

CLIENT: Harris County Housing Authority (HCHA)

PROJECT: Public Relations | Community Engagement Census 2010  
(One World served as the minority partner on this project)

OBJECTIVE: Increase the census participation rate in Harris County's hard-to-reach communities.

Within months, One World developed and implemented an extensive community engagement campaign to ensure Harris County's success.

STRATEGY: Specifically, our team:

- developed a strong, simple campaign message—"Power in Numbers";
- organized the Complete Count Committee, comprised of Harris County community and political leaders, to distribute message and encourage the support of civic, business, and faith-based groups;
- implemented traditional and nontraditional media strategies;
- dispatched door-to-door block-walking teams to specific census tracts with historically low response rates to explain the benefits of participation; and
- engaged residents countywide via large public events (for example, the FM 1960 St. Patrick's Day Parade).

We were successful because we deftly integrated public engagement and marketing strategies. Our diverse team communicated Harris County's message to both mass and hard-to-reach audiences, while building community-wide acceptance and participation.



# CASE STUDY

## 2012 City of Houston Bond Referendum

### RESULT

Final census counts were tallied and national findings presented to President Obama in December 2010. According to official data from the U.S. Census Bureau, Harris County recorded a 72% participation rate—slightly above the average Texas rate of 71% and the previous Harris County rate of 69%. Media results from February 2009 through June 2009 yielded coverage in more than 30 outlets, spanning print, television, radio, and online channels.