

avid core

We're proactive
communicators and
avid problem solvers.



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 & INFRASTRUCTURE

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.

- » The **Richmond Regional Transportation Planning Organization's (RRTPO)** latest Long-Range Transportation Plan, known as *ConnectRVA 2045*, guides the region's transportation investments over the next 20 years to support the mobility needs of the Richmond Region and its future growth. Avid Core managed all logistics and planning for the *ConnectRVA 2045* public review period, including in-person and virtual meetings, English and Spanish materials development, media outreach, social media content, and community partner outreach. We worked in the feedback gathered to create the final designed version of the plan, ensuring the final document was Section 508 compliant and featured well-designed visuals and accessible navigation.
- » Following direction from the Virginia DOT, **PlanRVA** and the **RRTPO** 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.



- » Avid Core is leading public outreach and community engagement in support of the development of the **Harrisonburg Rockingham Metropolitan Planning Organization's (HRMPO) 2045** long-range transportation plan. Avid Core's work puts an emphasis on comprehensive and inclusive stakeholder engagement throughout the LRTP process through tactics, such as building community partnerships, media outreach, digital strategy, and an animated video explainer. Phase One garnered nearly 650 survey responses, a more than 2,000 percent increase over the last update of the plan. In Phase Two, those responses will be used to determine which transportation projects are considered in the LRTP, and to develop the evaluation criteria for projects.
- » Avid Core's work supports planning for all modes of transportation. Our staff is supporting **PlanRVA** as they update *BikePedRVA 2045*, the first regional bicycle and pedestrian plan for the Richmond Region in nearly two decades. It is a visionary plan that gives special recognition to the impacts of climate change, the need for equity, and emphasis on safety, but it needs public input to shape the content and to build buy-in. Avid Core has coordinated a hybrid public engagement method that combines innovative digital tools, pop-up events, and presentations at community meetings, as well as designed an accessible plan document with callouts to interactive online components.
- » 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.

We listen. We facilitate discussions. We empower all to become better advocates for themselves, their organizations, and their communities.

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.

- » 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 and Consultation Plan for the development of new border 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 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.

