

July 21, 2008

RCPC
c/o Stu Flashman
5245 College Avenue
PMB 11
Oakland CA 94618

Dear RCPC:

In 2007 Safeway engaged in a community outreach process to replace and improve the Safeway store located at College and Claremont in Oakland. The Safeway store is an integral part of the community and we want to continue providing customers with a positive shopping experience.

Safeway strongly believes in the community process and the benefits of creating an open dialogue. We understand there are many different opinions about the initial designs and proposed architectural renderings. We appreciate the numerous letters and e-mails expressing both praise and criticism on the current proposal.

To help this project move forward with community input and cooperation, we seek your organization's participation in the creation of a *Safeway on College Stakeholders Group*. This new group would include members from various community groups including RCPC, local merchants, customers and others. The stakeholder group would work alongside Safeway to review proposed site plans, provide constructive feedback and find solutions to community concerns. In addition, group members would report back to their affiliation on the progress of the project.

We anticipate this to be a fast-paced, energetic group that will meet regularly for the next four to five months. The outcome would be a plan to the City of Oakland that responds to the concerns from the community and delivers a beautiful new Safeway store. The *Safeway on College Stakeholder Group* is not a replacement for Safeway's ongoing efforts to communicate with the community. We will continue to post information on the web site and provide updates to the various community groups as requested.

We invite you to participate in this process and respectfully request that the RCPC nominate one candidate and one alternate to participate in the process. The first meeting will be held in early September. Please let us know by Friday, August 22 who will be your organization's representative. If you have any questions, please contact Elisabeth Jewel at 510-849-4811.

Sincerely,



Todd Paradis
Safeway Real Estate Manager