

THE McCORMICK GROUP

Capability Summary

Located in Indiana
8888 Keystone Crossing, Suite 1300
Indianapolis, Indiana 46240
Public Relations Firm Serving Indiana, Illinois, Ohio and Michigan
www.mccormick-group.com



Capability Statement

Value driven, hands on, The McCormick Group is a full service public relations firm specializing in comprehensive outreach to public and private constituencies. With 39 years of experience, The McCormick Group leverages a multidisciplinary approach to meet or exceed client objectives. This firm's service portfolio is centered in two core disciplines, public outreach and market research, with a specialized practice dedicated to transportation specific public outreach. Known for its attention to detail, we deliver on time, on budget. The McCormick Group has proven experience that allows each client the opportunity to realize superior results. We distinguish ourselves by the quality of work that we produce.

Core Competencies

Public Outreach including:

- **Public Involvement Plan development:** guiding public outreach initiatives, including compliance with recent U.S. *Department of Transportation Practices for Meaningful Public Involvement*. 100% success with plan approval.
- **Civic, business, grass roots audience identification/outreach:** Applying customized outreach strategies for audience identification/outreach following project location specific demographics.
- **Public Outreach meeting execution:** Virtual and onsite facilitation, known for management presence and innovative outreach strategies.

The McCormick Group understands FTA, FHWA, DOT, FRA and NEPA Tier 1, Tier 2, DEIS and FEIS communication requirements. This firm has an extensive network of grassroots organizations and is known for its ability to inform and broaden stakeholder participation.

Market Research including:

- **Focus Group, individual, small group interviews, online survey execution:** Recruiting participants, developing survey questionnaires moderator's guide, facilitating discussion, providing summary results.
- **Message development, communication audit and strategy applications:** Utilizing keyword identification linked to message goals.



Company Snapshot

Public Relations/Communications

Primary NAICS Codes:

- 541820 – Public Relations
- 541612 – HR Consulting
- 541618 – Business Management
- 611710 – Educational Support

Government Registrations:

- CAGE: 9XNL7
- UEI: RYFHP26E3GG9

Socio Economic:

- Minority-Owned, Woman-Owned Business, M/WBE
- Certified Disadvantaged Business Enterprise, DBE, Illinois, Indiana, Ohio

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Past Performance Examples

- **Delivered** in 29 months, 1,500,000 non-paid media exposures, conducting 53 meetings with 1,673 attendees, managing a 24 hour customer service response line, dedicated project office and responding to 2,269 public inquiries for the successful \$800 million, Accelerate 465 INDOT reconstruction project, serving as Public Involvement Lead.
- **Selected** as Deputy Public Outreach Coordinator for the final segment of the estimated \$4 billion, I69 Finish Line project, culminating 10 years of I69 public outreach experience in prior section public outreach, including environmental evaluations, stakeholder outreach, special event planning/execution, coordination of emergency responders and maintenance of traffic communications.
- **Represented** the State of Indiana in the tri-state High Speed Rail Investment Study which included Michigan and Illinois. Facilitated public outreach with local leaders and government agencies, noted for grassroots outreach and stakeholder influencer identification. The outreach templates established by The McCormick Group were duplicated in Illinois and Michigan. Contributions to program communication by The McCormick Group were unrivaled in the 300 mile project corridor. *Across our project portfolio, The McCormick Group has consistently received high customer satisfaction ratings for providing solutions that assist the technical decision process.*