

From: [Tim Binder](#)
To: [Tabachnick, Alan](#)
Subject: Embankment Question
Date: Monday, July 10, 2023 8:16:26 AM

Dear Mr. Tabachnick,

I received a letter on my door yesterday asking me to write you about the demolition of the embankment. I'm not writing in order to parrot what this person asked me to. However, I am asking what the plans are for the embankment.

They seem to be concerned that your agency is operating in the shadows without informing the public of what is being proposed. So, as a professional marketer, I suggest doing that.

For some reason, people love that giant waste of space and large stone wall. I don't know why because it makes me feel like I'm in a prison. I've never seen the top of it, so I don't know what's up there. Could be amazing to simply turn it into our version of the highline that is so popular in Chelsea. What I certainly DONT want to see is more "luxury" apartments. The streets are busy enough with too many cars. We desperately need to beautify this city so it improves its reputation and housing values can increase.

Looking forward to seeing how you handle this. Here's a few suggestions:

1. Write a letter like this person did and have them distributed to all residents in the area
2. Create some short social media videos that explain what's happening in 60 seconds or less and use them as paid ads to geotarget the jersey city area only
3. Host a town hall (or two) and invite members of the public to attend so you can bring everyone up to speed on what's being considered and more importantly why
4. Go on the local news and take an interview with a local reporter
5. Post an article in a local paper that explains what's going on and why

Basically - inform the public

Thanks,
Tim Binder

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Tim
954-703-0159