

# MATRIX **NEW**WORLD

Engineering Progress



## PUBLIC OUTREACH

### Success through customized outreach plans.

Matrix recognizes the importance of effective Public Outreach during project planning. Our staff are well-versed in a wide range of Public Outreach strategies that can be implemented to maximize public interaction with the objective of yielding constructive project input. The Matrix Public Outreach Team consists of environmental planners, technical experts, and former public servants with extensive experience organizing and conducting public outreach for a variety of project types and at various stages in the project planning process. This provides us not only with the expertise to carry out Public Outreach services, but also enables us to guide and advise our clients in the development of a plan that meets their needs as well as those of the public.

We understand the importance of keeping the public engaged throughout project planning and that Public Outreach is not limited to the general public. It also entails outreach to key stakeholders, such as regulatory and other agencies, municipalities, community organizations, advocacy and other special interest groups, and property or business owners. Our experience has provided us with a wealth of knowledge regarding the needs of each of these groups. Matrix understands the best ways to

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### Services provided

- Customized Public Involvement Plans
- Planning Public Informational Meetings/Public Hearings (In-Person or Virtual)
- Meeting Facilitation/Moderation
- Stakeholder & Community Engagement
- Social Media Communications
- Mailing Lists, Newsletters, Fact Sheets
- Website Development & Maintenance
- Surveys & Polling

### Key Public Outreach Project Experience

- New York City Borough-Based Jails System, New York, NY
- Downtown Revitalization Initiative, Syracuse, NY
- Rehabilitation of Harlem River Drive Ramp to George Washington Bridge, New York, NY
- JFK International Airport Redevelopment Program, Queens NY
- JFK International Airport Reconstruction of Runway 13L-31R and Associated Taxiway Project, Queens, NY
- North Shore Bulkhead Replacement Project, Long Beach, NY
- LaGuardia Airport Access Improvement Project, Queens, NY

### Contact

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engage the appropriate stakeholders in proactive dialogue. We tailor our Public Outreach approach for each individual project to optimize opportunities for productive public input by employing communication methods that have proven effective for similar projects and/or in similar communities.

The key to success in any Public Outreach strategy is to cast a broad net; involving a broad range of stakeholders, listening well, being responsive to comments, and using an array of tools and outreach techniques, since different people absorb data in different ways. Matrix puts in the time and research necessary to gain a thorough understanding of the affected public and stakeholders, and designs the Public Outreach approach accordingly. For example, a combination of written and electronic communications may be more effective in some areas, whereas a heavy social media presence may be more effective in other areas.

We also work to identify additional needs of the interested public, such as when translation services will be required, and which specific languages would be most beneficial.

Matrix's experience in Public Outreach encompasses general Public Outreach services, such as planning for, coordinating, and facilitating charrettes and visioning sessions, project scoping meetings, public workshops and information sessions, and public hearings. Our staff also specialize in administering and analyzing public surveys and polling, newsletter and brochure development, social media coordination, and interactive website design and maintenance. We strive for clear and concise communications at all times to ensure a consistent and accurate message is conveyed to the public. We also have a proven ability to effectively facilitate and moderate meetings, keeping discussions on track and productive.

