

PLAN HOUSTON

Opportunity. Diversity. Community. Home.



DESIGNWORKSHOP

Steering Committee

April 1, 2015

11:00 – 1:00

MEETING AGENDA - STEERING COMMITTEE

Introduction▶ 11:00-11:05

Process Update

Strategy Assessment and Gaps Overview

Stakeholder Engagement Update▶ 11:05-11:10

Strategies and Assessment Work Session▶ 11:10-12:55

Review Assessment/ Gaps

Refine Strategies

Report Out

Next Steps▶ 12:55-1:00

STAKEHOLDER ENGAGEMENT UPDATE

Presentations Given: 45

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

Paper Surveys Collected: 103

Thanks to our March Volunteer Ambassadors!

Jane West	Lauren Crain	Ashlea Graves
Charlie Hunt	Theola Petteway	Catherin McCreight
Brian Crimmins	Steve Parker	Margaret Wallace Brown
Lynn Henson	David Crossley	Pat Walsh
Jose Mendoza	Don Huml	Miki Hodges
Zach Oyer	Jennifer Ostlind	Susan Alleman
		Geoff Butler

STAKEHOLDER ENGAGEMENT UPDATE - MINDMIXER

FEBRUARY 2015



Overall Engagement

Engagement

DETAILS

ACTIVITY

12
Open Topics

574
Interactions

31
Comments

18
Shares

Participants

TOTAL

324
Participants

GENDER



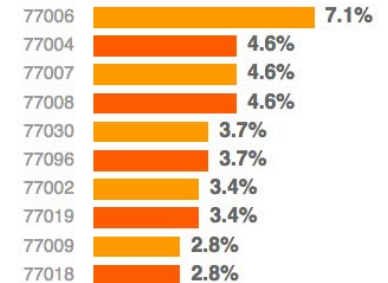
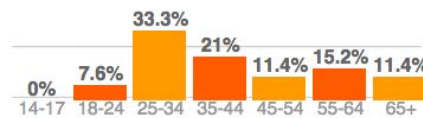
37%
Male



63%
Female

AGE

POSTAL CODE



[View All Postal Codes](#)

MARCH 2015



STAKEHOLDER ENGAGEMENT UPDATE - APRIL EVENTS

Memorial Park Conservancy's Brunch Run 2015

Bayou Greenway Day 2015

EnergyFest 2015

Second Ward Super Neighborhood Council Meeting

Super Neighborhood #39 + #40 Meeting

Brays Oaks Super Neighborhood Council Meeting

Urban Harvest City Halls Farmers Market

Fort Bend Super Neighborhood Council Meeting

Harrisburg/Manchester/Magnolia Super Neighborhood Council Meeting

Mayor's Earth Day Breakfast

Walk for the Woods Project

Houston Dynamo 2015 Game

28th Annual Houston Art Car Parade

Art in the Park

Earth Day Houston

Association of Black Social Workers Meeting

20th Annual Bayou City Cajun Festival

Keeping Our Communities Healthy Conference

Kashmere Gardens Super Neighborhood Council Meeting

Greater Third Ward Super Neighborhood Council Meeting

United Way Thrive

Kingwood Super Neighborhood Council Meeting

H-GAC Pedestrian and Bicycle Subcommittee

Acres Homes Super Neighborhood Council No. 6

South Braeswood Super Neighborhood Council Meeting

MacGregor Super Neighborhood Council Meeting

OST/South Union Super Neighborhood Council meeting

Houston Society of Association Executives

Texas Taco Music Fest

Earth Day Celebration

Japan Festival

Briarforest Super Neighborhood Council Meeting

East Houston/Settegast Super Neighborhood Council Meeting

Houston Women's Energy Network Meeting

Spring Branch East Super Neighborhood Meeting

Houston Roller Derby Bout

"Walk With Me Houston" benefiting Easter Seals Greater Houston

3rd Annual Houston Barbecue Festival

East Little York/Homestead Super Neighborhood Council Meeting

Pleasantville Super Neighborhood Council Meeting

Alief Super Neighborhood Council Meeting

Trinity/Houston Gardens Super Neighborhood Council Meeting

Kinder Institute Luncheon

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SUBSCRIBE



DETAILS

PARTICIPATE

NEWS

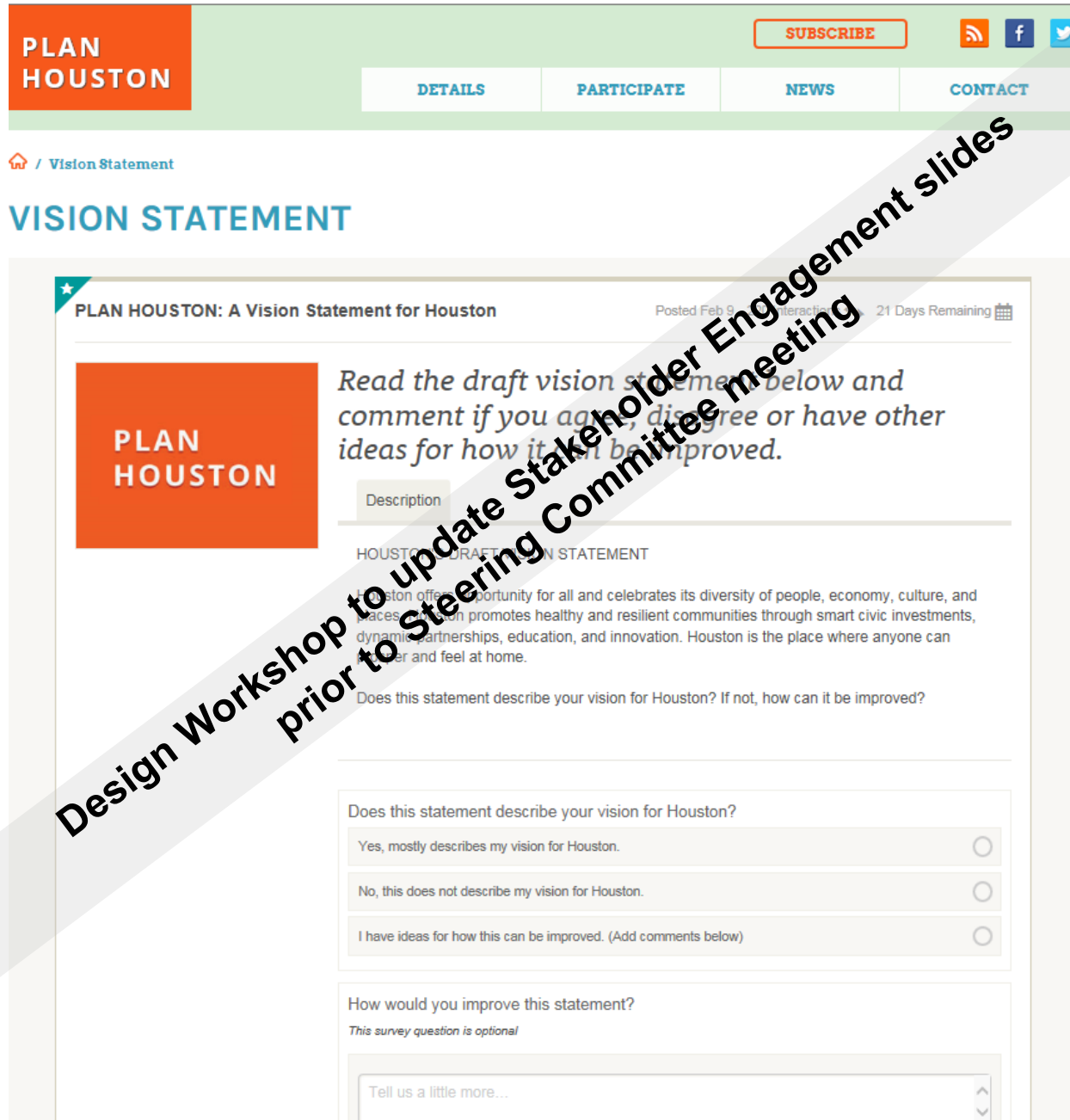
CONTACT

PLAN HOUSTON

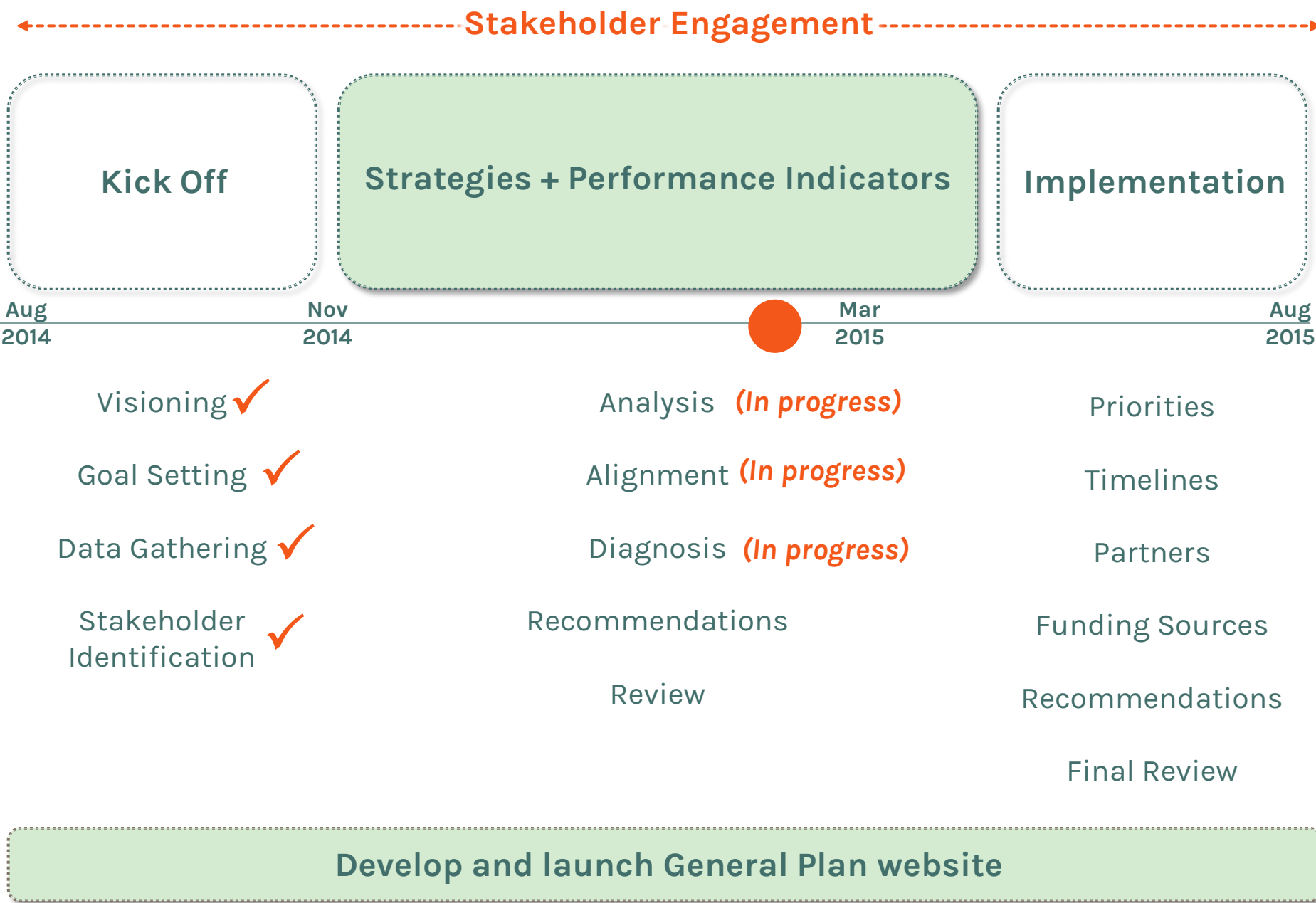
Creating a plan for Houston's future.



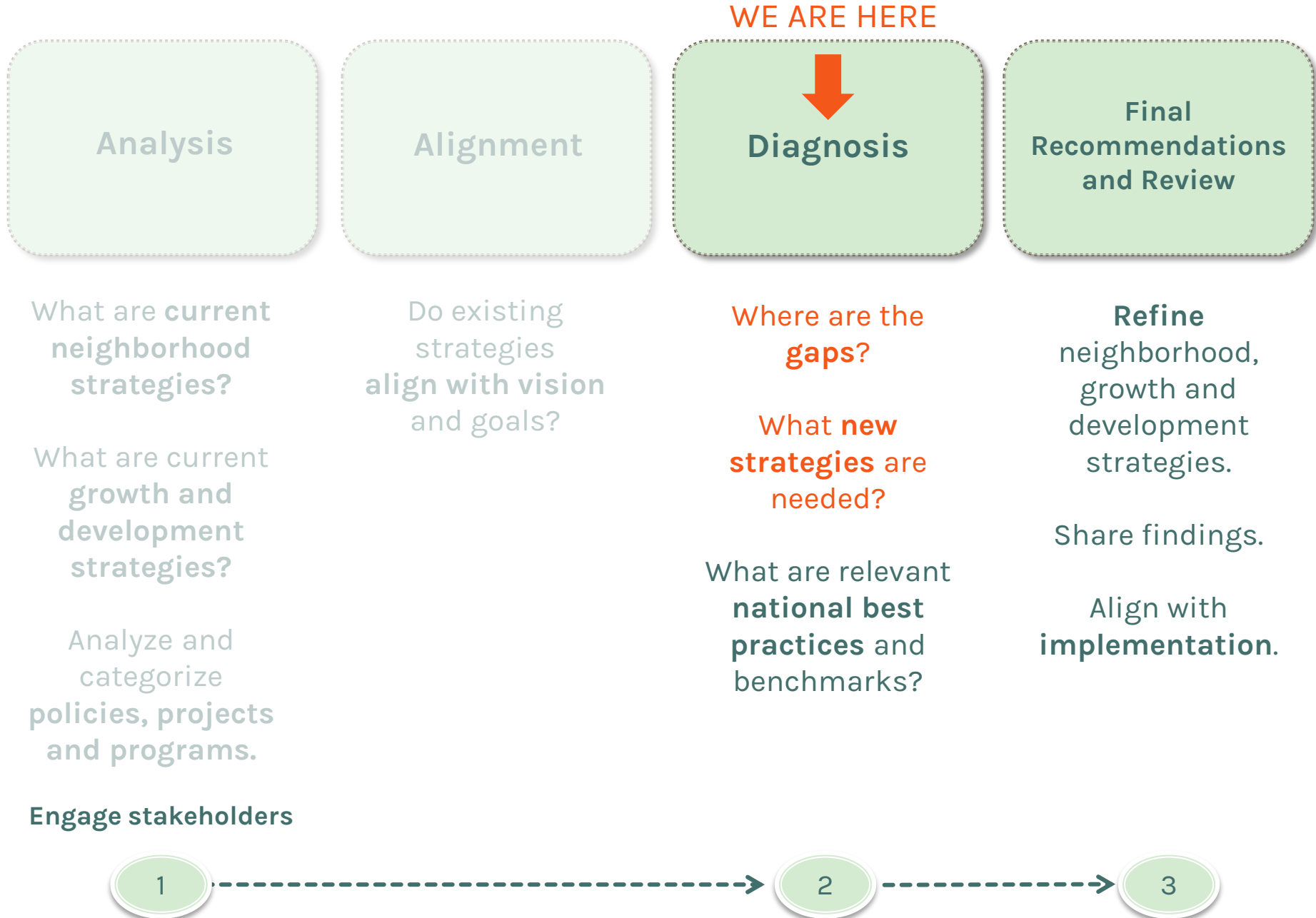
STAKEHOLDER ENGAGEMENT UPDATE - THE WEBSITE



PROCESS OVERVIEW




PROCESS OVERVIEW - STRATEGIES



ALIGNMENT REVIEW

Houston General Plan Policy Alignment Matrix + Strategies – DRAFT FOR PLANNING DEPARTMENT REVIEW

Vision Aspiration	Assessment/ Gaps	Policy Alignment		Tools Available to Support Vision	Strategies Recommended
		Growth and Development	Neighborhood Enhancement		
 People					
Equal access to opportunity and prosperity	<p>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.</p> <p>While several tools (mostly programs) are in place to address equity access issues, few are tied to existing policy plans</p>	<ul style="list-style-type: none">- <i>A Vision for Houston's Future</i> envisions reduced disparity and working towards fairness in education, opportunity, and wealth- <i>Citizens' Vision for Houston's Future</i> calls for fairness, justice, opportunity and access- <i>Gulf Coast Comprehensive Economic Development Strategy</i> calls for access to opportunity for all residents- <i>Our Great Region 2040</i> calls for choices for individuals and local communities to fulfill their needs- <i>Scenarios 2040</i> highlighted concern of lack of equal opportunity for all even when economy is flourishing- <i>Urban Houston Framework</i> encourages community stability, accessibility and equity in centers	<ul style="list-style-type: none">- <i>Airline Community Revitalization Plan</i> calls for a Homeownership Program/Campaign to educate families about homeownership- <i>Independence Heights Quality of Life Agreement 2009-2010</i> envisions a community with enterprise opportunities and resources that serve the needs of a multi-ethnic and multi-generational residents- <i>Independence Heights-Northline Values Workshop and Visioning Charrette</i> recommends establishing financial services and promoting financial literacy in the Independence Heights/Northline area- <i>Interim Analysis of Impediments to Fair Housing</i> calls for equal access to fair housing and accessible design for housing and public facilities- <i>Northside Quality of Life Agreement</i> calls for support and expansion of local wealth-building programs, including financial education and home ownership programs- <i>Northside Quality of Life Agreement</i> 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- <i>Urban Houston Framework</i> encourages community stability, accessibility and	<ul style="list-style-type: none">- Municipal Courts aim to provide equal access to legal counsel and process for all- United Way programs and partnerships that improve lives of individuals through collective impact: education, homelessness, and financial stability. (example: THRIVE program)- Greater Houston Partnership programs to enhance workforce development and education (e.g., Early Matters)- End Homelessness in Houston partnership- Houston Public Library System Literacy and Technology Access and Instruction initiatives (Carnegie Neighborhood Library Literacy Support Center)- Houston Center for Literacy Demonstration Learning Centers and Mayor's Coalition for Literacy	<ul style="list-style-type: none">- Reference strong equitable economy- Complete streets network- Reference equitable education- Engage housing and community development- Multi-use communities – live, work, learn, play in neighborhood that is connected- Equitable TOD- Mobility planning

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.

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PROCESS
03/30/15

CULTURE (Goal CL3)

Unique and internationally-recognized cultural and entertainment opportunities



Strategies:

- *Coordinate policies 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 programming, funding, and outreach to neighborhoods*

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03/30/15

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

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03/30/15

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*

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PROGRESS
03/30/15

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!!!]

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ENVIRONMENT (Goal EV1)

Efficient use and reuse, and conservation of resources



➔ 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

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PROCESS OVERVIEW - STRATEGIES

Analysis

What are **current neighborhood strategies**?

What are current **growth and development strategies**?

Analyze and categorize **policies, projects and programs.**

Engage stakeholders

Alignment

Do existing strategies **align with vision and goals**?

What's next?



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.**

1

2

3

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?

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
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SMALL GROUP EXERCISE OVERVIEW

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

[illegible]

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


**WE ARE
HERE**

**Steering
Committee
Meeting**

*Final
Validation*

April 23

**Stakeholder
Advisory and
Technical
Advisory
Meetings**

May

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Thanks for attending our meeting today!