



CASE STUDY

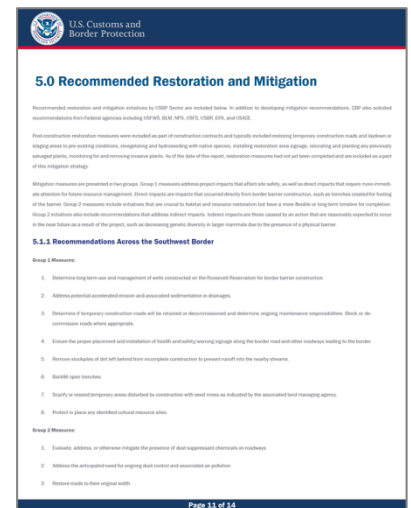
Expanding Stakeholder Engagement with the U.S. Customs and Border Protection Infrastructure

U.S. Customs and Border Protection’s (CBP) Infrastructure Portfolio supports the development of infrastructure to bolster the agency’s mission of securing the nation’s borders. Avid Core was brought in to provide environmental communications, outreach support, and multiagency coordination, including coordination with the U.S. Forest Service, the Department of the Interior, and Environmental Protection Agency.

Avid Core defined and executed the environmental planning public involvement strategy. Though it covered a large geographic area, all efforts were tailored to each local community to ensure the community’s specific concerns would be heard and unique needs would be met. Our team’s role included audience identification and stakeholder management, strategic messaging, culturally sensitive content and multilingual material creation, and meeting support. We assisted in the creation of talking points and pre-brief documents for Congressional and White House briefings.

As part of this contract, Avid Core has expanded CBP’s database of project-specific stakeholders to more than 5,000 individuals and 770 organization representatives, hosted more than 85 webinars with key stakeholders, and managed more than 30,000 public comments.

Our work has also increased collaboration and consultation between tribal governments and CBP leadership through clear communication, including coordinating weekly phone calls and informational webinars. Tribal engagement efforts have expanded to include outreach to 122 Tribal Nations.



Capabilities

Strategy Development

Audience Identification

Outreach Material Development

Interagency Coordination

Tribal Outreach

Event Planning