

Statement of Qualifications



Sustainability, Planning, LEED & SITES Certification Services, Community Relations & Marketing

"Sustaining the Future of Communities, the Environment, Organizations and People through Creative Facilitation, Marketing, Engagement and Outreach Strategies Nationwide."

Planning, LEED and SITES Certification Services

Serving Architecture, Planning, Engineering and Survey/Geomatics fields, as well as public and private organizations.



Statement of Qualifications

Company Description

Byline7 combines the qualifications of planning, sustainability and the environment with the tools of community relations, outreach, marketing, meeting facilitation and related services to successfully make the journey through each process to project and plan implementation.

Serving public agencies, private companies, professional and non-profit organizations and individuals, Byline7 seeks to integrate an understanding of sustainability using AICP, LEED AP BD+C and SITES AP credentials with over 25 years of communications, outreach, community relations and marketing expertise. This combination of knowledge brings a solution-oriented approach to communities.

In addition to serving the Transportation, Water, Construction Management, Planning, Environmental, Green Building and related fields, the firm works on projects to support organizations in achieving stakeholder and community engagement and consensus.

Services include SITES Certification, sustainability planning, full community relations and outreach programs for proposed projects that help build consensus and engage the public and all stakeholders. Additionally, Byline7 can provide all aspects of marketing and media relations needed for outreach such as advertising, articles, awards, press, publication pitches, television interviews and video, conference planning, exhibiting at community events and the many avenues used to enhance awareness and build public education.

Services include all aspects of facilitation, strategic planning, event planning, meeting and conference planning, professional development and employee/customer recognition programs, sustainability education, aspects of environmental and community planning related to outreach and education, marketing (brochures, collateral, exhibits, advertising), social media, freelance writing and ghost writing, editing, publishing and many additional services. These services are provided for a full range of clients both within and outside the engineering and planning fields.

The company is a 100% woman-owned business, a certified small business by the state of California and is self-certified as a Women Owned Small Business (WOSB) primarily serving the civil engineering, planning, environmental, sustainability, surveying/geomatics and construction industries through public and governmental agencies, non-profit and professional organizations and businesses of all sizes.

Clients

- Government Agencies
- Private Companies
- Professional Organizations
- Non-profit Organizations
- Small Businesses
- Special Districts
- Individuals
- Institutions



Key Areas and Markets Served

- Transportation
- Water Resources and Surface Water
- Planning and Environment
- Sustainability
- Survey & Geomatics
- Education
- Land Development/Urban Development
- Construction

Leadership



The Byline7 CEO, President and 100% owner is Barbara Eljenholm, AICP, LEED AP BD+C, SITES AP. Ms. Eljenholm possesses over 25 years of experience in the areas of community relations and outreach, marketing, public relations, planning, sustainability, environment and education for the engineering, architecture, planning, environmental, surveying and construction industry. Her wide range of experience and expertise encompasses the many aspects of outreach, communications, marketing and public relations that lead to building consensus, building business, building culture and achieving successful outcomes for organizations, projects and people. Specializing in these services in the worlds of transportation, water, planning, environmental, surveying, construction and engineering, among many other areas, Barb provides professional consulting to clients nationwide.

Teaming Relationships

Byline7 has a full spectrum of teaming relationships that are selected on a project by project and client by client basis to best serve the needs of the client. These relationships range from community outreach experts, graphic artists, video production experts and meeting planners to engineering and environmental professionals. Byline7 is an equal opportunity teaming partner and has a no discrimination policy relative to clients, consultants, teaming partners and geographic regions. Each project is carefully evaluated and the best team is selected for each client.

Qualifications:

Byline7 has extensive experience in the many facets of community relations and outreach; marketing; meeting facilitation; events; public relations; professional development; communications; writing; employee and customer recognition and awards programs; social media; strategic planning; sustainability; environmental planning and related client needs. The firm specializes in a full range of creative strategies to help government agencies, professional and non-profit organizations, consulting firms, small and large businesses and individuals build rapport and relationships, image, consensus, public trust and their future success. The firm's owner has specialized in collaborative outreach and meetings in the areas of transportation, stormwater quality and management, water/wastewater/reclaimed water and environmental planning, with extensive experience in outreach and meeting facilitation within the world of civil engineering, surveying and planning.



- **Sustainability:** As a LEED AP, BD+C, SITES AP and Market Leaders Advisory Board member of the US Green Building Council, the owner of Byline7 is involved in many aspects of sustainability. Consulting to government organizations, non-profit and professional organizations, companies, individuals and businesses of all types is a service provided by the firm. Additionally, corporate responsibility programs and ideas are provided to organizations wishing to give back to their communities, professions, educational institutions and the world. These programs are custom-designed for each client and may take the form of comprehensive Corporate Responsibility and Sustainability Plans or may be as simple as an hour of consulting for ideas in these areas.



- **Community Relations and Outreach:** Byline7 offers creative, engaging and consensus-building community engagement and outreach for projects and programs of all types. The background of Byline7's ownership includes over 15 years of experience in leading and participating in scoping meetings, public hearings, community relations and outreach programs, public engagement and education for environmental impact reports and projects ranging from stormwater, transportation and water resources to land development and educational institutions. Beyond projects, the firm has experience with non-profit organizations, professional organizations wishing to engage their leadership and membership and private companies wishing to build rapport with clients and customers. A multitude of techniques are tailored to suit client needs for strategic outcomes through marketing, social media, public outreach, public relations and similar approaches. Experience in this area includes community relations and outreach work for over 50 cities, counties, districts, departments and organizations across the United States.



- **Marketing:** With over 20 years of experience in marketing, the ownership of Byline7 offers programs and services that span all levels of marketing. Marketing qualifications include creation of advertising; development of marketing campaigns; exhibit and trade show planning,

development and implementation; awards submittals; promotional materials; social media marketing; brochure development; marketing plans for clients ranging from small businesses to large agencies and the host of marketing techniques related to promotion of people, organizations, projects, products and services.

- **Meeting Facilitation:** Meeting facilitation using collaborative approaches and engagement of the audience has been one of the highlights in the success of the team associated with Byline7. The firm's leader has over 25 years of meeting facilitation experience with public and government agencies, professional and non-profit organizations, public and private firms. Graphic facilitation is used in conjunction with various methods of organizing collection of ideas with the agenda to help focus discussions, measure progress and develop plans and programs based upon the meeting content to drive success and a roadmap for the future of each organization. Experience with meeting facilitation has included work with NSPS, NCEES, the U.S. Green Building Council, AASHTO's Center for Environmental Excellence, Caltrans and over 30 sessions with private firms in areas ranging from federal and design build strategic market collaboration to surface water quality and transportation.



- **Meeting and Conference Planning:** Extensive experience in conference and Meeting Planning for professional and non-profit organizations, educational and health institutions, companies, agencies and clients nation-wide spans over 25 years for Byline7's owner. Services include all aspects of meeting and conference planning, facilities and content. Byline7 can assist clients with every aspect of meeting and conference planning, from facilitating initial brainstorm meetings to securing venues and writing scripts and developing presentations for speakers. Byline7 brings meeting and conference planning teams together, tailored to client and customer needs. Exceptional planning, attention to detail, troubleshooting on-site and the overall commitment to making the experience for leaders and attendees extraordinary make meetings and conferences by Byline7 highly successful. Byline7 also partners with sponsorship experts and firms with large-scale conference planning teams to provide full-service meeting and conference planning from concept through implementation. Conferences focused on stormwater for AASHTO and Caltrans, the Children's Water Festival participation sponsored by IRWD and planning and on-site assistance for the Water Reuse non-profit organization are included in this experience.



- **Events:** Byline7 provides all aspects of event planning ranging from conference, meeting and client events and open houses to internal teambuilding and family events, weddings, holiday parties, community events, athletic events and community and professional organization events. Event planning services include event marketing, including invitations, posters, and email



communications; development of sporting tournament rules and guidelines; site selection; management of logistics; volunteer or staff organization; food and beverage coordination; prizes, raffles; awards; judging; atmosphere and décor; facility and vendor negotiations and the many other aspects of event planning and implementation. Grand openings, community events, ribbon cuttings and all events are treated from a full-service approach by Byline7, and incorporation of

public relations, social media and additional strategic techniques help to build and engage audiences for events in accordance with the goals of the client.

- **Public Relations:** Through the career and experience of Byline7's ownership, over 500 press releases have been prepared and released for topics ranging from release of new applications and corporate responsibility efforts to green buildings and launching of a 1.3 billion dollar company. Byline7 provides campaigns, press releases, media relations, article pitching, awards and all aspects of public relations. The firm takes a thoughtful approach to public relations efforts, carefully considering the audience and perception of the content being shared. The difference between Byline7 and many other firms providing PR services is the understanding of the engineering, planning, surveying, environmental, sustainability, construction, architecture and related fields, as well as the understanding of government agencies and businesses of all types, combined with over 25 years of experience in integrating PR with companies, people and clients. Byline7 focuses on the reputation-building aspects of PR that bring a high level of return on investment.



- **Professional Development and Education:** Byline7's owner has approximately 8 years



of experience in developing, managing and implementing programs ranging from leadership development and basic academy training to large-scale corporate universities offering over 100 courses for employees. Coordination and logistics for training and education is offered from all aspects, ranging from content and curriculum development to presentation and on-site management. The client's goals and philosophy behind each professional development program, from the perspective of employees and leadership is carefully considered with each program. Maximizing the value of the time and investment being made is a critical aspect of Byline7's philosophy on professional development, as is making the experience of each professional development program positive and

enjoyable for all involved. Taking environmental programs to schools to help students learn more about STEM careers in science, technology, engineering and math are also some of Byline7's goals.

- **Communications:** Communications is at the heart of all services offered by Byline7. Each project is evaluated first from a communications standpoint and the most effective means of communications are recommended depending upon client and project needs. The firm provides all aspects and types of communications. Preparation of blogs, newsletters, press, articles, letters from the client, speeches, scripts, media interviews, videos, social media posts, agendas and all types of communications for internal and external use help clients strategically accomplish their goals, keep their audiences informed and bring enhanced relationships to the organization or project overall.



- **Writing, Editing & Publishing:** Writing for all programs, clients and projects is provided by Byline7, including freelance and ghost writing, authorship of books, articles, white papers, speeches, content for newsletters, blogs, websites, press, social media and internal written communications. Technical writing is also provided. The people associated with Byline7 have been involved in the completion of over 300 environmental and technical documents, have published over 100 articles, ghost written for water, transportation and stormwater experts as well as small business owners and CEOs of major corporations. Byline7 is also set up as an editing and publishing company.
- **Employee, Customer & Project Recognition and Award Programs:** Development of internal culture-building programs for employee recognition and awards is an additional service provided by Byline7. The firm collaborates with leadership and their audiences (customers/employees) to determine needs, works with leadership to develop programs and can provide implementation and maintenance of programs including teambuilding and information sharing environments. Specializing in saving organizations money while also providing enhanced customer and employee satisfaction is the core purpose of the services provided through these programs. Seeking awards for clients, CEOs and organizations of all types is a specialty of Byline7, such as the naming of Baker CEO, Kurt Bergman as one of the top six executives of the year in 2014 at the GovCon awards.
- **Social Media:** Byline7 offers clients a full range of social media services, from opening and development of accounts and content, to regular posting and engagement programs. The team has opened and administered numerous social media accounts for small and large businesses, organizations, non-profit and professional organizations. Social media programs are tied strategically to all other forms of communication and continually engage targeted audiences, clients, customers, teams and colleague organizations and firms. Byline7 offers a full spectrum of social media packages to clients.



- **Strategic Plans, Marketing Plans, Business Plans:** Strategic planning, marketing plans, business plans and a full host of planning documents are provided by Byline7 through collaboration with the client, development of strategies, goals and objectives, and preparation of draft and final plans for client review and implementation. Byline7 takes a streamlined approach to planning processes, allowing clients to maximize the value of their time spent, while also eliminating the need for lengthy meetings and document preparation.

- **Environmental Planning:** Community relations and consulting in many areas of the environment are provided by Byline7, with a focus on the audience and objectives of the client. The ownership is a certified AICP planner (American Institute of Certified Planners) and is a member of the American Planning Association. Consulting for planning and environmental projects, particularly in the area of outreach and community relations is provided to clients across the U.S.A.



Experience:

Byline7 has the experience of Barb Eljenholm, who possesses over 25 years of relevant experience in the field. She has served as Vice President of Environmental Planning; Senior Vice President of Corporate Affairs; Public Relations, Marketing and Communications Director; Communications and Marketing Director, Conference Planning Lead and additional positions with RBF Consulting, Michael Baker Corporation and Michael Baker International. These positions included all of the above services. In 2014 she provided leadership, development and implementation of the Michael Baker International Communications, Marketing and Public Relations Plan and Strategy with extensive outreach efforts following a major acquisition in integrating six companies and rebranding, communicating and expanding the presence of the firm through marketing and community/client relations programs across the nation and world. She later served as the national conference marketing lead for Michael Baker International, developing a program and implementing the highest level conferences for the firm, such as AASHTO, WASHTO, SAME JETC, DBIA, IHEEP, Focus on the Future and many more. Barb continues to work with Michael Baker International, supporting efforts in California.

For references or additional information, please contact Barb Eljenholm at 949 500 6814. Or Byline7pr@gmail.com please also visit <http://byline7pr.com>