



GREENE STREET
COMMUNICATIONS

Capabilities Statement

About Us

Greene Street Communications, LLC is a full-service, award-winning creative agency with a niche for the thoughtful inclusion of diversity in marketing.

Core Competencies

- Community Outreach
- Crisis Communications
- Geotargeting & Geofencing
- Social Media Outreach
- Signage (Indoor & Outdoor)
- Large & Small Events
- Website Design & Maintenance
- Video Production & Editing
- Advertising
- 508 Compliance Services
- Media Buying
- Transcreation Services
- Direct Mail Campaigns
- Market Research
- News Releases
- Public Service Announcements
- Presentation Development & Speechwriting
- Publication Design & Development
- Strategic Planning
- Executive Media Training

Differentiators

- With our doctoral-level subject matter experts and experienced staff of creatives, we understand how to implement effective and thoughtful projects that center diversity and inclusion from the start.
- Our expertise extends into both the government and corporate sector, where we've led rebranding efforts, launched promotional print and broadcast campaigns and managed high-profile events.

Past & Present Clients



FEMA



Consumer Financial
Protection Bureau



NATIONAL DISASTER &
EMERGENCY MANAGEMENT
UNIVERSITY





Past Performance

Communications and Outreach

- Provided crisis communication support to Virginia agencies with a strong community-centered, DEIA focus. Created comprehensive, fully customizable toolkits for regional use, promoting COVID-19 vaccinations and mitigation efforts
- Provided the Missouri Department of Health and Senior Services with a robust campaign to promote life-saving Harm Reduction techniques

Emergency Management

- Collaborated with FEMA and Dewberry Engineers to produce education videos highlighting water quality issues in Salinas, Puerto Rico, and successful fire mitigation in Colorado
- Conducted a thorough barrier analysis and provided inclusive trainings to leadership and staff for the Oregon Department of Emergency Management

Data Gathering and Community Engagement

- Collaborated with the National Oceanic and Atmospheric Administration and the National Weather Service to host focus groups, interviews and a survey, conducting a Social Network Analysis (SNA) to improve flood risk communication and understanding for marginalized communities
- Conducted focus groups for the City of Alexandria to engage diverse community leaders as part of an outreach initiative

Technical Assistance

- Providing technical assistance for the U.S. Environmental Protection Agency's Community Change Grant Program, guiding applicants through the process of securing awards of up to \$20 million

Event Planning

- Providing half-a-decade of communications and branding support for the Department of Defense's Military Spouse Employment Partnership Annual Event, collaborating to create event aesthetic, presentation materials, signage and strategic planning support

Unique Entity Identifier (UEI)

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Cage

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NAICS Codes

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| 512110 | 519130 |
| 541430 | 541613 |
| 541810 | 541820 |
| 624230 | 541910 |
| 541990 | 541611 |
| 561410 | |

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