

# EMERGENCY MANAGEMENT



## About Us

Greene Street Communications, LLC specializes in the planning, development and implementation of sustainable and effective Emergency Support Function (ESF-15) strategies and solutions that assist government and corporate clients. A U.S. Small Business Administration 8(a) and HUBZone-certified firm and a WBENC-certified women-owned small business, our award-winning team considers diversity, equity and inclusion principles in everything we do. Greene Street provides scalable, flexible and adaptable teams during high-level national incidents, including providing high-level COVID-19 pandemic support, and we can successfully stand-up effective operations within 48 hours, including Joint Information Center (JIC) support.

## Core Competencies

We have a targeted and effective approach to addressing challenging, ineffective, crisis management during a Presidentially Declared Disaster. Greene Street executives have proven techniques and strategies to effectively support PA, IA, and Hazard Mitigation contractors who are often unaware of the political ramifications that arise directly after a national event. We control the message and navigate these uncharted waters so you can complete your mission. Greene Street is expert at addressing deficiencies in the following areas:

- Tailor and design flexible ESF-15 action plans with the Program Delivery Manager
- Communications guidance to Program Manager on the deployment of assets to certain declared counties (Race, Gender, Media and Political Issues)
- Contentious Declared Areas: Provide all day Communications field support for Site Inspectors, Technical/Cost Specialists, and Insurance Specialists
- Delivery of specific ESF-15 resources and capabilities
- Coordinate with FEMA and State Public Information Officers
- Graphic support at deployment site, press releases and blog stories to Prime Office for internal and local news dissemination
- Provide support during the PDAs, Applicant Briefings, Kick-off and all community meetings

## Differentiators

- Responsible for operating first-ever virtual JFO (All Region 3 States).
- Greene Street experts have worked on Federal Emergency Management Agency (FEMA) disasters and the launch of the National Recovery Network for the U.S. Fire Administration.
- At the height of the COVID-19 pandemic, Greene Street leadership created a crisis communications apparatus for the Virginia Department of Emergency Management that provided essential External Affairs support for the Joint Information Center (JIC). This included providing talking

- points, video PSAs, collateral support for canvassing, and additional community outreach to target key messaging for marginalized and vulnerable populations during the ongoing crisis.
- Routinely called upon for insight and support for disaster communications.

## Relevant Past Performance

- Federal Emergency Management Agency (FEMA)
- Virginia Department of Emergency Management
- Virginia Department of Health

**DUNS: 080042800**

**CAGE: 7H8Y9**

### NAICS Codes:

- 512110: Motion Picture and Video Production
- 519130: Internet Publishing and Broadcasting and Web Search Portals
- 541430: Graphic Design Services
- 541613: Marketing Consulting Services
- 541810: Advertising Agencies
- 541820: Public Relations Agencies
- 624230: Emergency and Other Relief Services
- 541618: Other Management Consulting Services
- 541990: All Other Professional Scientific and Technical Services
- 541611: Administrative Management and General Management Consulting Services



### Contact Information:

**Jamilah Fraser**  
Managing Partner  
jamilah@gstreetgroup.com

5881 Leesburg Pike, #500  
Falls Church, VA 22041  
(716) 868-7272

[www.gstreetgroup.com](http://www.gstreetgroup.com)

