Marstel-Day Capabilities in Response to COVID-19

OBJECTIVE
Marstel-Day has unique capabilities and experience to support both Federal and local government clients in their response to and recovery from the current pandemic.

RESPONSE

Communication
Marstel-Day’s Core Capabilities in Strategic Communication and Stakeholder Engagement can be vital in maintaining calm, directing behavior and executing plans with efficiency.

Over 18 years of experience in communications planning, stakeholder awareness, facilitation, and community partnerships, we have the capacity and internal resources to help our clients develop effective communication solutions.

- Stakeholder identification, classification, and directories
- Social media monitoring and engagement
- Call center support
- Tactical Communications Plans
- Facilitation and mediation
- Community relationship-building
- Messaging and press release packages
- GIS-based engagement tools

Partnership Programs
Marstel-Day works collaboratively with our clients to provide comprehensive community partnership plans and innovative products. Through expert community partnership facilitation practices, we construct a strong collaborative environment involving diverse groups of internal and external stakeholders. Our work supports our clients by identifying best practices and efficiencies that deliver lasting benefits to their bottom line.

- Mitigation Response Planning
- Table Top Exercises

Data analytics/Community Resilience Support
Community resilience tools developed by Marstel-Day provide rich information to inform decision-making processes and promote improved community engagement and understanding. We use scenario planning with rapid visualization of alternative, data-driven outcomes to help users understand local hazard risks, costs, and potential for community response.

Logistics/Data Management Support
Develop and maintain web-based data management system and GIS-tool (GEO-PDF) for tracking the location, utilization, and carrying capacity of needed equipment (e.g., ventilators) and supplies for optimizing and streamlining movement to needed locations throughout the US.

Marstel-Day delivers a full range of GIS services and products that leverage cutting edge technology to create, manipulate, manage, and analyze geospatial data for data-driven solutions to client challenges. Our expert team includes certified GIS Professionals and technology leaders with a diverse range of subject matter expertise to provide clients with robust models, integrated data-rich metrics, modeled visualizations, and custom web-based or GIS platform application tools that support informed decisions.
Planning Support

Foresight planning/pre-planning for projects and programs ensure that many shovel ready infrastructure projects can be executed soon after COVID-19 restrictions are lifted to get the country back to work.

Our careful and impartial work ensures that environmental analysis contemplates the inter-dependencies among the resources involved to arrive at a full and balanced range of options and solutions.

Many clients use our expertise in conducting streamlined NEPA assessments as part of their project runway.

Risk Mitigation Strategies

Long-range planning can be difficult and full of uncertainty. Eventually business will resume but the possibility of contagion and other risks will remain. Marstel-Day’s team of planners, facilitators, scientists, and technicians can provide your organization with an accurate assessment of your risks resulting from natural disasters and climate change using both quantitative and qualitative analysis. We have developed tools that can provide value to your operations by increasing efficiency in decision making, discovering new risks to your mission, and delivering training across your enterprise more effectively. We work with clients, their partners, and the community to analyze factors such as climate change impacts, severe weather events, water and energy resources, and ecosystem services. Together, we develop strategies to address the areas of greatest risk and build effective partnering solutions.

Next Dollar Investment Strategies

Choosing the best ways to expend federal funds for crisis response and beyond can be dynamic and time consuming.

Marstel-Day understands that our clients are mission driven and often face complex business transformation issues. We help our clients achieve their goals and objectives and meet their requirements by:

- Developing policies and strategies to achieve success,
- Building programs to implement strategic and operational plans,
- Identifying concepts and actions to implement strategies and programs,
- Producing highly informed and innovative courses of action.
- Facilitating collaboration among diverse internal and or external stakeholders, Providing cost, risk and financing alternatives, recommendations and solutions, and
- Strengthening client planning skills in analytics, communications, and problem solving.

COMPANY PROFILE

Company Name: Marstel-Day, LLC
Address: 701 Kenmore Ave, Suite 220
Fredericksburg VA 22401
Telephone: 571-340-4097 Fax Numbers: 540-371-3323
DUNS Number: 038090390
CAGE Code: 1WA73
Tax ID Number: 542039988
OASIS Contract Number / Pool: 47QRAD20D1089 OASIS SB Pool 1
Point of Contact: Jennifer Graham - jgraham@marstel-day.com

Woman Owned Small Business
Historically Underutilized Business Zone (HUBZone) SB

CERTIFIED