

Avaltroni, Robert

From: Blatchford, Laurel [LBlatchford@cityhall.nyc.gov]
Sent: Wednesday, October 16, 2002 10:35 AM
To: 'ravaltroni@dep.nyc.gov'
Subject: Re: Invitation to 10/18/02 Update on www.LowerManhattan.info

I will miss you - hope we can get your feedback in some other way. Thanks as always!

-----Original Message-----

From: Avaltroni, Robert <ravaltroni@dep.nyc.gov>
To: 'Blatchford, Laurel' <LBlatchford@cityhall.nyc.gov>
Sent: Wed Oct 16 09:42:26 2002
Subject: RE: Invitation to 10/18/02 Update on www.LowerManhattan.info

Laurel,

I will be out of town at this time and will not be able to attend.

My regards,

Bob

-----Original Message-----

From: Blatchford, Laurel
[mailto:LBlatchford@cityhall.nyc.gov]
Sent: Thursday, October 10, 2002 8:03 PM
To: Cangemi, Agostino; Amy Peterson (E-mail); Salkin, Andrew; Anthony Campagiorni (E-mail); Bob Avaltroni (E-mail); Carol Abrams (E-mail); Chris Ward (E-mail); Conley Rollins (E-mail); David Krasnow (E-mail); George Lence (E-mail); Leighton, Jessica; Jon Fair (E-mail); Josh Sirefman (E-mail); Judy Sandford (E-mail); Julie Menin (E-mail); Keith Yazmir (E-mail); Kelly McKinney (E-mail); Knafo, Larry (DoITT); Ilan, Lee; Mary Mears (E-mail); Robyn Yilmaz (E-mail); Rosalie Tanaka (E-mail); Benson, Sam; Mullin, Sandra; Shao-Chee Sim (E-mail); Tara Snow (E-mail); Curitore, Thomas; 'faddeo@downtownNY.com'; Walsh, Robert; 'elusskin@dbs.nyc.gov'; Monahan, Matthew; 'mahlbaum@doitt.nyc.gov'; 'fdeguia@doitt.nyc.gov'; 'lwalters@dot.nyc.gov'; 'sweber@dot.nyc.gov'; 'smitsugi@nycedc.com'; 'ckim@nycedc.com'; 'emildenberger@empire.state.ny.us'; 'esteinberger@empire.state.ny.us'; 'steve.wellmeier@fema.gov'; 'annette.foglino@fema.gov'; 'npoderycki@empire.state.ny.us'; Smith, Annika Lissa; 'cboylan@mtahq.org'; 'pfleuranges@nyct.com'; 'hulserk@nyhistory.org'; 'traviss@nyhistory.org'; 'ruzich@nywaterway.com'; 'smills@nycvisit.org'; 'tkearney@nypd.org'; 'capuzzo@nypd.org'; 'Tdeprisco@oem.nyc.gov'; 'jlapietra@panynj.gov'; 'kkirchman@panynj.gov'; 'wswong@panynj.gov'; 'ggajewski@panynj.gov'; 'gguzi@panynj.gov'; 'ehilla@therousecompany.com'; 'sharon@tribeca.org'; 'mears.mary@epa.gov'; 'kplitt@wallstreetrising.org'; 'vlewis@downtownNY.com'; 'jhensley@downtownNY.com'; 'sjaffe@downtownNY.com'
Cc: Doctoroff, Dan; Greenberger, Sharon; Justin Blake (E-mail); Jonathan Hotz (E-mail); Doug Eberhard (E-mail); Janette Sadik-Khan (E-mail); Falk, Jennifer; Loretta Ucelli (E-mail)
Subject: Invitation to 10/18/02 Update on
www.LowerManhattan.info

Dear Partners -

Thank you for helping make the launch of LowerManhattan.info

- the City's

public information campaign for Lower Manhattan - a success.

Due in no small

part to your efforts, www.LowerManhattan.info received

nearly 5 million site

hits in September.

But the website launch is just the beginning. In the coming

weeks, we will
begin advertising in outdoor and transit media to complement
the grassroots
outreach and business canvassing already underway and to
increase awareness
of the campaign and drive traffic to the website. We will
also begin
distribution of a free monthly newsletter to help broaden
the campaign's
reach and deliver news and information to those without
Internet access.
The success of our efforts ultimately depends on the
quality, usefulness and
accessibility of the news and information we provide and our
ability to get
the word out about the campaign. We are currently thinking
of ways to
improve LowerManhattan.info through new content, site
enhancements,
additional outreach and alternative methods of delivering
information.
We could use your help as we consider these and other ideas.
Please join me
and the other members of the LowerManhattan.info team for an
update on the
campaign's progress on Friday, October 18, at 10:00 a.m. The
meeting will be
held at the offices of the NYC Economic Development
Corporation (EDC) at 110
William Street, 4th Floor Conference Room. At this meeting,
we will provide
a brief update on the website and outreach program, as well
as present
exciting new research about Lower Manhattan conducted as
part of the
campaign. Please reply to this email to confirm your
attendance.
Thank you for your continued involvement in this important
effort. I hope to
see you next week.
Sincerely,

Laurel Blatchford
Senior Policy Director
Office of the Deputy Mayor for Economic Development and
Rebuilding
City Hall
New York, New York 10007
(212) 788-2993 (phone)
(212) 788-0074/3229 (fax)
lblatchford@cityhall.nyc.gov

Avaltroni, Robert

From: Mears.Mary@epamail.epa.gov
Sent: Wednesday, October 16, 2002 9:26 AM
To: Avaltroni, Robert
Subject: Edleman

Bob:

Would it be possible for us to have a preliminary phone discussion with Edleman today?

The thought here is that we want to go forward with meeting with the media to discuss the range of data that we have and will have, what it can tell us and others and, equally important, what it cannot tell us. We need to discuss background levels, issues such as finding friable asbestos, non-WTC asbestos, etc.—information reporters need to understand and interpret our data. The feeling is that we need to do this prior to posting data or we will again find others interpreting our data for us. And we know where that takes us.

That said, we very much want to meet with Edleman to discuss how this information can be presented and ask for any advice they may have. To get the ball rolling, we'd like to have our web person and senior policy advisory for communications, Dick Stapleton, call them to have a preliminary chat. We'd like to follow up with a meeting - maybe next week or the week of the 28th. Do you have a name and contact for someone at Edleman? I will call after our briefing with Jane to tell you how things are shaking out.