

2 ECONOMY and JOBS

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY	TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
2.1 Expanded Economic Opportunities and Jobs PLAN: ●○○○○○○○●○	2.1.1 Connect residents to local career and job training programs <i>ACTION STEPS:</i> Connect residents to job and skills training programs, focus on growing job sectors with livable wages, and host job fairs in the community	●	Short (0 - 2 yrs)	10 Area youth enroll in Hire Houston Youth each year	Community: NST City: OBO, Turnaround Houston Community Connectors: EED, SER Jobs, LISC Financial Opportunity Center, HCC Southeast, CFC Workforce Solutions, TX/RX, AAMA	Outreach, Organize Outreach, Organize, Assist, Implement Outreach, Assist, Implement	● Goal 2: Action 7, 7.1, 7.3, 7.4
	2.1.2 Connect youth to internships and employment opportunities <i>ACTION STEPS:</i> Develop partnerships to connect students to internships and other employment opportunities; Outreach to youth through the proposed Youth Programs Fair	●	Short (0 - 2 yrs)		Community: NST City: MOE, HHYP Community Connectors: SER Jobs, SER Jobs Youth Build Program, HCC Southeast, TX/RX, Genesys Works, ACE	Outreach, Organize Outreach, Organize, Assist, Implement Assist	● Goal 2: Action 7.1
2.2 Vibrant Neighborhood Commercial Districts PLAN: ●○○○○○○○○○	2.2.1 Strengthen, diversify, and expand neighborhood retail and amenities <i>ACTION STEPS:</i> Identify tools and resources, including financial incentives such as opportunity zones, to grow area businesses, attract new small businesses, redevelop former industrial properties, and encourage infill development that provides more variety, entertainment, and places for people to gather, focus efforts along Harrisburg, Canal, Wayside, 76th, and Navigation	●	Long (5 + yrs)	10 New businesses by 2025	Community: NST City: MOED, OBO Community Connectors: International Economic Development Council, EED, TIRZ #23	Organize, Advocate Assist, Implement Advocate, Assist	● Goal 2: Action 6, 6.2
2.3 Greater Financial Literacy PLAN: ●○○○○○○○○○	2.3.1 Develop an outreach campaign to connect residents to available financial literacy programs <i>ACTION STEPS:</i> Develop an outreach campaign, in partnership with area community-based organizations, to inform and connect residents to the financial literacy programs available in the community, including the Houston Financial Empowerment Center (HFEC) located at the Magnolia Park Multi-Service Center and the LISC Financial Opportunity Center (FOC) located at SER Jobs	●	Short (0 - 2 yrs)	10 Area families enroll in a financial literacy class each year	Community: NST City: HFEC Community Connector: LISC Financial Opportunity Center, SER Jobs, East End Unidos	Outreach, Organize Outreach, Organize, Assist, implement Outreach, Assist, Implement	● Goal 2: Action 5.3
2.4 Resilient Local Economy PLAN: ●○○○○○○○○○	2.4.1 Connect locally-owned small businesses and entrepreneurs to available resources <i>ACTION STEPS:</i> Develop bilingual outreach materials and host neighborhood-based workshops to promote the programs and services available through the Office of Business Opportunity's Solutions Center, including business development resources, legal counseling, minority and women-owned business certification workshops, and information on Hire Houston First policies	◐	Short (0 - 2 yrs)	5 Additional businesses will have MBE/MBWE Certification by 2025 (In 2020, 20 local businesses in 77011 and 77012 were certified)	Community: NST City: OBO Community Connectors: EED, Cámara de Empresarios Latinos de Houston, Area Small Business Owners and Entrepreneurs	Outreach, Organize, Outreach, Organize, Implement Assist	● Goal 2: Action 6.1, 6.3

PLAN Legend:

- Complete Communities
- Houston Bike Plan (2017)
- HPARC Master Plan (2015)
- Harrisburg TIRZ #23
- City of Houston CIP 2019-2023
- METRO Next
- Buffalo Bayou East Sector Master Plan
- East End Economic Development Study (EDS)
- Climate Action Plan