



RGS offers comprehensive regional planning and strategic communications services to both regional and local agencies. Our team has developed and implemented a broad range of communications and planning efforts for cities, counties, special districts and regional planning agencies throughout California. We specialize in helping agencies use data, studies, and innovative research/engagement tools to effectively communicate complex information to a wide variety of audiences – both internal and external stakeholders and constituents. Our advisors and technical experts can assist in several cross-cutting planning areas, including: long-range transportation planning, regional housing/homelessness initiatives, habitat conservation planning, airport land-use planning, tax measure and fee evaluations, and strategic plan development.



Our ad hoc teams work across multiple service lines, including economic development, finance, and HR. We focus on working with small to mid-sized agencies to provide the value-added synergies needed to deliver work products infused with not only subject matter expertise, but also adapted for the agency's work culture for ease of implementation with limited staffing and budget.

**Specific areas of expertise include:**

- **Economic and demographic analyses**
- **Policy analysis and evaluation**
- **Research and best practices for policy development**
- **Media and government relations**
- **Intergovernmental coordination**
- **Project team and stakeholder meeting facilitation**
- **Outreach, communication, civic and stakeholder engagement planning/implementation (we specialize in reaching out to underserved populations and resolving controversy).**
- **Graphic design, project branding, website development, and project collateral development**
- **Project management to coordinate technical analyses, policy considerations, metric development, and stakeholder/civic engagement across a wide variety of local and regional planning efforts.**