

CLIENT: Mayor Annise Parker/City of Houston

PROJECT: Assist with strategies and preparation for \$410 million 2012 City of Houston Public Improvement Bond Referendum.

SERVICES: Public Relations | Stakeholder Engagement | Public Policy | Media Relations | Social Media

OBJECTIVE: To Inform/educate voters and stakeholders of the need for the five different bond propositions and how the proceeds would be spent.

STRATEGY: The strategy had to be built around information rather than advocacy because governmental entities are prohibited from engaging in political campaigning. A wide variety of communications tools and extensive stakeholder outreach were employed. The communications tactical plan included but was not limited to newsletters, social media, fact sheets, powerpoint presentations and meetings with business leaders, civic clubs and neighborhood groups.

CASE STUDY

2012 City of Houston Bond Referendum



RESULT

All five City bond propositions were approved. OW team member Janice Evans assisted with this project when she was chief policy officer/director of communications for Mayor Parker's Administration.