



avid
core



Transportation & Infrastructure



We're proactive communicators and avid problem solvers. We listen. We facilitate discussions. We empower all to become better advocates for themselves, their organizations, and their communities.

Avid Core is a Small, Woman-, and Minority Owned Business (SWaM) and Disadvantaged Business Enterprise (DBE) certified by the Commonwealth of Virginia.



Avid Core works with federal, state, and local agencies, private corporations, and non-profit organizations to support stakeholder engagement, outreach, and communications efforts. For our clients in the infrastructure and transportation sectors, we provide public outreach and involvement for environmental planning, marketing and communications.

Transportation Experience

Our approach to developing successful communications and marketing campaigns for our transportation clients encompasses thorough research and data collection, development of effective, eye-catching materials, and oversight guided by project management best practices.

- » Following direction from the Virginia DOT, **PlanRVA** and the **Richmond Regional Transportation Planning Organization** were required to update their Title VI plan and wanted to ensure it aligned with internal commitments to diversity, equity, and inclusion. Avid Core led the development and operationalization of the latest update of the Title VI Plan. The new version of the plan focused on accessibility and inclusion, going beyond the basic legal requirements. The final Title VI Plan included Spanish translation and icons for Limited English Proficiency populations. The digital version was designed for Section 508 compliance and offered a mobile-friendly complaint form.
- » As part of the **Federal Highway Administration's** Surface Transportation and Environmental Planning Cooperative Program (STEP), members of the Avid Core team managed the development and implementation of a marketing and communications plan. The plan involved a redesign of STEP's website and the development and distribution of informational materials for high-profile climate change and transportation-related research initiatives.

Public Outreach and Involvement for Environmental Planning

Our team supports environmental planning efforts by gathering feedback, data, and information from federal, state, and local agencies; tribal governments; non-governmental organizations (NGOs); and the general public. We have experience working with **National Environmental Policy Act (NEPA)**-compliant processes, and we design our outreach and involvement plans to encourage meaningful participation and accomplish Environmental Justice objectives.

- » A member of the Avid Core team supported the development and graphic design of outreach and informational materials for the **California High-Speed Rail Authority**, providing subject-matter expertise on Section 508 compliance for accessibility.
- » For **U.S. Customs and Border Protection**, Avid Core supports the Infrastructure Portfolio Management Office Directorate with the strategic planning, design, and implementation of the Public Information Plan for the development of new infrastructure—including physical barriers, roads, lighting, surveillance, and other technology. The plan outlines methods for notifying the public of opportunities to be involved in the agency’s environmental planning efforts. To date, the team has managed more than 50,000 public comments and coordinated hundreds of tribal, stakeholder, and landowner meetings.
- » Members of Avid Core’s team supported the **Bureau of Ocean Energy Management** in the development and implementation of the public involvement and consultation plan for the 2019-2024 National Outer Continental Shelf Oil and Gas Leasing Program, including planning and executing a series of 23 open-house style meetings around the country and developing informational materials and videos. The team’s efforts supported feedback, data, and information gathering as part of the development of the Programmatic Environmental Impact Statement.