



Project
Qualifications

Coastal Community Outreach

Consider us relationship builders. We connect and educate audiences through our effective communication methods to reach the right people with the right information.

- » As part of the development of a five-year strategic plan for offshore oil and gas development, the **Bureau of Ocean Energy Management** prepared an Environmental Impact Statement (EIS). Members of Avid Core staff managed the public involvement for the EIS, which involved digital outreach, social media, advertisements, and public meetings in coastal communities along the Gulf of Mexico and Atlantic, Pacific, and Arctic Oceans.
- » The 2015 National Defense Authorization Act (NDAA) mandated that the **National Park Service's** Cape Hatteras National Seashore review and modify wildlife buffers and designate pedestrian and vehicle corridors around the buffers. Members of Avid Core staff helped manage a scientific roundtable which gathered experts, local stakeholders, and NPS to review and make recommendations on the guidelines based on the best available science.
- » In order to develop a comprehensive Cultural Resources Management Plan for the **National Park Service (NPS)** Isle Royale National Park, members of our team assisted with project management for Section 106 consultation. The project included interviews with local landowners and NPS staff, facilitating in-person meetings, and providing NPS with the framework to move the project forward when the budget no longer allowed for external support.



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

Facilitation

We know how to move the discussion forward and meet goals. We take extra care to seek out a full picture of those potentially impacted and work to find the best ways to reach them. We lean into the complex issues and find collaborative solutions.

- » Bureaus within the **Department of the Interior (DOI)** require stakeholder engagement and conflict resolution in order to accomplish their missions of managing public lands. Members of Avid Core's team managed a large indefinite delivery, indefinite quantity (IDIQ) contract with DOI's Office of Collaborative Action and Dispute Resolution (CADR) assists bureaus with these public involvement services. Tasks included managing all task orders awarded ensuring project deliverables were provided on time and in budget.
- » Using our mutual gains expertise, we supported the **Duke Energy's** Catawba-Wateree Relicensing Project by facilitating meetings and change management workshops to explain the relicensing process for 226 stakeholders impacted in North Carolina and South Carolina.
- » We worked with the **Federal Energy Regulatory Commission (FERC)** to provide best practices webinars to interview and collect feedback on the new hydropower relicensing Integrated Licensing Process. Representatives from utility companies, state and local historic preservation offices, tribal liaisons, and non-profit organizations were able to share their unique perspectives from across the country. The suggestions collected during these sessions were later incorporated into a FERC ILP Relicensing best practices guide.
- » Under projects with **Department of Homeland Security**, we were responsible for managing outreach efforts related to the US-VISIT Programmatic Environmental Assessment (PEA). We designed innovative large-scale advertising campaigns, facilitated outreach events, disseminated electronic newsletters, created posters and handouts for every Port of Entry (POE). Through our efforts, interagency partners, the travel industry leaders, state and local government agencies, and other evangelists were able to gather feedback and share the benefits of the new security measures to travelers.

Environmental Outreach Expertise and Research

Our team brings experience with executing qualitative research studies to create communications strategies as well as modify existing strategies.

- » We support **U.S. Customs and Border Protection (CBP)** in the development of infrastructure to bolster the agency's mission of securing the nation's borders. We provide environmental communications, outreach support, and multiagency coordination including coordination with the bureaus within the Department of the Interior and the U.S. Forest Service. Our goal was to provide ongoing healthy stakeholder engagement through maintaining a contact and engagement database that includes updated contact information and documents all stakeholder outreach, including letters, emails, phone calls, meetings, and events.
- » The **NOAA National Marine Fisheries Service's** Northeast Fisheries Science Center produces scientific research that guides policy decisions impacting the management of the Atlantic Ocean. In order to build credibility and increase awareness, members of our team developed a strategic communications and implementation plan. The plan was based on an assessment which included conducting interviews with internal and external stakeholders including fishermen and port managers, reviewing literature and plans, reviewing data collected from website analytics and previous surveys, conducting a media audit, and benchmarking against other science-based agencies.
- » We conducted market research to understand the wind energy landscape and interviewed non-governmental organizations, wind industry representatives, academics, scientists and other stakeholders to develop and implement a marketing strategy that increased awareness and engagement with **National Wind Coordinating Collaborative (NWCC)**.