

TO: Waterfront Committee c/o Ann Chaney
FROM: Fern Tiger, Fern Tiger Associates
RE: Update on Status of Project
DATE: June 3, 2008

Hopefully this memo can serve as an informal update on the work we've done since the signing of our contract about three weeks ago on May 7, 2008. Over these past weeks, we've focused on the start up tasks noted in Phase One of the scope.

Most specifically, our team has:

- Conducted one-on-one interviews with relevant city staff, the city attorney, all members of the waterfront committee, and all council members (16 total);
 - Preparation for these interviews included scheduling, research, development of questions, etc. Each interview lasted between one and three hours. The focus of the interviews included community and waterfront history, key issues and concerns, expectations of the visioning process, perceptions about previous community processes, perceived challenges, breadth and depth of community involvement, and discussions about how residents access information about local issues. These interviews and other sources have led to the building of a list of names of potential interviewees to help broaden our preliminary (pre-process) discussions, and also to relevant research areas and information about other waterfront areas in California and beyond. (Note that each tier of interviewees will contribute to the list of potential interviewees for this "pre-community process" stage of information gathering.)
- Done a preliminary review of 7 boxes of data and reports received from the city.
- Developed a partial list of group two interviewees.
- Walked the project site and contiguous areas several times.
- Begun preliminary research on best practices for waterfront development and an early review of successful and/or unsuccessful attempts by communities to impact development and acquisition of waterfronts for civic usages.
- Discussed other current land use issues facing city with city staff.
- Begun early research and discussions on local communications strategies and outreach options.

It's been a hectic three weeks and we feel we have moved quickly into the project. Over this next month, we will continue our information gathering through interviews with a much broader cross section of residents and continue to research both existing and needed information and data related to environmental, social, and economic factors related to the waterfront. If there are specific questions, feel free to contact me directly by phone or email.