



# Harris County Community Services Department | Power in Numbers

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## **CHALLENGE**

Each decade, the [Harris County Community Services Department](#) and the U.S. Census Bureau flood mailboxes with government-mandated questionnaires whose findings are critical in determining federal funding for transportation, infrastructure, education, and healthcare for the next 10 years - but in the third most populous county in the country, complete and accurate responses are hard to collect.

## **OBJECTIVE**

Raise awareness and ease fears for citizens of hard-to-target communities.

## **APPROACH**

With the tagline “Power in Numbers,” Pierpont developed a widespread community relations initiative that raised awareness and eased fears for citizens of hard-to-target communities through coalition partnerships and spoke to the importance of a complete Census.

## **RESULTS**

The Harris County 2010 Census celebrated a 72 percent participation rate, up from 67 percent on the previous Census.

**72%**

Participation Rate