



We offer the following expertise:

- *Strategic Marketing, Consulting and Planning*
- *Public Outreach and Public Affairs Management*
- *Agency Liaisons and Stakeholders Management*
- *Meetings and Workshop Facilitation*
- *Media Relations and Press Material Development*
- *Marketing Materials Development*
- *Public Awareness Campaigns*
- *Conference and Speaking Program Development*
- *Direct Marketing*
- *Profile Raising*
- *Promotional Planning and Execution*
- *Newsletter Development*
- *Website Design, Development and Management*
- *Competitive Analysis*
- *Market Research*

Successfully Communicating Your Transportation Solutions

Pacific Genesis provides comprehensive communications planning and public outreach services in the infrastructure arena. The firm focuses on public outreach programs that strategically maximize results for clients in the transportation industry. Working with infrastructure planners, owners, state DOTs, MOPs, municipalities, cities and related transportation agencies, the firm provides full-service public awareness through effective communication campaigns and organizing techniques.

Pacific Genesis has the ability to evaluate the agencies needs, develop a viable strategy and realize the organizations' goals. The firm has been providing public outreach, public relations, marketing, consensus building and inter-jurisdictional coordination for a wide variety of transportation programs worldwide.

Pacific Genesis is uniquely qualified in the transportation market due to it being a wholly owned subsidiary of DKS Associates. Although Pacific Genesis operates independently of DKS, it has the advantage to draw upon DKS Associates' national transportation planners and engineers and the 25 years of public agency and citizen interaction in developing transportation solutions.

The firm specializes in public outreach strategy and implementation, community relations, focus group programming, campaign management, governmental liaison, marketing, project branding, communication, public relations, media relations and program funding. Our goal is to achieve the goals set by clients, optimize the resources available and to add value, through the combined resources our firms have to offer, to transportation users and service providers.