

HDR'S EVOLUTION IN LEADING THE PUBLIC PROCESS

**Public
Involvement**



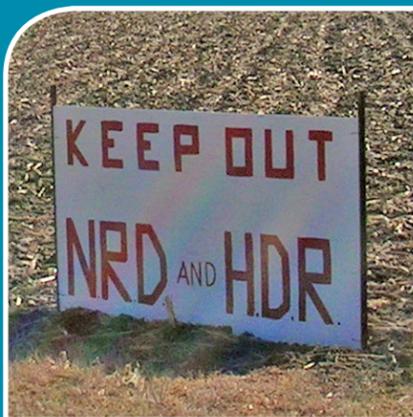
**You Are
HERE**

**Public Involvement
& Communications**

**HDR Strategic
Communication**

**LEADING PUBLIC &
POLITICAL ACCEPTANCE**

VISION



This sign went up the day after HDR won a contract for preliminary siting and design for a storm control reservoir. Careful upfront stakeholder analysis and communications planning could have helped eliminate controversy and protect the reputations of HDR and the client.



The American Association of Transportation Organizations has cited this online meeting tool as one of the top three most influential communication tools in the transportation industry.

A Call for Growth & Evolution

Resource demand is on the rise. Our national infrastructure is aging. Rates are increasing. Natural and man-made disasters are occurring with increasing frequency. Social media is exploding.

Meanwhile critical infrastructure improvements are not being made. Transmission lines are not being permitted, traffic capacity improvements are not being made, flood control systems are not being designed and restoration projects are not being completed. All these trends are due, in part, to shrinking budgets and powerful public activism.

HDR's Response: Strategic Communications

By 2015 HDR's Strategic Communications and Public Involvement Practice will dominate the domestic market while laying the groundwork for global expansion in Australia, Canada, and the Pacific Rim. This will require formal and deep integration in our market sectors as well as an expansion of the current public involvement practice to include high-end communications and public relations professionals who can assist our client base with proactive planning and council. The ultimate goal is to evolve to a high-end Strategic Communications program that makes projects happen, protects HDR's reputation, and elevates HDR's client and community relationships.

2013 Focus: Industry Dominance

- | | | |
|------------------------------|--------------------------|------------------------------|
| 1. Market Sector Integration | 3. Tool Development | 5. Professional Definition |
| • WBG | • Online Suite | • Job Codes & Salary Ranges |
| • TBG | • Participation Metrics | • Facilitation Certification |
| 2. Regional Expansion | 4. Program Establishment | 6. International Strategy |
| • Northeast | • HDR Online Presence | • Canada |
| • South Central | • Standardize Materials | • Australia |



Our hallmark is grassroots outreach as shown in this photo of a mobile workshop for a transit alternatives study. The bus traveled to major community events to gather input from people who might not have been reached through more traditional methods.



Specialized career paths and standardized procedures enable our teams to facilitate major professional events. This public meeting for a high voltage transmission line was one of 26 meetings held across an entire state over a span of two weeks.

AREA LEADERSHIP

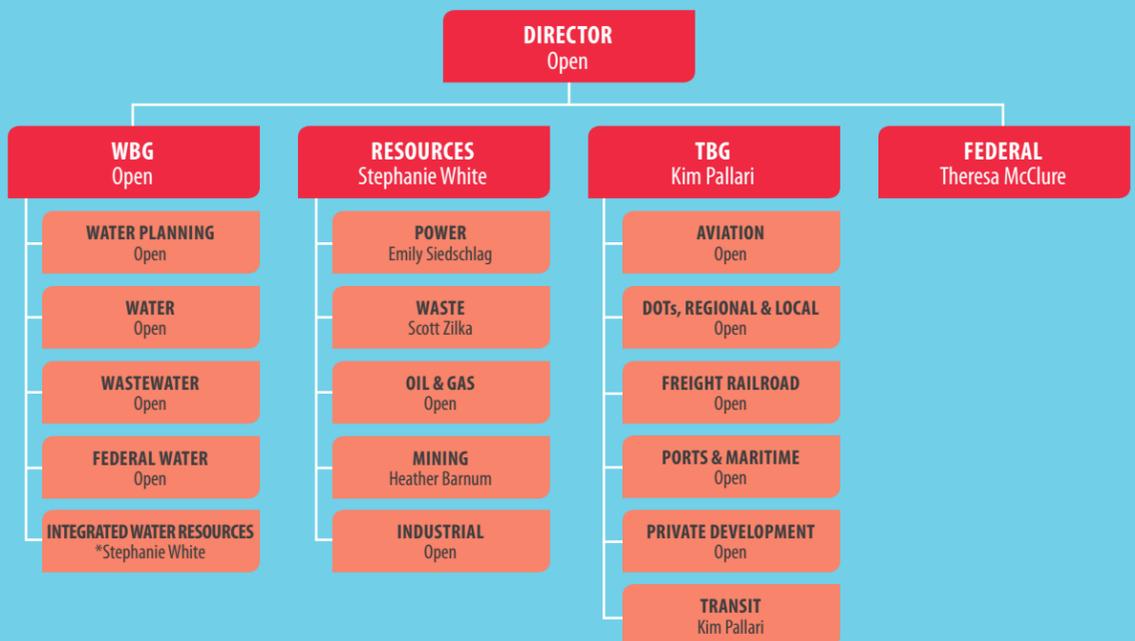


Outreach we are doing on this Oil and Gas project has set a precedent for how foreign and domestic oil companies work with not only Native Alaskans, but communities across the United States.



Crisis communication and emergency planning is growth area for our program. This photo shows a crisis drill HDR organized and evaluated for a mining company's media and stakeholder response process.

MARKET SECTOR LEADERSHIP



*Short-term developmental roles will be eliminated after market sector leads are established