

Public Involvement

Auxiliary Marketing Services is a woman-owned small business specializing in public involvement, technical writing, design, public relations, and marketing communications services.

How we bring value

- Design and manage programs that build relationships between an organization and its publics.
- Develop and implement key messages.
- Make complicated topics easy to understand.

Certifications

DBE Disadvantaged Business Enterprise (South Central Texas Regional Certification Agency)

ESBE Emerging Small Business Enterprise (South Central Texas Regional Certification Agency)

HUB Texas Historically Underutilized Business (State of Texas Comptroller of Public Accounts)

SBE Small Business Enterprise (South Central Texas Regional Certification Agency)

WBE Women's Business Enterprise (South Central Texas Regional Certification Agency)

8(m) Women-Owned Small Business (U.S. Small Business Administration)

Contact

Gretchen Roufs, Owner

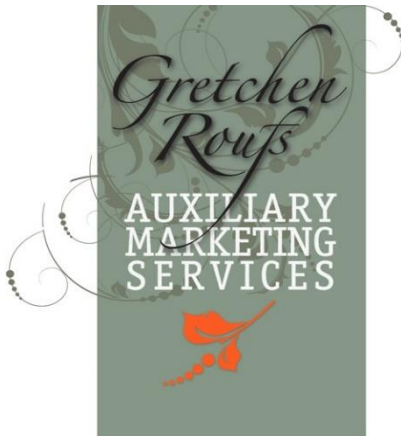
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Services

- Blogging
- Case studies
- Checklists
- Community outreach
- Crisis communications
- Direct mail messaging (including e-blast)
- Disaster communications
- Editing
- Email marketing
- Facilitation for groups and meetings
- Fact sheets
- Frequently asked questions (FAQs)
- Graphic design
- Key messages
- Media outreach
- Meeting planning and management
- Minority- and women-owned business outreach
- Newsletters
- Online engagement
- PowerPoint presentations
- Press releases
- Project history and timelines
- Project management
- Proposal writing
- Public involvement
- Public involvement strategy and planning
- Public relations
- Public speaking
- Quality assurance/quality control (QA/QC)
- Seminars and in-service training
- Social media strategy and messaging
- Speechwriting
- Standard operating procedures
- Talking points
- Technical writing
- Training
- Website content
- White papers
- Work plans



Performance

Public involvement, community outreach, technical writing, public relations, and training projects and clients in Texas (2006 – present).

American Red Cross

- Public affairs spokesperson and media contact person for national, regional, and local disasters (including Hurricanes Katrina, Rita, Dolly, Ike, and Gustav). San Antonio region.

Alamo Regional Mobility Authority, San Antonio

- Bandera Road Study (SH 16)
- Minority contractor outreach
- US 281 projects, Bexar County and Comal County
- Wurzbach Parkway (now a TxDOT project)

Cameron County Regional Mobility Authority (CCRMA)

- South Padre Island 2nd Access project
- West Loop Road project

Central Texas Regional Mobility Authority, Austin

- 183A Toll Road
- 290 East Roadway Improvement project (in conjunction with TxDOT)
- Bergstrom Expressway Project

City of Austin

- Downtown Austin development project

City of San Antonio

- Strategic Multi-Modal Transportation Plan
- Economic Development Department Small Business Empowerment Plan: Mentor/Protégé program

Electric Transmission Texas (ETT)

- Uvalde to Castroville Transmission Line Improvement project

San Antonio River Authority (SARA)

- Master Plan for Regional Nature-Based Park Resources.
- Master Plan Update for Regional Nature-Based Park Resources

State of Texas Disaster Recovery Program

- Largest public works program in the history of Texas – post Hurricanes Dolly and Ike infrastructure recovery program. Covered 62 Texas counties and 300 Texas communities in a 63,000-square mile area.

TxDOT Austin District

- 290 East Roadway Improvement project, in cooperation with the Central Texas Regional Mobility Authority (CTRMA), Austin
- Frate Barker Road, TxDOT Austin District

TxDOT El Paso District

- Border Highway West

TxDOT San Antonio District

- 410 Southwest - Environmental Assessment
- Wurzbach Parkway project (while under the Alamo Regional Mobility Authority)
- U.S. Highway 281 between Loop 1604 to Borgfeld Road in Bexar County
- Loop 1604 project

VIA Metropolitan Transit

- High Capacity Transit program for San Antonio

Training

- Public involvement and communications training workshops (custom and general) for private clients.

WTS

- Presenter, State of Texas WTS (Women's Transportation Seminar) Annual Meeting