



Public Outreach Regulatory Division



US Army Corps of Engineers Jacksonville District

Jacksonville District's area of responsibility encompasses the state of Florida and the Caribbean. Providing planning, engineering, construction and operations products and services to meet the needs of the Armed Forces and the nation.



The Challenge

Multi Media Marketing Associates, Inc., was selected by the U.S. Army Corps of Engineers (USACE) to provide outreach services in support of their Regulatory Program. The Jacksonville District is responsible for regulating waters within a large geographic area; therefore, Multi Media was tasked with providing outreach solutions across the entire state of Florida, Puerto Rico, and the Virgin Islands.

Work

Multi Media provided and managed all the services needed to fulfill the outreach deliverables including meeting and event support, video production, interactive applications, training modules, and outreach printed materials and displays. As part of the scope of work, Multi Media provided labor, materials, equipment, travel arrangements, progress reviews, AAR, application beta testing, and training.

A major outreach effort involved providing meeting and event support for a series of public meetings across Florida and the Caribbean. Multi Media provided a wide array of event solutions including: event branding and promotion, online pre-registration, venue liaison and facilities coordination, reservation coordination for speakers and presenters, and on-site audio/visual equipment and technical support. Multi Media also produced a series of ten high definition videos



that educated the public on key components of the Corps' Regulatory Program. Multi Media's production crew traveled to multiple locations to capture footage and interviews from a multidisciplinary team of Corps employees and partner agencies.

Multi Media also developed interactive training modules designed to assist the public in filling out a permit application. The modules specifically targeted the first time applicant, i.e, dock builder, developer, single family residence, and marina developer. The modules, guided by an Avatar, walked the applicant step-by-step through the permitting process. To further assist the applicant, the modules included videos, interactive graphics, a comprehensive FAQ section, supplemental information, and supporting documentation required to submit a completed permit application to the Corps of Engineers Jacksonville District.

Many of the outreach deliverables required our design team to research technical and scientific information to develop accurate illustrations, environments, maps, and other graphics. The design team was also responsible for designing trades how displays, newsletters, direct mail, and other printed material required for outreach efforts.

Photos (left to right): Banner display designed for Invasive Species prevention; used at trade shows, meetings and events.



The Results

The outreach tools and support Multi Media provided the Jacksonville District's Regulatory Program were exceptionally received and resulted in other Corps Districts requesting similar deliverables.

Photos (clockwise): Online permit application module; posters used for trade shows, meetings and events; informational fact sheets for the public; advertising postcards for permit application training module.

