



**HOLLAWAY**  
ENVIRONMENTAL + COMMUNICATIONS

# STATEMENT *of* QUALIFICATIONS

*A Trusted Small Business*

**HUB+WBE+DBE+SBE+WOSB**



# Welcome!

Hollaway Environmental + Communications Services (Hollaway) is a Texas-based, woman-owned, SBE, DBE, WOSB, and HUB certified business specializing in the environmental planning and permitting, ecological services, coastal planning, mitigation development and monitoring, economic analysis, as well as the regulatory and stakeholder coordination and outreach necessary to deliver successful projects. The company has completed over 1,000 environmental, coastal planning, and public outreach/communications projects since its start-up in 1994.

With more than 100 years of combined technical experience and more than 25 full-time employees, Hollaway has a deep understanding of high profile, large-scale projects and the environmental, social, and economic considerations associated with them. Hollaway's professional staff consists of communications specialists, coastal planning experts, environmental scientists, geospatial mapping specialists, economics specialists, graphic designers, video and web developers, and copy writers. We are recognized for our ethics, professionalism, and integrity in delivering best-in-class solutions to our clients, and we look forward to any opportunity to work with you.

Hollaway has extensive experience in the state of Texas, including serving the Harris County Toll Road Authority, Harris County Flood Control District; Harris County Engineering Department; Metropolitan Transit Authority of Harris County, Texas (METRO); the Texas General Land Office; U.S. Army Corps of Engineers (USACE); the City of Houston; the Houston Airport System; Texas Department of Transportation (TxDOT); Port Houston; and the Texas Commission on Environmental Quality (TCEQ); among others.

We are a small business like no other – we are extraordinary problem-solvers, risk reducers, and overall headache eliminators.

## WHAT WE OFFER:

- + Coastal Planning
- + Environmental Services
- + NEPA Compliance
- + Mitigation & Monitoring
- + Economic Analysis
- + Communications Strategy
- + Stakeholder & Community Engagement
- + Creative & Production Services



## Who We Are

### OUR MISSION

Together, we streamline the coastal planning, project development, environmental clearance, and public engagement processes to relieve your stress and ensure that your project is delivered on time and on budget.

### OUR CULTURE

At Hollaway, we pull off the impossible by constantly communicating and contributing to the team first and the individual second. We make commitments and we honor them by lending a helping hand while maintaining a sense of urgency. Much is expected but much is offered as we invest deeply in the individual employee.

### OUR CORE VALUES

- + Significance
- + Courage
- + Accountability
- + Leadership
- + Empathy



# The Hollaway Team

At Hollaway, our multi-disciplinary team of experts collaborates every day to find innovative solutions that make a difference for our clients and the projects we serve.

## Executive Leadership

**Leslie Hollaway, Chief Executive Officer**, is the visionary behind Hollaway Environmental + Communications Services, and she has spent the last decade focused on the health and viability of the company. At Hollaway, Leslie works to promote the core values of the company, while leading the team with a commitment to professionalism. Supported in all endeavors by the Executive Management Team at Hollaway, Leslie is responsible for providing strategic direction to the team, as well as creating a collaborative vision for success, and serving as the company's lead advisor. Leslie has extensive experience in the environmental and public communications sectors and has advised clients in the development of large-scale infrastructure and coastal planning projects throughout the Gulf Coast.

**Claire Garvin, Chief Operations Officer**, is an experienced Environmental Consultant with over 15 years in management, business development, operations, and leadership roles. As the COO at Hollaway, Claire establishes and implements procedures and policies to promote a strong culture and vision and oversees operations to ensure the successful growth of the company. She is skilled in both educational and professional environments, leading the team in NEPA compliance, as well as program and project management. Her expertise includes state and federal agency coordination, environmental permitting, and NEPA-compliant public involvement.

**Jennifer Smith, Chief People Officer**, is a SHRM-Certified Professional with more than 15 years of Human Resources and business management experience. As the Chief People Officer for Hollaway, Jennifer provides our team with expertise and support in the areas of Performance Management; Employee Relations; Employee Engagement; Diversity & Inclusion; Policy Development; and HR Compliance. Jennifer's priority at Hollaway is to grow and foster an inclusive culture that aligns with the company's mission, vision, and values.

## Your Team of Experts



**Trevor Pattillo**  
Financial Manager



**LaDaja Dunn**  
Executive Administrative Assistant



**Carol Hollaway**  
Senior Economist



**Sam Blanco, AICP, PMP**  
Vice President of Statewide Environmental Services



**Ally Altemose, PWS, ENV SP**  
Director of Environmental Services



**Kasey Clarke, WPIT, AWB**  
Senior Environmental Scientist



**Jenny Lam, PMP**  
Senior Environmental Scientist and GIS Specialist



**Molly Lenihan**  
Environmental Scientist



**John Simmons**  
Environmental Scientist



**Taffeta Burleson**  
Associate Environmental Scientist



**Tara Davis**  
Director of Creative Services



**Greg Sevcik**  
Creative Director



**Connor Stokes, ENV SP**  
Communications Specialist



**Rosaura Martinez, PMP**  
Communications Specialist



**Rachel Massey**  
Communications Specialist



**Brittany Little**  
Communications Specialist



**Blythe Payne**  
Communications Specialist



**Amiah Williams**  
Associate Communications Specialist



**Thomas Mumford**  
Production Specialist



## Coastal Planning Services

Hollaway has played an integral role in nearly every major coastal planning project in the state of Texas, working side by side with entities such as USACE, GLO, TPWD, TWDB, TxDOT, Harris County/HCFCD, and the GCCPRD to promote inter-agency collaboration, engage with the public/stakeholders, build consensus, and advance integrated resiliency efforts.

***No other firm has Hollaway's depth of involvement and breadth of understanding across the various complimentary programs advancing coastal resiliency efforts in Texas.***

Examples of Hollaway's coastal planning experience, covering coastal storm risk management, erosion control, and ecosystem restoration, include:

### USACE / GLO – Coastal Texas Protection and Restoration Feasibility Study

Hollaway supported this \$26B coastal storm risk management and ecosystem restoration program with comprehensive communications, graphics / report development, interagency coordination, stakeholder engagement and public outreach, and consensus building services. Effort also included comprehensive review of economic and benefit-cost analysis for the proposed coastal storm risk management and ecosystem restoration measures.

### USACE – Sabine Pass to Galveston Bay CSRM Program

Hollaway was responsible for providing comprehensive communications, stakeholder engagement, and consensus building support for this \$4B coastal storm risk management program in the Pre-Construction Engineering and Design Phase, heading toward construction.

### GLO – Texas Coastal Resiliency Master Plan

Hollaway was responsible for public outreach and education efforts and graphic design/document preparation for the 2017 and 2019 versions of the State's Coastal Resiliency Master Plan, which provides a framework for community, socio-economic, ecologic and infrastructure protection from coastal hazards including erosion and storm surge.

### GCCPRD – Storm Surge Suppression Study

Hollaway provided public outreach and engagement efforts for this CDBG-DR funded collaborative study encompassing six upper Texas coast counties. This work also included three dimensional visualizations, video presentations, and technical editing/ document preparation.

### TxDOT Maritime – Port Mission Plan

Hollaway served as the lead public/agency outreach and communications firm for this strategic planning effort to identify and prioritize state investment in navigation and port infrastructure. This included extensive coordination with the Port Authority Advisory Committee and preparation of all legislatively mandated reports.

Hollaway brings unparalleled qualifications to provide the breadth and depth of coastal planning, interagency coordination, funding strategy, and public outreach/consensus building services necessary to fully develop and implement an efficient and effective project. We will work in lockstep with you, our valued client, to ensure that all phases of a coastal planning project are seamlessly delivered.

### Federal/US Army Corps of Engineers Projects

- ◆ Buffalo Bayou and Tributaries Resiliency Study
- ◆ Sabine Pass to Galveston Bay CSRM Program
- ◆ Coastal Texas Study

### Statewide Planning/Coordination Efforts

- ◆ TWDB Regional Flood Planning Group – San Jacinto Watershed
- ◆ GLO Combined River Basin Flood Studies
- ◆ GLO Texas Coastal Resiliency Master Plan
- ◆ TxDOT Maritime Port Mission Plan

### Awareness + Education Campaigns

- ◆ WHCRWA Public Information Officer/Crisis Communications Services
- ◆ Harris County Hurricane Harvey Emergency Response/ Communications
- ◆ Harris County \$2.5B Flood Control Bond Campaign
- ◆ FEMA Harris County MAAPnext Floodplain Remapping

### Large-scale Construction Projects

- ◆ WHCRWA-NFBWA Surface Water Supply Project
- ◆ METRO Light Rail Expansion Project
- ◆ SH 249 Extension Project (Design Build)



## We share knowledge across disciplines.

We bring the expertise of our entire firm to every project, leveraging the wide range of skills and experiences of our team to solve your unique challenges. Through our efficient processes and vast industry knowledge, we are able to respond quickly and complete projects faster than larger firms.

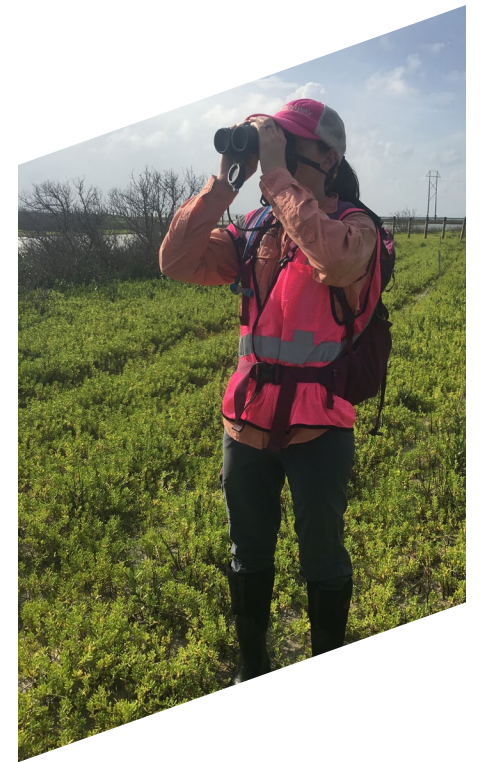
## Environmental Coordination, Permitting and Monitoring Services

For over 25 years, Holloway has been a leading provider of environmental services to public agencies and private entities across the state of Texas.

At Holloway, we pursue excellence through a dedicated team of environmental experts, including Professional Wetland Scientists (PWS), Certified Ecologists (CE), Certified Oyster Biologists, USFWS Section 10 Permitted Biologists, coastal ecologists, botanists, malacologists, ornithologists, entomologists, ichthyologists, mammologists, PADI Advanced Open Water Divers, and licensed drone pilots, as well as environmental scientists and GIS experts.

Holloway maintains the in-house environmental/ecological specialists, resources, and day-to-day regulatory relationships necessary to perform comprehensive services for all phases of a project related to environmental coordination, permitting, and monitoring services.

- National Environmental Policy Act (NEPA) Compliance and Documentation
- State and federal regulatory issues and permitting, including coordination with the US Army Corps of Engineers, US Fish and Wildlife Services, National Marine Fisheries Service, U.S. Forest Service, US Coast Guard, Texas Commission on Environmental Quality, the Texas General Land Office, Texas Parks and Wildlife Department, and the Texas Historical Commission/SHPO, among others
- Wetland delineation, endangered species surveys, and other field services
- Wetland mitigation planning, beneficial use planning, mitigation construction, implementation, and monitoring
- Monitoring and sampling of protected species (e.g., monitoring for dolphins, marine mammals, sea turtles, Piping Plover, Rufa Red Knot, Black Rail, Aplomado Falcon, Ocelot, and Jaguarundi and other listed or protected species in the vicinity of construction sites)
- Phase 1 Environmental Site Assessments
- Stormwater Pollution Prevention Plans
- Geographic Information System (GIS) Services
- Environmental Compliance Training Seminars



### Who We Work with Regularly to Deliver Your Environmental Clearance:

- U.S. Army Corps of Engineers
- U.S. Fish and Wildlife Service
- National Marine Fisheries Services
- Environmental Protection Agency
- U.S. Coast Guard
- Texas Historical Commission
- Texas Commission on Environmental Quality
- Texas General Land Office
- Texas Parks and Wildlife Department
- Texas Railroad Commission
- Local floodplain administrators



## Environmental Coordination, Permitting and Monitoring Services



Hollaway’s strengths are exhibited through our environmental and ecological work and dedication to the following projects:

### **GLO – Beach Nourishment and Installation of Two Groin Structures at the Village of Surfside**

Hollaway was responsible state and federal regulatory coordination, including USACE Individual Permitting and USFWS Section 7 Consultation and Biological Assessment, and data collection in the beach and nearshore environment.

### **TxDOT/Galveston County – The Galveston Pelican Island Bridge Replacement Project**

Hollaway is responsible for delivering state and federal regulatory coordination and permitting, monitoring and data collection in the nearshore environment, and marsh and wetland monitoring.

### **GLO – Homeowner Assistance Program for Hurricane Harvey Community Development Block Grant – Disaster Recovery**

Hollaway provides tiered environmental reviews to facilitate Single-family Housing rehabilitation and reconstruction activities throughout Texas for disaster relief, recovery, restoration, and economic revitalization in response to the devastating flood and impacts of Hurricane Harvey in accordance with NEPA.

### **TXDOT Maritime – Gulf Intracoastal Waterway Condition Assessment**

Hollaway coordinated within a Joint Venture (JV) with Freese and Nichols and Moffat and Nichol in determining the condition of dredged material placement areas (DMPA) along the entire Gulf Intracoastal Waterway (GIWW) for TxDOT Maritime.

### **TxDOT – Farm to Market 2004 Bridge Replacement**

Hollaway is responsible for delivering technical reports, permits, and community engagement on strict timelines and within budget in compliance with NEPA for a bridge removal and construction project in Brazoria County, Texas. Technical reports included a wetland delineation report and an Essential Fish Habitat (EFH) assessment

### **Private Client – Mouth of Cedar Bayou Mobility Project**

Hollaway was responsible for preparing technical reports and drafting a Standard Permit application package to the USACE on a strict timeline and within budget. Project deliverables included a wetland delineation report, T&E species habitat assessment, functional assessment, marine and pedestrian cultural report, SAV and oyster report, Alternatives Analysis, Compensatory Mitigation Plan, Section 106 Alternative Mitigation Plan, and Topics List. Collaborated with state agencies (TPWD and GLO) in developing an oyster and marsh cordgrass relocation plan for oyster and wetland impacts.

### **Houston Airport System – Environmental Services Contract**

Hollaway served as the environmental consultant for the five-year Environmental Services Contract for the Houston Airport System. Environmental services included Phase I ESAs, wetland delineations, threatened and endangered species habitat assessments and reporting, federal, and state permitting including Clean Water Act Section 404 and Section 10 of the Rivers and Harbors Act Permitting.





## Transportation Services

Hollaway has served TxDOT for more than 25 years, and we are well equipped to support your transportation projects across the State of Texas. Whether your project requires NEPA documentation support, environmental field surveys, or a NEPA-compliant public meeting, the Hollaway team has a proven track record of success. We also serve you as a HUB/DBE/WBE provider, further supporting applicable HUB and DBE requirements for the State of Texas.

### Project Highlights:

#### State Highway 87 Revetment, TxDOT

To support TxDOT, Hollaway prepared a Biological Evaluation (BE) and conducted intensive and aerial habitat surveys (ground and drone technology) for the federally-listed eastern Black Rail, Piping Plover, Rufa Red Knot, and sea turtles to support consultation with USFWS for a proposed revetment project near High Island and Anahuac National Wildlife Refuge in Galveston County, Texas. The project was a high priority for the State due to a rapidly eroding shoreline that threatened TxDOT's roadway infrastructure.

#### State Highway 99 Segment I-2 Cedar Bayou Bridge, TxDOT

Hollaway worked closely with TxDOT's contractor to meet restoration obligations under a Clean Water Act (CWA) Section 404 permit, as construction activities resulted in a severed hydrological connection to a large wetland complex (causing it to dry up). Hollaway facilitated negotiations between TxDOT, USACE, and the contractor to identify a solution that met the spirit of the CWA. Our experts quickly designed, obtained approval for, and implemented a Voluntary Restoration Plan that restored and enhanced three forested wetlands.

#### Statewide Environmental Documentation and Technical Services

In 2022, Hollaway was awarded a contract with TXDOT's Environmental Affairs Division to provide on-call environmental and public involvement support on a statewide basis. The scope of this contract includes NEPA compliance, ecological support, community impacts assessments, cultural resources, hazardous materials, public engagement, and any other related consulting needed to advance important transportation infrastructure projects throughout Texas. This contract also provides our team with unique administrative and technical insights into the State's preferences and needs.

### Our TxDOT precertifications:

- 1.5.1 Feasibility Studies
- 1.8.1 Public Involvement
- 1.9.1 Geographic Information System (GIS) and Data Analysis
- 2.1.1 Traffic Noise Analysis
- 2.3.1 Wetland Delineation
- 2.3.2 Conditional/Functional Assessment
- 2.4.1 Nationwide Permit
- 2.4.2 Clean Water Act Sec. 404 Permits
- 2.4.3 U.S. Coast Guard & U.S. Army Corps of Engineers Permits
- 2.6.5 Protected Species Evaluations
- 2.6.6 U.S. Fish and Wildlife Service (USFWS)/ National Marine Fisheries Service (NMFS) Consultation
- 2.7.1 Section 4(F)/6(F) Evaluations
- 2.12.1 Socio-Economic And Environmental Justice Analyses
- 2.13.1 Hazardous Materials Initial Site Assessment
- 2.14.1 Environmental Document Preparation
- 23.10.1 Public Involvement for Alternative Delivery Projects



*Hollaway Environmental + Communication Services bridges two worlds that are uniquely connected: **Environmental Services** and **Communications Services**. As such, we are a non-traditional firm that understands the big picture and provides holistic services as needed.*







## Strategic Communications + Engagement Services

The Holloway team specializes in providing outreach, engagement, and facilitation services to support large-scale infrastructure projects, with a strong track record of maximizing engagement and achieving consensus on and support for infrastructure priorities.

Our proficiencies include strategic communications planning and implementation; small group and workshop facilitation; crisis communications and media relations; design and implementation of training tools and seminars; elected official coordination; in-house video productions; three-dimensional technical renderings and visualizations; web-based tools and social media strategies; NEPA-compliant public meeting and public hearing facilitation (virtual or in-person); and collateral material development and distribution.

Our strategic communications and engagement experience includes:

- Large-scale public infrastructure and planning projects that require the buy-in and cooperation of the local

public (across geographies, racial/ethnic groups, and socio-economic status), elected officials, and regional regulatory agencies

- Projects and planning processes requiring a strong communications leader to bridge competing needs and interests while building rapport and consensus among diverse audiences and compassionately balancing power dynamics and facilitating difficult conversations
- Projects that require coordination and proactive communication with local, state, and federal elected officials, as well as county, state, and federal agencies
- Public infrastructure projects throughout the Gulf Coast region (including flood damage reduction, coastal storm surge and protection projects, resiliency planning, mass transit planning, highway/roadway corridors, large-diameter water distribution pipelines, etc.)
- Projects that require an in-depth understanding and awareness of federal funding sources and respective environmental compliance processes (including all aspects of the National Environmental Policy Act)

### West Harris County Regional Water Authority – Surface Water Supply Project

Holloway serves as the Public Information Officer to support this water supply organization, and provides a wide range of public relations, education, and outreach services to support the construction of the multibillion-dollar Surface Water Supply Project, a 55-mile-long, 9-foot-diameter water distribution line bisecting the Greater Houston region.

### TxDOT/Williams Brothers Construction – SH 249 Extension Project (Design-Build)

Holloway supported this Design-Build team as the Public Information Officer, providing a range of communications services to support TxDOT in the construction of this large-scale highway extension project.

### FEMA/Harris County Flood Control District – MAAPnext Floodplain Mapping Program

Holloway serves as the lead communications and public outreach firm leading engagement with the public and governmental agencies to better communicate flood risk and to prepare communities for adoption of new riverine and coastal flood insurance rate maps.

### Harris County – Community Engagement for the 2018 \$2.5B Harris County Flood Control Bond

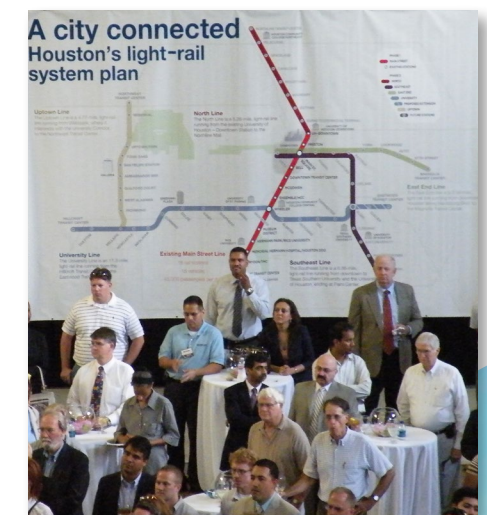
Holloway led Harris County in organizing and conducting a large-scale engagement campaign, including 23 community engagement meetings in six weeks, to provide Harris County residents additional opportunities to review and provide input on the proposed bond program.

### GLO – Combined River Basin Flood Studies – East Region

Holloway serves as the lead public outreach and communications firm for all three regions (Region 1, 2, and 3) of the GLO-led CDBG-DR planning effort to address flood risk along the Texas coast after Hurricane Harvey. This includes extensive inter-governmental coordination, due to the size of the study area, focused on consensus building.

### Our Strategy:

*Through education, engagement, and empowerment of our employees and clients, we leverage creativity to pursue economically viable opportunities to grow and thrive. We drive significant results through accountability and leadership.*



**Our in-house team has won countless awards for our creative and production services, including:**

- *Print Media*
- *Brand Identity + Design*
- *Creative Content Strategy + Development*
- *Exhibits + Signage*
- *Newsletters + Handouts*
- *Videography*
- *Aerial Drone Photography*
- *Photography*
- *Research*
- *Writing*
- *Directing*
- *Editing*
- *Pre- and Post-Production*
- *Social Media Graphics + Account Management*
- *Website Layout + Development*
- *Digital Media + Advertisements*

## Creative + Production Services

Hollaway Environmental and Communications Services, Inc. is known for its creative services, including video production, graphic design, photography, website layout/development and more. We serve our clients with the highest level of professionalism and expertise. Our team is committed to providing our clients with the most effective solutions for their graphic and video needs. Please contact us by phone, email, or on social for your upcoming projects. We look forward to turning your vision into creative visual graphics.

Whether it is photography, video production, graphic design, website development, or printing, Hollaway has the right team to provide services and solutions for your projects.

### Project Highlights

#### Coastal Texas Protection and Restoration Feasibility Study, USACE + TxGLO

Hollaway provided comprehensive communications, interagency coordination, stakeholder engagement and public outreach, and consensus building services for this \$26B coastal storm risk management and ecosystem restoration program. This effort also included comprehensive review of economic and benefit-cost analysis for the proposed coastal storm risk management and ecosystem restoration measures, as well as development of the 2021 Feasibility Study Final Report.

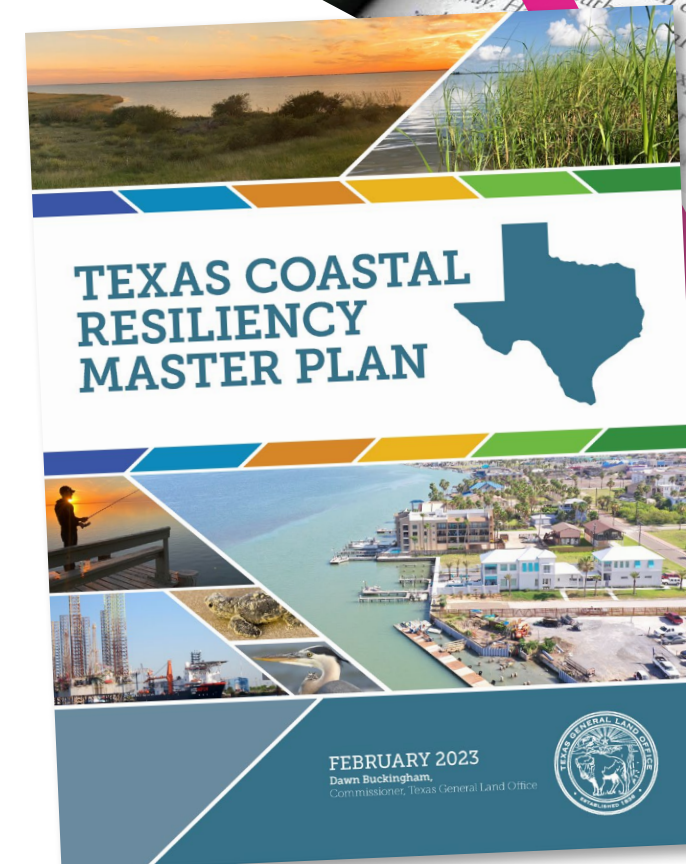


#### Texas Coastal Resiliency Master Plan, TxGLO

Since the plan's inception in 2016, Hollaway has provided public outreach and education efforts and graphic design/document preparation services. Hollaway designed the 2017, 2019, and 2023 versions of the State of Texas' Coastal Resiliency Master Plan, which provides a framework for community, socioeconomic, ecologic and infrastructure protection from coastal hazards including erosion and storm surge.

#### Hurricane Harvey Crisis + Recovery Communications, Harris County Flood Control District

During the storm and in the months following Hurricane Harvey, Hollaway provided urgent public communications support necessary following this unprecedented event, including communications strategy development; development of key messaging, infographics, mailers, flyers, and other just-in-time communication tools; social media management; phone bank staffing, communication, and documentation; website update and maintenance; video production and motion graphic development; as well as media relations and legislative communications support. Hollaway also authored and designed the "Hurricane Harvey: Impact and Response in Harris County" educational publication for distribution at the State Legislature.



*To view more examples of our Creative Services work, scan the QR Code or visit: [www.hollawayenv.com/services/graphic-design-and-collateral-development](http://www.hollawayenv.com/services/graphic-design-and-collateral-development)*








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Designed in-house by the Hollaway Creative Services Team.

