



B&D ADVISORY SOLUTIONS

Communications & Public Engagement



ABOUT B&D

B&D's purpose is to inspire and empower organizations to maximize the value of investments that advance communities.

In alignment with this purpose, Brailsford & Dunlavey supports clients with comprehensive communications and engagement solutions that ensure meaningful interactions among stakeholders and community members. Our proactive approach has been integral in the success of efforts ranging from task force facilitation and long-range master planning to comprehensive support.

B&D's Communications & Public Engagement team has a proven track record of managing communications activities, technical support, outreach, and event planning. Whether organizing a ribbon cutting ceremony or managing social media channels, our goal is to unlock opportunities for our clients by **forging connections and building a shared understanding** of process and outcomes.





TEAM OVERVIEW & VISION

The CPE team’s purpose is to help clients unlock opportunities through the development of exceptional communications and engagement strategies and activities.

Brailsford & Dunlavey’s CPE team develops communications and public engagement strategies for clients across the nation who seek achieve bold visions through the built environment. The CPE team provides advisory services and functions as a communications and engagement shop within organizations, increasing clients’ ability to build a shared understanding of process and outcomes, with the communities they serve.

CPE SOLUTIONS

Communications Plan Development

Engagement Plan Development

Technical Support

Major Public Event Planning

OUR APPROACH



Create Understanding

Develop a high-level plan that defines objectives, strategies, and timelines for internal and external communications and stakeholder engagement.



Generate Awareness

Define the process and inform community stakeholders about the plan and exactly how they can be involved. Assist the client with developing meaningful connections and trust among stakeholders and community members.



Involve Stakeholders

Encourage participation to get the most amount of feedback possible from targeted audiences. Produce public events that inform stakeholders and community members of progress and next steps.



Develop Ownership

Help bring stakeholders together to define traditions and new norms and celebrate significant milestones, i.e kick-offs, groundbreaking, ribbon cuttings, and openings.



Achieve Advocacy

Assemble key communications and project materials - articles, reports, photos, graphics, videos, publications, etc. - for client and stakeholder / community future use.



SERVICES & SOLUTIONS

Effective communications and engagement is critical to the success of a project or program:

COMMUNICATIONS

- ✓ Develop communications plan
- ✓ Create a social media strategy
- ✓ Manage brand application
- ✓ Program reporting

TECHNICAL SUPPORT

- ✓ Website development advisory and content management
- ✓ Coordinate in-person and virtual meetings
- ✓ Develop presentations and templates
- ✓ Coordinate video and photo documentation
- ✓ Coordinate time capsule discovery and content collection
- ✓ Design and produce printed materials (ie: commemorative plaques, temporary building signage, programs, construction site information, etc)

ENGAGEMENT PLAN DEVELOPMENT

- ✓ Develop stakeholder engagement strategies
- ✓ Plan and facilitate community-based meetings
- ✓ Develop interactive engagement tools

MAJOR PUBLIC EVENT PLANNING

- ✓ Plan and implement major public events
- ✓ such as ribbon cuttings, public forums, and groundbreakings
- ✓ Coordinate public event activities
- ✓ Train event staff/volunteers
- ✓ Coordinate media relations
- ✓ Coordinate public tours and tour training



CASE STUDY

BALTIMORE CITY PUBLIC SCHOOLS 21ST CENTURY SCHOOL BUILDINGS PROGRAM

The 21st Century School Buildings Program was created to address Baltimore City's aging public school buildings. Brailsford & Dunlavy was brought on as program manager to deliver on the promise of new and renovated schools to transform student opportunities and achievement, provide jobs and resources to families, and help revitalize neighborhoods.

An essential part of B&D's program management work is the delivery of communications and public engagement support. The team employs a variety of communications tools and strategies, ranging from website management and the development of branded promotional materials to social media content creation and media/press management.

In addition, B&D, in conjunction with Baltimore City Public Schools, leads the planning and coordination of all public events, including groundbreakings, ribbon-cuttings, and public forums. For these events, B&D's communications team has become a valuable resource for graphic design and presentation support, photo and video production, and the organization of youth and community-based activities. By bringing the community together through increased awareness and ownership, B&D has helped make the 21st Century School Buildings Program a cornerstone and point of pride for communities across the city.

\$1.1B

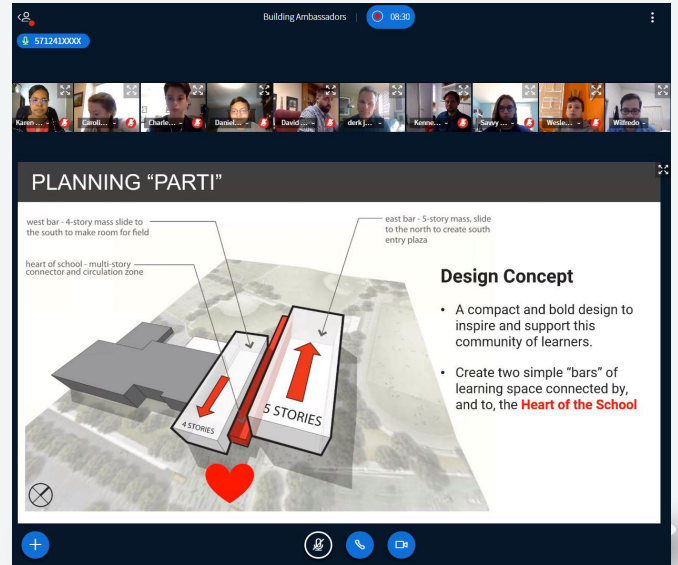
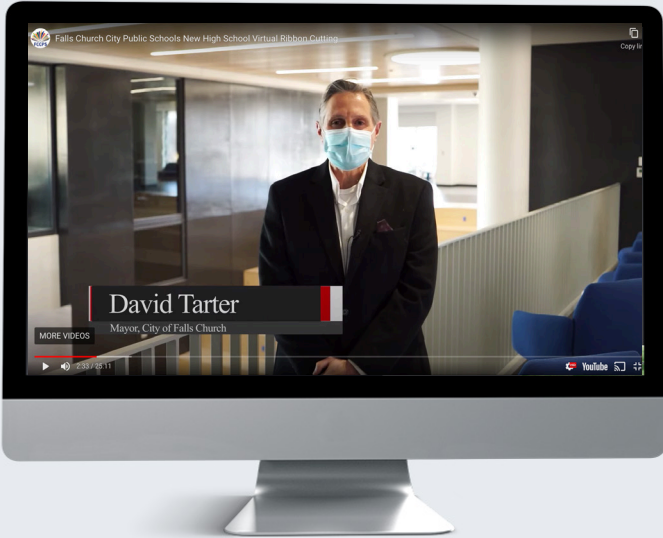
CAPITAL IMPROVEMENT
PROGRAM

28

NEW OR MODERNIZED
SCHOOLS

80K

STUDENTS SERVED
IN THE DISTRICT



CASE STUDY

FALLS CHURCH CITY PUBLIC SCHOOLS NEW HIGH SCHOOL PROJECT

Facing rapid population growth and an increasingly out-of-date facility, Falls Church City Public Schools engaged B&D to help transform a sprawling 2-story suburban high school into a more efficient multi-story, 21st Century learning campus.

While engaging a highly invested community of stakeholders, B&D advised the district in maximizing the value of the existing site. In order to deliver a modernized school, reduce overall bond costs, and minimize the tax increase to Falls Church residents, B&D advised the district to create a public-private partnership to develop 10-acres of the campus footprint.

B&D has been tasked with providing project management services from concept through move-in and turnover. Utilizing Virginia's Public-Private Education Facilities and Infrastructure Act regulations, B&D managed the design-build solicitation and developed evaluation processes for the development deal. In addition, B&D has overseen community engagement, including over 200 community meetings and extensive digital media outreach, and most recently provided advisory services for a solar energy Purchase Power Agreement.

The new high school project broke ground in August 2019 and hosted its virtual ribboncutting in February 2021. The building is designed with sustainability features, state-of-the-art learning spaces, and interconnectivity with the middle school.

\$108M
IN TOTAL CONSTRUCTION

300K
SQUARE-FOOT CAMPUS

50+
ACRE SITE



CASE STUDY

PRINCE GEORGE'S COUNTY PUBLIC SCHOOLS BLUEPRINT SCHOOLS PROGRAM

Prince George's County Public Schools (PGCPS) has partnered with the Prince George's County Education & Community Partners (PGCECP) to deliver six new schools as part of an Alternative Construction Finance Program.

The initiative—called Blueprint Schools—will address aging facilities and deliver benefits to students, educators, and the wider Prince George's County community through a creative design-build-finance-maintain delivery model.

Through Blueprint Schools, PGCECP will build, design, and maintain five middle schools and one K-8 school, ensuring a fast delivery of state-of-the-art facilities to a community in which half of its schools are over 50 years old. Throughout the engagement with the prospective partners, B&D provided technical procurement, program, and design advisory services, leading to a successful financial close in December 2020. As part of the effort, B&D's Public Communications & Engagement team also delivered essential leadership through Program branding, development of a comprehensive Communications and Engagement plan, community engagement through canvassing, website strategy and development of a Q&A website, event planning and coordination, report development and management, newsletter development and coordination, and meeting coordination and facilitation.

B&D's program management and engagement team will continue to serve as trusted advisor to PGCPSS as Blueprint Schools progresses into the design and construction phases.

\$174M

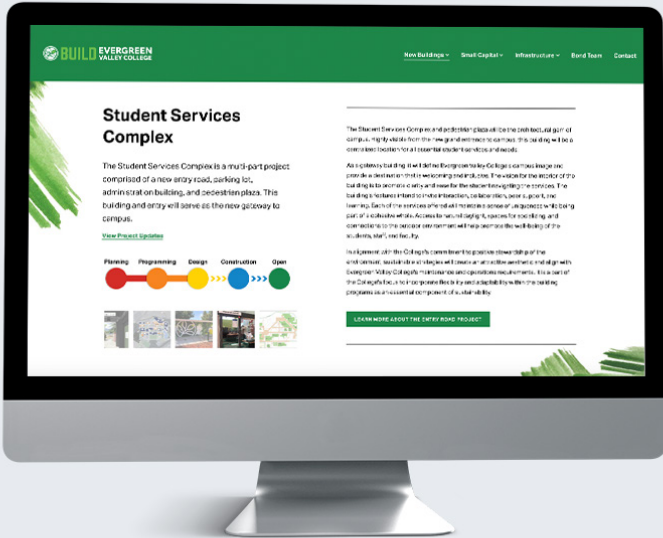
IN EXPECTED SAVINGS IN DEFERRED MAINTENANCE & CONSTRUCTION COSTS

8,000

SEATS IN FIVE NEW MIDDLE SCHOOLS AND ONE K-8 SCHOOL

30%

LOCAL MBE/CBE PARTICIPATION



CASE STUDY

SAN JOSÉ-EVERGREEN COMMUNITY COLLEGE DISTRICT

MEASURE X BOND PROGRAM

In 2016, the San José-Evergreen Community College District successfully passed the Measure X Bond Program, providing the two-campus district the opportunity to transform into a 21st Century learning environment.

This program will include new buildings, renovations, modernizations, and safety and technology upgrades. B&D serves as the program manager for this important effort, working alongside the district from concept through ribbon cutting.

Engaging stakeholders in critical visioning exercises, B&D has been at the center of the prioritization efforts, allocating more than \$750M in bond funds and planning the district's efforts through 2026 and beyond. Projects across the district are poised to improve student academic success, increase community impact, and facilitate a cohesive campus vision.

As part of the firm's advisory services, the Communications & Public Engagement team led the development and management of EVC program website, event planning, and monthly report management and coordination.

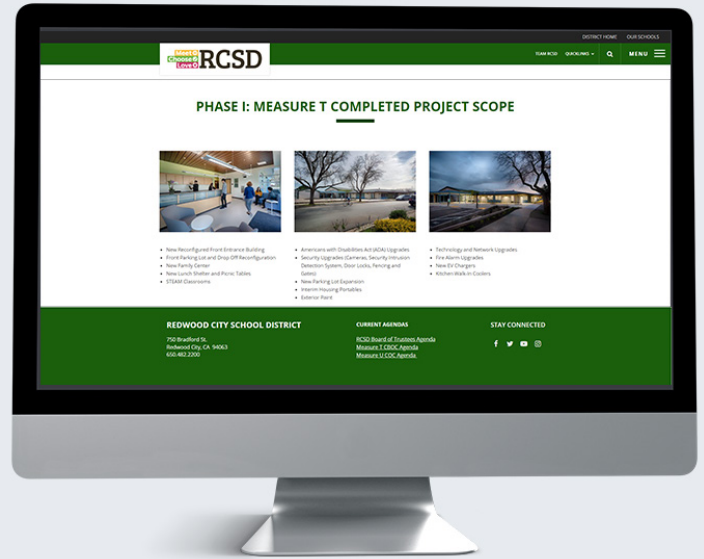
26
NEW & RENOVATED
BUILDINGS

10
YEARS

\$750M
IN BOND FUNDS



CASE STUDY



REDWOOD CITY SCHOOL DISTRICT MEASURE T PROGRAM

While student achievement is on the rise at Redwood City School District (RCSD), one of San Mateo County's lowest-funded districts, a shifting demographic was redefining the needs of the community.

The district's schools required significant repairs and upgrades to bring them up to 21st-century learning standards, and with limited state funding for school facility improvements, Bond Measure T was approved locally. B&D provided strategic leadership and implementation management.

B&D was able to work within the tight budget of the bond, maximizing each site's impact, and value engineering as necessary, to best execute the district's vision. Moving these initiatives through the entire project life-cycle, B&D managed the design of all school sites, oversaw their progress through the Division of the State Architect's review, and managed selected construction managers at each site for the modernizations and other bond-related projects as they were approved by the board.

The B&D CPE team supported the program through website management, development and creation of an additional bond measure website, event planning support, and monthly report management and coordination.

17
SCHOOL SITE
MODERNIZATIONS

2022
SCHEDULED OPENING FOR
ALL SITES

\$193M
BOND MEASURE



INSPIRE. EMPOWER. ADVANCE.

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