

# 7 NEIGHBORHOOD CHARACTER

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY	TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
7.1 Keep the Neighborhood Beautiful	<b>7.1.1 Green Alief and Westwood</b> <i>ACTION STEPS:</i> Improve landscaping and expand tree coverage in public right-of-ways utilizing tree species that minimize future maintenance		Short (0 - 2 yrs)		<b>Community:</b> Alief-Westwood NST <b>City:</b> PDD <b>Community Connectors:</b> Trees for Houston, International District, Area Civic Clubs	Organize Assist Assist, Implement	Goal 11: Action 37
	<b>7.1.2 Address blight and nuisance properties</b> <i>ACTION STEPS:</i> Inventory abandoned, vacant, and dangerous buildings and visual blight; Develop a plan to address blight and ensure the proper maintenance of properties		Short (0 - 2 yrs)		<b>Community:</b> Alief-Westwood NST <b>City:</b> HPD DRT, HHD, DON <b>Community Connectors:</b> International District, Area Civic Clubs	Advocate, Assist Assist, Implement Assist	Goal 7: Action 24
	<b>7.1.3 Minimize illegal dumping</b> <i>ACTION STEPS:</i> Develop an outreach campaign to encourage residents to report illegal dumping to 311, use multiple outreach platforms such as water bills, social media, CitizensNet, and other media; Advocate for the development of long-term solutions to illegal dumping, including the installation of cameras at dumping hotspots		Short (0 - 2 yrs)	100 Trees planted by 2025	<b>Community:</b> Alief-Westwood NST <b>City:</b> DON, SWD, City of Houston Illegal Dumping Task Force (FY 2020), HPD, District F, District J <b>Community Connectors:</b> Crime Stoppers, International District	Outreach, Advocate Outreach, Assist, Implement Assist, Implement	Goal 11: Action 37
	<b>7.1.4 Advocate for long-term strategies to end homelessness</b> <i>ACTION STEPS:</i> Advocate for increased funding for homeless initiatives and housing programs, including promoting the Meaningful Change Campaign, in order to address homeless encampments such as those along I-69		Long (5 + yrs)		<b>Community:</b> Alief-Westwood NST <b>City:</b> MOHI, District F, District J <b>Community Connectors:</b> International District, TXDOT	Advocate Advocate, Assist Advocate, Assist	Goal 3: Action 9 Goal 4: Action 12
7.2 Diverse, Vibrant, and Celebrated Community	<b>7.2.1 Expand public art across the community</b> <i>ACTION STEPS:</i> Advocate for the expansion of public art that celebrates cultural diversity, including murals, sculptures, gateways, creative crosswalks and intersections; Identify priority locations such as area parks and public spaces, along major corridors, and adjacent to area retail centers; Engage local artists and residents, particularly children and youth, in the creation of public art through workshops		Long (5 + yrs)	5 New public art projects completed by 2025	<b>Community:</b> Alief-Westwood NST <b>City:</b> MOCA, District F, District J <b>Community Connectors:</b> International District, Alief Art House, HAA, Alief ISD, AfriPAC, BAFJI, Higher Dimension Church Peace Center	Advocate Assist Assist, Implement	Goal 5: Action 14
	<b>7.2.2 Establish a "This is Alief" campaign</b> <i>ACTION STEPS:</i> Create a marketing and promotional campaign that celebrates the cultural diversity, stories, people, places, and activities in the area and advocate for the establishment of an Alief Cultural District		Long (5 + yrs)		<b>Community:</b> Alief-Westwood NST <b>City:</b> MOCA <b>Community Connectors:</b> International District, Area Civic Organizations, Alief ISD	Advocate Assist Advocate, Assist	Goal 1: Action 4 Goal 5: Action 14

PLAN:

PLAN:

**PLAN Legend:**

- Complete Communities
- CoH CIP 2019-2023
- Houston Bike Plan (2017)
- METRO Next
- HPARC Master Plan (2015)
- International District Plan
- AARP
- Southwest Mgmt District Plan
- Livable Centers Study
- Climate Action Plan