



SOUTHWEST RESEARCH INSTITUTE



Support for Public Outreach and Stakeholder Engagement

Over the past three decades, the Geosciences and Engineering Department (GED) at Southwest Research Institute® (SwRI®) has supported federal agencies and other clients in attaining their goals of openness and transparency through public outreach and stakeholder engagement. We utilize our experience working within the regulatory framework and applying our broad technical expertise in nuclear applications to effectively and meaningfully communicate with stakeholders.

SwRI staff members have planned, supported, and executed stakeholder engagement activities ranging from small, focused workshops to large public meetings on complex and contentious issues. Our tailored approaches have helped successfully engage a wide spectrum of stakeholders, including government agencies, advocacy groups, Native American tribes, the nuclear industry, non-profit organizations, and private citizens.

Outreach Support

Effective information sharing takes many forms, depending on the audience and agency needs. We provide flexible support for:

- Single- and multi-day workshops that focus on enabling dialogue on technical and regulatory issues
- Internal group meetings to facilitate communications
- Message mapping for external communiqués to ensure that information is conveyed effectively
- Gathering, organizing, summarizing, and responding to public comments on documents, including bulk processing of form letters
- Development of educational materials, including web page content, fact sheets, posters, and handouts
- Development and implementation of communications plans
- Produce plain language versions of complex technical documents

Public Meetings Support

Public meetings require thoughtful, comprehensive, and conclusive implementation from start to finish. We provide:

- **Planning**, including identification of appropriate sites, meeting format, and notification to stakeholders
- **Content preparation**, including development of key messages, presentations, and meeting materials
- **Client staff training** and preparation, including development and practice of FAQs
- **Logistical support**, including contracting of venues, audio visual support, recording, and other services needed for a successful event
- **Trained facilitators** to ensure smooth meeting execution
- **Post-meeting support**, including meeting summaries, lessons learned activities, feedback evaluation, and stakeholder follow-up





Benefits of Improved Communications

By investing in a robust public outreach program, our clients can expect:

- Increased trust and credibility
- Improved public relationships
- Better understanding of stakeholders' point of view to more effectively address concerns
- Clear, helpful transfer of information
- Reduced conflict and misunderstanding



We welcome your inquiries.

For additional information, please contact:

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SOUTHWEST RESEARCH INSTITUTE

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