

CLIENT: Crosby Municipal Utility District (MUD) in collaboration with Pate Engineers, Inc.

SERVICES: Public Relations | Community Engagement

OBJECTIVE: The Crosby Municipal Utility District in an effort to continue to develop the infrastructure of the community engaged Pate Engineers to assist in updating water & sewer lines in a small predominately African-American community. To ensure appropriate grant funding they were required to secure income survey's from 90% of the homeowners in the community.

STRATEGY: The project required the use of traditional and nontraditional public relations strategy, strong communications messaging, and an understanding of community issues through neighborhood engagement. First, we identified and met with a small group of community leaders to set realistic expectations and identify a place of consensus. After meeting and establishing relationships with key community stakeholders we hosted a community meeting for all residents to learn about the program, hear potential community benefits and answer questions regarding the grant money and survey requirements. Finally, we communicated directly with each community member through the use of a direct mail postcard describing the project in general, letter of invitation to the community meeting, telephone campaigns to ensure participation, door-to-door literature drops and income survey procurement.



CASE STUDY

Crosby Municipal Utility District (MUD)

RESULT

Through careful planning, on-going communications with stakeholders and flawless execution, One World secured 94% community participation.