

# JLA Public Involvement

## Exclusivity Policy

Updated February 2, 2011

1. As a specialty firm in public involvement/outreach/communications and a WBE/DBE, JLA typically does not go exclusive when teaming with other firms. However, we recognize that each firm desires to develop their own unique approach to teaming/proposal development and we strive to work with them to create that.
2. In making a decision about exclusivity, the following will be considered:
  - a. The project is a continuing phase of, or directly related (in geography/scope) to, an effort for which JLA was a member of the team that did or is doing the related work (an example might be NEPA to Final Design).
  - b. JLA is the primary partner (or an equal partner) on the team, including being part of the management team and fully integrated in ongoing strategy.
  - c. JLA is the public involvement task lead and has final decisions on who else may be included on the team for PI.
  - d. The understanding of exclusivity must be in writing to ensure both parties are operating under the same assumptions.
3. If JLA is on more than one team:
  - a. We make sure each team knows we are not exclusive, and we do not share the names of the other team(s) we are on, unless that information is widely known.
  - b. We assign the same lead staff to each team, unless we determine that a firm's public involvement approach is distinct enough to require different JLA staff involvement.
  - c. We conduct our own research to develop a base-level project understanding. Based on this, JLA develops a general public involvement approach that is made available to all teams.
  - d. JLA will then work with the individual teams to tailor JLA's general approach for each team – using their proprietary approach, unique insights, information and ideas to do so. JLA always maintains strict firewalls and confidentiality between teams and we never share proprietary information.
  - e. If more than one team is selected for an interview, we balance the needs of the firms for practice time. We make a reasonable effort to provide as much time to each team as we would if they were the only team.
4. JLA encourages teams to fully engage our firm in the proposal strategy and interview preparation for proposed projects. It is our experience that the proposals and interviews are much stronger, with a greater chance of success, when JLA is fully integrated in discussions.