

Public and Community Relations

Kleinfelder understands that every client serves unique, diverse communities with varying needs. Offering a full range of public relations and outreach services, we develop programs to address our clients' specific goals, while establishing positive, long-term relationships with key project stakeholders. We build consensus through effective communication and collaboration, with a humanized approach—translating into positive public perception for our clients and their projects.

Services within our practice include:

- Ascertainment and Research
- Branding
- Collateral Development
- Conflict Resolution
- Diplomacy Relations
- Event Planning
- Government Affairs
- Measuring/Reporting
- Media Relations
- Outreach (Public/Business/Community)
- Partnering
- Project Management
- Public Awareness Campaigns
- Public Meeting Support
- Safety Programs
- Social Media Campaigns
- Strategic PR Counseling
- Surveying/Polling
- Visualization
- Website Development



A COMPREHENSIVE AND EFFECTIVE APPROACH

Developing and implementing comprehensive, effective, and successful public outreach programs is what Kleinfelder's public relations team does best. Utilizing the Public Relations Society of America's recommended methods for public outreach program development—Research, Planning, Implementation, Execution and Evaluation—our team has built a solid track record of project success and understanding of sensitive local issues. By anticipating individual client needs and building long-lasting community relationships, we use innovative and proactive outreach techniques to ensure timely project completion, successful outcomes, and effective project management.

PROVIDING SOLUTIONS TO ALL PROJECT PHASES

We support the public relations needs of our clients throughout all project phases—during preliminary design through construction, with seamless access to a wide range of professional expertise within Kleinfelder. Our clients come from a variety of market segments, including transportation, municipal, water, and energy. Through tailored and proactive community outreach strategies, we ensure project success with measurable results.

