



aid
core



Water Project Qualifications



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.

Public Outreach and Facilitation

We know how to move the conversation forward and meet goals. We take extra care to seek out a full picture of those potentially impacted and work to find the best way to reach them. We connect and educate audiences through our effective communication methods to reach the right people with the right information.

- » 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 (ILP). 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.
- » 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 bureaus within the Department of the Interior and the U.S. Forest Service. As part of this project, we support coordination with the **Federal Emergency Management**

Agency (FEMA) and the International Boundary Water Commission (IBWC) on flood risks and mitigation efforts.

- » We worked with **Duke Energy** to facilitate meetings of the Drought Management Advisory Group. This group brought together water utilities, NGOs, tribes and the energy company to develop guidelines for response to drought.
- » As part of the **FEMA** Community Engagement and Risk Communication team, we assisted with project management, outreach planning and execution for the Risk Mapping, Assessment, and Planning program. We provided strategic counsel in the development of messaging and of public involvement plans around the development of FEMA's Flood Risk Management Standards and regional risk reduction teams.
- » Our team supported **Arlington County, Virginia's** public involvement for a water and wastewater utility rate study, supporting the design, development and implementation of a consensus-based public engagement plan
- » Our team assisted with the development of a digital outreach strategy and distribution of an e-newsletter and stakeholder notifications for the **California Department of Water Resources** following the Oroville Dam spillway failure.
- » For the **U.S. Environmental Protection Agency's (EPA)** Water Security Division, our team provided support for a series of virtual collaborative workshops to prepare, coordinate and inform water utility professionals to assess and prevent, respond to and recover from hazards which impact our nation's water infrastructure and supply.
- » For the **Water Resource Foundation**, our team worked to produce a guidance document on risk communication best practices and created templates for warning messages to use in response to cyanotoxin events in recreational waters.
- » Our team provided facilitation support for a workshop, hosted by **Duke Energy** in partnership with United States Army Corps of Engineers and Solar Energy Industries Association, to bring together developers, utilities and regulators to exchange knowledge about Clean Water Act (§404 / §401) permitting for solar energy projects in North Carolina.

Media Relations and Outreach

Our team features former journalists and public relations professionals, uniquely positioning Avid Core to garner strong media buy-in and placement. We build relationships to ensure our clients are seen as trusted sources.

- » We provided media support for **American Metropolitan Water Association's** 2010 annual conference on water resources. We were responsible for drafting and executing an outreach strategy to promote the conference to trade and consumer media as well as provide onsite support during the conference.
- » Our team worked with **Desalitech**, a water purification system, to develop and execute a media relations strategy increasing awareness of the technology within the United States.
- » We assisted the **American Customer Satisfaction Index** with obtaining media coverage of the client's monthly reports rating customer satisfaction with more than 200 companies in 40 industries each year. The work included researching trends in media coverage, drafting press releases, pitching to the media, and monitoring for coverage. Our work contributed to the client receiving more than a billion media impressions in one month including coverage by Associated Press, USA Today, New York Times, Wall Street Journal, and Washington Post.
- » For **ForeSee**, a technology firm that provided research and studies on website satisfaction, we were responsible for generating media coverage of ForeSee's intellectual capital. Our responsibilities included drafting an outreach plan for each release, reviewed and edited client materials, drafted press releases, pitches the media, and monitors for coverage. Additionally, we provided strategic guidance on trends and emerging news items that can be used to generate coverage for the client.
- » For the **Edison Electric Institute (EEI)**, we provided strategic counsel on generating media interest in EEI events and news releases.
- » We provided the media relations strategy and execution for the **National Renewable Energy Laboratory's** studies on renewable energy integration into the grid.