



**FRANKLIN  
ASSOCIATES**  
CELEBRATING 20 YEARS

| RFQ No. A-4.250A |

## REGIONAL PLANNING COMMISSION

# RPC Metropolitan Transportation Plan Update 2027-2056 Outreach Assistance

Date Submitted: August 8, 2025



250 South Foster Drive, Baton Rouge, LA 70806

Perry Franklin, President | Phone 225.768.9060 | Fax 225 768 9009 | [perry@franklinassociates.com](mailto:perry@franklinassociates.com)

PUTTING PEOPLE FIRST



## COVER LETTER

8/8/2025

Regarding Solicitation No.: A-4.26OA, RPC Metropolitan Transportation Plan Update 2027-2056 Outreach Assistance

**Franklin Associates, LLC (Franklin)** looks forward to the opportunity to assist Regional Planning Commission (RPC) by providing outreach assistance services. Franklin, a Louisiana-based small minority-owned business (MBE), meets the appropriate state licensing requirements to practice in Louisiana. Since its founding in 2005, the Franklin team has provided public outreach and community engagement services with a focus on putting people first while maintaining the highest ethical practices.

The Franklin team has over 19 years of experience working on infrastructure projects throughout the State of Louisiana. For example:

- I-10 Widening Baton Rouge
- I-49 Inner City Connector
- Mississippi River Bridge South Connector
- Belle Chasse Bridge and Tunnel Replacement
- I-10 Calcasieu River Bridge Replacement
- Florida Corridor Master Plan

Franklin has thoroughly reviewed the solicitation and crafted our response based on decades of professional experience in this line of work. Our proven track record and commitment to meaningful community engagement will position us to support RPC effectively, and we welcome the opportunity to contribute to the success of this initiative.

Sincerely,

Perry J. Franklin  
President  
Franklin Associates, LLC  
250 S. Foster Dr., Baton Rouge LA 70806  
perry@franklinassociates.com  
(225) 768-9060  
(225) 768-9009 fax

(Revised December 12, 2024)

# **DOTD FORM: 24-102** **PROPOSAL TO PROVIDE CONSULTANT SERVICES**

Prime consultant shall complete the DOTD Form 24-102 without altering the Form’s text; however, the instruction and/or guidance for Sections 12 through 23 can be removed but do not remove Section title and number.

**ANY CONSULTANT FAILING TO SUBMIT ANY OF THE INFORMATION REQUIRED ON THE DOTD FORM 24-102, OR PROVIDING INACCURATE INFORMATION ON THE DOTD FORM 24-102, MAY BE CONSIDERED NON-RESPONSIVE.**

1. Contract Name as shown in the advertisement	RPC Metropolitan Transportation Plan Update 2027-2056 Outreach Assistance
2. Contract Number(s) as shown in the advertisement	RPC Task No. A-4.260A; FY-26 UPWP
3. State Project Number(s), if shown in the advertisement	N/A
4. Prime consultant name (name must match <u>exactly as registered with the Louisiana Secretary of State (SOS) where such registration is required by law; including punctuation; include screenshot from SOS at the end of Section 20</u> )	Franklin Associates, LLC
5. Prime consultant license number (as registered with the Louisiana Professional Engineering and Land Surveying Board (LAPELS) if registration is required under Louisiana law)	N/A
6. Prime consultant mailing address	250 S. Foster Drive Baton Rouge, LA 70806
7. Prime consultant physical address (existing or to be established, if location is used as an evaluation criteria)	250 S. Foster Drive Baton Rouge, LA 70806
8. Name, title, phone number, and email address of prime consultant’s contract point of contact	Jude Franklin, Business Development Lead, (225) 768-9060, jude@franklinassociates.com
9. Name, title, phone number, and email address of the official with signing authority for this proposal	Perry Franklin, President, (225) 768-9060, perry@franklinassociates.com

Prime consultant should enter the firm name in the footer at the bottom of this page. (It will carry over to subsequent pages.)

**10.** This is to certify that all information contained herein is accurate and true, and that the team presently has sufficient staff to perform these services within the designated time frame. By submitting this proposal, proposer certifies that it is not engaged in a boycott of Israel and it will, for the duration of its contract obligations, refrain from a boycott of Israel. Proposer also certifies and agrees that the following information is correct: In preparing its response, the proposer has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not, in the solicitation, selection, or commercial treatment of any subcontractor or supplier, refused to transact or terminated business activities, or taken other actions intended to limit commercial relations, with a person or entity that is engaging in commercial transactions in Israel or Israeli-controlled territories, with the specific intent to accomplish a boycott or divestment of Israel. The proposer also has not retaliated against any person or other entity for reporting such refusal, termination, or commercially limiting actions. DOTD reserves the right to reject the response of the bidder or proposer if this certification is subsequently determined to be false, and to terminate any contract awarded based on such a false response.

**Pursuant to Act No. 581 of the 2024 Louisiana Legislature Regular Session, proposer further certifies that it does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association based solely on the entity's or association's status as a firearm entity or firearm trade association. In addition, proposer certifies it will not discriminate against a firearm entity or firearm trade association during the term of the contract based solely on the entity's or association's status as a firearm entity or firearm trade association.**



Signature above shall be the same person listed in Section 9:

8/8/2025

Date:

**11.** If a Disadvantaged Business Enterprise (DBE) goal has been set for this advertisement, indicate which firm(s) will be used to meet the DBE goal and each firm(s)' percentage.

Firm(s):

Firm(s)' %:

**12. Discipline Table:**

As indicated in the advertisement, insert a completed table here. The percentages for the prime and sub-consultants must total 100% for each discipline, as well as the overall total percent of the contract.

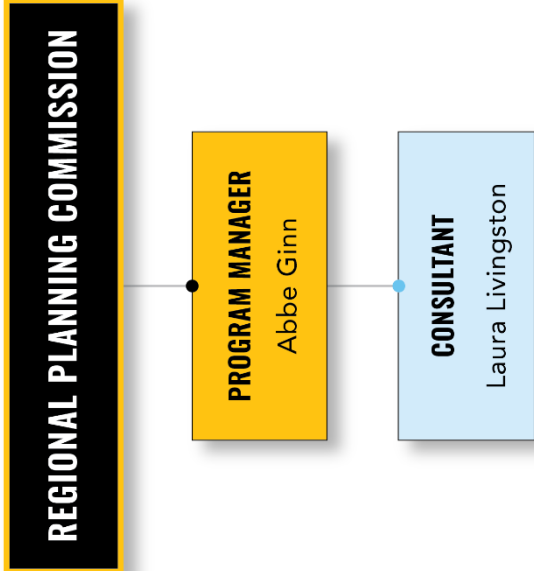
The **only** disciplines to be used are listed in the drop down in each row (Appraiser, Bridge, CE&I/OV, CPM, Data Collection, Environmental, Geotech, ITS, Other (must specify), Planning, Right-of-Way, Road, Survey, and Traffic). **Remove rows as needed.**

Discipline(s)	% of Overall Contract	Prime	Firm B	Firm C	Firm D	Firm E	Each Discipline must total to 100%
Other (Outreach)	100%	Franklin Associates, LLC					100%
Choose an item.							100%
Choose an item.							100%
Choose an item.							100%
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Choose an item.							100%
<b>Identify the percentage of work for the overall contract to be performed by the prime consultant and each sub-consultant.</b>							
Percent of Contract	100%						



**14. Organizational Chart:**

Provide an organizational chart showing ALL relevant prime consultant and sub-consultant (if applicable) personnel assigned to the contract, area of project responsibility for each, and reporting lines for the purposes of this contract. An individual's role does not necessarily have to match their DOTD job classification identified in Section 13. **If applicable, identify all personnel performing traffic engineering analysis and/or QC of traffic engineering analysis by placing an asterisk next to their name. Include the certificates required by the Traffic Engineering Process and Report Training Requirements article of the Advertisement in Section 20.** It is acceptable to use an 11x17 format for Section 14.



**15. Minimum Personnel Requirements:**

Use the table below to identify both prime consultant and sub-consultant staff designated to work on this contract meeting the Minimum Personnel Requirements (MPRs) specified in the advertisement. Ensure the résumé reflects the required experience stated in the MPR. Make sure the P.E. discipline is also listed (highlighted in table) that is meeting the MPR; e.g. professional civil engineer should show the discipline of the license as civil if meeting that MPR.

MPR No. Do not insert wording from ad	Personnel being used to meet the MPR (Individual(s) may not satisfy more than one MPR unless specifically allowed by Attachment B of the advertisement)	Firm employed by	Type of license and discipline meeting MPR/ certification & number (Ex: PE # - Civil)	State of license	License / certification expiration date
1	N/A				
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25					

(Add rows as needed)

**16. Staff Experience:**

Résumés shall be provided for all prime and sub-consultant personnel listed in Sections 14 and/or 15 of the proposal. Résumés of personnel not identified in Section 14 or Section 15 of the proposal should not be included and will not be evaluated. Résumés are **limited to 2 pages per person**. Any certificates required by the advertisement are to be placed in Section 20.

Firm employed by Franklin Associates, LLC			
Name	<b>Abbe Ginn</b>	Years of relevant experience with this employer	2
Title	Project Manager	Years of relevant experience with other employer(s)	5
Degree(s) / Years / Specialization	BA / 2010 / Psychology		
Active registration number / state / expiration date	N/A		
Year registered	N/A	Discipline	N/A
Contract role(s) / brief description of responsibilities	Public Outreach Project Manager		
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).		
2025 – Present	Outreach Lead, Iberville Parish Master Plan Update		
2024 – Present	Public Outreach Support, Calcasieu River Bridge Project		
2023 – Present	Public Information Officer, Belle Chasse Bridge and Tunnel Replacement Project		
2020 – 2023	Marketing and Communications Specialist and Membership Development Specialist, Girl Scouts Louisiana East		

Firm employed by Franklin Associates, LLC			
Name	<b>Laura Livingston</b>	Years of relevant experience with this employer	2
Title	Consultant	Years of relevant experience with other employer(s)	6
Degree(s) / Years / Specialization	MS / 2022 / Environmental Policy and Management, Energy and Sustainability BA / 2015 / Political Science		
Active registration number / state / expiration date	N/A		
Year registered	N/A	Discipline	N/A
Contract role(s) / brief description of responsibilities	Public Outreach Consultant		
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).		
2025 – Present	Project Manager, Iberville Parish Master Plan Update		
2025 – Present	Outreach Specialist, Downtown Baton Rouge Master Plan III Update		
2025 – Present	Outreach Specialist, I-10 Widening Baton Rouge		
2024 – Present	Project Manager, Capitol Region Planning Commission - Regional Climate Pollution Reduction Plan		
2024 – 2025	Project Manager, Carbon Solutions LOCAETA Development		
2023 – 2024	Project Manager, DCFS Strategic Recruitment, Retention, and Public Outreach Campaign		
2023 – 2023	Project Manager, Great Plains Institute Carbon Management Roundtables		
2022 – 2023	Analyst, National Wildlife Federation Outreach and Engagement		

2021 – 2023	Program Manager, East Baton Rouge Emergency Rental Assistance Program
2021 – 2023	Program Manager, East Baton Rouge Office of Community Development Critical Home Repair Program

**17. Firm Experience:**

Identify the team's project experience most relevant to the scope in the advertisement. **The projects\*\*\* should be limited to a total of 20, with no more than 5 projects being represented by the prime consultant and with no more than 3 projects represented by each sub-consultant on the team. If more than 5 projects are identified for the prime consultant, all projects identified after the first 5 will not be evaluated. If more than 3 projects are identified for a single sub-consultant, all projects identified after the first 3 from that sub-consultant will not be evaluated.** Include no more than one page per project. Projects identified shall only include work performed by firms on the team. The projects identified do not necessarily need to have been DOTD projects.

Firm name	Franklin Associates		Past Performance Evaluation Discipline(s)*	Planning, Other (Public Outreach and Relations support)
Project name	<b>I-49 Inner City Connector, Stage 0 and Stage 1</b>		Firm responsibility (prime or sub?)	sub
Project number	H.003915	Owner's name	Northwest LA Council of Governments	
Project location	Caddo Parish		Owner's Project Manager	Kent Rogers
Owner's address, phone, email	625 Texas Street, Suite 200, Shreveport, LA 71101, 318-841-5950,	kent.rogers@nlcog.org		
Services commenced by this firm (mm/yy)	12/08	Total consultant contract cost (\$1,000's)	\$N/A	
Services completed by this firm (mm/yy)	ongoing	Cost of consultant services provided by this firm (\$1,000's)	\$507	

Franklin Associates assisted the lead project engineer and NLCOG in conducting stakeholder and public engagement for this 3.5 mile interstate corridor project intended to join two larger segments of existing I-40 both north and south of the city of Shreveport which presently terminate at I-220 and I-20 respectively. The corridor skirts west of downtown Shreveport, and within the eastern portion of Allendale / Ledbetter Heights - low income communities suffering from disinvestment, vacant properties, and underperforming public schools. Franklin identified and conducted meetings with five groups of project stakeholders spanning both Stage 0 and 1 of the project. These meetings informed the project team and client as they prepared to inform, converse and gather input from the general public in three rounds of public meetings. A Citizens Advisory Committee (CAC) was formed and met twice during the Stage 0 effort. Franklin conducted advertising efforts in advance of public meetings including canvassing adjacent neighborhoods and regional public libraries, distributing doorhangers, erecting signs, and drafting posts for project website and email marketing campaigns.

*\*the cost of consultant services are provided from the most recent stage (Stage 1)*

Firm name	Franklin Associates		Past Performance Evaluation Discipline(s)*	Other (Public Outreach and Relations support)
Project name	<b>Capital Region Planning Commission Regional Climate Pollution Reduction Plan</b>		Firm responsibility (prime or sub?)	sub
Project number	N/A	Owner's name	Sustainability Solutions Group	
Project location	East Baton Rouge Parish		Owner's Project Manager	Erica Brook
Owner's address, phone, email	11 Alex Cox Road, Tatamagouche, Nova Scotia,	erica@ssg.coop		
Services commenced by this firm (mm/yy)	02/24	Total consultant contract cost (\$1,000's)	\$400	

Services completed by this firm (mm/yy)	ongoing	Cost of consultant services provided by this firm (\$1,000's)	\$52
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As part of the Capital Region Planning Commission's Regional Climate Pollution Reduction Plan (CPRP), Franklin played a key role in leading stakeholder and public engagement, ensuring the planning process was inclusive, transparent, and grounded in environmental justice. Franklin supported project management activities and developed and implemented a pre-engagement strategy that included identifying and coordinating interviews with key stakeholders, preparing interview materials, conducting interviews, analyzing responses, and producing a summary report with key recommendations. Franklin also drafted the comprehensive outreach plan outlining engagement goals, strategies, and timelines, incorporating feedback from project partners. Throughout the project, Franklin supported key public-facing efforts, including public meetings, a climate action planning webinar, and review of branding and outreach materials. The team also designed and facilitated visioning focus groups, led targeted engagement with low-income and disadvantaged communities, and supported CCAP public meetings informed by pre-engagement findings. Franklin documented trends and insights from all outreach activities, delivering a summary of public input and climate priorities. These efforts ensured that community voices helped shape the region's strategy to reduce emissions, address climate pollution, and deliver cleaner air and healthier outcomes for residents across the Baton Rouge Metropolitan Statistical Area.

Firm name	Franklin Associates		Past Performance Evaluation Discipline(s)*		Other (Public Outreach and Relations support)
Project name	MOVEBR		Firm responsibility (prime or sub?)		sub
Project number	N/A	Owner's name	City of Baton Rouge – Parish of East Baton Rouge		
Project location	East Baton Rouge Parish		Owner's Project Manager		
Owner's address, phone, email	222 Saint Louis Street, 8 <sup>th</sup> Floor, Baton Rouge, LA 70802, (225) 389-3158, frairford@brgov.com		Fred Raiford		
Services commenced by this firm (mm/yy)	08/18	Total consultant contract cost (\$1,000's)	\$13,000		
Services completed by this firm (mm/yy)	ongoing	Cost of consultant services provided by this firm (\$1,000's)	\$1,458		

MOVEBR is the largest and most significant transportation infrastructure investment in East Baton Rouge Parish history, and Franklin leads the public outreach strategy to ensure widespread stakeholder engagement and awareness. The team develops and revises communication plans, manages and updates the project website (<https://movebr.brla.gov>), coordinates public meetings, and facilitates over 30 trainings and networking events to boost small business participation. Franklin also manages media relations, organizes ribbon cuttings and groundbreakings, and collaborates with elected officials to highlight project milestones, such as coordinating the National League of Cities' visit with the Mayor. Through consistent dissemination of accurate information via web, social media, email, direct mail, phone, and in-person events, Franklin addresses public concerns and keeps residents informed as projects move from design to construction. As of August 2024, Franklin has led four projects to groundbreaking and completed two ribbon cuttings, while engaging over 1,500 public comments and building a distribution list of more than 1,700 stakeholders.

Firm name	Franklin Associates		Past Performance Evaluation Discipline(s)*		Other (Public Outreach and Relations support)
Project name	Florida Corridor Master Plan and Public Engagement		Firm responsibility (prime or sub?)		sub
Project number	N/A	Owner's name	Build Baton Rouge		

Project location	East Baton Rouge Parish	Owner's Project Manager	Gretchen Siemers, AICP
Owner's address, phone, email	P.O. Box 148, Baton Rouge, LA 70821, 225-247-4886, gsiemers@buildbatonrouge.org		
Services commenced by this firm (mm/yy)	05/23	Total consultant contract cost (\$1,000's)	\$N/A
Services completed by this firm (mm/yy)	10/24	Cost of consultant services provided by this firm (\$1,000's)	\$1,458

As the Communications and Public Engagement Lead for the Florida Corridor Master Plan, Franklin developed and executed a comprehensive public engagement strategy aimed at transforming the corridor into a vibrant, connected community space. This included outreach to over 4,000 residents and stakeholders through public meetings, stakeholder briefings, social media, community events, surveys, and multilingual materials to ensure inclusive participation. Recognizing the corridor's role as a socioeconomic dividing line, the plan emphasized its potential as a unifying element, promoting equitable development with improved lighting, bike and pedestrian infrastructure, housing, and public spaces. Franklin created and managed the project's brand and website, <https://www.floridacorridorbr.com/>, which served as the central hub for updates and feedback. Through efforts such as targeted outreach to underrepresented groups, hosting pop-up events, and facilitating a stakeholder bus tour, Franklin ensured community voices shaped every phase of the plan while fostering transparency, trust, and a sense of ownership among all participants.

\* If there is more than one discipline included in the proposal, then indicate which discipline(s) this project is being used to represent.  
 \*\*This field cannot be left blank and N/A is not acceptable.

**The only disciplines to be used are: Appraiser, Bridge, CE&I/OV, CPM, Data Collection, Environmental, Geotech, ITS, Other (must specify), Planning, Right-of-Way, Road, Survey, and Traffic.**

~~~~Copy these disciplines exactly as they are listed above.~~~~

\*\*\* Consultants have the flexibility to determine what a project is though still limited to one project per sheet. For example, an IDIQ or other retainer-type contract can be considered a project for the purpose of this section.

**18. Approach and Methodology:**

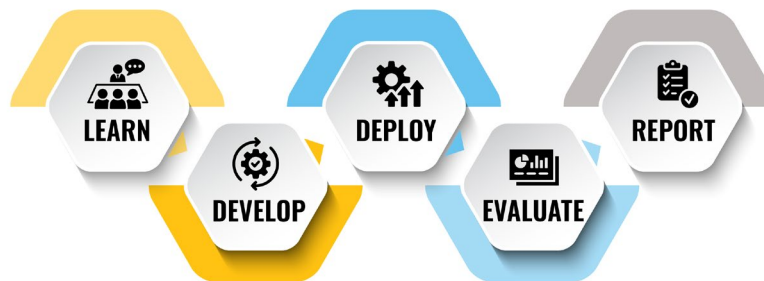
Provide a description of how the work will be performed and **provide the proposed project schedule**. Include any additional information or description of unique resources that are planned to be used to produce the deliverables. Include any proprietary technologies, methods or approaches that will be used on this project to improve quality or efficiency. If the proposal is for an IDIQ contract, the consultant should review the scope of services in Attachment A to the advertisement to obtain a general understanding of what a typical task order would entail. Based upon that understanding, the consultant should provide a sample schedule that identifies the major milestones, deliverables, tasks, etc., to demonstrate sufficient understanding of a typical task order. The duration of the task order is not required. This section shall be limited to four pages. **If more than four pages are included, all pages after the fourth page will not be evaluated.**

**If the consultant has information it believes is proprietary, label it accordingly.**

Approach and Methodology attached.

## APPROACH AND METHODOLOGY

Franklin Associates' motto is to Put People First and we bring this framework to each of our projects. The approach is focused on building open and honest communication channels with the citizens of each community in which we work. This is accomplished through our five-step methodology: **Learn - Develop - Deploy - Evaluate - Report**. Each step is interconnected with the goal of providing a clear rubric to accomplish deliverables.



During the **Learn** phase, the Franklin team will meet with the Regional Planning Commission (RPC) to identify goals and corresponding milestones of the project in order to create a comprehensive engagement plan to achieve the goals set forth. Franklin researches, analyzes, and monitors public perceptions, develops appropriate messaging and information dissemination channels, and works closely with our clients to develop and execute communications strategies that fit both the organizations and the communities we serve during the **Develop** phase.

The Franklin team works during the **Deploy** phase to integrate ourselves into the communities in which we work to truly understand stakeholders' needs and concerns and let that lead our work in order to meaningfully engage with the entire community. As the project progresses, Franklin will **Evaluate** feedback from stakeholders and **Report** back to the project team to implement into project plans. Throughout all phases, Franklin will work closely with the project team and RPC personnel to ensure timely and effective communication throughout the project's phases, ensuring project messaging is consistent across all channels and methods, and the gathering of meaningful input from community stakeholders is always accessible.

### Public Outreach and Involvement

The Franklin team believes the key to reaching success in the eyes of the local community will be in the development of a foundation of trust, support and ownership in the project. This foundation of trust will be grounded in a transparent process that is tied to a high level of transparency in the planning process and the swift responsiveness to citizen/citizen group inquiries.

The public participation process is designed to solicit and utilize robust public input into the project, which will affect area residents and business owners in some degree in the years to come. The first deliverable from the outreach team will be a formal Engagement Plan, in which we will outline specific tactics to be utilized on this

effort in coordination with the client. This assures that the approach is infused with local learnings. The team will review and digest prior plans for the area before moving into public-facing efforts.

Franklin's approach is based on more than 19 years of successful experience developing, deploying and documenting public involvement efforts tied to comprehensive plans, localized community improvement plans, and NEPA-guided transportation initiatives across the Southeast. Our team includes an AICP certified planner as well as a certified Project Management Professional.

Overall, we propose to engage the public utilizing a combination of robust outreach layers and numerous community-wide interactions as described below.

### Robust Outreach Layers

Our approach is such that on a project which will have significant impact on a community, such as this, it is imperative to take effective actions ahead of public meetings to build foundational framework through which we can successfully engage the publics that will be affected.

The Franklin team will begin with a collaborative kickoff meeting to confirm project goals, review the schedule, and establish clear communication with RPC staff. The Franklin team will conduct preliminary research to identify key stakeholders, including LADOTD, MPO leadership, parish officials, municipal governments, and other relevant public entities as well stakeholders whose perspectives represent the diverse populations within the region. These early interactions will help inform a practical and inclusive outreach plan, with a focus on understanding community priorities, and help identify trusted community disseminators who can extend the reach of our efforts by sharing information through established local networks. A review of existing planning documents, transportation policies and processes, expected areas of population or economic growth, current transportation challenges and priorities will help to shape the approach for subsequent phases. We will support RPC by coordinating the scheduling and logistics of engagement events, developing clear and accessible messaging materials, and tailoring outreach strategies to reflect the context of each community. Our team will lead the facilitation of public meetings across the region's nine parishes, ensuring each event is well-organized, objective-driven, and structured to collect useful input. Meeting formats will be adapted as appropriate, including open houses, tabling at existing events, or structured discussions. Outreach efforts will be supported through a range of communication tools, including traditional media, digital platforms, and coordination with local organizations to help distribute information efficiently. This outreach plan is designed to make the planning process more inclusive, creating space for community input to inform meaningful outcomes. This layered and locally responsive approach will help ensure every part of the project area is reached. As community engagement experts, we will develop tools and strategies that encourage broad participation, including from new and historically underrepresented groups, to help ensure equitable access and representation throughout the process.

## SCOPE AND BUDGET

### 1. PROJECT MANAGEMENT

Project management will cover the internal and project team meetings throughout the project lifecycle. Under this task, we will work with the client and team members to create a comprehensive outreach plan to engage key stakeholders and collect public sentiment.

- a. Kick off meeting
- b. Creation of project plan and schedule
- c. Project team meetings (16 meetings)

### 2. SCHEDULING

Franklin will coordinate engagement events by securing accessible, preapproved venues, managing outreach, and leveraging existing community events to expand participation. Franklin will also maintain an event calendar in coordination with RPC to ensure timely updates and posting to the RPC website.

- a. Creation of outreach schedule

### 3. MEETING & MESSAGING MATERIALS

Franklin will utilize RPC's core messaging to create customized materials for MTP engagement, such as invitations, presentations, flyers, posters, and digital tools tailored to each event and audience. A memo summarizing key messages will be submitted for review, followed by draft and final materials designed to inform the public, gather input, and clarify how feedback will influence the plan.

- a. Creation of messaging memorandum
- b. Develop materials and presentations

### 4. MEETING COORDINATION & FACILITATION

Franklin will coordinate and facilitate up to 16 engagement events throughout the region's nine parishes, as well as a Regional Prioritization Workshop for key stakeholders. For each event, Franklin will prepare a detailed event plan, oversee advertising and invitation efforts, lead all facilitation activities, distribute and collect MTP surveys, and record attendance, feedback, and meeting results, employing diverse outreach strategies to ensure broad participation.

- a. Coordinate public events (up to 16 meetings)
- b. Setup/facilitation of public events
- c. Creation of event invitation and promotional materials
- d. Compile event meetings and metrics
- e. Coordinate regional prioritization workshop
- f. Setup/facilitation of regional prioritization workshop

### 5. PERFORMANCE REPORTING

Franklin will submit monthly reports to RPC once engagements commence, summarizing key takeaways from each event and tracking outreach metrics, including event attendance, survey participation, demographics, and geographic representation. These reports will also include qualitative feedback

gathered from participants on the value of their input and understanding of the planning process, collected through an outcomes questionnaire.

- a. Creation of monthly report template
- b. Draft monthly report of event metrics
- c. Event questionnaire

**6. FINAL DELIVERABLES/WORK EFFORT SUMMARY**

As the project progresses, Franklin will compile the collected data gathered through stakeholder engagement to share with the team and compile into a technical memorandum summarizing all outreach activities and materials developed throughout the project.

- a. Draft technical memoranda

**TOTAL BUDGET:**

**\$68,500**

**19. Workload:**

For all contracts where a firm on the team is a prime consultant or sub-consultant and where **a)** the consultant selection was made by DOTD, and **b)** a contract was executed by the consultant and the contracting entity by the date the advertisement for this proposal was posted, list all work meeting the following criteria:

- 1) one of the team’s firms is responsible for the performance of the work;
- 2) authorization to perform the work has been provided, as provided in the contract between the consultant and the contracting entity;
- 3) the work has not yet been performed and invoiced; and
- 4) the work is not currently suspended for an indefinite period of time.

For indefinite delivery/indefinite quantity (IDIQ) contracts, list open Task Orders individually.

List only the portion of the fees attributable to firms on the team.

| Firm(s)<br><b>ALL FIRMS MUST BE REPRESENTED IN THIS TABLE</b> | Discipline(s) *                                 | Contract Number and State Project Number | Project Name                                                                                        | Remaining Unpaid Balance** |
|---------------------------------------------------------------|-------------------------------------------------|------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------|
| Franklin Associates                                           | Planning; Other (Public Outreach and Relations) | H.003915                                 | I-49 Inner City Connector, Stage 0 Environmental Assessment Project (Prime: Providence Engineering) | No current balance         |
| Franklin Associates                                           | Planning; Other (Public Outreach and Relations) | H.003915                                 | I-49 Inner City Connector, Stage 1 Environmental Assessment Project (Prime: Providence Engineering) | \$13,994.04                |
| Franklin Associates                                           | Planning; Other (Public Outreach and Relations) | H.004100.1                               | I-10 Widening Baton Rouge Stage 0                                                                   | No current balance         |
| Franklin Associates                                           | Planning; Other (Public Outreach and Relations) | H.004100.2                               | I-10 Widening Baton Rouge Stage 1                                                                   | No current balance         |
| Franklin Associates                                           | Other (Public Outreach and Relations support)   | H.004100.5                               | I-10 CMAR RCP Plans – Segment 1 (Prime: Providence Engineering/HUVAL)                               | \$45,127.65                |
| Franklin Associates                                           | Other (Public Outreach and Relations support)   | H.016075                                 | I-10 Washington Street Exit Canvassing (Prime: Stantec)                                             | No current balance         |
| Franklin Associates                                           | Planning; Other (Public Outreach and Relations) | H.013284                                 | MRB South GBR: LA 1 to LA 30 – Pre-NEPA (Prime: Atlas)                                              | No current balance         |
| Franklin Associates                                           | Planning; Other (Public Outreach and Relations) | H.013284                                 | MRB South GBR: LA 1 to LA 30: NEPA EA (Prime: Atlas)                                                | \$3,390.63                 |
| Franklin Associates                                           | Other (Public Outreach and Relations support)   | H.004791                                 | Belle Chasse Bridge pre-project public engagement (Prime: Franklin)                                 | No current balance         |
| Franklin Associates                                           | Other (Public Outreach and Relations support)   | H.004791                                 | Belle Chasse Bridge Replacement Project (Prime: Plenary)                                            | \$37,087.18                |
| Franklin Associates                                           | Other (Public Outreach and Relations support)   | H.003931                                 | Calcasieu Bridge Public Engagement                                                                  | No current balance         |

|                     |                                                 |          |                                                                                  |                    |
|---------------------|-------------------------------------------------|----------|----------------------------------------------------------------------------------|--------------------|
| Franklin Associates | Other (Public Outreach and Relations support)   | H.003931 | Calcasieu Bridge Design/Build Public Engagement (Prime: Plenary)                 | \$16,667.33        |
| Franklin Associates | Planning; Other (Public Outreach and Relations) | H.009213 | LA 3132 Extension – Stage 1 (Prime: Burk Kleinpeter)                             | No current balance |
| Franklin Associates | Other (Public Outreach and Relations support)   | H.005121 | LA 1 to LA 415 Connector (Prime: Providence Engineering)                         | No current balance |
| Franklin Associates | Other (Public Outreach and Relations support)   | H.003047 | Pecue Lane Environmental Planning (Prime: Providence Engineering)                | No current balance |
| Franklin Associates | Other (Public Outreach and Relations support)   | H.005121 | Sugarhouse Road Environmental Assessment (Prime: Meyer, Meyer, Lacroix, & Hixon) | No current balance |
| Franklin Associates | Other (Public Outreach and Relations support)   | H.001779 | Jimmie Davis Bridge Replacement Project (Prime: Reich)                           | No current balance |

(Add rows as needed)

DO NOT SUM

**\* The only disciplines to be used are: Appraiser, Bridge, CE&I/OV, CPM, Data Collection, Environmental, Geotech, ITS, Other (must specify), Planning, Right-of-Way, Road, Survey, and Traffic.** If a firm has more than one discipline for any single project, the firm can use multiple rows to express the remaining unpaid balance per discipline.

\*\* Round to the nearest dollar. **Do not** round to the nearest thousands. If there are no active contracts with a remaining unpaid balance, place N/A in the Remaining Unpaid Balance column. **NOTE: ALL FIRMS MUST BE REPRESENTED IN THIS TABLE.** LEAVING THE “REMAINING UNPAID BALANCE” COLUMN BLANK IS NOT ACCEPTABLE.

**20. Certifications/Licenses:**

If the advertisement requires submission of licenses and/or certificates, include them here. **Otherwise, leave this section blank.**

THIS CERTIFIES THAT

**Franklin Associates, LLC**  
dba N/A

**SOUTHERN REGION MINORITY SUPPLIER DEVELOPMENT COUNCIL**

\* Nationally certified by the: **SOUTHERN REGION MINORITY SUPPLIER DEVELOPMENT COUNCIL**

\*NAICS Code(s): 541820

\* Description of their product/services as defined by the North American Industry Classification System (NAICS)

06/25/2025  
**Issued Date**

06/23/2026  
**Expiration Date**

SR01130  
**Certificate Number**

*Ying McGulre*  
**Ying McGulre**  
NMSDC CEO and President

*Alvin-o Williams*  
**Alvin-o Williams**  
President/CEO

By using your password (NMSDC issued only), authorized users may log into NMSDC Central to view the entire profile: <http://nmsdc.org>

Certify, Develop, Connect, Advocate.

\* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®

**21. QA/QC Plan:**

If the advertisement requires submission of a QA/QC plan, include it here. Otherwise, leave this section blank. If a QA/QC plan is included in this section and was not required by the advertisement, it will be redacted.

N/A

**22. Sub-consultant information:**

If one or more sub-consultants will be used, provide the name, address, point of contact and phone number for each. Otherwise, leave this section blank.

| Firm Name<br>(Name must match exactly as registered with Louisiana's Secretary of State (SOS): including punctuation, include screenshot(s) from SOS at the end of Section 20) | Address | Point of Contact and email address | Phone Number |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------------------------|--------------|
| N/A                                                                                                                                                                            |         |                                    |              |
|                                                                                                                                                                                |         |                                    |              |
|                                                                                                                                                                                |         |                                    |              |

(Add rows as needed)

**23. Location:**

If location is an evaluation criterion for this advertisement (see page 2) and the prime consultant intends to establish a local presence, describe the plan for doing so. **Otherwise, leave this section blank. Any information included in this section will be redacted if not required by the Evaluation Criteria section of the advertisement.**

To establish a strong local presence for this project, Franklin leverages its extensive experience in transportation improvement projects across Louisiana, including major efforts with the LADOTD on I-10 Widening Baton Rouge, I-49 Inner City Connector, Mississippi River Bridge (MRB) South Connector, the Belle Chasse and Calcasieu River bridges replacements, the LA 3132 extension, and LA 1 to LA 415 connector, among others. As a part of the teams delivering the state's first public-private partnership (P3) transportation projects, the Belle Chasse bridge and tunnel replacement and the Calcasieu River bridge replacement project, Franklin brings proven approaches to a redefined model of infrastructure improvement that emphasizes transparency, equity, collaboration, and community impact. With a history of providing services in all 64 parishes, including Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John the Baptist, St. Tammany, and Tangipahoa, Franklin has deep statewide reach and understanding of regional dynamics. Project lead Abbe Ginn, based in the Greater New Orleans area, offers immediate accessibility and valuable local insight, ensuring consistent on-the-ground coordination and responsiveness throughout the lifecycle of the project. With our headquarters in Baton Rouge, Franklin is well-positioned to travel quickly and efficiently throughout south Louisiana, making us a trusted and accessible partner for local, regional, and statewide infrastructure efforts.



**Abbe Ginn**  
Project Manager



## EXPERIENCE OVERVIEW

Abbe Ginn has over a decade's experience in human services and communications. Her background includes an extensive history in supporting youth-serving nonprofits and uplifting marginalized communities. She has a proven record of delivering written, digital, and verbal communication materials that connect key populations to critical information on a variety of projects and services.

## EXPERIENCE

### **Public Information Officer, Calcasieu River Bridge Project, Lake Charles, LA, August 2024 – Present**

- Writes and disseminates public notices and press releases concerning project updates and impacts to the community.
- Maintains documentation of and coordinates responses to inquiries related to all aspects of the project, including residents, business owners, and government leaders.
- Presents information to the public via social media, open houses, community education events, and meetings with special interest groups.

### **Public Information Officer, Belle Chasse Bridge and Tunnel Replacement Project, Belle Chasse, LA, April 2023 – Present**

- Writes and disseminates public notices and press releases concerning project updates and impacts to the community.
- Maintains documentation of and coordinates responses to inquiries related to all aspects of the project, including residents, business owners, and government leaders.
- Presents information to the public via social media, open houses, community education events, and meetings with special interest groups.

### **Marketing and Communications Specialist and Membership Development Specialist, Girl Scouts Louisiana East, Metairie, LA, February 2020 – April 2023**

- Created print and digital collateral that told the brand's story.
- Grew social media performance across multiple platforms.
- Managed email marketing and web design for critical communication.
- Developed innovative methods to meaningfully engage 8,000 members.

## EDUCATION

- BA, Psychology; Minor, French, Widener University, 2010

## CERTIFICATIONS AND PROFESSIONAL AFFILIATIONS

- Sandler Selling System Certification, 2020
- Trauma Responsive Care Trainer, Columbus CARE Coalition, 2018
- Chair, Board of Directors, Food For Good Thought, January 2017 – July 2018
- YMCA of the USA Global Leader Certification, 2017
- YMCA of the USA's Trainer Skills Certification, 2017
- YMCA of the USA's Cultural Lenses Trainer, 2017
- YMCA of the USA Team Leader Certification – 2017

**Youth and Family Programs Director, East Jefferson YMCA, Metairie, LA, July 2018 – February 2020**

- Developed and implemented camp, childcare, sports, special needs, family, and youth programming for 9,000 members.
- Managed, recruited, and trained staff team of 65.
- Created marketing assets to increase membership and revenue.
- Stewarded departmental budget of \$350,000.

**Inclusion Specialist and Youth Development Director, YMCA of Central Ohio, Columbus, OH, February 2015 – July 2018**

- Developed best practices for disability services and ensured compliance to ADA law throughout association of 85,000 members.
- Created and marketed materials to improve effective communication across the association.
- Wrote grants and reported on their successful implementation.
- Oversaw camp, childcare, and youth programming; managed staff of 45.
- Instructed trainer in Dimensions of Diversity and Trauma Responsive Care.
- Facilitated initial accreditation of summer camp by the American Camping Association.

**Case Manager and Therapeutic Mentor, Mid-Ohio Psychological Services, Columbus, OH, November 2013 – February 2015**

- Bolstered clients' skills not yet attained through counseling.
- Served on Quality Committee to guide adherence to safety practices and aid in strategic planning for the organization.
- Established key partnerships with community agencies and connected clients to agency resources.
- Co-facilitated group therapy for adult sex offenders and youth adjudicated of sexual aggressions.
- Developed and aided clients in the adoption of safety plans to reduce recidivism and suicidality.

**Therapeutic Staff Support, T.W. Ponessa and Associates Counseling Services, Inc., Exton, PA, October 2010 – November 2013**

- Collected and reported data on clients' progress across multiple settings.
- Collaborated with interdisciplinary treatment team to create and implement behavior plans.
- Intervened one-on-one with children with diverse abilities to develop skills to manage behaviors.
- Transferred therapeutic intervention skills to family, teachers, and caregivers of clients.

**Teacher, KinderCare, West Chester, PA, January 2010 – October 2010**

- Utilized curriculum to educate children ages 1-5 during childcare, afterschool camp, and summer camp.
- Managed and maintained safety of children while onsite at the center and off-site at field trips.

## EMPLOYMENT HISTORY

Franklin Associates, Communication Specialist, April 2023 – Present

Girl Scouts Louisiana East, Marketing and Communications Specialist; Membership Development Specialist, February 2020 – April 2023

East Jefferson YMCA, Youth and Family Programs Director, July 2018 – April 2020

YMCA of Central Ohio, Inclusion Specialist; Youth Development Director, February 2015 – July 2018

Mid-Ohio Psychological Services, Case Manager; Therapeutic Mentor, November 2013 – February 2015

T.W. Ponessa and Associates Counseling Services, Inc., Therapeutic Staff Support, October 2010 – November 2013



**Laura Livingston, MS**  
Consultant



## EXPERIENCE OVERVIEW

Laura Livingston has over seven years of experience managing complex projects at all levels of implementation. She has built teams from scratch, including a multilingual staff of 10 for an emergency COVID-19 project, and continued to provide managerial support by implementing clear policies and procedures designed to increase efficiency. She can develop strategic plans for community engagement just as easily as she conducts interviews to compile feedback for clients. Laura also has experience writing grants and a track record of receiving funding, a testament to her attention to detail and ability to effectively articulate a project's scope from the beginning. Due to her background with environmental policy, Laura has led a number of projects that demand a firm understanding of energy and conservation regulations.

## EDUCATION

- MS, Environmental Policy and Management, Energy, and Sustainability, University of Denver, 2022
- BA, Political Science, University of Notre Dame, 2015

## EXPERIENCE

### **Outreach Specialist, I-10 Widening, Baton Rouge, LA, January 2025 – Present**

- Identify and inform project stakeholders.
- Provide public engagement coordination.
- Support the development of project materials and outreach surveys.
- Document and analyze outreach results.

### **Project Manager, Carbon Solutions, Baton Rouge, LA, November 2024 – March 2025**

- Develop a framework for listening sessions to solicit feedback about the client's air quality analysis tool to inform further development of the prototype.
- Identify stakeholders to participate in the listening sessions.
- Facilitate one virtual listening session with national stakeholders.
- Analyze and summarize stakeholder input into a comprehensive report.
- Supply carbon solutions with all event materials for use in future events.

### **Project Manager, Capitol Region Planning Commission Regional Climate Action Plan, Baton Rouge, LA, April 2024 – Present**

- Develop strategic outreach and engagement plan for the Baton Rouge MSA.
- Organize and facilitate interviews with key stakeholders.
- Establish and coordinate partnerships with a Community Working Group, a coalition of local outreach organizations, to assist with public engagement.
- Design and execute public outreach events throughout the Baton Rouge MSA.
- Facilitate four sector focus groups to solicit feedback about potential low-carbon scenarios.
- Analyze and summarize feedback into a comprehensive report.

**Project Manager, DCFS Strategic Recruitment, Retention, and Public Outreach Campaign Project, Baton Rouge, LA, May 2023 – June 2024**

- Developed strategic recruitment plan for staff and foster parents.
- Curated and facilitated media campaign for outreach efforts.
- Improved awareness for DCFS supportive services through communications plans.

**Project Manager, Great Plains Institute Carbon Management Roundtables, Baton Rouge, LA, February 2023 – June 2023**

- Developed strategic plan for community outreach and engagement.
- Collaborates with local environmental justice organizers to connect with community stakeholders.
- Conducts stakeholder interviews about opinions of carbon capture, utilization, and storage projects to reduce climate change impacts.
- Designed and facilitated four round table discussions with curated participants from communities around the state.
- Compiles feedback into a clear and detailed report for the client's use.

**Analyst, National Wildlife Federation Outreach and Engagement, State of Louisiana, October 2022 – February 2023**

- Facilitated 1-on-1 interviews with key climate mitigation and carbon management stakeholders.
- Designed and facilitated listening sessions to coordinate collaboration efforts between NWF and the public on proposed carbon management projects.

**Program Manager, EBR ERAP, Baton Rouge, LA, June 2021 – February 2023**

- Supervised the development and execution of an emergency COVID-19 relief program.
- Built a multilingual team of 10 while facilitating a positive and supportive team environment.
- Created policies and procedures using critical thinking and problem-solving skills.
- Engaged with external partners to create a community coalition for emergency housing assistance.
- Completed program analysis to identify opportunities for process improvement.

**Program Manager, EBR OCD, Critical Home Repair Program, Baton Rouge, LA, June 2021 – February 2023**

- Conducted all case management and client relations from application through project completion.
- Fielded inquiries about the program and explained the qualifications of participation.
- Received applications and assisted homeowners through the application process.
- Recorded and tracked all progress on applications and project development.
- Advocated for participant needs when adapting program offerings.

## EMPLOYMENT HISTORY

Franklin Associates, LLC, Project Manager, 2023 – Present

Habitat for Humanity of Greater Baton Rouge, Program Manager, 2019 – 2023

GaitWay Therapeutic Horsemanship, Operations Manager/Volunteer Coordinator, 2016 – 2019