

# Transportation Strategic Communications



# Helping our clients manage social and political risk and strengthen operational resiliency



HDR Strategic Communications built the MyRide Rockhill Operational brand from the ground up.

**The single most important method of igniting lasting, widespread action is a clear and urgent message** – something concise and meaningful spread in a powerful and lasting way. At HDR, we understand from experience that captivating an audience and affecting their behavior can be an overwhelming task when you consider how many other distractions are vying for their attention. With the average person receiving five times as much information in a day than they have ever before, it is imperative that you stand out from the crowd.

At HDR, we have a team of Strategic Communications experts ready to help achieve your communication objectives and operational resiliency goals with strategies employed through the appropriate channels. Our goal is to help your stakeholders, constituents, and communities not only understand the transportation challenges you aim to solve but they will be compelled to act and be part of the solution. Our Strategic Communications team features a fast-growing network of more than 130 professionals, who work together to facilitate efficiencies, collaboration and the power of creative ideas and innovation.

## We are a full-service strategic communications and creative consulting practice



### Communications & Branding

We develop programs that guide the consistency and power of messaging through audience analysis, branding, campaign development and messaging strategies, media management, and digital engagement. Our strategists are skilled in leading a branding process that can be used in support of existing corporate brand standards or to develop entirely new ones. We are a full-service team with web, video, social and print capabilities.



### Public Involvement

We design and manage proactive, well-documented public involvement programs. Our specialists understand regulatory requirements of public notice, especially throughout the NEPA process, and know how to plan and facilitate effective public meetings. We are adept at managing the public comment process in support of a defensible and transparent decision-making process. We also deliver innovative strategies to establish trust and credibility with agencies, stakeholders, communities and the general public.



### Executive Facilitation & Mediation

Collaborative problem solving is a requisite of almost everything we do today. Our professional facilitators and mediators work to keep conflicting priorities from escalating into disruptive conflict that could cause cost and schedule delays, lost opportunities, or even litigation. We tailor consensus-based processes that empower stakeholders to make decisions and resolve conflict in productive, timely and lasting ways that benefit communities long after projects are built.



HDR Strategic communications helped build community support for Iowa DOT's largest infrastructure project.

HDR has **130+** strategic communications consultants and creative experts that focus **100%** of their time on helping our clients **SOLVE THEIR MOST COMPLEX** communication challenges.

The benefit of our team being embedded in an engineering firm is that we have no learning curve when it comes to transportation industry challenges and terminology. We live and breathe transportation every day, transforming technical jargon and roll plots into easy-to-understand information and graphics.

#### PROJECT HIGHLIGHT

### Texas-Mexico Border Transportation Master Plan *Texas Department of Transportation*

In collaboration with TexDOT, HDR performed binational data analysis and stakeholder engagement for the Texas-Mexico Border Transportation Master Plan. The project focused on improving the overall awareness of cross-border mobility, trade, and transportation issues with on-going collaboration between TxDOT and Mexican officials, as well as between stakeholders on both sides of the border. HDR developed and led an extensive binational stakeholder outreach program, engaging more than 2,800 stakeholders in both the U.S. and Mexico and interacting with them more than 28,000 times throughout the development of the Plan.



Binational Stakeholder Workshop facilitated in English and Spanish

Photo taken prior to COVID-19 pandemic.

## Core Strategic Communication Consulting Services

- Branding & Reputation Management
- Public Relations
- Campaign Development & Messaging Strategy
- Strategic Planning
- Social & Political Risk Management
- Change Management
- Organizational Development
- Partnering
- Leadership Coaching
- Executive Facilitation
- Crisis Communication Management
- Programmatic Communications
- Social Media & Digital Engagement
- Construction Outreach
- Public Involvement
- Stakeholder Engagement
- Comment Management
- Grassroots Outreach
- Government Relations
- Organizational Communications
- Media Relations

# Our Experience



## Daniel K. Inouye International Airport Restroom Renewal Project Hawaii Department of Transportation Airports Division (HDOTA)

The Hawaii Department of Transportation Airports Division (HDOTA) has embarked on a \$750 million program that will restructure and transform HNL airport. As a part of the Restroom Renewal Project, HDR's Strategic Communications team is overseeing the development and implementation of a comprehensive strategic communications program including branding for nursing pods located through the airport. The communications program also includes key messaging development, targeted stakeholder outreach, a project-specific website with an interactive map, and collateral materials such as a fact sheet, and multiple user surveys advertised with QR codes.



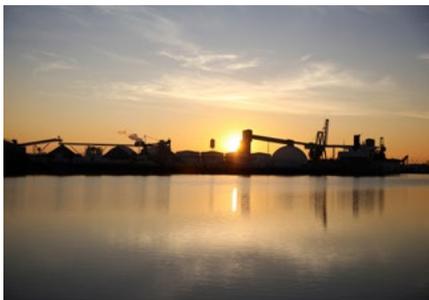
## Ontario Line Technical Advisory Services, Metrolinx | City of Toronto, Ontario, Canada

The Ontario Line is a proposed 10-mile long automated rapid transit line involving tunneled, surface, and elevated guideway sections in a dense urban environment, featuring advanced systems and facilities that support driverless vehicle operations. HDR's Strategic Communications team is supporting the Ontario Line project with digital and print graphic design, including developing an online project-wide dashboard with an interactive map, 3D renderings and easy-to-understand information and graphics for each of the 15 rail stations along the transit corridor. Our team is also helping manage the project's communication strategy, messaging and engagement, including the development of public information materials for presentations, handouts, blog posts and other communication tools.



## Palmetto Railways, Corporate Communication Advising | Charleston, South Carolina

Palmetto Railways is a Class III Railroad providing safe, efficient and cost-effective rail solutions to the state of South Carolina. HDR serves as the public relations consultant to the organization and manages corporate communication activities, including digital brand footprint, the stakeholder and public communication on capital improvement projects, crisis communication and reputation management. Our team works hand-in-hand with executives to consult on public relations and intentional activities that are best representative of their brand on a national, regional and local level.



## Port of Stockton, Corporate Communication Advising | Sacramento, CA

The Port of Stockton has played an important role in California's goods movement for 80 years, providing an invaluable link between the northern California region and economies across the globe. Since 2013, HDR has supported the Port of Stockton, as their public relations contractor, on a variety of tasks for internal and external communications with Port employees, tenants, contractors, and the surrounding general public. Our team developed and printed the Port's Annual Report, which received the American Association of Port Authorities' (AAPA) Award of Excellence in the category of Best Advertisement Series for their 2016 "I'm a Part of the Port" advertising campaign.

**Pictured on cover:** Loop 202 South Mountain Freeway | Phoenix, AZ; Council Bluffs Interstate System | Omaha, NE & Council Bluffs, IA; Louisiana Speaks Regional Plan | LA

# Our Story

We specialize in engineering, architecture, environmental and construction services. While we are most well-known for adding beauty and structure to communities through high-performance buildings and smart infrastructure, we provide much more than that. We create an unshakable foundation for progress because our multidisciplinary teams also include scientists, economists, builders, analysts and artists.

Our employees, working in more than 200 locations around the world, push open the doors to what's possible each and every day.

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We practice increased use of sustainable materials and reduction of material use.

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