1. Welcome and Introductions 10 minutes
2. Project Status 10 minutes
3. Vision and Goals: review & discuss third draft 60 minutes
4. Neighborhood Enhancement/Growth and Development Strategies 30 minutes
5. Next Steps 10 minutes

Next Meeting: Thursday, November 20th
11:00 a.m. to 1:00 p.m.
611 Walker Street, 6th Floor
AGENDA: Neighborhood Enhancement and Growth and Development Strategies
Vision Discussion

- This draft is consistent with the comments we’ve received and sent and with the research that has been done
- Use ‘resilience’ instead of ‘home’
- What does ‘home’ signify?
  - “There is no place like home”
  - The first words are expected, but ‘home’ really brings it all together
  - ‘Home’ brings the scale of the vision to a personal level
  - If ‘home’, why not ‘office’? ‘Family’ might be better
  - We can choose our home, but we can’t choose our family
- The issues we have might be best addressed in the short description
  - i.e. resiliency and/or inclusivity could be addressed here
- ‘Resilient’ could be used under public services section, perhaps in the third goal
  - But it applies to everything, not just the public services
- Still missing ‘walkable’
- Home should stay
- Missing ‘business’ in the vision
- Does ‘economy’ capture business?
  - No, business is a stand-alone
- Missing ‘education’ (it should come before innovation in the vision?)
- Fewer words in the tagline sounds better – remove ‘community’?
- If we add ‘business’ to ‘economy’, it might feel like we are doubling down on one category
- Do we need another word with education?
- We are missing ‘environment’
- Ask the public about their thoughts on the word ‘community’

Goal Discussion

People

- Where do we include education? In economy or people?
  - Sounds more like we are training people for a job (vocational training), and not focusing on the foundation of education
- Doesn’t address investing in people
- Forming the education base will lead to more engaged residents – should focus on this
- Use education as a category/header under goals?
- Education should cover more than institutions – K-12 doesn’t cover our need for education
- While these goals should be aspirational, we should also focus on what is being done now (we must be realistic)
- What is meant by protection?
  - Safety?
  - Does it need to be a different word?
  - Can be read as inferring legal protection for all
  - Consider affordable housing within ‘protection’
• City of Houston’s role is to become a leader in the region
  o The General Plan provides instructions for the region
  o We must get out of our silo mentality in order to make this plan attainable
• There needs to be an aspirational statement under the people section about everyone being able to achieve success and say that we can do something to foster this
• “Commitment to prosperity for all” as the 4th bullet under people?

Place
• Second bullet should read “Attractive and walkable…”
• Affordability should be addressed
• Focus on the public realm
• Remove ‘styles’ of housing
• Take ‘environment’ out of last bullet
  o Perhaps swap in ‘public realm’ or ‘neighborhood’
• Move “protect the environment” from third bullet to either another category or just remove
  o The phrase works within the context of parks, though
  o Perhaps change ‘protect’ to ‘respect’

Culture
• Mixing two types of culture together – does one or both lose their importance this way?
• Use ‘encourage’ instead of ‘rewards’? Change ‘yet’ to ‘and’
  o Split the bullets into two separate goals
• “Encourages innovation” could be included under economy
• Add ‘accessible’ to the culture section
• Should be “Unique and internationally…”

Economy
• Move education goals under people category or make it a separate category
• ‘Poverty’ is not mentioned anywhere
  o A large barrier to a strong workforce is the curse of poverty
• Physical and social decline of neighborhoods
• Not connecting opportunities with reality
  o Goals should say that we’re closing the gap
  o Being honest about our current state will help engage people in this plan
• Keep in mind that some of this can be addressed/more fully detailed in the strategies
• A goal should assert that if you want to get out of poverty, we will do what we can to remove the generational and institutional barriers
• Key words when addressing poverty are ‘access’ and ‘promote’
• A possibility: “Adequate food and shelter for all and the opportunity to prosper”
• A city that creates ladders of mobility
• Access to information should be a focus

Health and Environment
• We should provide an environment for future generations that is at least as good as what we enjoy now (from Blueprint)
• The 1st and 4th bullets are too similar – can we combine them?
• We cover the 3rd bullet in the people section
• Needs more about environment – perhaps make it a separate section?
• Address “healthy living”
  o Covered in the last bullet under place?
• Move bullets 2 and 3 to people
• Address food deserts
  o Food resources are different than food deserts
  o Could the issue of food deserts be a strategy rather than a goal?
• Should address carbon neutrality
  o Could be a strategy?
• Could use “Healthy Environment” as this goal heading

Public Services
• Council is considering that City of Houston core services are the following: garbage, water and wastewater, streets and drainage, parks, libraries, and public safety
• Needs something that references public safety (police and fire)
  o Perhaps the 2nd or 3rd bullet
  o This shouldn’t just cover city functions, but a larger range of public entities
• Should be “always looking to the future”
• There are large disparities between many neighborhoods
  o Goals should address equalizing the investments between these neighborhoods
• Many different types of areas throughout Houston – the solution is not a one size fits all
  o This notion should be weaved throughout the General Plan
• “Region where people feel safe in their neighborhoods and conducting daily activities”
• Physical infrastructure as its own category
• Where does the issue of tax base fit in?
  o Is it a strategy?
  o A possible goal for that strategy: “Revitalization of neighborhoods in decline”
• ‘Resiliency’ should be included
• ‘Multimodal’ could still be unclear; people use “roads and streets” more often – it is more tangible
• Should include graphics to make the language more accessible to everyone

Education (new category)
• Address the importance of the family role in education
• Address on-going education
• Quality learning opportunities from pre-k through 12th grade
• 21st century schools that revitalize neighborhoods and strengthen communities
• Strong skilled workforce that addresses Houston’s current and future demand
• “Educational excellence” instead of “excellent education” for 4th bullet (under economy)
• Instead of “excellent”, use “workforce”