

CLIENT: Midtown Redevelopment Authority (MRA)

PROJECT: Bagby Street Greenroads Project—2013

SERVICES: Public Relations | Public Engagement | Public Affairs

OBJECTIVE: On project completion, MRA retained One World Strategy Group to (1) maximize media coverage of the Bagby Street Corridor project’s Greenroads Silver Certification and (2) highlight the project to key elected officials and other stakeholders.

OVERVIEW: In 2013, the Midtown Redevelopment Authority completed a massive overhaul of the Bagby Street Corridor, which connects downtown Houston to southbound U.S. 59. The project blended low-impact development techniques with environmentally friendly elements to support an energetic mixed-use and pedestrian lifestyle along the corridor. It demonstrated MRA’s commitment to enhancing the appearance of the surrounding community and established MRA as a leader in sustainable development. Importantly, the Bagby Street Project was the first project in Texas to earn Silver Certification by Greenroads International, a nonprofit organization that advances sustainability education and initiatives for transportation infrastructure.

STRATEGY:

One World worked closely with MRA and the project design teams of both Walter P. Moore and Design Workshop to develop and implement a multipronged approach through which we:

- planned and coordinated an evening reception where Greenroads International officially announced the Bagby Street Project’s Silver Certification, and the design teams led attendees on walking tours showcasing the new corridor’s many sustainable features;
- worked closely with the City of Houston and then-Mayor Annise Parker (whose Complete Streets initiative aligned perfectly with the project) to orchestrate a joint press conference the day after the reception to provide additional project informational to local broadcast and print media and encourage them to capture daytime visuals to include with their same-day stories; and
- worked with Greenroads International’s public relations team on outreach to national trade outlets to announce the first Greenroads-Certified Project in Texas, resulting in a positive story appearing on ForConstruction.com.



CASE STUDY

Midtown Redevelopment Authority: Greenroads

RESULT

As a result of the successful implementation of these strategies:

- More than fifty stakeholders attended MRA’s reception and participated in walking tours showcasing the project.
- Press conference attendees included reporters and cameras from all local network affiliates, as well as KUHF-FM and the local NPR affiliate.
- The Houston Chronicle and multiple online outlets, including the Examiner and Guidry News, ran favorable stories about the Bagby Street Project.