About NV5

- **Serving as**
  - Extension of Staff
  - Facilitators
  - Spokespeople

- **Strategic Communications**
  - 250 Years
    - Combined Experience

- **Regulatory Meetings & Workshops**
  - 1,000s Meetings
  - SWG, TWG, CAP, COC
  - Facilitation & Innovation Forums
  - Multi-Cultural & Bilingual

- **Creative Collateral**
  - 50+ Awards
  - Start to finish: Creative development, production & distribution.

- **Media Relations & Training**
  - 400M+ Earned Media
    - Nationwide

- **Public Outreach & Events**
  - 100s Of Events
    - Print
    - Social Media
    - Digital
    - Cable
    - Local TV
    - Radio / Pods

- **Public Agency Expertise**
  - 70+ Year History
    - AWARD WINNING!
It can take years to establish successful two-way communications for public outreach programs that build trust, support and meaningful engagement with diverse communities.

What makes the difference?
Define “diversity”
Reaching Diverse Communities

- Micro-Targeting & Tracking
- Language-Specific
- Cultural Sensitivities
Meeting People Where They Are
Meeting People Where They Are

Kick back for a bit, watch this video about Carlsbad’s future transportation network, review the @carlsbadcagov’s Sustainable Mobility Plan and give us your input! #CarlsbadSMP #Carlsbad

youtube.com/watch?v=YBKh25...

9:42 AM - Nov 25, 2020 - Twitter Web App

Biking to the Coaster, walking around the Village or daily road commutes – remember those? What will our #Carlsbad future transportation network look like? Watch a video, review the Sustainable Mobility Plan & provide input! #NorthCounty #CarlsbadSMP

bit.ly/3kUGYsh
Multi-Agency Diversity

Up to 30% of East San Diego County’s drinking water will be created locally!
Broad Engagement
What Made the Difference?

• “8 to 80”
• Community Partners
• Enjoy the Journey
Carrying Momentum During a Pandemic

• Outreach for Virtual Tours
• Amplify Through Partners
• New Techniques: 3D Video
• Virtual Announcements & Celebrations
Meeting People Where They Are

- Safety First
- Together/Apart
- Highly Engaged Communities
Diverse Content

• Digital / Video
• Simple, Inclusive, Personal
• Follow-up
Organizations with Inclusive Cultures are:

- 2x more likely to meet or exceed financial targets
- 3x more likely to be high-performing
- 6x more likely to be innovative and agile
- 8x more likely to achieve better business outcomes

DPC DIVERSITY & INCLUSION WORKING GROUP | MARCH 2020