

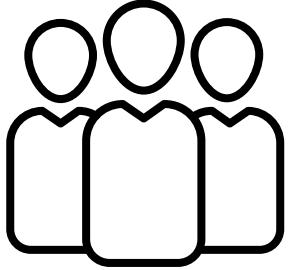
SINCE 2014

**10Eleven  
Communications**

TRANSPORTATION • CIVIL ENGINEERING • CONSTRUCTION

[WWW.10ELEVENCOMMUNICATIONS.COM](http://WWW.10ELEVENCOMMUNICATIONS.COM)

# STATEMENT OF QUALIFICATIONS



# ABOUT US



10Eleven Communications, LLC is a communications firm dedicated to providing communication services for construction companies, transportation projects, and civil engineering firms.

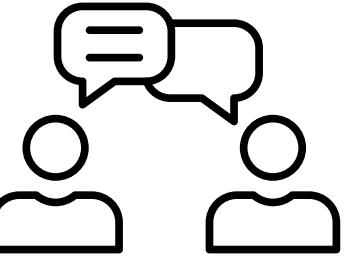
We are registered as a business in Virginia and Georgia. The firm is certified as DBE/SWaM in Virginia and pending DBE certification in Georgia.

We apply our professional experiences in state and local government, private construction, data and analytics to execute communications-related needs for transportation and infrastructure projects. We aim to build the brand of our clients through proactive communications and community engagement.

10Eleven Communications, LLC was founded by Annalysce Baker in 2019 after several years of working in highway construction. The company is based in Georgia and is owned by an African-American woman.

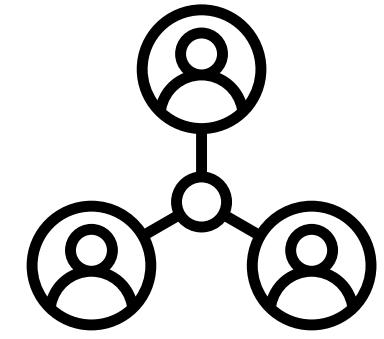
Virginia DBE Certification Number: 821592





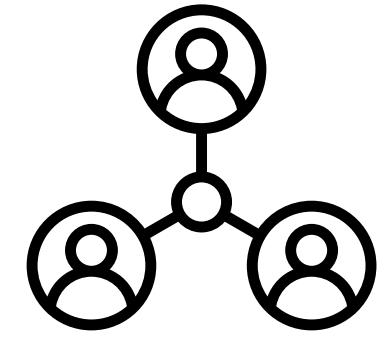
# CONSTRUCTION COMMUNICATIONS

- Hampton Roads Bridge-Tunnel Expansion Project
  - Underwater tunnel boring
  - Lane expansion
  - \$3.8 billion project
- Transform 285/400 Project
  - Interchange reconstruction and collector-distributor lanes
  - \$834 million project
- Georgia DOT communications officer and spokesperson for Metro Atlanta District and managed approximately 22 projects
- Total eight years of experience in the transportation and highway construction industries, over 10 years in communications



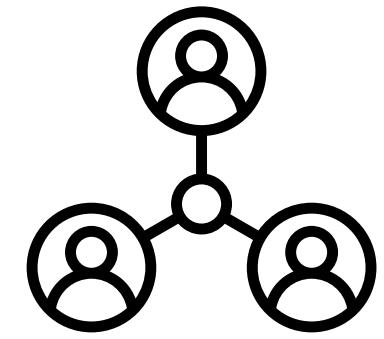
# STAKEHOLDER ENGAGEMENT

- Manage approximately half a million stakeholders
  - Including affluent cities, business headquarters, and a community improvement district
    - UPS
    - Mercedes-Benz USA
    - Intercontienal Hotels Group (IHG)
    - Statefarm
- Host monthly stakeholder meetings, quarterly first responders meetings, and project updates as requested by HOAs



# STAKEHOLDER ENGAGEMENT

- Respond to media inquiries upon request
  - Media inquiries are handled by GDOT and NPC provides information for the media inquiry
- Write weekly traffic impact alerts
- Participate in quarterly updates with PCID, and chambers of commerce
- Write external newsletter
- Monitor project hotline
- Create project social media posts
- Create and distribute surveys
- Perform weekly website updates
- Oversee quarterly progress videos
- Update FAQs/Fact Sheets as needed



# STAKEHOLDER ENGAGEMENT

- Farmer's Market Project Outreach
- Established Weekly Traffic Lane Closure Newsletter and updates to the website
- HRBT Magazine, Newsletter, Podcast
- Public meetings (in-person or virtual)
  - Rotary Club
  - Kiwanis Club
- Maintain project hotline and email
- Monthly photo Updates
- Project tours



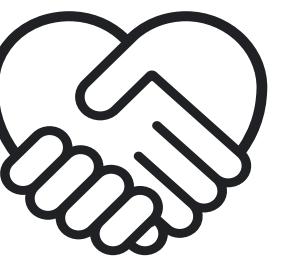
# CRISIS COMMUNICATIONS

## NPC Crisis Communication

- Two fatalities
  - October 2019
  - February 2020
- Bridge 21 opening
- Mulch pile fire along SR 400
- Flooding on I-285
- Mount Vernon Highway Bridge Demolition

## GDOT Crisis Communication

- Private jet crash on I-285
- Winter weather
  - After Snowmageddon
- Watermain break and gas line breaks on Northside Drive Project
- Flooding on Downtown Connector
- Suicide attempt on a highway bridge overpass



# COMMUNITY INVOLVEMENT



- Scout organizations for COVID-19 donations
  - Atlanta Community Food Bank
  - Meals on Wheels Atlanta
- Back to School Drive
- Habitat for Humanity
- CERM Job Shadow Day
- STEAM Career Day at Chamblee High School
- Breast Cancer Awareness Walk
- Volunteer for a Better Sandy Springs
- Drive Alert, Arrive Alive



# COMMUNITY INVOLVEMENT

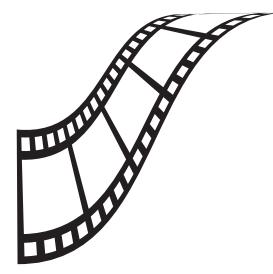


- COVID-19- text message alerts
  - NPC employees and subcontractors
- Internal Newsletter
  - The entire project team (NPC, GDOT, OVF, and PMC)
- Internal events
  - Drive-thru lunches
  - Holidays and Cultural Days
- Blood Drives



# NEWS LINKS

- **Project designed to ease travel between Ga 400, I-285 set to open Saturday**
  - <https://www.fox5atlanta.com/news/project-designed-to-ease-travel-between-ga-400-i-285-set-to-open-saturday>
- **New flyover ramp opening at Ga. 400/I-285**
  - <https://www.ajc.com/neighborhoods/sandy-springs/new-flyover-ramp-opening-at-ga-400i-285/RQ4J6TEWC5FEFBBJG45JP45A/>
- **Atlanta residents and businesses continue acts of kindness amid COVID-19 outbreak**
  - [mdjonline.com/neighbor\\_newspapers/northside\\_sandy\\_springs/community/atlanta-residents-and-businesses-continue-acts-of-kindness-amid-the-covid-19-outbreak/article\\_1d23ad4e-cabc-11ea-9a55-9b0a93234ff0.html](https://mdjonline.com/neighbor_newspapers/northside_sandy_springs/community/atlanta-residents-and-businesses-continue-acts-of-kindness-amid-the-covid-19-outbreak/article_1d23ad4e-cabc-11ea-9a55-9b0a93234ff0.html)
- **Construction worker dies after fall to his death on I-285 interchange project**
  - <https://www.wsbtv.com/news/local/north-fulton-county/construction-worker-dies-after-fall-285-georgia-400-exchange-project/EAHXLKOAORCZZECQFS52AH4BEE/>
- **Transform 285/400 Aims to Improve Atlanta's Traffic**
  - <https://www.acppubs.com/articles/8726-transform-285400-aims-to-improve-atlantas-traffic-flow>



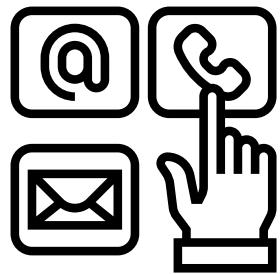
# VIDEO LINKS

- **Q3 2020 Progress Video**
  - <https://www.youtube.com/watch?v=gxRwKEILad0>
- **I-285 Eastbound Blasting Drone Video**
  - <https://www.youtube.com/watch?v=ze-i5pIAgsY>
- **Transform 285/400 Steel Beam Time Lapse**
  - <https://www.youtube.com/watch?v=K4A4inheVqY>
- **All Set! Bridge 21**
  - <https://youtu.be/oz40TXab68w>
- **NPC Safety Meeting Video - April**
  - [https://youtu.be/qEwJasT\\_Rws](https://youtu.be/qEwJasT_Rws)
- **Survey of Lake at Palisades**
  - <https://youtu.be/ZVzy4pBpai4>
- **Partnering Meeting: Construction Progress from January 2020 - July 2020**
  - <https://youtu.be/QbIQUdeL8B0>

# NEWSLETTERS



- **January 2021**
  - <https://us20.campaign-archive.com/?u=85e8270674fc9a47b18bf99be&id=81639d6ecd>
- **November 2020**
  - <https://us20.campaign-archive.com/?u=85e8270674fc9a47b18bf99be&id=4cc109c0ef>
- **September 2020**
  - <https://us20.campaign-archive.com/?u=85e8270674fc9a47b18bf99be&id=9c28734a99>
- **2020 and Transform 285/400: A Year In Review**
  - <https://mailchi.mp/5c60ae7da0f1/transform-285400-newslettervol1issue3-9426086>
- **NPC Company Video Series: Week 1**
  - <https://mailchi.mp/15f15d24df7c/transform-285400-newslettervol1issue3-9380982>
- **Real-Life Heroes**
  - <https://mailchi.mp/fcbd53081000/transform-285400-newslettervol1issue3-9365822>



LET'S STAY  
IN TOUCH

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