

CLIENT: Rice Management Company

PROJECT: Creation of The Ion and Ion District

SERVICES: Public Relations | Public Engagement | Public Affairs

OBJECTIVE: Help RMC navigate the challenges of building a large scale development in a rapidly changing minority-dominated neighborhood where residents feared displacement due to gentrification brought by an organization that had limited public engagement outside of their hedges.

STRATEGY: Develop and employ tactics to ensure RMC would be welcomed into the neighborhood by the surrounding community. This was accomplished by extensive outreach to neighbors, stakeholders and skeptical elected officials, numerous community meetings, development of a microsite to foster transparency and provide a mechanism for sharing information, town halls and other neighborhood engagement.

CASE STUDY

Rice Management Company |
Creation of The Ion and Ion District

RESULT

Constructed a first-of-its-kind multi-level advocacy and won approval of a \$15M Community Benefits Agreement, which ensured neighborhood inclusion and investment in community projects. These investments include grants and in-kind donations for tech sector job training and job placement, community housing grants, and women and minority tech accelerator and innovation programs. One World also worked within the community to develop task force and community working groups which ensure the communities voices are heard. One World remains involved in ensuring The Ion and Ion District continue to enjoy success.