



ALAMEDA MARINA

October 1, 2021

Project 8620200270

Mr. Andrew York
Senior Hazardous Materials Specialist
Local Oversight & Site Cleanup Program
Alameda County Department of Environmental Health
1131 Harbor Bay Parkway, Suite 250
Alameda, CA 94501-6577

Subject: Alameda Marina – Communication Plan
2021 Clement Avenue A-C
Alameda, California

Dear Mr. York:

Pursuant to the request made, enclosed is the Alameda Marina Communication Plan responding to the items of interest after a site cessation for the Alameda Marina Redevelopment located at 1815 Clement Avenue in Alameda, California (Case No. RO3475). This document was prepared by Alameda Marina, LLC. The document includes the below documents:

I have read and acknowledge the content, recommendations and/or conclusions contained in the attached document or report submitted on my behalf to the State Water Resources Control Board's GeoTracker website.

Please contact me at (415) 602-8128 if you have any questions regarding this document.

Sincerely,

Sean Murphy
Alameda Marina, LLC

Attachment: Alameda Marina – Communication Plan

cc: Dilan Roe, Alameda County Department of Environmental Health



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Mr. Andrew York
Senior Hazardous Materials Specialist
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1131 Harbor Parkway, Suite 250
Alameda, CA 94501-6577

Subject: Alameda Marina LLC & Landsea Constructions LLC Environmental Remediation Communications Plan
Alameda Marina and Alameda Marina Townhome Redevelopment
1815 and 2021 Clement Avenue, Alameda, California

Dear Mr. York:

Craig Communications has prepared the following *Alameda Marina LLC & Landsea Construction LLC Environmental Remediation Communications Plan* at the request of the Alameda County Department of Environmental Health (ACDEH) to establish a public communications strategy for disseminating information and responding to community inquiries associated with remediation activities at the Alameda Marina and Alameda Marina Townhome Redevelopment Sites (Case Nos. RO0003430 and RO0003475).

The communications strategy detailed in this plan is designed to provide clear, accurate and timely information to adjacent residents, businesses and other stakeholders on the project scope, schedule, progress, potential off-site impacts and where they can find additional information. The strategy also provides clear protocol to proactively respond and resolve any complaints related to this work and describes how the project will maintain effective coordination between the various regulatory agencies involved, including ACDEH.

Please contact the undersigned below if you have any questions regarding this submittal.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Tracy Craig', with a long horizontal line extending to the right.

Tracy Craig
Craig Communications Principal
510-334-4866
tracy@craig-communications.com



**Alameda Marina LLC & Landsea Construction LLC
Environmental Remediation Communications Plan
Fall 2021**

This communication plan has been developed at the request the Alameda County Dept. of Environmental Health (ACDEH) to establish a public communication strategy for disseminating information and responding to community inquiries associated with remediation activities at the Alameda Marina. The City of Alameda oversees and approves all grading, infrastructure, and construction activities. ACDEH oversees and approves all site remediation activities including community protection measures during soil disturbing work. The Bay Area Air Quality Management District (Air District) responds to construction related dust complaints for soil that is not contaminated.

Portions of the site were historically used for the storing manufactured gas, shipbuilding, and the repair and decommissioning of ships. Site-wide environmental investigations have found the presence of total petroleum hydrocarbons (TPH) and metals (primarily lead and barium) in soil, benzene, and other volatile organic compounds in soil gas (the air pockets between grains of soil), and minimal petroleum and metal contamination in groundwater.

The Alameda site is owned by three separate entities (see Figure 1 – Site Map). Pacific Development owns the northwest corner of the site, and the Launch Apartments are under construction with an anticipated completion in 2023. Landsea Construction LLC owns the southeast corner of the site and will be constructing the Marina Townhomes. This work will start with mass grading followed by phase 1 building construction from February 2022 to December 2022. Alameda Marina, LLC owns the remainder of the site. Alameda Marina, LLC will complete improvements along Clement Avenue in October 2021, complete seawall improvements in Q2 2022, and complete the maritime core commercial development in the center of the site in 2023/2024.

ACDEH has approved Alameda Marina LLC's and Landsea Construction LLC's corrective action plans to support the redevelopment of the site. Corrective and/or mitigation actions include, but are not limited to the following:

- Excavating contaminated soil and disposing of soil off-site
- Placing at least 1 one foot of clean fill over some site areas
- Placing clean fill to a depth of 6 feet in future underground utility corridors
- Installing vapor mitigation systems under future buildings, if needed
- Conducting all soil disturbing work in a manner that limits off-site impacts and protects the health and safety of workers and nearby residents

Communication Strategy - Risk communication is inherently sensitive work, and this approach incorporates proven methods to provide stakeholders with project information to facilitate project understanding, manage expectations, and avoid miscommunications. The strategy is designed to do the following:

- Provide clear, accurate, and timely information to adjacent residents, businesses, and other stakeholders to inform them of project scope, project schedule, progress, potential off-site impacts, and where they can get additional information
- Maintain good coordination with the ACDEH, the City of Alameda, the Air District, and other regulatory agencies that are involved in the project
- Provide a clear protocol to proactively respond and resolve complaints related to all aspects of the work

Key Stakeholders – The following identifies key area stakeholders.

- County of Alameda
 - Dept. of Environmental Health
- City of Alameda
 - City Manager's office
 - City Council
 - Planning and Development Services
 - Police and Fire
- Air District
- Proximate businesses
- Proximate homeowners and tenants
- Alameda Unified School District (AUSD)
- Grand Marina, Alameda Marina
- Alameda Municipal Power

Demographic Research - The City of Alameda demographics, CalEnviroScreen 3.0 and US Census support that no language translation nor interpretation is needed.

Roles and Responsibilities - Clearly defined roles/responsibilities for all team members will avoid confusion and ensure consistency of response and messaging for all public communications.

- **ACDEH** – Lead regulatory agency overseeing site remediation. Responsible for ensuring compliance with all applicable rules & regulations.
- **Alameda Marina LLC and Landsea Construction LLC** – Developers for the site, responsible for ensuring that all project activities are conducted safely and in accordance with all applicable rules and regulations, and effectively communicating to internal and external stakeholders.
- **Wood Environment & Infrastructure Solutions** – Lead project consultant overseeing safe and effective implementation of larger Alameda Marina project on behalf of Alameda Marina LLC.
- **ENGEO** – Lead project consultant overseeing safe and effective implementation of Alameda

Marina Townhomes project on behalf of Landsea.

- **Craig Communications** – Responsible for executing the communications strategy and serving as community point-of-contact.

Communications Outreach Activities - The following activities will be conducted to support remediation and post-remediation work.

- **City/Agency Coordination Meetings:** Meetings with the City of Alameda and the Bay Area Air Quality Management District will be conducted to review dust control procedures and formalize a protocol to capture and respond to community inquiries and complaints in a timely fashion. Representatives of ACDEH, Alameda Marina LLC /Landsea Construction LLC and Craig Communications will attend these meetings.
- **Community Meetings:** A meeting will be held prior to restarting work at the site to update the community on the plans to manage dust and other off-site impacts and when work will resume. After this meeting, regular meetings will be held to provide project updates to the community. The frequency of these meetings will be determined based on community feedback. All meetings will be noticed via a postcard that will be emailed and/or delivered door-to-door.
- **Point-of-Contact:** Craig Communications will serve as the projects point-of-contact and will be available 24/7 to respond to community questions and concerns.
- **Work Notice(s) & Fact Sheets:** At key project milestones, a work notice will be prepared that summarizes upcoming work, dust control measures, truck traffic and management and has a clear point-of-contact for complaints. The work notice will be distributed to via US mail to all residents and businesses shown in Figure 2; via email to all individuals that have signed up and HOA Presidents for Grand Marina and Alameda Marina; and hand-distributed to all businesses and residences in the immediate area. Field notes will be maintained documenting hand-delivery of the work notice and any complaints that need to be resolved.

Additional project postcards or work notices may be prepared, as needed, for new phases of the work or if planned work will be particularly impactful (increase in truck traffic, pile driving, etc.).

- **Site Signage:** Site signage with 8" lettering will be fabricated clearly identifying the project and with a clear point of contact(s) to call for questions/concerns or more project information. Signs will be placed at the project entry and at key locations along the perimeter fence.
- **Realtor Boxes:** Realtor boxes containing fact sheets that provide a high-level overview of the redevelopment project and associated environmental work will be installed at key locations along the perimeter fence. Craig Communications staff will ensure these boxes are adequately stocked throughout the lifetime of the project.
- **Pocket cards:** Plastic pocket cards with community point-of-contact will be supplied to all field personnel to provide to passersby and/or media to direct them to project spokesperson.

- **Contractor Sensitivity Training:** All field personnel and subcontractors will be provided community sensitivity training to ensure they conduct work in a professional manner that respects the residential nature of the area.
- **Website:** Information on environmental conditions and a community outreach section will be added to the Alameda Marina website (alamedamarina.com). Information specific to environmental conditions will be provided including:
 - Site history
 - Overview of redevelopment and phases of project
 - Environmental conditions, chemicals of concern, remediation/mitigation plans
 - Community protection measures
 - FAQs on environmental conditions including exposure to dust
 - Links to ACDEH fact sheets, work notices, site investigation reports, corrective action plans and other technical documents

Information under the community outreach section will include links to previous materials and a point-of-contact to call/email with questions or concerns.

- **Week-ending Report** – A one-page weekending report will be issued via email each Friday that provides an overview of work completed, upcoming work, any anticipated off-site impacts, pictures of site, and a point-of-contact for questions. The weekending report will also be uploaded to the project website.
- **Monitor and Respond to Community** – All community inquiries will be logged in a project contact log that includes the name/contact information of the individual, issue, how issue was resolved, and any follow-up information needed. ACDEH will be notified in a timely fashion of community complaints and the project contact log will be provided to ACDEH at the end of each month.

Figure 1 – Site Map

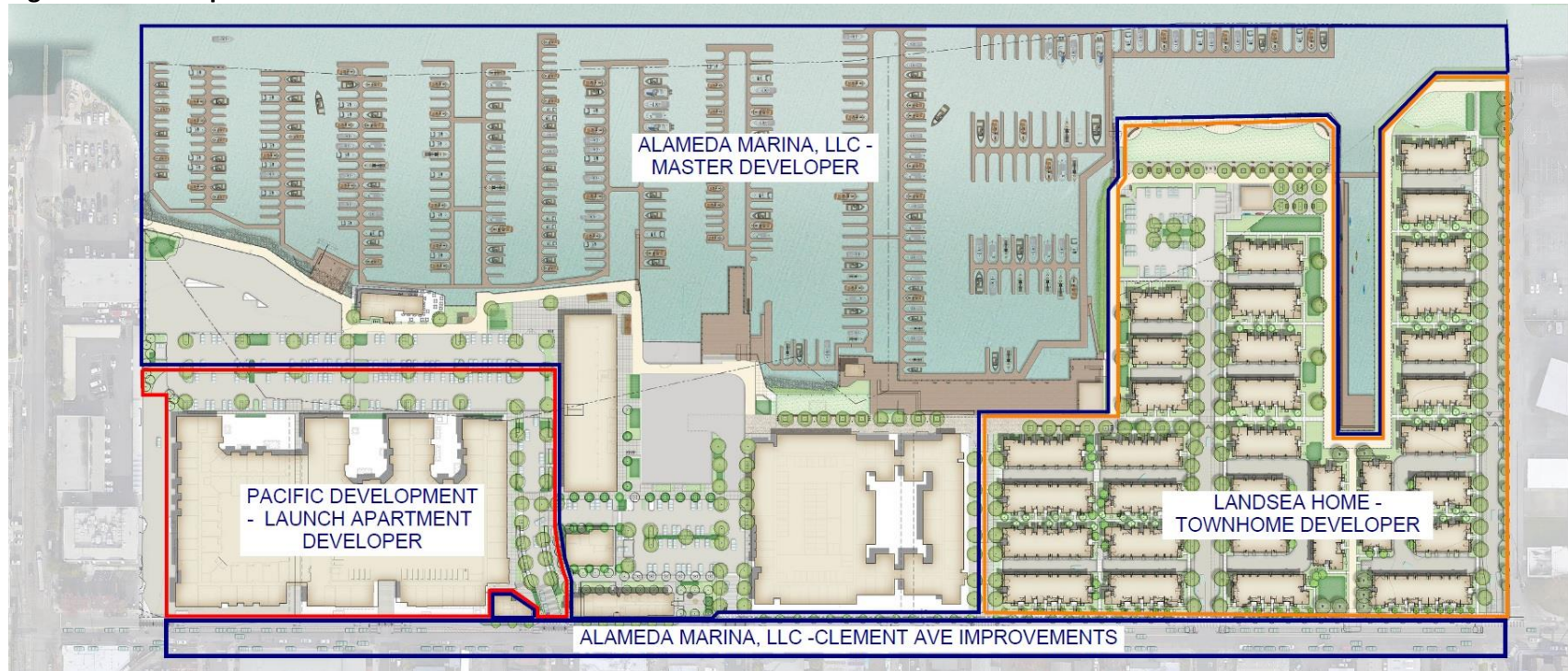


Figure 2 – Mailing Radius Map

