

Firm Profile

Franklin Associates specializes in project management, disaster recovery, public relations and planning. We are a team who puts our talent, our passion and our energy into standing by our word. The first priority of our professionals is to put people first in the belief that our community's human resources are our most critical resources. We blend science with practical experience to develop innovative project solutions, and our approaches are infused with a focus on building open and honest communication channels with clients and constituents. Exceeding client expectations is our trademark, because each project that we take on represents a commitment to personally effecting positive outcomes – on time, every time.

Franklin Associates, created in 2005 is certified as a Minority Business Enterprise (MBE) through Louisiana's Minority Supplier Development Council. Franklin, formerly known as Franklin Industries, is also designated as a Louisiana Economic Development-certified Hudson Initiative firm. The boutique firm's core staff is comprised of five employees, with flex staff available for up to 150 positions as projects dictate. We currently have flex staff in New Orleans, LA, Farmingdale, NY and Manhattan, NY, while our headquarters is located in Baton Rouge, LA. Our specialties are utilized by clients in the following ways:

Planning/Transportation Practice

Franklin's team includes an AICP certified urban planner to offer a more comprehensive level of service to our clients. For local projects, this is an invaluable asset as a planner trained in landscape architecture is available at a moment's notice to participate in site surveys, data gathering, impromptu meetings, and more.

As land use and transportation planners work to create useable options for a municipality or region, our firm also builds communication bridges between numerous project partners. By personally assisting in fostering cooperation

between entities, the Franklin team helps these projects reach a positive conclusion and lays the groundwork for effective implementation. Our firm is both trained and experienced in delivering high level federally required engagements, including those tied to NEPA.

Project Management/Disaster Recovery Practice

Franklin's commitment to the highest levels of customer service has enabled the company to provide quality project management and staffing services across numerous fields. The firm's founder, Perry J. Franklin, Sr., has a solid background in community redevelopment and communications that has led to positive management and staffing efforts on numerous large and small-scale CDBG and HMGP funded projects, most within the disaster recovery industry. The team's approach is simple: Find the right solutions and implement them quickly and effectively, while keeping the client fully informed at every step. From managing municipal projects to coordinating efforts after devastating natural disasters, the Franklin team and its certified Project Management Professional are able to bring clear-headed, efficient approaches to a wide variety of projects.

Communications Practice

Our clients rely upon our communications expertise to develop and implement long-term strategic communications approaches in the public relations, media relations, community relations, public outreach/education and governmental relations arenas.

Our team 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 organization and the community. Franklin provides effective professional

facilitation, strategic planning, issues management and crisis communications services to its clients as needed.

Franklin's team includes experienced trainers, facilitators, event planners, person-to-person outreach staff and media relations professionals in addition to registered lobbyists in-house for seamless coordination.

Awards

At Franklin Associates our team of professionals work hard to deliver the highest quality services in a timely manner. We are flattered that others have noted this effort and have recognized us with the following awards:

- *Franklin was part of the consultant team (with Providence) who received a 2012 Louisiana Chapter of the American Planning Association "Planning Excellence" award for the I-49 Inner City Connector Stage 0 Planning Process. This project is located in Shreveport.*
- *Franklin was part of the consultant team (with Goody Clancy) who received a 2013 Louisiana Chapter of the American Planning Excellence Award for the "Great Expectations: Shreveport-Caddo 2030 Master Plan". This is the comprehensive plan for Shreveport and Caddo Parish.*
- *Franklin was part of the consultant team (with Design Workshop) who received the Texas APA Chapter's "2013 Long Range Planning Award" for the City of Huntsville Housing and Economic Development Plan.*

OUR PROCESS

