



PRIDE
Resource Partners

Statement of Qualifications

Capability Summary: Community & Public Agency Outreach

OVERVIEW

Public perception can make or break a project. Without a clear, strategic outreach plan, miscommunication can lead to delays, public opposition, and regulatory hurdles, costing time and money. Pride Resource Partners offers expertise in **community and public agency outreach** that builds trust, minimizes risk, and keeps projects moving forward.

Our seasoned professionals have 10 or more years of experience and can **take ownership of your outreach needs**. The critical interface between company and customer is key to the success of many infrastructure projects. Effective outreach helps ensure that the community understands your project's impacts and timeline, avoiding potentially costly consequences. Pride's top-tier outreach and communications services ensure success for your project.

WHY OUTSOURCE OUTREACH?

Neutrality, professionalism, a sense of integrity, transparency, strategic verbiage, and credibility are **elements that make a company's public messaging successful**.

Pride's expert outreach ensures your messaging is clear, consistent, and well-received, which will minimize risk and maximize community support. Outsourcing outreach also **avoids the perception of bias** that is often present when a company directly communicates its own interests. Our professional communicators utilize strategically beneficial, thoughtful, and well-aligned messaging.

Please contact us to learn more about our team and how we can assist you in managing community and public agency outreach.

SERVICES

Communications Management

- Provide comprehensive, data-driven public notification and strategic, empathic public messaging
- Develop nuanced communications and content for complex projects
- Provide targeted outreach to train and coach program beneficiaries
- Manage client reputation

Public Affairs & Government Liaison

- Develop and optimize relationships with local, state, & federal agencies
- Manage sensitive relationships
- Lead project communications
- Conduct meetings
- Provide proactive, solution-oriented public affairs messaging

Diplomatic Liaison

- Engage with customers on clients' behalf with thoughtful, empathic, consistent customer relations
- Create new systems or adapt to existing systems for tracking community relations
- Manage customer-facing processes

Pride is a triple-bottom-line company whose corporate culture values diversity and inclusion, environmental sustainability, and community stewardship. Our high-quality, dedicated, skilled professionals, project leaders, and subject matter experts have a proven track record of delivering quality services that exceed performance expectations.



WHY PARTNER WITH PRIDE?

- Impeccable record of **safety**: highly rated in ISNetworld and Veriforce compliant
- Agility, responsiveness, and our **track record** of identifying and placing quality talent
- Active and employee **engagement** to integrate resources into project teams
- **Quality** resources who achieve success and eliminate or reduce risk
- Helping our clients meet and exceed their **diversity** business goals
- Core value to be ethical, transparent, and to always act with **integrity**

LICENSES + REGISTRATIONS

- Contractor License Class A 1068236 (California CSLB)
- ISNetworld 400-257963
- DUNS 080029760
- SAM CAGE Code 7JVH3
- California LLC 201527910362

“The work [Pride’s] team does is critically important to ensure we foster good relations with our customers and the community at large.”

– Southern California utility client

CURRENT + PAST CUSTOMERS

SDG&E | SoCal Edison | PG&E | SoCalGas | Sempra North American Infrastructure | California American Water | One Treasure Island | NV5 | Bristol-Myers Squibb | Burns & McDonnell | Environmental Resource Management | Beta Engineering | Pendergast Consulting | Bay Area Rapid Transit (BART) | Willdan Group | Worley Parsons | AECOM | STraffic

For our full suite of services, go to priderp.com/downloads

