

ATTACHMENT C

STATEMENT OF QUALIFICATIONS (SOQ)

(Revised Pursuant to Addendum No. 1, August 12, 2016)

Section 1: ADR Provider Contact Information & Languages			
Last Name	Lawson	First Name	Jeanne
Company Name	JLA Public Involvement		
Business Address	1110 SE Alder Street, Suite 301		
City	Portland	State	OR
Zip Code	97214	Phone 1	(503) 235-5881
E-mail	jeanne@jla.us.com		
Web Site	www.jla.us.com		
Languages Spoken	English	Fax #	(503) 230-4877
Section 2: Provider Overview			
<p>The following Section provides a brief overview of the provider’s experience and qualifications</p> <p>Jeanne Lawson, principal and founder of JLA Public Involvement, is recognized as one of the leading voices and innovators in the field of civic engagement and collaborative governance. Having employed her values-based decision making model since the mid-1980s, Jeanne is widely known for her expertise in designing and managing comprehensive public involvement programs that strive to build constructive two-way communication and consensus-based solutions between public agencies and policy makers and the communities and stakeholders involved with their planning and decision-making efforts.</p> <p>Jeanne is a highly sought after facilitator and public-involvement/decision-making strategist. During her career, she has led public and interjurisdictional processes for contentious or sensitive policy issues, the siting of complex public infrastructure (light rail, road, rail, bridge, wastewater treatment, water storage, etc.), parks, watershed and natural area restoration, land use, community visioning, environmental justice, agriculture and other projects. Her processes have required building consensus at a full range of political and community levels: state, federal and local governments, governors and legislators, neighborhoods, industry, etc.</p> <p>Jeanne was instrumental in the establishment of the International Association for Public Participation. She co-authored the IAP2 core values that are now internationally recognized as professional standards for the practice. Jeanne has received numerous accolades. The Women in Transportation Seminar (WTS) recognized her as its 2011 Woman of the Year “...for not only directly contributing to the advancement of public involvement ... but also for continuing to advance best practices ... Jeanne’s work in public involvement, particularly for transportation projects, has not only enhanced the field, she has defined what public engagement truly means.”</p>			

Section 3 Services Offered and Rate			
Type of Service Key Person Desires to Offer & is Qualified to Offer	ADR Provider Billing Rate per hour	Support Staff Billing Rate Per Hour (Rate/Title)	The following items, if checked, are expenses that may be passed through at cost to the agency (See Price Agreement for details):
<input type="checkbox"/> 1. A <i>Mediation General Practitioner</i> is an impartial third party who assists two or more parties in reaching a mutually acceptable resolution to a controversy. These Practitioners have broad mediation experience and skills and are able to adapt mediation to a wide variety of circumstances, including workplace disputes.	00.00	00.00 to 00.00 (range) Administrative Assistant	___ Copy/print charges ___ Facility Use/ Rental Fees
<input checked="" type="checkbox"/> 2. A <i>Facilitation General Practitioner</i> is an expert at helping large groups work effectively towards a desired objective. These Practitioners have sufficiently broad experience and skills so as to be able to design and facilitate a large group process to achieve variety of goals or objectives.	183.68	47.00 to 89.00 (range) Administrative Assistant	___ ✓ Copy/print charges ___ ✓ Facility Use/Rental Fees
<input checked="" type="checkbox"/> 3. A <i>Public Policy Facilitator</i> is an expert at helping governmental entities and diverse stakeholders reach agreement on controversial public policies or public projects, often within a complex legal, political or regulatory context. These providers are experienced at assessing, designing, convening and facilitating collaborative processes.	183.68	Up to 47.00 Admin 1 Up to 80.00 Admin 3 Up to 78.00 PI Specialist 1 Up to 89.00 PI Specialist 2 Up to 102.00 PI Specialist 3 Up to 118.00 PI Specialist 4 Up to 134.00 PI Specialist 5	___ ✓ Copy/print charges ___ ✓ Facility Use/Rental Fees
<input checked="" type="checkbox"/> 4. A <i>Public Involvement Practitioner</i> is an expert at helping governmental entities engage the public on public issues or projects. These providers are able to design and implement an appropriate public involvement process from projects that seek to inform or educate the public to projects that allow for greater public involvement via consultation or collaboration.	183.68	Up to 47.00 Admin 1 Up to 80.00 Admin 3 Up to 78.00 PI Specialist 1 Up to 89.00 PI Specialist 2 Up to 102.00 PI Specialist 3 Up to 118.00 PI Specialist 4 Up to 134.00 PI Specialist 5	___ ✓ Copy/print charges ___ ✓ Facility rental fees ___ ✓ Mail or bulk email fees ___ ✓ Telephone charges ___ ✓ Website hosting, online software or online services fees ___ ✓ Video production services ___ ✓ Other Subcontractors

Section 4A: Does the Provider charge travel expenses to provide services in your area?

County or County Area	Available to work in this area without charging travel expenses.	Available to work in this area but will charge travel expenses
1 Clatsop, Columbia, Tillamook – Counties	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2 Washington, Multnomah – Counties	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3 Polk, Marion, Yamhill – Counties	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4 Lincoln, Benton, Linn – Counties	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5 Lane – County	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6 Douglas – County	<input type="checkbox"/>	<input checked="" type="checkbox"/>
7 Coos, Curry – Counties	<input type="checkbox"/>	<input checked="" type="checkbox"/>
8 Josephine, Jackson – Counties	<input type="checkbox"/>	<input checked="" type="checkbox"/>
9 Hood River, Wasco, Sherman, Gilliam, Wheeler	<input type="checkbox"/>	<input checked="" type="checkbox"/>
10 Jefferson, Crook, Deschutes – Counties	<input type="checkbox"/>	<input checked="" type="checkbox"/>
11 Lake, Klamath – Counties	<input type="checkbox"/>	<input checked="" type="checkbox"/>
12 Morrow, Umatilla - Counties	<input type="checkbox"/>	<input checked="" type="checkbox"/>
13 Wallowa, Union, Grant, Baker – Counties	<input type="checkbox"/>	<input checked="" type="checkbox"/>
14 Harney, Malheur – Counties	<input type="checkbox"/>	<input checked="" type="checkbox"/>
15 Clackamas – County	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Section 4B: Hourly Travel Charges. *If, in addition to allowable travel expenses, the Provider will charge for travel time and the travel time of administrative assistants or staff, or both, the hourly travel rate for Proposer and each of Proposer’s administrative assistant and staff must be identified here: :*

The provider and other staff will charge for travel time at the hourly rates shown in Section 3. JLA works with clients to set maximum hours per day for travel.

Section 5: Standards the Provider Subscribes to and Licenses Held

- Oregon Mediation Association Core Standards of Mediation Practice, April 23, 2005
(<http://www.mediate.com/oma/pg61.cfm>)
- Association for Conflict Resolution, Model Standards of Conduct for Mediators, 2005 revisions.
http://www.imis100us2.com/acr/ACR/Resources/Model_Standards/ACR/Resources/Model_Standards.aspx?hkey=315fc2bd-2cac-422b-82bf-b3160b6a1b08
- Model Standards of Practice for Family and Divorce Mediation
http://www.imis100us2.com/acr/ACR/Resources/Model_Standards/ACR/Resources/Model_Standards.aspx?hkey=315fc2bd-2cac-422b-82bf-b3160b6a1b08
- International Association for Public Participation (IAP2), Code of Ethics for Public Participation Practitioners (See
<http://www.iap2.org/displaycommon.cfm?an=1&subarticlenbr=8>)
- Other professional standards that the provider subscribes to:
 - Oregon State Bar #
 - Other professional licenses:

Section #6: Provider's Specialized Areas of Expertise		
Area of Expertise	Sub Specialty	Areas of expertise
Business and Finance	General	<input type="checkbox"/>
	Investment and Finance	<input type="checkbox"/>
	Patents or Intellectual Property Rights	<input type="checkbox"/>
Civil Rights	Civil Rights	<input checked="" type="checkbox"/>
Consumer	All Types, Consumer-Merchant Disputes	<input type="checkbox"/>
	Assistive Technologies	<input type="checkbox"/>
	Vehicle Sales, Service or Repair	<input type="checkbox"/>
Cultural	Cross Cultural, Ethnicity, or Related Fields	<input checked="" type="checkbox"/>
Education	Education	<input checked="" type="checkbox"/>
	Special Education	<input type="checkbox"/>
Environmental	Agricultural Exceptions (goal 2)	<input checked="" type="checkbox"/>
	Agriculture	<input checked="" type="checkbox"/>
	Air, Land and Water Quality	<input checked="" type="checkbox"/>
	Coastal	<input checked="" type="checkbox"/>
	Endangered Species or Wildlife	<input checked="" type="checkbox"/>
	Energy	<input type="checkbox"/>
	Forestry	<input type="checkbox"/>
	Hazardous Materials and Environmental	<input checked="" type="checkbox"/>
	Other Natural Resource Related	<input checked="" type="checkbox"/>
	Water Resources, Wetlands	<input checked="" type="checkbox"/>
Governmental and Regulatory	Government-to-Government (e.g., state-tribal)	<input checked="" type="checkbox"/>
	Professional Licensing	<input type="checkbox"/>
	Public Utilities	<input checked="" type="checkbox"/>
Human Services	Child Dependency and Permanency Planning (Adoption)	<input type="checkbox"/>
	Disability	<input type="checkbox"/>
	Family Services, including Service Plans	<input type="checkbox"/>
	Health Care	<input type="checkbox"/>
	Senior Services	<input type="checkbox"/>
	Social Services	<input checked="" type="checkbox"/>
	Vocational Rehabilitation	<input type="checkbox"/>
	Public Assistance - AFS	<input type="checkbox"/>
International	International	<input type="checkbox"/>
Labor and Employment	Collective Bargaining and Labor	<input type="checkbox"/>
	General Employment and Human Resources	<input type="checkbox"/>
	Workers' Compensation	<input type="checkbox"/>
	Workplace Interpersonal Disputes	<input type="checkbox"/>
Torts or Insurance Claims	Torts or Insurance Claims	<input type="checkbox"/>
Transportation, Housing and Land Use	Construction Industry & Contracts, Civil Engineering	<input type="checkbox"/>
	Eminent Domain	<input type="checkbox"/>
	General Planning	<input checked="" type="checkbox"/>
	Growth Management	<input checked="" type="checkbox"/>
	Housing	<input checked="" type="checkbox"/>
	Land Use	<input checked="" type="checkbox"/>
	Railroad	<input checked="" type="checkbox"/>
	Real Property	<input type="checkbox"/>
Siting Controversial Projects or Facilities	<input checked="" type="checkbox"/>	

Section 7: Relevant Education and Training

Jeanne received advanced certification from the Institute for Participatory Management and Planning (1985). She completed her BFA coursework in Theatre at Southern Oregon College (now State University) receiving it's highest honor – the Angus Bowmer Award – in 1976, as well as Communications coursework at Westmont College (1972-74). She is a lifetime honorary member of the California Scholarship Federation.

Section 8: Relevant Training Conducted by the Provider

Jeanne has been an adjunct professor for Portland State University's Toulan School of Urban Studies and Planning, teaching the graduate course "Concepts in Citizen Involvement," and has served as a guest lecturer for various related PSU courses. She has led agency-wide trainings in stakeholder engagement for several government agencies (including mid and higher level management of Portland Community College, ODOT, Portland Bureau of Envl. Svcs, etc.). She has conducted trainings for the International Association for Public Participation, the American Planning Association, Women Transportation Seminars, and other professional associations. A number of her strategic tools were used as a basis for IAP2's training module, including her "Levels of Involvement" that were the basis for IAP2's "Spectrum of Participation."

Section 9: Workplace Mediation Experience

Section 10: Litigation Settlement Related Experience

Section 11: Overall Mediation Experience

Jeanne does not promote herself as a mediator and is not seeking selection as a mediator. She has, however, conducted a number of successful mediations at the request of agencies and neighborhoods for which she has developed trust by the key parties through other collaborative problem-solving processes she facilitated. Recent examples include:

- Mt. Tabor Reservoir decommissioning – identifying a mitigation plan by working with the Water Bureau, two neighborhood associations, historic and environmental advocates.
- Hazel Dell House Good Neighbor Agreement - between the boys, staff and owner of a group foster home for troubled youth and the surrounding neighbors. The agreement provided a basis for a new County ordinance.

Section 12: Facilitation Experience

The focus of Jeanne's 30-plus years in the field have been on designing and managing comprehensive public involvement and collaborative governance programs. The vast majority of these, as well as numerous single meeting or short-term processes, have

included an event or series of events she facilitated to engage affected stakeholders and communities. Formats have included public workshops, open houses, charrettes, forums, partnering sessions, panels of multijurisdictional decision-making bodies, and other multi-stakeholder events (an estimated 10,000 or more hours). These facilitations have brought together groups of just a few to more than 800 people. She has worked equally effectively with high-level officials and electeds, neighborhoods, marginalized populations (disabled, non-English speaking, low-income, non-white, etc.), advocacy groups, business, technical experts and others to identify shared values and gain understanding. The subjects of the facilitations (see Section 2) have covered policy, infrastructure, planning, environment, recreation, etc. The purposes of the facilitations have ranged from information/education, to issues identification, to alternatives development, to strategic planning, to problem solving and consensus building. Approximately 75 percent of this work has been within and throughout Oregon.

Jeanne recognizes that every meeting needs to be uniquely designed for the specific purpose of the group and of that particular meeting, the needs of the project or issue, and for the needs, cultures, expectations and abilities of the communities and stakeholders that are to participate. Over the past 30 years, she has helped pioneer meeting formats that are today in common use, such as the guided open house and the open forum public hearing. Today, many if not most of her public meetings are coupled with an online open house to ensure broader access and input.

In addition to the principles of respect, neutrality and transparency, Jeanne is guided in her process design and facilitation by a firm commitment to keep meetings purpose-driven; participants know their efforts are being used in meaningful ways, and participants operate with a jointly understood purpose – overall and for each meeting. Jeanne also understands that in communities and on issues with a contentious history, it is especially important that participants are able to trust that she will not only help them achieve their purpose, but that it is her job to keep them emotionally “safe,” thus allowing for a productive process and leaving the community better able to work together in the future. Participants also need to understand the context, need, history, and how their input fits into an overall engagement process, and trust that the public agency decision makers will be responsive and accountable.

Large group facilitation was a part of most of the recent case examples included with this application. Several of particular note that demonstrate a variety of approaches and situations include:

- Governor’s Transportation Vision Panel Regional Forums (11 meetings statewide)
- Recreational Marijuana Implementation Listening Meetings (11 meetings statewide)
- Mt. Tabor Reservoir Disconnection Town Halls (2)
- Transportation Safety Action Plan, Listening Meetings (5 statewide)
- Powell Butte Park Master Plan (2 guided open houses, 1 charrette)

Section 13: Public Policy Facilitation Experience

Jeanne has designed and facilitated more than 200 public advisory groups, task forces, sounding boards, think tanks, steering committees, legislative rules advisory committees, and other groups. These efforts have included governor-appointed committees to address legislation; state-wide policy committees; stakeholder advisory committees to form consensus between diverse interests; and multi-jurisdictional committees to form consensus on regional issues directly affecting multiple cities,

counties and/or other agencies. Additionally, Jeanne has facilitated many advisory and steering committees for highly complex and/or contentious public infrastructure or planning projects. These groups have included high-level officials and electeds, neighborhoods, marginalized populations, advocacy groups, business, technical experts, etc.

Among her first processes was the Tualatin River Watershed project, for which Jeanne led a community advisory committee of neighborhood, business and environmental interests and a steering committee representing all mayors and county commissioners in Washington County to a full consensus on the formation of a tax structure for a new surface water authority. Today, she is facilitating a group of Portland area mayors, county chairs and Metro Councilors to form consensus on new land use legislation. Simultaneously, she is facilitating a highly diverse group of farmers on new rules to control Blackleg, a disease threatening agriculture in the Willamette Valley.

As with general facilitation, a key to Jeanne's approach is to map out a clear step-by-step consensus-building process based on the specific needs of the process. Frequently, this includes agreement on operating protocols for the group; the problem or purpose/need for the effort; the values/issues; the evaluation framework (goals, objectives, methodology); the range of options; evaluation of the options; and selected option/plan.

We estimate Jeanne's overall hours in this category as well over 15,000. While a handful of these facilitations consisted of three or fewer short meetings (less than 40 hours), most of them would have exceeded 40 hours. Some of the groups were in place over several years. Approximately 75 percent of her work has been within and throughout Oregon.

Project examples include:

- Transportation Safety Action Plan, Policy Advisory Committee
- Blackleg Rules Advisory Committee
- Statewide Transportation Improvement Program and Least Cost Planning, Policy Advisory Committee
- Washington Park Reservoir, Community Sounding Board

Section 14: Experience as a Public Involvement Practitioner

Public involvement has been the overall context and purpose of Jeanne's career, and she has dedicated her professional life to the improvement and expansion of public involvement and collaborative governance practices in the Northwest and beyond. With more than 30 years of experience, she has easily exceeded 35,000 hours in the overall practice, with many of these being in and around Oregon. As discussed in Sections 2, 7, 8, 12 and 13, Jeanne has been a pioneer and master in the field. In the Northwest, her projects have set unofficial as well as official standards and expectations for other projects to follow. She continues to succeed due to the legitimacy and thoroughness of her time-honored tools and approaches coupled with her ability to innovate and seek out new approaches and tools. For instance, while not ignoring the importance of traditional interpersonal tools, she and her staff have introduced new meaningful ways to cost-effectively engage people with e-participation (technology-based) tools including interactive online maps, online meetings, engaging websites, social media strategies and more.

Beyond her facilitation expertise, Jeanne's public involvement work includes all aspects of public involvement programs from strategy through implementation, including issues and stakeholder identification and tracking, public outreach and information, decision-maker briefings, news media, environmental justice assessments and programs.

Jeanne has helped a number of agencies develop their public involvement standards, including Oregon Metro's Best Practices.

Samples of her experience included in this package include:

- Washington Park Reservoir Improvements
- Transportation Safety Action Plan
- Powell Butte Park Master Plan