



Our professional staff and *Resultants*<sup>SM</sup> (executives, staff and consultants who produce measurable results) have extensive qualifications in diverse fields including

management, business, environmental science, social science, communications, finance, training development and delivery, geospatial technologies, geographic information systems, information technology and software development, public policy, and law.

We apply these diverse skills to provide a full range of environmental support services, including:

- Geographic Information Systems (GIS)
- Application & Web Development
- Remote Sensing
- Network Administration
- Instructional Design & Training
- Strategic Consulting & Facilitation
- Partnership Development & Support
- Survey, Marketing, Education & Outreach
- Event, Conference & Exhibition Support

*Understanding Environmental Impact and Changing Behaviors!*

ENVIRONMENT



TBG is the prime contractor for the National Oceanic and Atmospheric Administration (NOAA) Coastal Service Center (CSC) and the National Ocean Service (NOS) Coastal Management Fellowship. TBG's CSC staff works with stakeholders to bring information, services, and technology to the nation's coastal resource managers throughout the country and has delivered over 90 projects geared to resolve coastal issues.



THE BALDWIN GROUP, INC.

*Delivering Inspired Results!*<sup>TM</sup>

# How We Help

TBG can help public officials and other stakeholders respond to the challenges posed by protecting coastal communities, addressing climate change, source water safety, mitigating pollution, and evaluating programs for environmental safety. We offer our analytical capabilities to understand these impacts on energy; conservation and restoration; hazard response and resilience; and recreation and tourism. We excel at building teams that can achieve critical public policy objectives. Our integrated support for environmental needs is tailored to change behavior using the following six approaches and we offer several examples of our successes.



*"I have found the company, as well as its entire staff, to be very committed to delivering high quality customer service..."*

-Program Manager, NOAA CSC



## Recommend Objectives

- Designed and developed GIS-based modeling tools so coastal officials could prioritize and make decisions about habitat restoration and conservation.
- Provided smart growth strategies and community engagement tools that helped evaluate how current development regulations coincided with smart growth strategies for coastal communities.
- Provided knowledge transfer for assessing hazard vulnerabilities and profiling societal, infrastructure and ecosystem sectors of the community to help stakeholders plan for coastal risks outside of the required hazard mitigation plans.



## Research Groups/Audiences

- Provided stakeholder analysis to identify people, groups, and institutions that will influence environmental change initiatives.
- Conducted demographic analyses on target groups to convey their perceptions of the cultural, economic, geographic, and other social impacts of climate change.



## Recommend Policies

- Facilitated a collaborative network of southern Atlantic state representatives to implement science-based policies and solutions that enhance and protect the value of coastal and ocean resources and support the region's culture and economy now and for future generations.
- Developed technical assessments and information products to enhance public education and guide governmental action.



## Develop Messages

- Performed content analysis to identify certain words, concepts, themes, or phrases within texts and to discover and describe how individuals, groups, or institutions may react to pertinent message features.
- Facilitated appreciative inquiries and interviews that help stakeholders to understand, anticipate, and accelerate positive outcomes of environmental change initiatives and facilitate the speed of positive change.



## Manage Programs/Projects

- Developed a Habitat Priority Planner software application for coastal managers to prioritize areas in the land and seascape for conservation, restoration, and land use planning action.
- Developed a remote sensing course that equips the coastal resource management community with the experience and tools to monitor the coastal landscape and promote the wise administration of the unique, diverse, and often fragile resources found in the coastal zone.
- Provided quality control training on inundation mapping to enable users to visualize the impact of flooding and build the capacity for others to provide quality control processes for maps throughout the country.



## Monitor Progress

- Developed and deployed new observing systems technologies to provide data to enable model-based prediction and other decision support capabilities.

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