



Technical Approach Boilerplate

Public Involvement, Stakeholder Engagement, and Community Outreach

Adaptable language for RFP technical approach sections. Customize project name, agency, and scope elements as required.

Sigler Communications Inc.

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Overview

[Adapt as needed for your RFP section heading and page limits.]

Sigler Communications will serve as the public affairs and community outreach subconsultant to [Prime Firm Name] for the [Project Name]. Our role is to ensure that the communities, stakeholders, and regulatory audiences who will be most affected by this project have accurate information, meaningful opportunities to participate, and a clear understanding of how their input shapes project decisions.

Our approach is grounded in a straightforward premise: projects that earn community trust early encounter fewer delays, lower costs, and more durable outcomes than projects that manage opposition reactively. We build that trust through structured stakeholder engagement, transparent communications, and consistent presence in the communities where our clients build.

Public Involvement Plan

Within [X] days of notice to proceed, Sigler Communications will develop a Public Involvement Plan (PIP) that identifies:

- All affected stakeholder groups, organized by interest, influence, and proximity to the project
- The engagement approach appropriate to each group (direct outreach, public meetings, advisory committees, digital communications, or media relations)

- Key milestones in the project schedule where public involvement is required or beneficial
- Metrics for evaluating the effectiveness of the engagement program

The PIP will be submitted to [Agency/Client] for review and approval prior to implementation and updated at major project milestones.

Stakeholder Identification and Mapping

Sigler Communications will conduct a structured stakeholder analysis at project initiation, identifying:

- **Regulatory agencies** with permitting or approval authority
- **Elected officials and government entities** at the local, state, and federal level
- **Adjacent property owners and affected landowners**
- **Environmental and advocacy organizations** with interest in the project area
- **Community organizations, civic groups, and neighborhood associations**
- **Media** — local, regional, trade, and national outlets likely to cover the project
- **Business and economic interests** in the project corridor

Stakeholder information will be maintained in a database updated throughout the project. Sigler will provide [Prime Firm Name] with regular stakeholder status reports.

Public Meetings and Community Events

Sigler Communications will design, coordinate, and facilitate all public meetings required by the project's regulatory process or requested by [Agency/Client]. Our approach to public meetings includes:

- Venue selection that maximizes accessibility for affected communities
- Meeting formats appropriate to the purpose — open house, formal public hearing, community workshop, or informational briefing
- Materials development including display boards, fact sheets, comment forms, and project summaries
- Facilitation that ensures all attendees have an opportunity to be heard
- Comment capture and summary reporting to [Agency/Client]

We have facilitated public meetings for projects ranging from small community briefings to large-scale EIS scoping sessions with hundreds of attendees and organized opposition.

Media Relations

Sigler Communications will manage all media relations for the public involvement scope, including:

- Proactive media outreach at key project milestones (project announcement, permit approvals, construction start, major construction events, project completion)
- Reactive media response for inquiries related to the public involvement and community outreach scope
- Coordination with [Prime Firm Name] and [Agency/Client] on media protocols and approval processes
- Monitoring of media coverage and social media for project-related content
- Crisis communications support if a project-related incident generates media attention

All media materials (news releases, media advisories, statements, Q&A documents) will be reviewed and approved by [Agency/Client] prior to distribution.

Digital and Social Media

Where appropriate to the project scope and community, Sigler Communications will support digital communications including:

- Project website content development and updates
 - Social media strategy and content creation
 - E-newsletter or stakeholder update communications
 - Digital comment collection and management
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Crisis and Issues Communications

Sigler Communications maintains crisis communications protocols for all active projects. In the event of a project-related incident — construction accident, environmental release, service disruption, or community conflict — we will:

- Activate within [X] hours of notification
- Develop initial holding statements and key messages
- Coordinate media response with [Prime Firm Name] and [Agency/Client]
- Manage stakeholder notifications as required
- Provide ongoing communications support through resolution

Our team includes a FEMA Advanced Public Information Officer and NIMS-certified communications professional.

Reporting and Documentation

Sigler Communications will provide [Prime Firm Name] and [Agency/Client] with:

- Monthly public involvement activity reports
 - Meeting summaries and comment reports following all public events
 - Media monitoring reports
 - Stakeholder database updates
 - Final public involvement summary report at project close
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Key Personnel

Lisa Sigler, APR — Principal-in-Charge. Project lead for SDS (825M), *Boisd' Arc Lake* (1.6B), Lake Ralph Hall (\$500M), NISP, and Lake Powell Pipeline. 30+ years of infrastructure communications experience.

Janet Rummel, APR, CPRC — Project Manager. FEMA Advanced Public Information Officer. NIMS certified. Led communications for NTMWD (1.8M customers), Security Water District contamination response, and Gross Reservoir expansion.

Full resumes available in the Key Personnel section of this proposal.

This language is provided as a starting point. Sigler Communications will customize the technical approach for each specific project, agency, and RFP requirement. Contact us to discuss your pursuit.

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