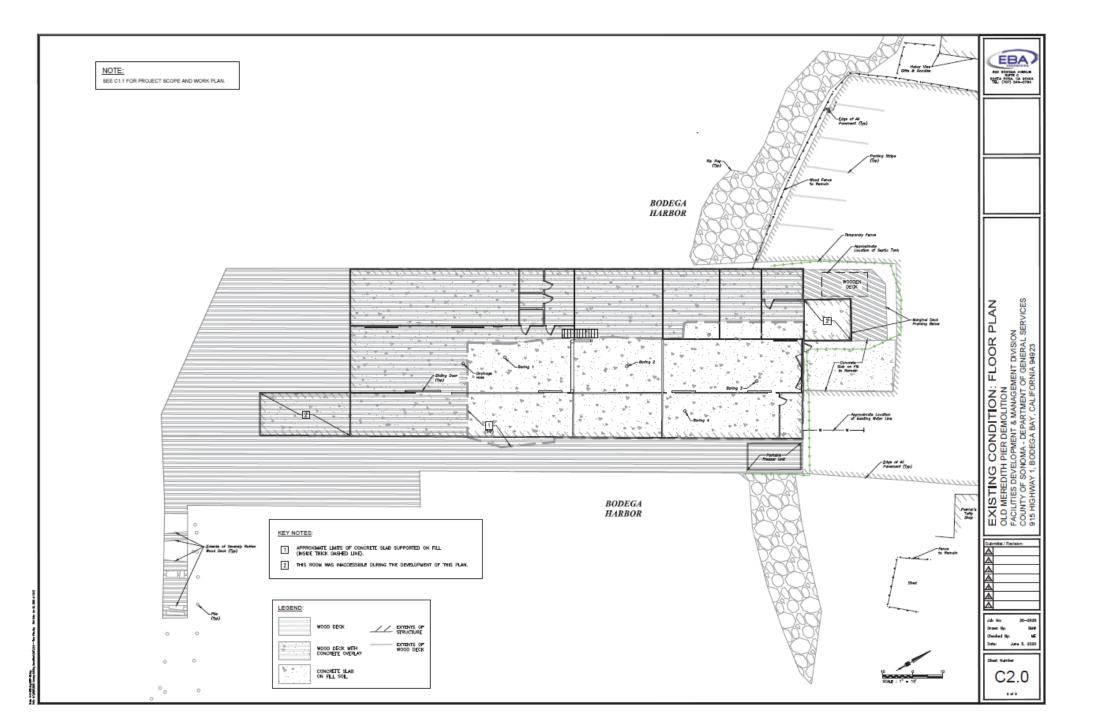


Meredith Pier – Demolition/Communication Plan

Caroline Judy, Director | GENERAL SERVICES | August 19, 2020

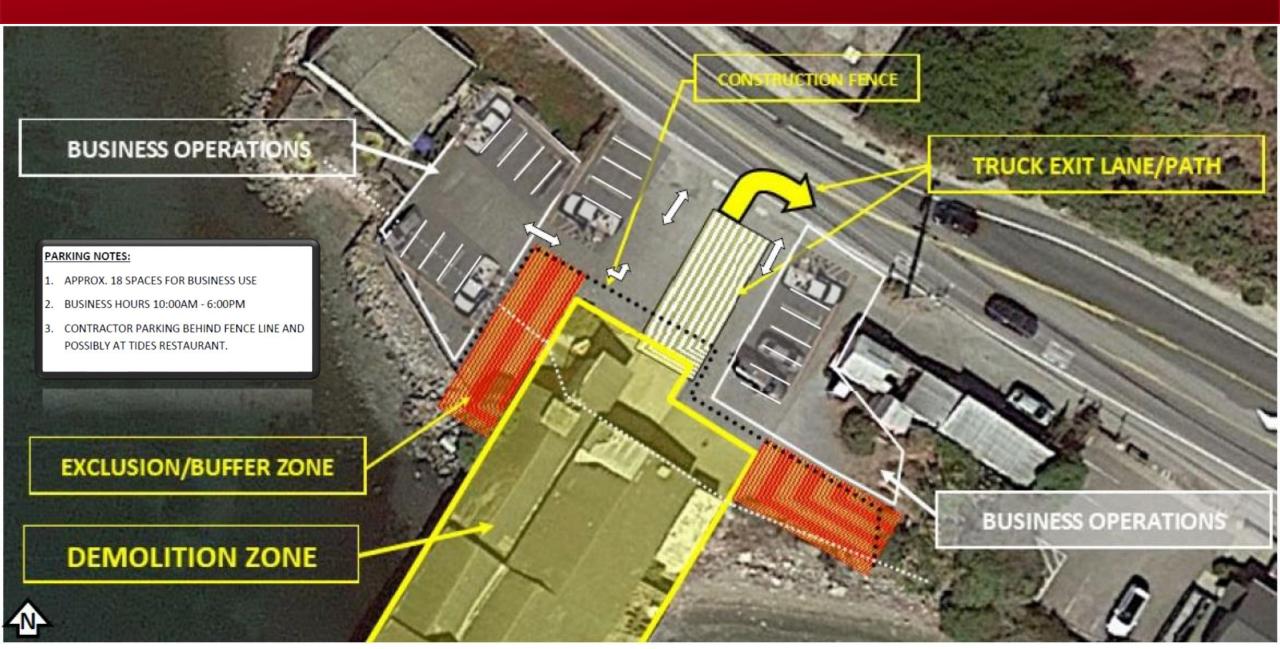




Caution Signs and Traffic Controls



Parking and Traffic Plan



Protective Measures and Containment – Land Side



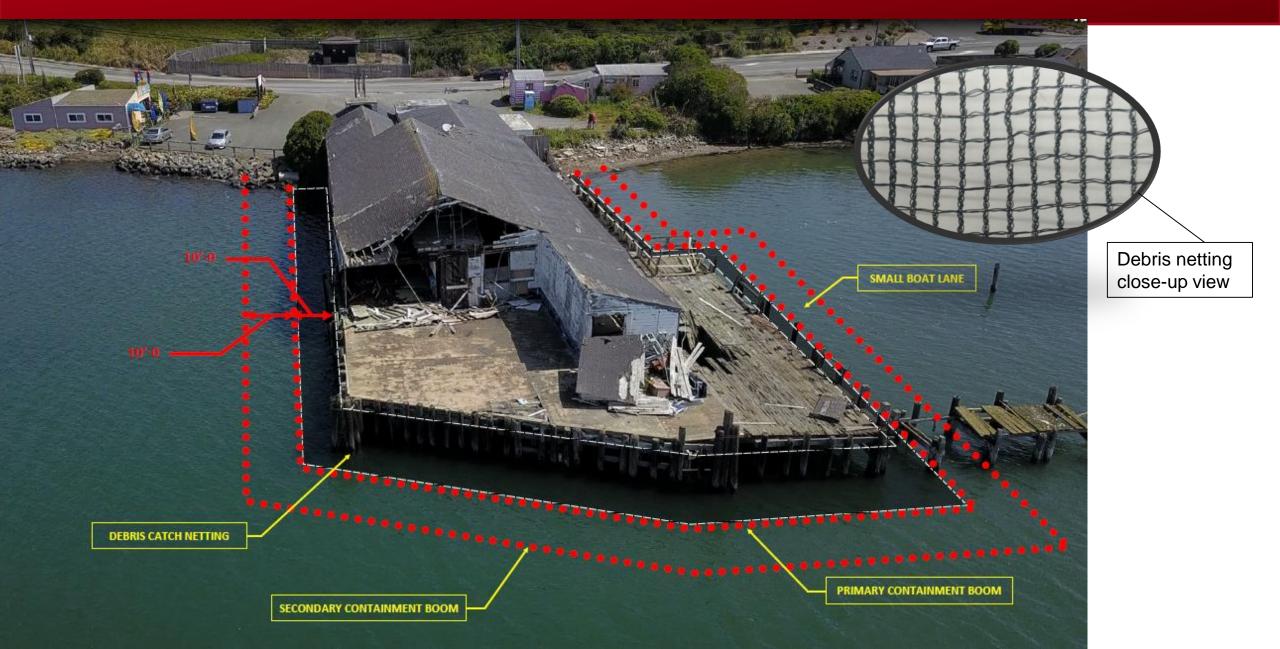
A specialist consultant will be onsite operating the monitors, securing accurate samples, etc.

APPROXIMATE LOCATION OF AIR MONITORS

- APPROXIMATE AFTERNOON WIND DIRECTION

Meredith Pier Demolition | COUNTY OF SONOMA

Protective Measures and Containment – Water Side



Demolition Timeline

| | · | | | · | | | | | | | | | | | . |
|----|-------------------|----------|-------------|------------------------------|-------------|------------|----------------------------------|-------------|--------------------------------|-----------------------|------------------------------|------------------------|------------------------|-------------------------------|---------------------------|
| ID | Task Name | Duration | Aug 16, '20 | Aug 23, '20 S S M T W T F | Aug 30, '20 | Sep 6, '20 | Sep 13, '20 F S S M T W T F S | Sep 20, '20 | Sep 27, '20 S S M T W T F S | Oct 4, '20 SMTWTFS | Oct 11, '20 S M T W T F S | Oct 18, '20 SMTWTFS | Oct 25, '20 SMTWTFS | Nov 1, '20 S S M T W T F S | Nov 8, '20 S M T W T F |
| 1 | _ | 14 days | | | | | | | | | | | | | |
| 2 | Permit - Demo | 10 days | | | | _ | | | | | | | | | |
| 3 | Permit - Coastal | 10 days | | | | | | | | | | | | | |
| 4 | Permit - USACE | 15 days | | | | _ | | | | | | | | | |
| | | 28 days | | | | | | | | | | | | | |
| | | 15 days | | | 1 | | | | | | | | | | |
| | | 10 days | | | | | | | | | | | | | |
| | | 10 days | | | | | | | | | | | | | |
| | | 30 days | | | | | | ۶ï | | | | | | 1 | |
| 10 | Demolition | 20 days | | | | | | | | ĭ | | | | 4 | |
| 11 | Project Close-out | 10 days | | | | | | | | | | | | Ĭ | |



TALK AROUND TOWN...

"Our season is so short, especially with COVID – obstructing our business will kill us"

What about the environment? What about traffic?

What a cool building! How old is it? What happened to it?

What an eyesore! How old is it? What happened to it?

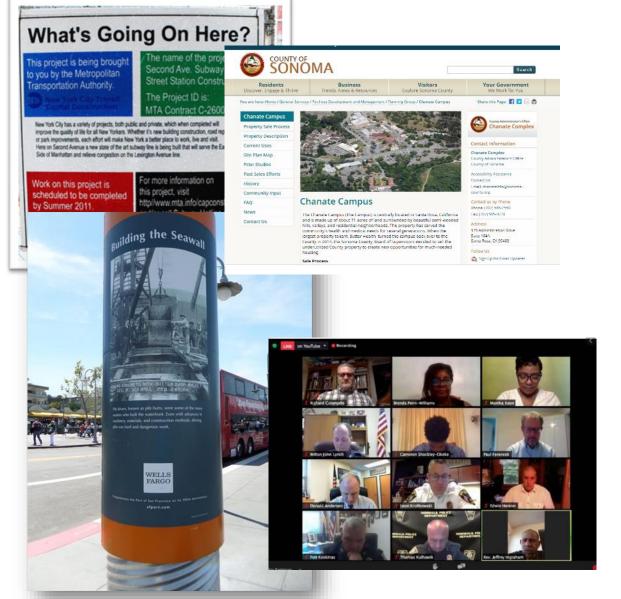
Why is this happening now? What is going to go there?

Meredith Pier Demolition | COUNTY OF SONOMA

Communication Strategy

| STAKEHOLDERS | KEY MESSAGE | APPROACH |
|--|---|--|
| Business Owners/neighbors | We want to partner with you for us all to be successful We will continue relations with you throughout the process This is an opportunity for public interest/information despite temporary inconvenience | Involve them early and often Town halls/early meetings to clarify their key concerns and mitigations for them Partner with them on engagement, education safety, involvement Invite early/key stakeholder involvement in site's future. |
| Community Members (who wanted the pier to come down) | What you asked for is happening! The process is an engineering feat that ensures safety and stewardship of the community, and the environment. Imagine what could replace it! What is the future of this unique and beautiful area? | Ensure awareness of town halls, webpage, email updates, and art project. Invite involvement in future planning |
| Tourists/Visitors/Members of the public | This Pier and the area has a fascinating history and story to tell This project is an engineering feat that ensures safety, stewardship of the community, and the environment. Imagine what could replace it! What is the future of this unique and beautiful area? | Ensure awareness of town halls, webpage, email updates, and art project. |
| Historical society, local civic leadership, gov't. partners (Parks Dept., Coast Guard?) | Lend us your expertise and knowledge of the area to help share the history and fascinating facts about the pier. This is an opportunity for public interest and community engagement regarding the area's future. | Ensure awareness of town halls, webpage, email updates, and art project. Invite involvement in future planning |

Community Outreach – Many Points of Contact



- Virtual town hall(s), regular updates, focused on nearby businesses, neighbors, community
- Webpage (a la Chanate) project history and details, Q&A, timeline, maps, latest news, etc.
- Large signage placed strategically explain, in brief, what's going on and how to find out more
- Flyer/one-pager/brochure to distribute via visitor's center, nearby businesses, etc.
- Partnership with Supervisor's office, business owners, historical society, chamber of commerce, visitor's center.