

CLIENT:

Texas General Land Office (GLO)

PROJECT:

Public Engagement and Community Outreach  
(One World Strategy Group partnered with IEM on this project.)

The GLO Homeowner Assistance Program provides more than \$330 million in housing assistance to hurricane survivors across the Houston-Galveston Area Council-East (HGAC-E)/Gulf Coast Region and more than \$143 million in housing assistance in the Deep East Texas Region.

OBJECTIVE:

Increase public awareness of and participation in the GLO Homeowner Assistance Program among constituents in areas affected by Hurricane Harvey.

STRATEGY:

The One World team developed a public engagement plan targeting residents of key communities and communicated with them directly. Our firm:

- developed effective messaging and external content, recommended appropriate media and community outlets, and created a targeted list of media buys, for delivery of public engagement strategies;
- provided educational opportunities for “grasstop” leaders to learn about the program by participating in community events where we spoke directly with residents;
- conducted direct outreach to constituents, with special emphasis on the most vulnerable, hard-to-reach communities, including elderly and disabled individuals, racial and ethnic minorities, and socioeconomically disadvantaged (low-to-moderate-income) communities; and
- promoted collaboration among elected officials, councils of governments, and other identified stakeholders.

# CASE STUDY

## Texas General Land Office Homeowner Assistance Program



RESULT

Through thoughtful strategic planning and continual engagement with community stakeholders, One World Strategy Group and IEM secured nearly 3,000 GLO Homeowner Assistance Program applications within a three-month period.

