



Winston/Terrell Group, Inc.
Public outreach and Public
involvement

Formed in 2001, Winston/Terrell Group is recognized as a leader in building consensus on public input and assisting government entities in delivery of service. The principals of Winston/Terrell Group, Robin Winston and Pat Terrell, have extensive experience in local, state and federal government. Throughout their public lives, they have been involved in developing public input on policy initiatives and public programs.

Winston/Terrell's experience in developing effective community relations and public outreach efforts includes the following clients:

- **Indianapolis Clean Stream Team.** Winston/Terrell is the lead consultant on expanding minority business development opportunities and building public consensus for the City of Indianapolis' Combined Sewer Overflow project. Winston/Terrell staff has attended neighborhood meetings to discuss the project and developed presentation packets for appointed and elected officials. The firm will play a key role in working with neighborhood leaders as the \$1.2 billion project moves forward.
- **Veolia Water.** Veolia Water, NA formerly USFilter, engaged Winston/Terrell to assist in managing operations for the City of Indianapolis' water utility. Winston/Terrell will assist in developing and mentoring minority business enterprises. The firm has already developed criteria for Veolia's philanthropic activities. A key element of Winston/Terrell's work with Veolia will be working with appointed and elected officials in a government affairs capacity.
- **Columbus Arts Consortium.** The firm was selected to coordinate public outreach activities in support of membership development and fundraising support for five (5) local arts organizations. The plans will include building databases, developing support from key stakeholders in the community and identifying potential funding sources for the consortium.
- **Metropolitan Planning Organization.** The firm will assist with public outreach activities relative to the development of a transit corridor plan for Marion County Indiana. The plan, funded with federal dollars, will provide a blueprint for future growth along the I-69 corridor.
- **Trump Casino and Resorts.** Winston/Terrell played the primary role in building consensus for the award of a casino operation license for Trump's Orange County, Indiana location. The firm established a rapport with local residents, businesses, elected and appointed officials on the successful endeavor.



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- **Jefferson County Public Schools (Kentucky), Lafayette School Corporation(Indiana), Anderson Community Schools (Indiana), Clark-Pleasant Community Schools (Indiana), Whiteland Community High School (Indiana), Indiana State Senate Democratic Caucus, City of Columbus (Indiana).** The firm conducted public interest surveys to gauge the attitudes on current issues. Information provided a blueprint for public policy decisions and political campaigns.
- **Columbus Utilities.** The Winston/Terrell Group was selected to coordinate public outreach activities in support of an \$80M infrastructure improvement project. The firm developed a website, inserts for direct mail, briefing packets for officials and an overall brand for the successful initiative.
- **Greater Indianapolis Neighborhood Initiative.** Winston/Terrell was selected via competitive bid process to facilitate an initiative charged with developing long-range plans for a major neighborhood in Indianapolis, Indiana. The plans will reflect the input of residents, businesses, the faith-based community and other key stakeholders. In addition, the firm will help facilitate meetings with appointed and elected officials.
- **Knozone.** Winston/Terrell developed marketing plans designed to inform the public of the negative effects and impacts of ground-level ozone contamination. In addition, Winston/Terrell secured sponsorship for outreach efforts by the City of Indianapolis to better inform citizens and to encourage activities to reduce air pollution.
- **Indiana State Department of Health.** Winston/Terrell completed a comprehensive analysis of Indiana's activities to combat bio-terrorism threats. The study was the precursor in the receipt of \$27 million in federal funds to assist Indiana in that effort.
- **Indiana State Department of Health.** Winston/Terrell was selected to conduct Media Advocacy trainings for a variety of no-profit organizations in Indiana. The firm developed a media guide, an associated training manual and will ultimately conduct workshops in eight (8) locations across Indiana
- **Community Development Division of the Indiana Department of Commerce.** Both principals of Winston/Terrell Group worked in the Community Development Division of the Indiana Department of Commerce. During their tenure with the division, they participated in numerous community meetings seeking public input and approval on projects including wastewater improvements, parks expansion, streetscape enhancements and historic preservation.

