

SE BROWNFIELDS CONFERENCE

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FOUNDER/CEO

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Hummingbird





ABOUT

- ✓ Hummingbird Firm provides **strategic communications** and **public involvement** for transportation projects, engineering and planning firms, non-profits, and federal agencies.
- ✓ We specialize in sustainability planning, cultural competency, and strategic community engagement.
- ✓ Our **hands-on** approach allows us to develop innovative plans that result in **economically** and **socially** beneficial solutions based on comprehensive analysis and **situational awareness**.



PROJECT BUDGET SCOPE

\$200K - \$84M

COMMUNITY MEETINGS FACILITATED

WORLDWIDE 125+

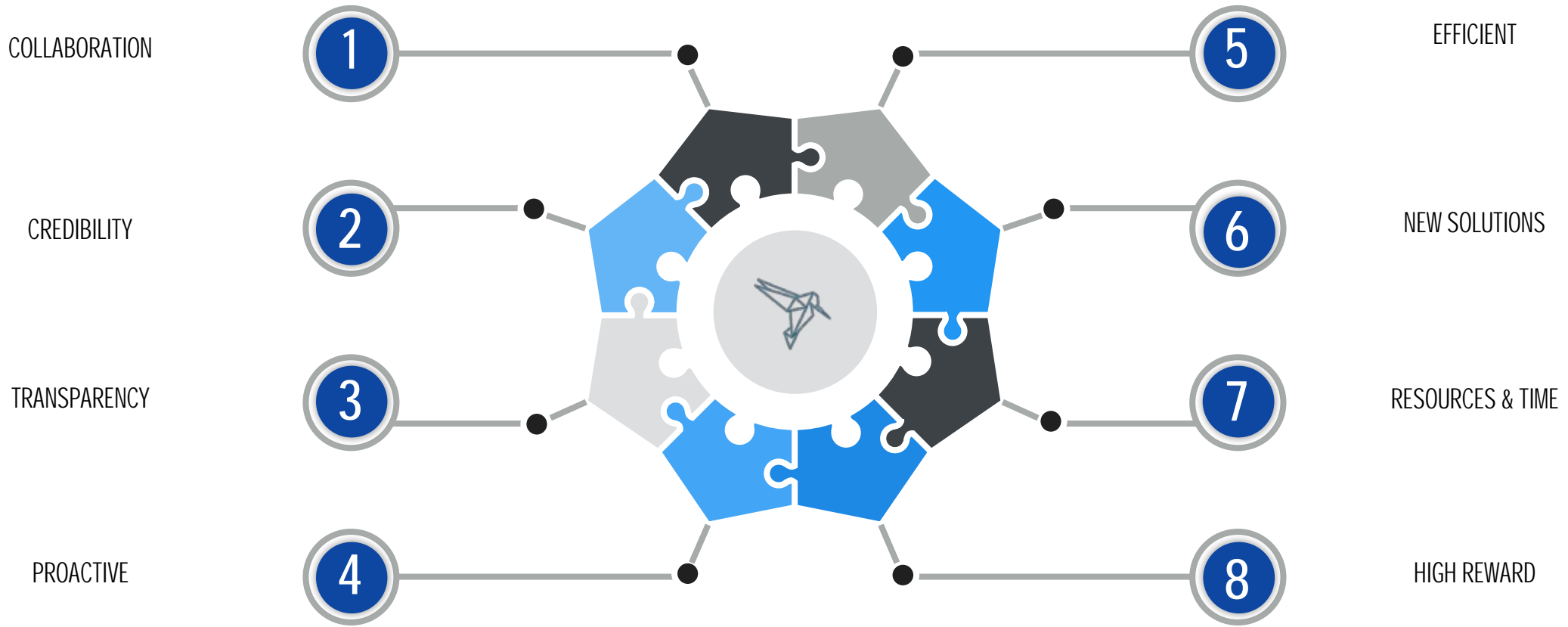


COMMUNITY ENGAGEMENT 101





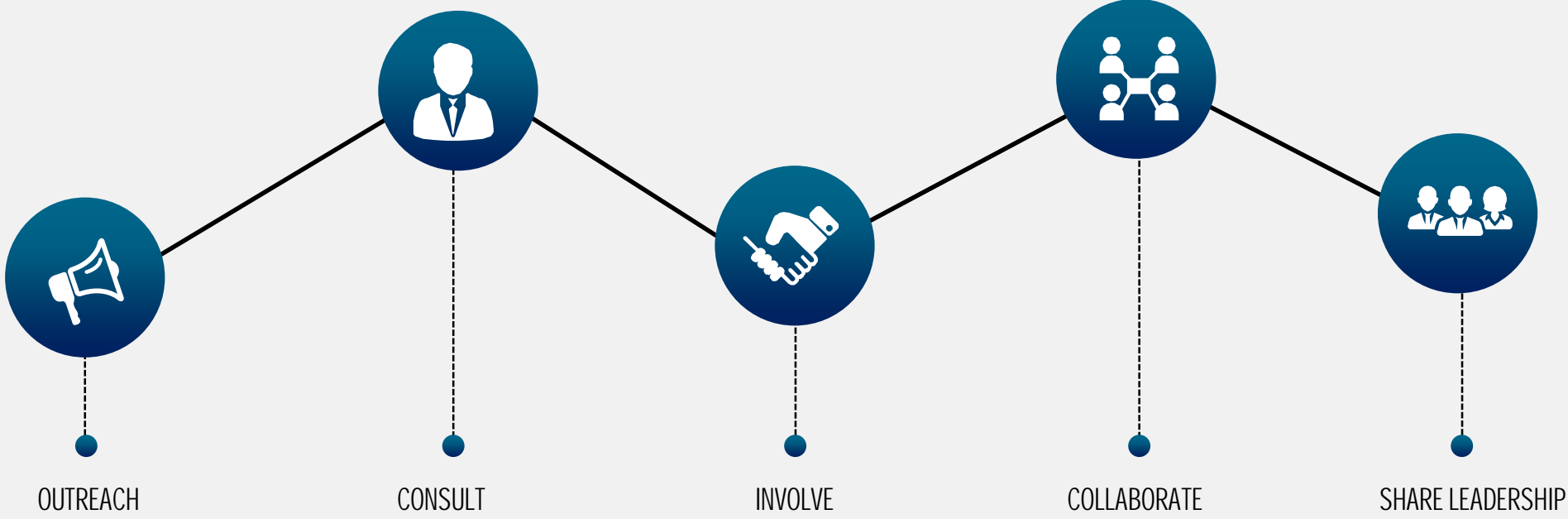
WHAT IS COMMUNITY ENGAGEMENT?





COMMUNITY ENGAGEMENT CONTINUUM

(INTERNATIONAL ASSOCIATION FOR PUBLIC PARTICIPATION)



This will result in increasing level of trust, community involvement,
communication, and impact





KNOW YOUR COMMUNITY





GO INTO THE COMMUNITY



CULTURAL COMPETENCY



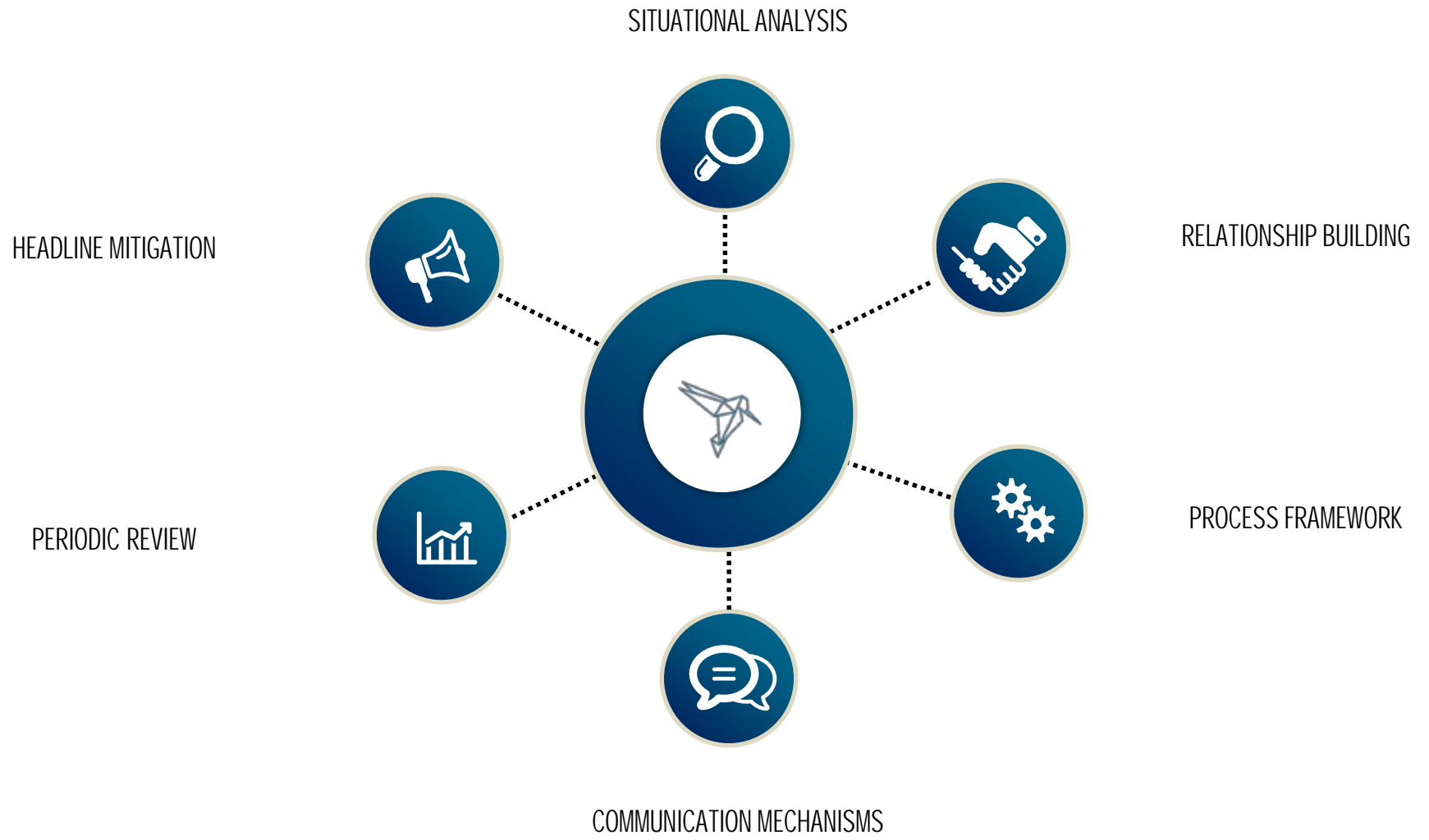


ENGAGE PEOPLE IN THINGS THAT MATTER TO THEM





ENGAGEMENT NEST™





CASE STUDY #1:

CITY OF HICKORY, NC

2015 Browfields Area-Wide Planning Grant

Information gathered on several Brownfields Sites

Grant recipient: City of Hickory

AMEC Foster Wheeler successfully implemented the Community Engagement Plan (CEP)

Tactics used:

- Ø Stakeholder Interviews
- Ø Focus Groups
- Ø Small Group Discussions
- Ø Public Workshops, multi-day charrette/design
 - Kick-off Community Event
 - Open Focus Group Meeting
 - Evening Pin-Up Sessions
 - Community Presentations
- Ø Community Events
- Ø Newsletters
- Ø Website and Social Media
- Ø Contact Database
- Ø Documentation





RESILIENT COMMUNITIES





CONTACT US

BEYOND THE STATUS QUO, BEYOND THE EXPECTED



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