PLAN HOUSTON

DESIGNWORKSHOP
Steering Committee
April 1, 2015
11:00 – 1:00
Presentations Given: 45

- All City of Houston CIP Meetings
- State of the Air Luncheon
- Greater Fifth Ward Super Neighborhood Council
- Houston Heights Association General Meeting
- Museum Area Civic Association
- Asian Chamber of Commerce Meeting
- Sierra Club General Monthly Meeting
- Spring Branch West Super Neighborhood Meeting
- Idylwood Civic Club Monthly Meeting
- Greater Heights Super Neighborhood
- OST/Almeda Corridors Redevelopment Authority Board Meeting
- Westbury Civic Club
- Neighborhood Centers hosts "In Good Company"
- Junior League of Houston Annual Meeting
- Gulfton Super Neighborhood #27 Meeting
- Museum Park Superneighborhood Meeting
- Citizens' Transportation Coalition
- Greater Southeast Management District Board Mtg.
- Eastwood Civic Association
- Museum Park Neighborhood Association
- Spring Branch Central Super Neighborhood Meeting
- Tech Champs at Houston Technology Center
- Eldridge/West Oaks Super Neighborhood Council
- AIA Houston - Urban Design Committee Meeting
- Neighborhood 101
- South Houston Concerned Citizens' Council
- Super Neighborhood 22
- Memorial Super Neighborhood Meeting
- OST Community Partnership
- Neartown Association Special Committee Meeting
- Castlecourt Civic Association
- Neartown Association Special Committee Meeting
- LARA Board Retreat

Paper Surveys Collected: 103

Thanks to our March Volunteer Ambassadors!

Jane West
Charlie Hunt
Brian Crimmins
Lynn Henson
Jose Mendoza
Zach Oyer

Lauren Crain
Theola Petteway
Steve Parker
David Crossley
Don Huml
Jennifer Ostlind

Ashlea Graves
Catherin McCreight
Margaret Wallace Brown
Pat Walsh
Miki Hodges
Susan Alleman
Geoff Butler
STAKEHOLDER ENGAGEMENT UPDATE - MINDMIXER

FEBRUARY 2015

Overall Engagement

Engagement

<table>
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<tr>
<th>DETAILS</th>
<th>ACTIVITY</th>
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<td>574 Interactions</td>
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<td>12 Open Topics</td>
<td>18 Shares</td>
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Participants

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<th>TOTAL</th>
<th>324 Participants</th>
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Gender

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<th>Percentage</th>
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Age

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<td>View All Postal Codes</td>
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<td>Event</td>
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<td>Memorial Park Conservancy's Brunch Run 2015</td>
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<td>Bayou Greenway Day 2015</td>
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<td>EnergyFest 2015</td>
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<td>Second Ward Super Neighborhood Council Meeting</td>
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<td>Super Neighborhood #39 + #40 Meeting</td>
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<tr>
<td>Brays Oaks Super Neighborhood Council Meeting</td>
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<td>Urban Harvest City Hall Farmers Market</td>
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<tr>
<td>Fort Bend Super Neighborhood Council Meeting</td>
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<tr>
<td>Harrisburg/Manchester/Magnolia Super Neighborhood Council Meeting</td>
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<td>Mayor's Earth Day Breakfast</td>
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<td>Walk for the Woods Project</td>
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<td>Houston Dynamo 2015 Game</td>
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<td>28th Annual Houston Art Car Parade</td>
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<td>Art in the Park</td>
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<td>Earth Day Houston</td>
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<td>Association of Black Social Workers Meeting</td>
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<td>28th Annual Bayou City Cajun Festival</td>
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<td>Keeping Our Communities Healthy Conference</td>
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<tr>
<td>Kashmere Gardens Super Neighborhood Council Meeting</td>
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<td>Greater Third Ward Super Neighborhood Council Meeting</td>
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<td>United Way Thrive</td>
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<td>Kingwood Super Neighborhood Council Meeting</td>
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<td>H-GAC Pedestrian and Bicycle Subcommittee</td>
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<td>Acres Homes Super Neighborhood Council No. 6</td>
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<td>South Braeswood Super Neighborhood Council Meeting</td>
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<td>MacGregor Super Neighborhood Council Meeting</td>
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<td>OST/South Union Super Neighborhood Council meeting</td>
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<td>Houston Society of Association Executives</td>
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<td>Texas Taco Music Fest</td>
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<td>Earth Day Celebration</td>
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<td>Japan Festival</td>
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<td>Briarforest Super Neighborhood Council Meeting</td>
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<td>East Houston/Settegast Super Neighborhood Council Meeting</td>
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<td>Houston Women's Energy Network Meeting</td>
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<td>Spring Branch East Super Neighborhood Meeting</td>
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<td>Houston Roller Derby Bout</td>
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<td>&quot;Walk With Me Houston&quot; benefiting Easter Seals Greater Houston</td>
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<td>3rd Annual Houston Barbecue Festival</td>
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<td>East Little York/Homestead Super Neighborhood Council Meeting</td>
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<td>Pleasantville Super Neighborhood Council Meeting</td>
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<td>Alief Super Neighborhood Council Meeting</td>
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<td>Trinity/Houston Gardens Super Neighborhood Council Meeting</td>
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<td>Kinder Institute Luncheon</td>
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STAKEHOLDER ENGAGEMENT UPDATE – THE WEBSITE

VISION STATEMENT

PLAN HOUSTON: A Vision Statement for Houston

Read the draft vision statement below and comment if you agree, disagree or have other ideas for how it can be improved.

HOUSTON DRAFT VISION STATEMENT

Houston offers opportunity for all and celebrates its diversity of people, economy, culture, and space. Houston promotes healthy and resilient communities through smart civic investments, dynamic partnerships, education, and innovation. Houston is the place where anyone can come and feel at home.

Does this statement describe your vision for Houston? If not, how can it be improved?

Does this statement describe your vision for Houston?
- Yes, mostly describes my vision for Houston.
- No, this does not describe my vision for Houston.
- I have ideas for how this can be improved. (Add comments below)

How would you improve this statement?

This survey question is optional!

Tell us a little more...
**Process Overview**

- **Kick Off**
  - Visioning
  - Goal Setting
  - Data Gathering
  - Stakeholder Identification

- **Strategies + Performance Indicators**
  - Analysis (In progress)
  - Alignment (In progress)
  - Diagnosis (In progress)

- **Implementation**
  - Priorities
  - Timelines
  - Partners
  - Funding Sources
  - Recommendations
  - Final Review

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- **Develop and launch General Plan website**
  - Nov 2014
  - Mar 2015
  - Aug 2015
PROCESS OVERVIEW - STRATEGIES

**Analysis**

What are current neighborhood strategies?

What are current growth and development strategies?

Analyze and categorize policies, projects and programs.

**Alignment**

Do existing strategies align with vision and goals?

**Diagnosis**

Where are the gaps?

What new strategies are needed?

What are relevant national best practices and benchmarks?

**Final Recommendations and Review**

Refine neighborhood, growth and development strategies.

Share findings.

Align with implementation.

Engage stakeholders
### Alignment Review

#### Equal access to opportunity and prosperity

Numerous plans call out the need for equity both in Growth and Development and Neighborhood Enhancement. Primary issues include access to affordable housing and programs to support populations in need, access to affordable housing and social service programs to support populations in need, access to (affordable) transportation options; access to education and training for jobs; access to healthy life choices and healthcare. While several tools (mostly programs) are in place to address equity access issues, few are tied to existing policy plans.

<table>
<thead>
<tr>
<th>Vision Aspiration</th>
<th>Assessment/ Gaps</th>
<th>Policy Alignment</th>
<th>Tools Available to Support Vision</th>
<th>Strategies Recommended</th>
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</thead>
<tbody>
<tr>
<td>People</td>
<td>Equal access to opportunity and prosperity</td>
<td>Growth and Development</td>
<td>- A Vision for Houston’s Future envisions reduced disparity and working towards fairness in education, opportunity, and wealth</td>
<td></td>
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<tr>
<td></td>
<td>Numerous plans call out the need for equity both in Growth and Development and Neighborhood Enhancement. Primary issues include access to affordable housing and programs to support populations in need, access to affordable housing and social service programs to support populations in need, access to (affordable) transportation options; access to education and training for jobs; access to healthy life choices and healthcare. While several tools (mostly programs) are in place to address equity access issues, few are tied to existing policy plans.</td>
<td>Neighborhood Enhancement</td>
<td>- Airline Community Revitalization Plan calls for a Homeownership Program/Campaign to educate families about homeownership</td>
<td>- Municipal Courts aim to provide equal access to legal counsel and process for all</td>
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<td>- Independence Heights Quality of Life Agreement 2009-2010 envisions a community with enterprise opportunities and resources that serve the needs of a multi-ethnic and multi-generational residents</td>
<td>- United Way programs and partnerships that improve lives of individuals through collective impact: education, homelessness, and financial stability. (example: THRIVE program)</td>
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<td>- Independence Heights-Northline Values Workshop and Visioning Charrette recommends establishing financial services and promoting financial literacy in the Independence Heights/Northline area</td>
<td>- Greater Houston Partnership programs to enhance workforce development and education (e.g., Early Matters)</td>
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<td>- Interim Analysis of Impediments to Fair Housing calls for equal access to fair housing and accessible design for housing and public facilities</td>
<td>- End Homelessness in Houston partnership</td>
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<td>- Northside Quality of Life Agreement calls for support and expansion of local wealth-building programs, including financial education and home ownership programs</td>
<td>- Houston Public Library System Literacy and Technology Access and Instruction Initiatives (Carnegie Neighborhood Library Literacy Support Center)</td>
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<td>- Northside Quality of Life Agreement seeks to create awareness, strengthen the partnerships, and build the capacity of the Northside Financial Opportunity Center to help residents increase their financial literacy and family well-being</td>
<td>- Houston Center for Literacy Demonstration Learning Centers and Mayor’s Coalition for Literacy</td>
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<td>- Urban Houston Framework encourages community stability, accessibility and equity in centers</td>
<td>- Reference strong equitable economy</td>
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<td>- Complete streets network</td>
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<td></td>
<td>- Reference equitable education</td>
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<td>- Engage housing and community development</td>
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<td>- Multi-use communities – live, work, learn, play in neighborhood that is connected</td>
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<td>- Equitable TOD</td>
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<td>- Mobility planning</td>
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**CULTURE (Goal CL3)**

Unique and internationally-recognized cultural and entertainment opportunities

**Assessment:**

- Houston is home to many significant cultural events and cultural destinations, including Midtown, the Theater District and the Museum District, among others. However, planning policy does not specifically involves coordination with cultural destinations and cultural event programming.

- Plans that mention cultural destinations are general and less specific in nature.

- Residents have strong appreciation for Houston’s major downtown institutions. However, many citizens rarely patronize them citing barriers such as: financial, transportation, cultural and time.

- Houston’s unique collection of world peoples and cultures is not specifically recognized as part of the City’s identity as a major cultural destination.

- Perceptions of inequity and misunderstanding surrounds the City’s arts re-granting program (Source of funds, Hotel Occupancy Tax).

- Residents desire a greater number of cultural activities and attractions (highlighting community programs and artists) in their neighborhoods that are effectively promoted and marketed locally and to visitors.

- Artshound.com is a comprehensive database of Houston’s arts and cultural events managed by the Houston Arts Alliance. However, many are not aware of this tool, and modernization or change is needed.
CULTURE (Goal CL3)
Unique and internationally-recognized cultural and entertainment opportunities

Strategies:

- Coordinate polices and accompanying tools for cultural destinations and events planning with overarching city and neighborhood priorities (e.g., through Convention and Entertainment Facilities/Convention and Tourism). Currently, ArtsHound and Houston First both market program opportunities.

- Assess programs that provide affordable/free opportunities for all Houstonians to visit destinations. Partner with the business community to create new such programs to fill gaps. (Existing programs include Target Sundays, Shell free Thursdays)

- Request an evaluation of and encourage more festivals citywide, including small-scale, ethnically specific festivals, from the Mayor’s Office of Special Events (MOSE)

- Coordinate planning between cultural destinations and arts districts to ensure coordinated and efficient marketing and infrastructure planning (i.e. capital improvements, smart phone app with real time parking)

- Develop marketing efforts geared toward reinforcing the connection between diversity and culture, branding and identity

- Support and expand Houston Airport System Arts and Culture programs

- Decentralize art programing, funding, and outreach to neighborhoods
ASSESSMENT/GAPS - EXAMPLES

EDUCATION (Goal ED3)
A skilled and talented and versatile workforce

Assessment:

- Education aimed at achieving a skilled workforce is a priority throughout Houston both at the citywide and neighborhood scale.

- Several neighborhood plans recommend programs for education at all levels, and technology upgrades to ensure the most job-ready community members.

- Successful partnership programs are in place with community colleges, but need to also introduce high school-level programs.

- UpSKILL Houston (Greater Houston Partnership) is the preeminent program developed to provide “middle-skills” job training and match candidates with area employers.

- The Houston Public Library offers workforce readiness programs to serve communities, yet policy direction from City or School District to prioritize this theme throughout the city is lacking.
EDUCATION (Goal ED3)
A skilled and talented and versatile workforce

Strategies:

- Continue to implement UpSKILL Houston by working with ISDs, community colleges, and business community – focus on trade skills
- Work with city departments and the business community to create mentorship and internship opportunities and to learn applied skills
- Work with partners (ISDs, parks, libraries, etc.) to expand afterschool programs at schools and out-of-school-time learning (such as STEAM) to gain skills
- Encourage joint agreements between the business community, health department, libraries, schools and parks to foster collaborative programs for education
ENVIRONMENT (Goal EV1)
Efficient use and reuse, and conservation of resources

Assessment:

- Many city and neighborhood plans include policies focused on the retention of natural resources, pointing to economic benefits of natural resources, their importance in a regional open space system and contribution to the character of the city and distinct neighborhoods. Energy conservation also a theme

- Bayou Greenways 2020 is important step in protecting greenways and enhancing them for recreational use
  - Acquisition of 1,500 acres of open space along bayous

- Lacking in policy protecting undeveloped land for ecological benefits or for requiring reductions in natural resources consumption in the built environment such as water and energy conservation development standards

- City recently expanded city-wide recycling – one bin is the next step

- City recently adopted water reuse as a water supply strategy. Water Conservation Plan (required by state) is in place, but the city needs to continue to evaluate emerging technologies for water conservation and reuse

- **[NOTHING ON HABITAT IN ASSESSMENT!!!]**
Strategies:

- Collaborate with research and academic institutions who are studying the environment
- Encourage reuse of existing structures (adaptive reuse) through incentives
- Continue to expand green energy usage (solar, low-flow toilet, irrigation)
- Adopt Scenic Houston principles
- Adopt Smart Growth policies (i.e. US Conference of Mayors Climate Change initiative)
- Adopt single stream recycling (one bin)
- Create inventory of valuable environments/habitats and consider development of programs to protect these lands
- Develop prototype test plots for various LID strategies to document cost/benefit analysis
- Review and incorporate Scenic Houston and Smart Growth policies
- Promote natural esplanade program (Ch 33)
- Actively expand park preserves, natural areas to protect natural resources
What are current neighborhood strategies?

What are current growth and development strategies?

Analyze and categorize policies, projects and programs.

Engage stakeholders

Do existing strategies align with vision and goals?

Where are the gaps?

What new strategies are needed?

What are relevant national best practices and benchmarks?

Refine neighborhood, growth and development strategies.

Share findings.

Align with implementation.

What's next?
SMALL GROUP WORK SESSIONS

Help us refine strategies! Tell us your ideas!

Assess: Do you agree with Assessment/Gaps?
Brainstorm: Tell us your ideas to help fill the gap!
Compare: Do Strategies/Ideas relate to Strategic Directions?

ASSESSMENT/ GAPS

EDUCATION (Goal ED3)
A skilled and talented and versatile workforce

Strategies:

• Continue to implement UpSKILL Houston by working with ISDs, community colleges, and business community – focus on trade skills

• Work with city departments and the business community to create mentorship and internship opportunities and to learn applied skills

• Work with partners (ISDs, parks, libraries, etc.) to expand afterschool programs at schools and out-of-school-time learning (such as STEAM) to gain skills

• Encourage joint agreements between the business community, health department, libraries, schools and parks to foster collaborative programs for education

DRAFT IN PROGRESS 03/30/15
**SMALL GROUP EXERCISE OVERVIEW**

1. Choose a group leader  
2. Record your thoughts  
3. Present to the group

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**Plan Houston**

*Education*

**Strategies/Assessments Worksheet**

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<tr>
<th>Goal ED1: Quality learning opportunities from early childhood onward</th>
<th>Goal ED2: Schools and communities that invest in each other</th>
<th>Goal ED3: A skilled and talented [and versatile] workforce</th>
<th>Goal:</th>
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**ADDITIONAL ASSESSMENTS**

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**ADDITIONAL STRATEGIES**

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**Note:** Additional comments may be recorded on flip charts!
NEXT STEPS – UPCOMING MEETINGS

- **Steering Committee Meeting**
  - People
  - Place
  - February 26

- **Technical Advisory and Steering Committee Meeting**
  - Economy
  - Public Services
  - March 12

- **Steering Committee Meeting**
  - Culture
  - Education
  - Environment
  - April 01

- **Steering Committee Meeting**
  - Final Validation
  - April 23

- **Stakeholder Advisory and Technical Advisory Meetings**
  - May

WE ARE HERE
Thanks for attending our meeting today!