

Fisherman's Wharf Revitalized Community Outreach Plan

- Stakeholders include regulatory agencies, City officials, existing and adjacent tenants, Committees and Community Orgs, local businesses, fishing and crabbing industry
- Combination of in-person & virtual meetings, mailing updates, and press coverage

Timing	Focus
Months 1 – 3	Introductory Meetings and Connections
Months 4 – 5	Early Conceptual Design
Months 6 – 8	Design Iteration
Months 9 – 24	Environmental Review and Project Approvals

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Diversity, Equity, and Inclusion (DEI) Plan

▪ **Contracting**

- LBE / MBE / WBE Opportunities
- Workforce Development: Partner with CityBuild, create a pipeline of resilience-trained individuals
- Project Labor Agreement: ensures fair wages and apprenticeship opportunities

▪ **Leasing**

- Variety of size and type of retail spaces (e.g., pop-up, kiosk, food hall)
- Highlight fish and seafood from diverse set of tenants
- Focus on percentage rent structure

▪ **Parks and Open Space**

- Discounted/waived museum admissions for targeted groups
- Discounted event space fees for targeted groups
- Diverse programming at promenade, public square, and events center