

HOUSTON GALVESTON REGIONAL PLAN

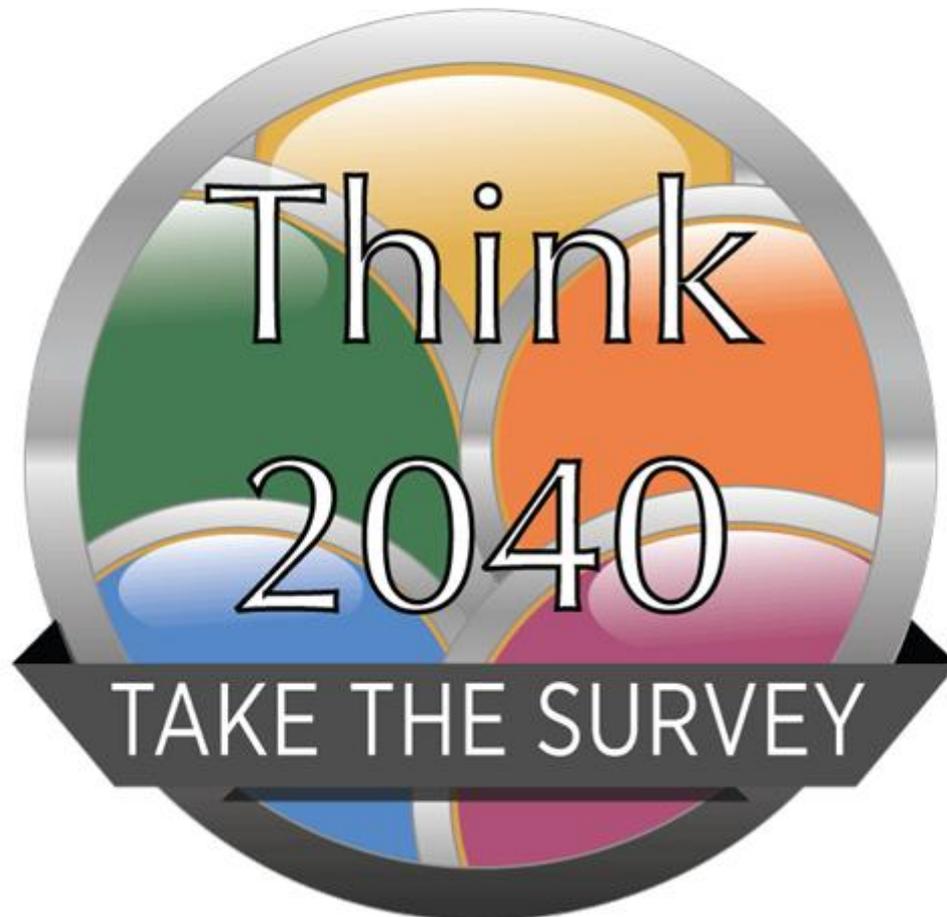
**OUR**  
REGION VISION FUTURE



Alternatives Survey Results

**July 2013**

Help make the vision for a better tomorrow a reality!



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➔ Help make the vision for a better tomorrow a reality!

# What choices should we make when planning for the **future of our region?**



Forecasts by the Houston-Galveston Area Council predict that by the year 2040, our region will:

- **Grow by 3.5 million people**
- **Gain 1.9 million jobs**
- **Become a “majority minority” population**



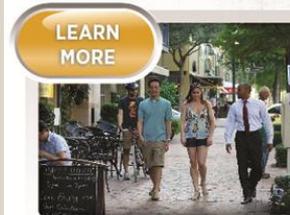
For this survey, please consider three possible futures for the region. Each represents one of the top three areas residents indicated were important during a survey conducted in early 2012 - **Less Time on the Road, Greener Region, Competitive Workforce**. As a baseline when thinking about these three alternative futures, please consider the **Current Course**, or what the future may look like if we don't make any changes to our current growth, environmental and educational trends.



LEARN MORE

## 2040 Current Course

- Existing trends continue
- No major policy changes
- Most of growth occurs outside of existing towns and cities
- Traffic congestion increases
- Large amount of natural areas lost to development
- Education concerns not addressed, leading to a less competitive workforce



LEARN MORE

## 2040 Alternative Future: Less Time on the Road

- Reduction in travel times, costs
- Most of growth occurs in existing places
- More jobs and housing located closer together
- Some new housing is smaller sized, in walkable areas
- More investment in sidewalks, bikeways, public transportation
- Better air quality



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## 2040 Alternative Future: Greener Region

- Air and water quality improved
- Development reduced in flood and storm surge vulnerable areas
- Best natural areas preserved
- New businesses, workers, tourists attracted by natural areas
- Greener practices adopted by local governments



LEARN MORE

## 2040 Alternative Future: Competitive Workforce

- Increase in education attainment of residents
- Community factors, such as poverty and crime, addressed
- Highly skilled workforce
- Competitive economic region
- Good jobs and job training opportunities

# Current Course

In this alternative, most of the growth occurs outside existing towns and cities. This helps keep housing prices down, but does not create long-term value for most homeowners, as older cities, suburbs and towns decline with the continuous movement of people to newer communities.

The distance between jobs, housing and activities also continues to increase, meaning that driving remains the option for almost all the trips people make. Despite major upgrades in roads and freeways, traffic congestion keeps increasing, as the number of new drivers grows faster than the funds available for road expansion and maintenance. Public transportation



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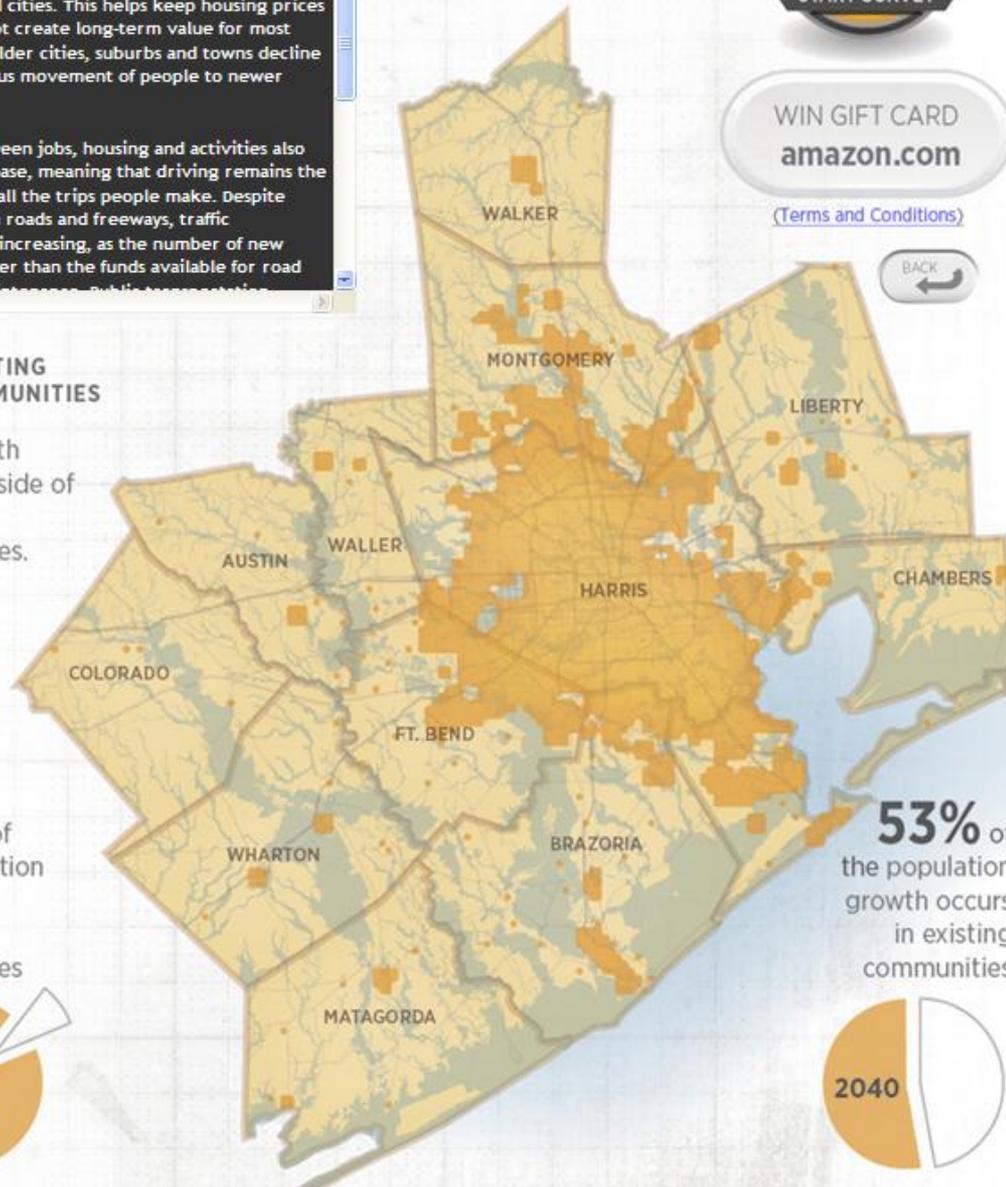
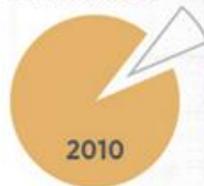
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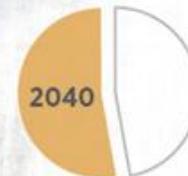
 **EXISTING COMMUNITIES**

Most growth occurs outside of existing communities.

**92%** of the population lives in existing communities



**53%** of the population growth occurs in existing communities



# Less Time on the Road



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In this alternative, most of growth takes place in cities and towns—particularly in activity centers and other areas where housing, jobs and activities are located closer together. New development strengthens the local tax base in these places, enabling them to improve maintenance and services without raising taxes.

Transportation strategies are less focused on widening freeways and major roads and more on public transportation—buses, light rail and commuter rail—and improvements to sidewalks and bikeways. Local plans, codes and incentives are

 EXISTING COMMUNITIES

This alternative promotes more growth in existing communities where infrastructure and services already exist.

**53%** of the population growth occurs in existing communities



Rural



Traditional downtowns can accommodate residential above retail while maintaining their character.

Suburban

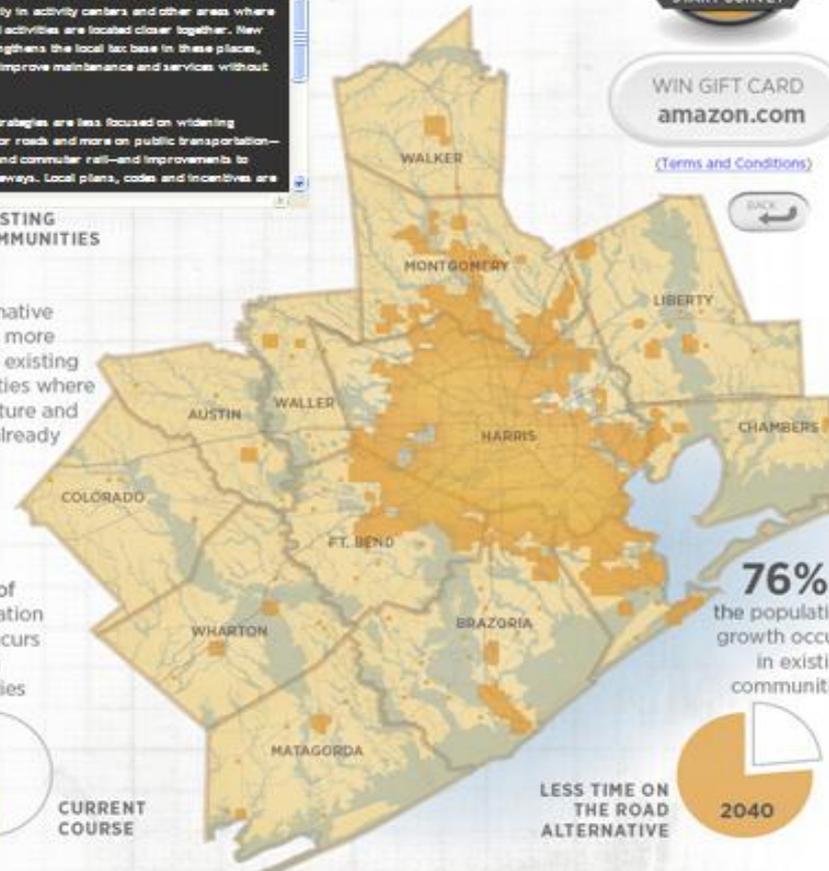


New or redeveloping suburban areas can create vibrant districts with 3-5 story buildings mixing housing and retail.

Urban



Urban areas can be both job and housing centers, accommodating growth while creating areas to live, work, learn and play.



**76%** of the population growth occurs in existing communities

LESS TIME ON THE ROAD ALTERNATIVE



# Greener Region

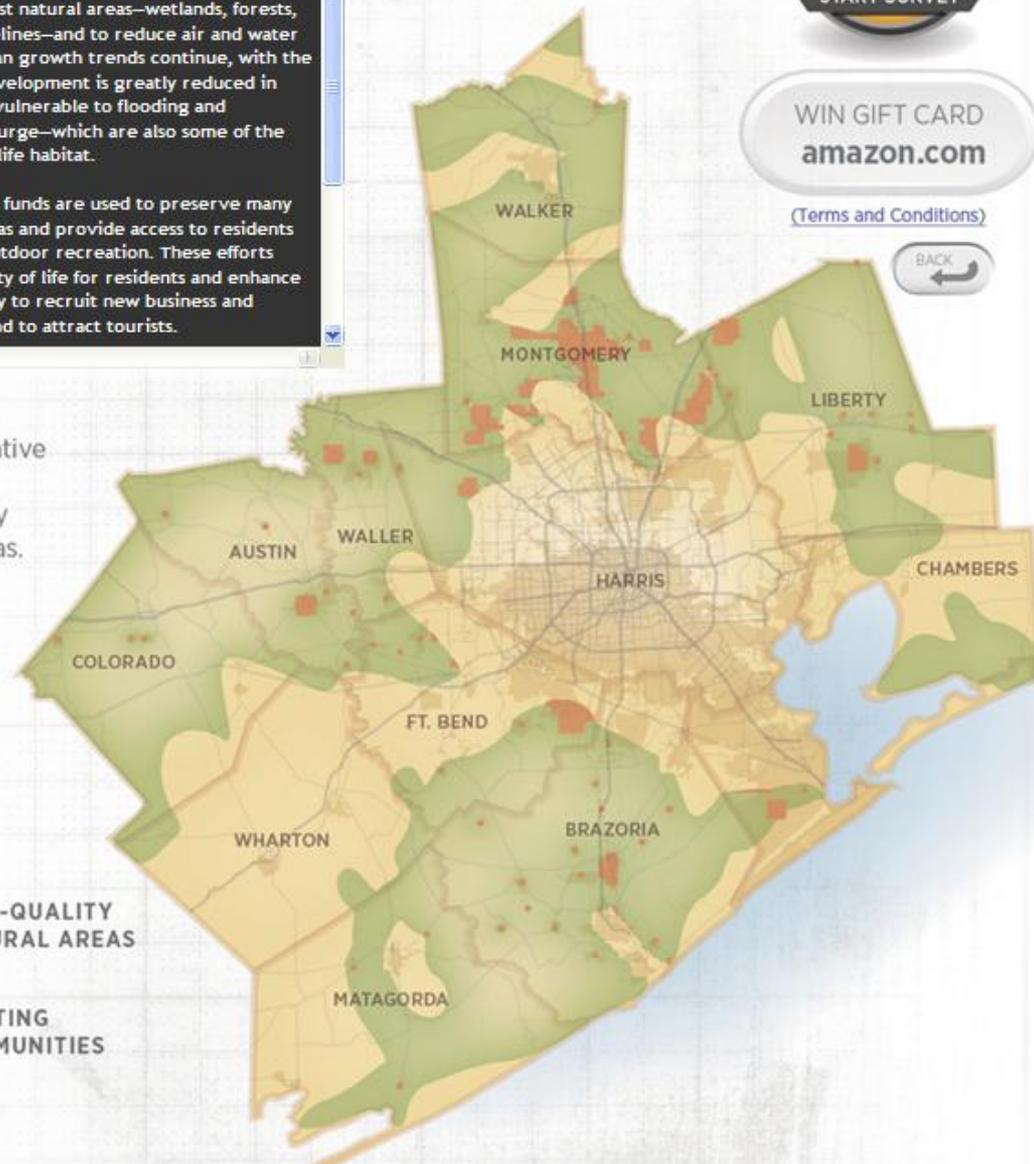
In this alternative, the region has made a major effort to preserve its best natural areas—wetlands, forests, prairies and shorelines—and to reduce air and water pollution. Suburban growth trends continue, with the exception that development is greatly reduced in those areas most vulnerable to flooding and hurricane storm surge—which are also some of the region's best wildlife habitat.

Public and private funds are used to preserve many prime natural areas and provide access to residents and visitors for outdoor recreation. These efforts increase the quality of life for residents and enhance the region's ability to recruit new business and skilled workers and to attract tourists.

This alternative preserves high-quality natural areas.

 HIGH-QUALITY NATURAL AREAS

 EXISTING COMMUNITIES



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# Competitive Workforce

In this alternative, the region makes a major effort to increase the educational achievement of its residents. Improving high school graduation rates, particularly in low-income communities where dropout rates are high, becomes a priority. The focus is not only on improving schools, but also addressing community factors such as poverty, crime, and substandard housing that can negatively affect educational outcomes.

These efforts are coordinated with increased educational enrichment, including pre-school, after-school tutoring and mentoring, and English-language skills programs. Additionally, improved opportunities for vocational training, adult education, and counseling and support for small business owners are provided throughout the region.



START SURVEY

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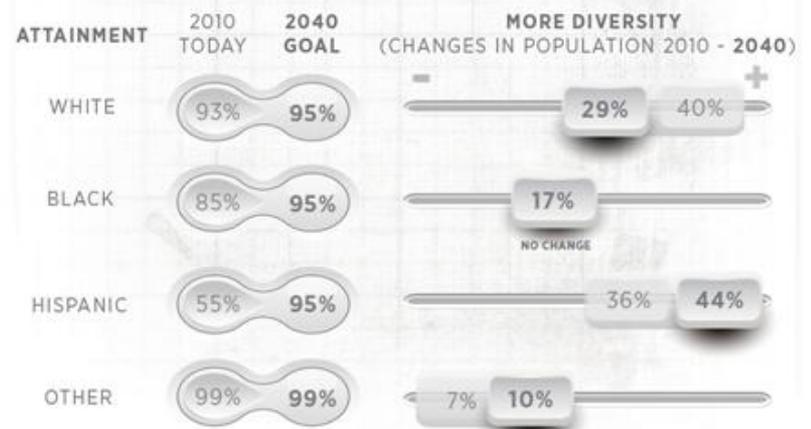
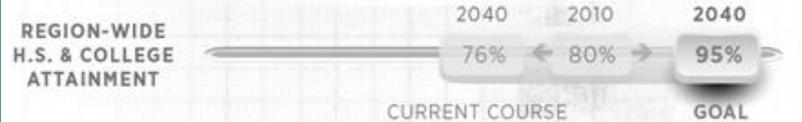
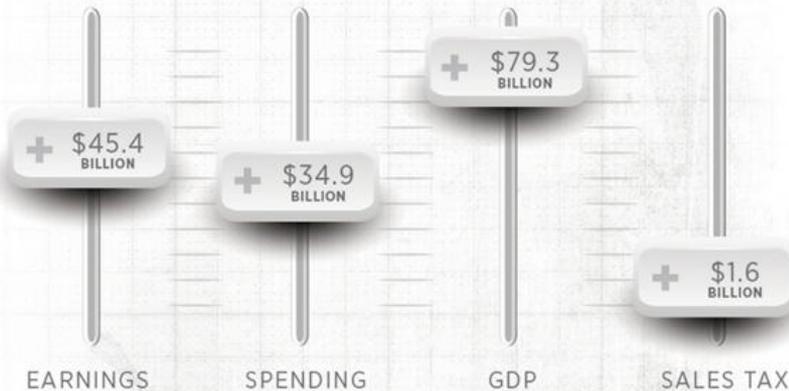
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BACK

MORE  
QUALITY  
JOBS

ON

## BENEFITS TO MORE EDUCATION



# Getting the Word Out

## Survey Distribution Methods:

- Online
- E-blasts
- Targeted presentations
- Community meetings
- iPad surveys
- Kiosks

# Six Languages



Take the  
survey in  
English

Conteste la  
encuesta en  
español

Làm thăm  
dò bằng  
tiếng Việt

한국어로  
설문조사를  
실시하십시오

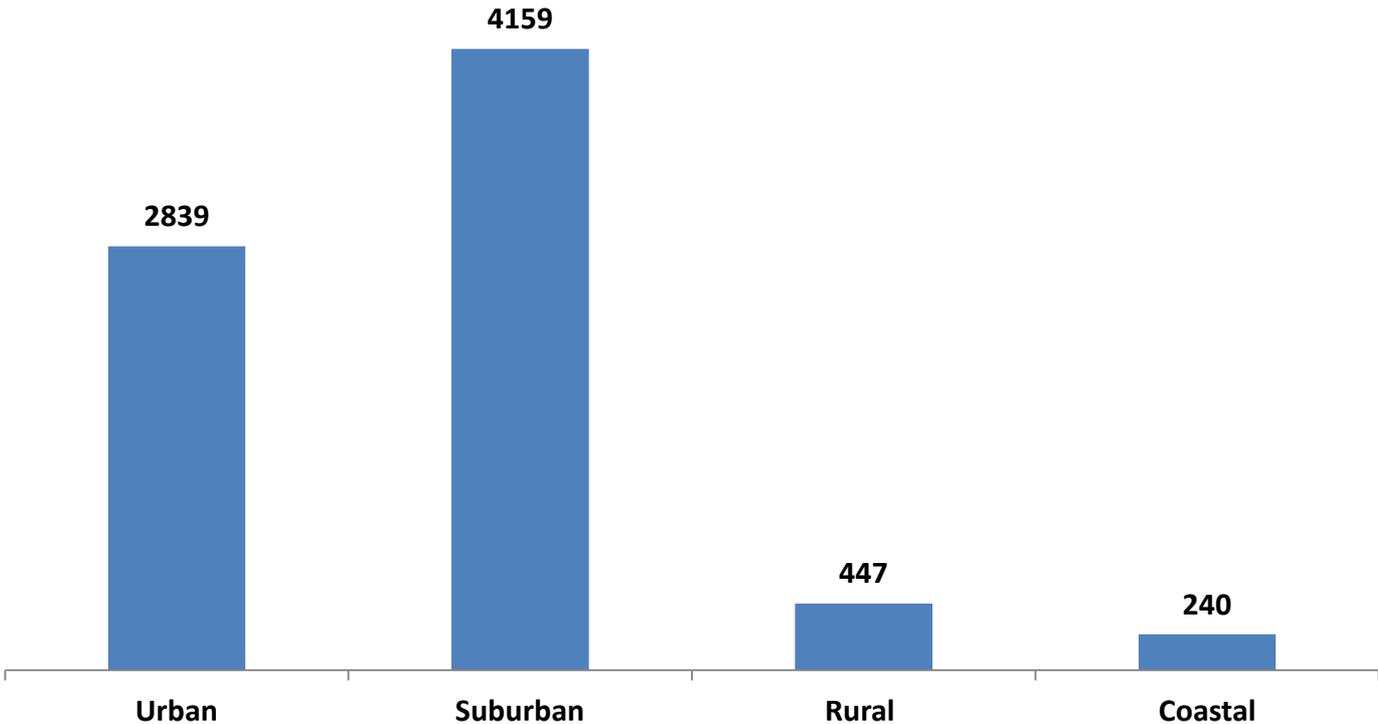
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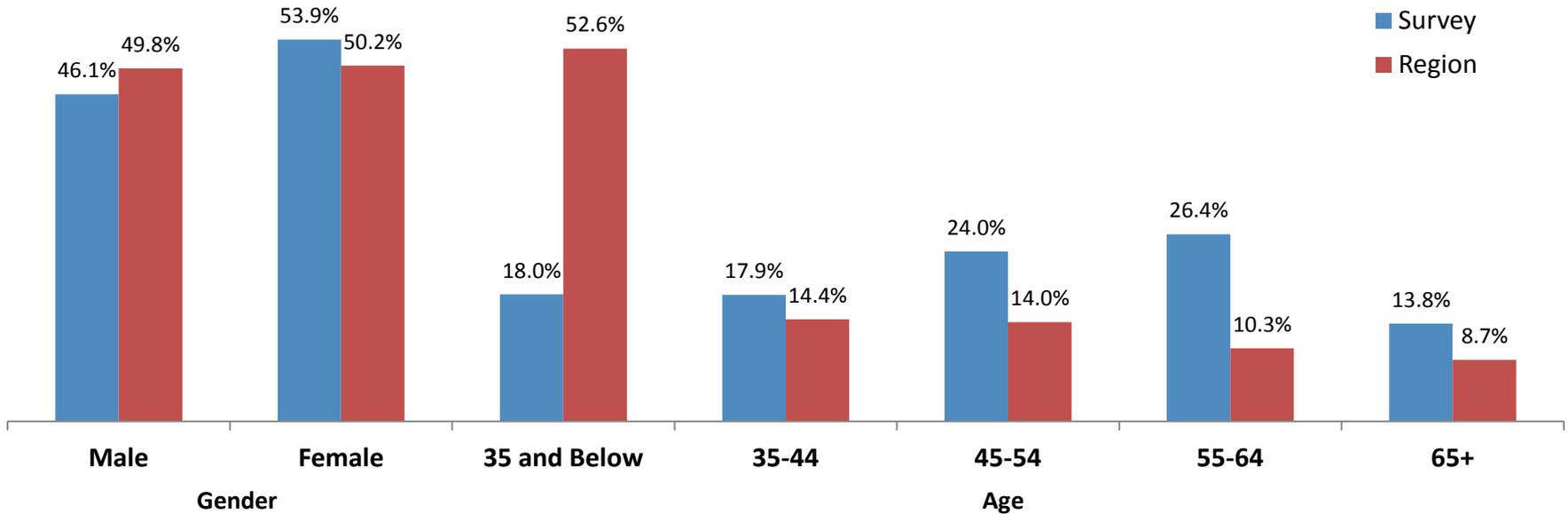
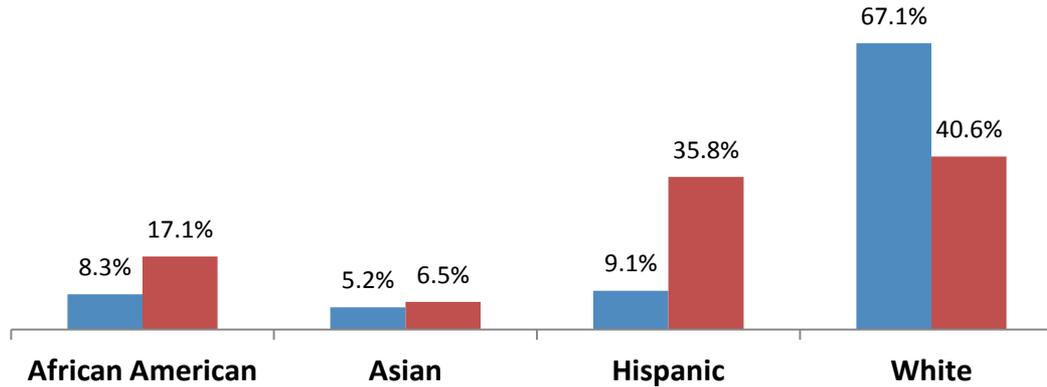


# Geographic Summary

Total Survey Respondents: 7,677

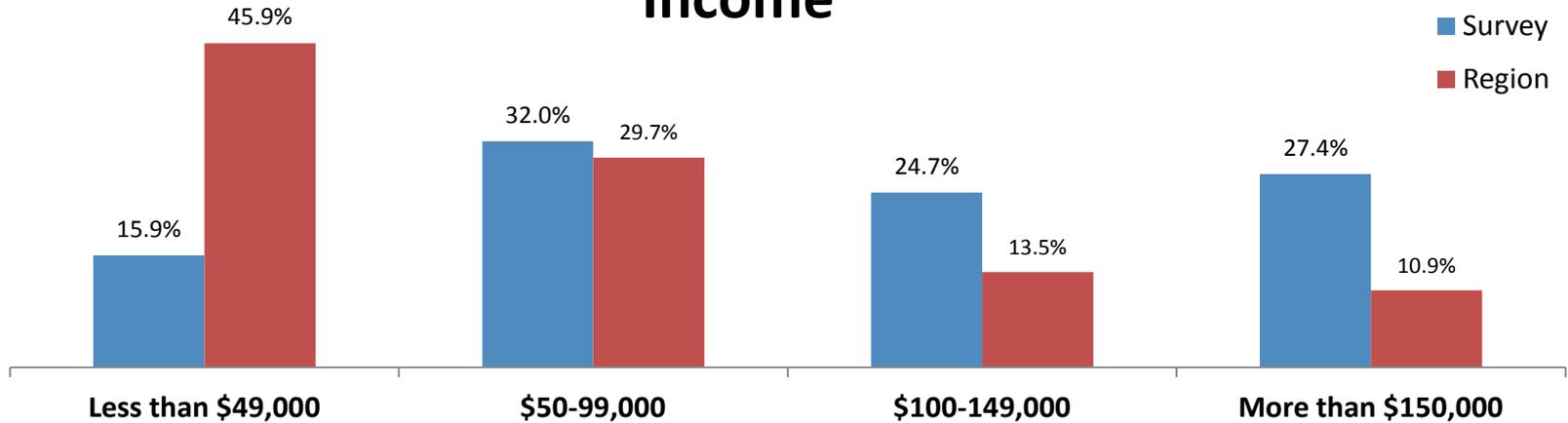


# Demographic Summary

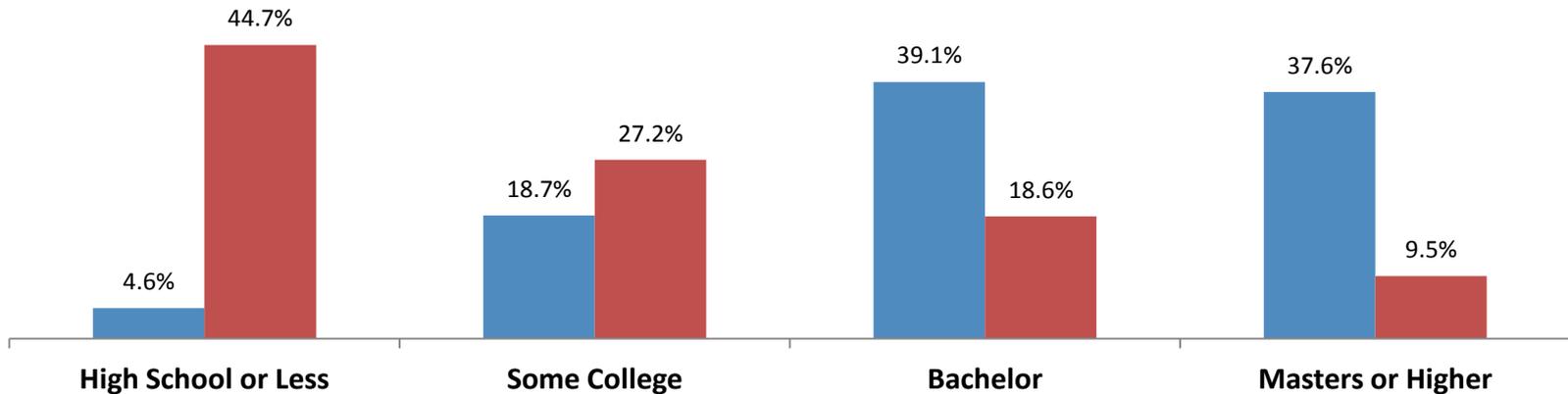


# Demographic Summary

## Income

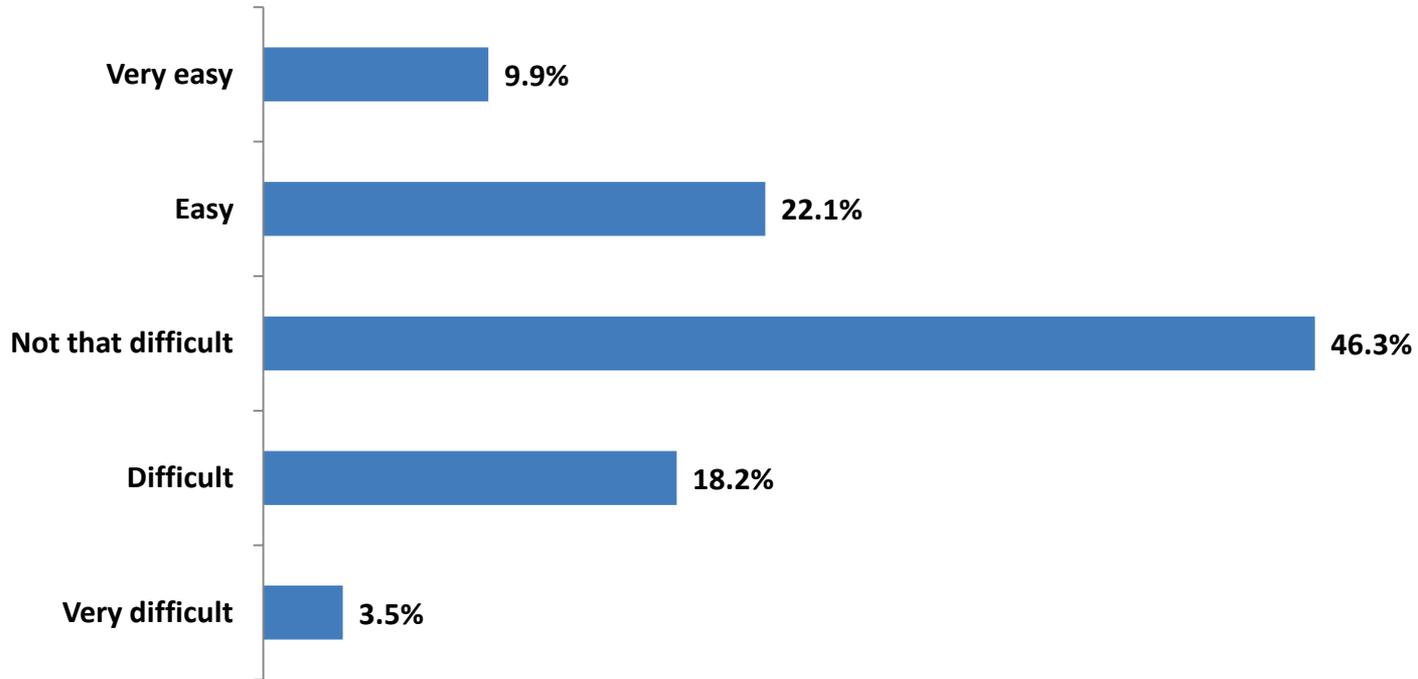


## Education Level



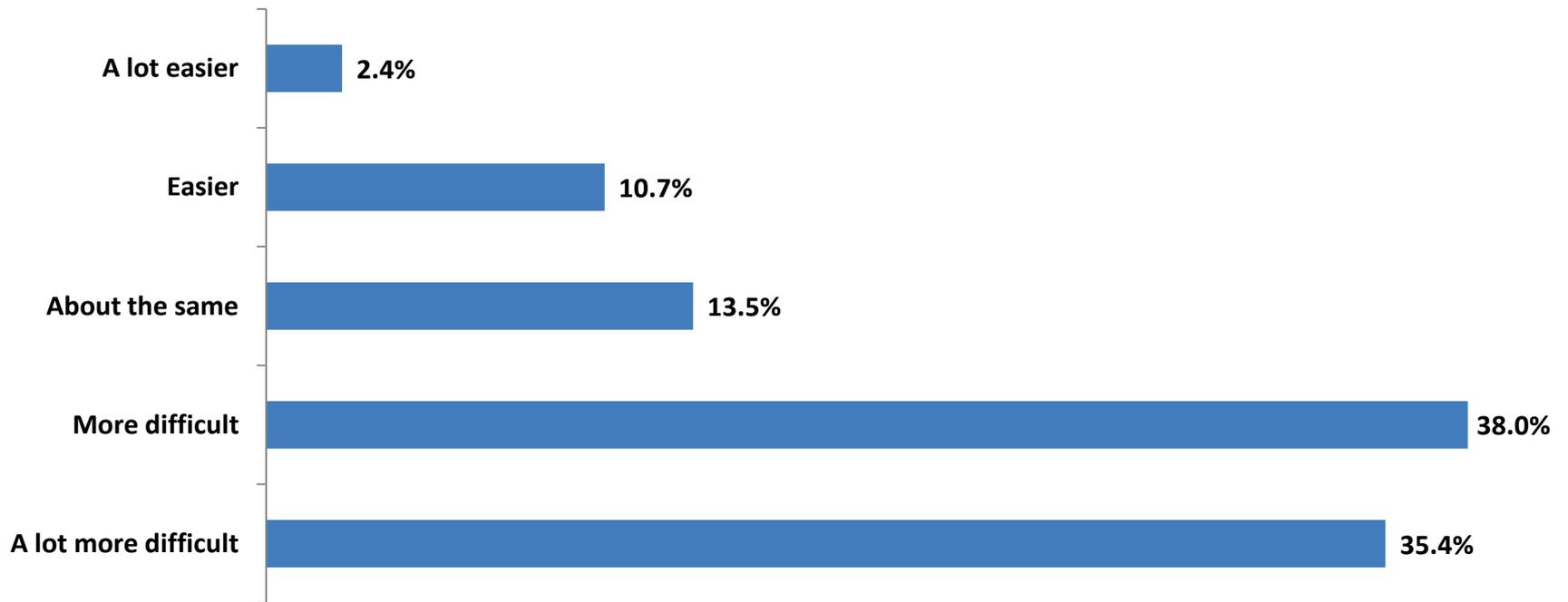
# Less Time on the Road

From where you live, how difficult/easy is it for you to get to the places you want to go?



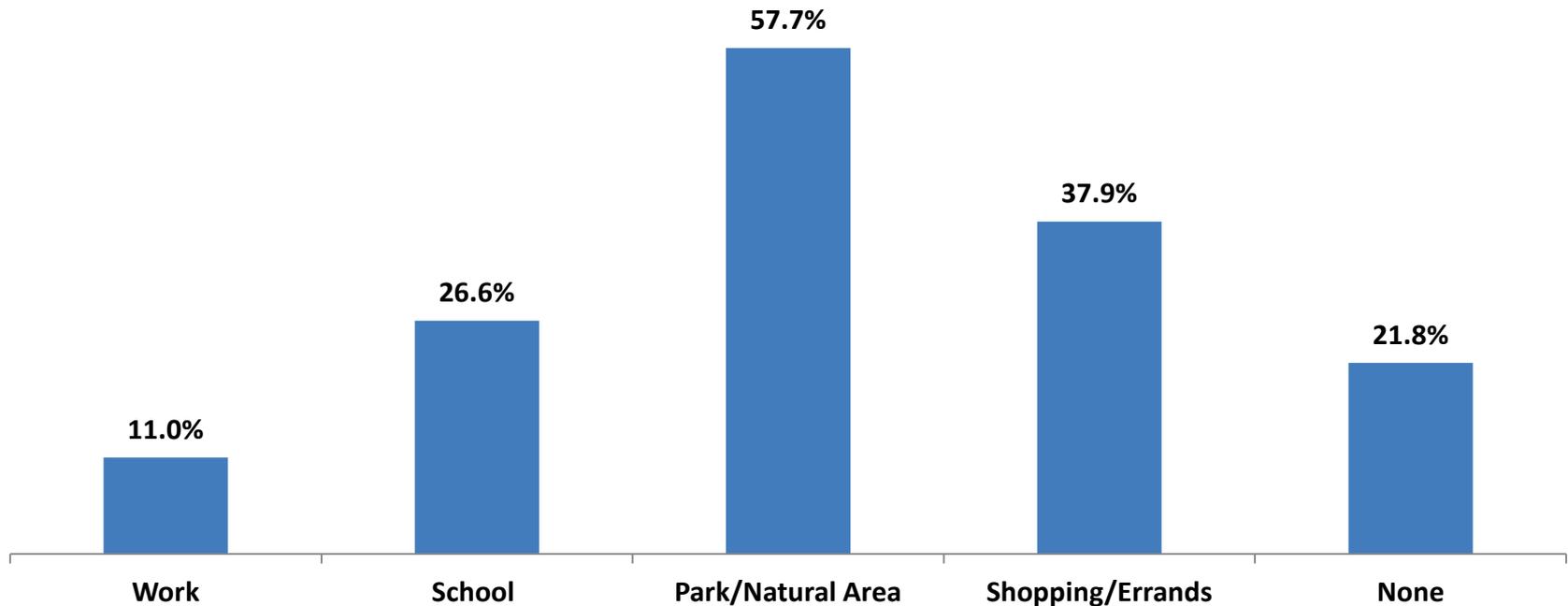
# Less Time on the Road

Do you think it will be easier or more difficult in the year 2040 for people to reach the places they want to go than it is today?



# Less Time on the Road

From where you live, which of the following could you reach in 10 minutes or less comfortably by bicycling or walking?



# Significant Variations

**From where you live, how much time does it usually take for you to reach the following destinations? Park/Natural Area**

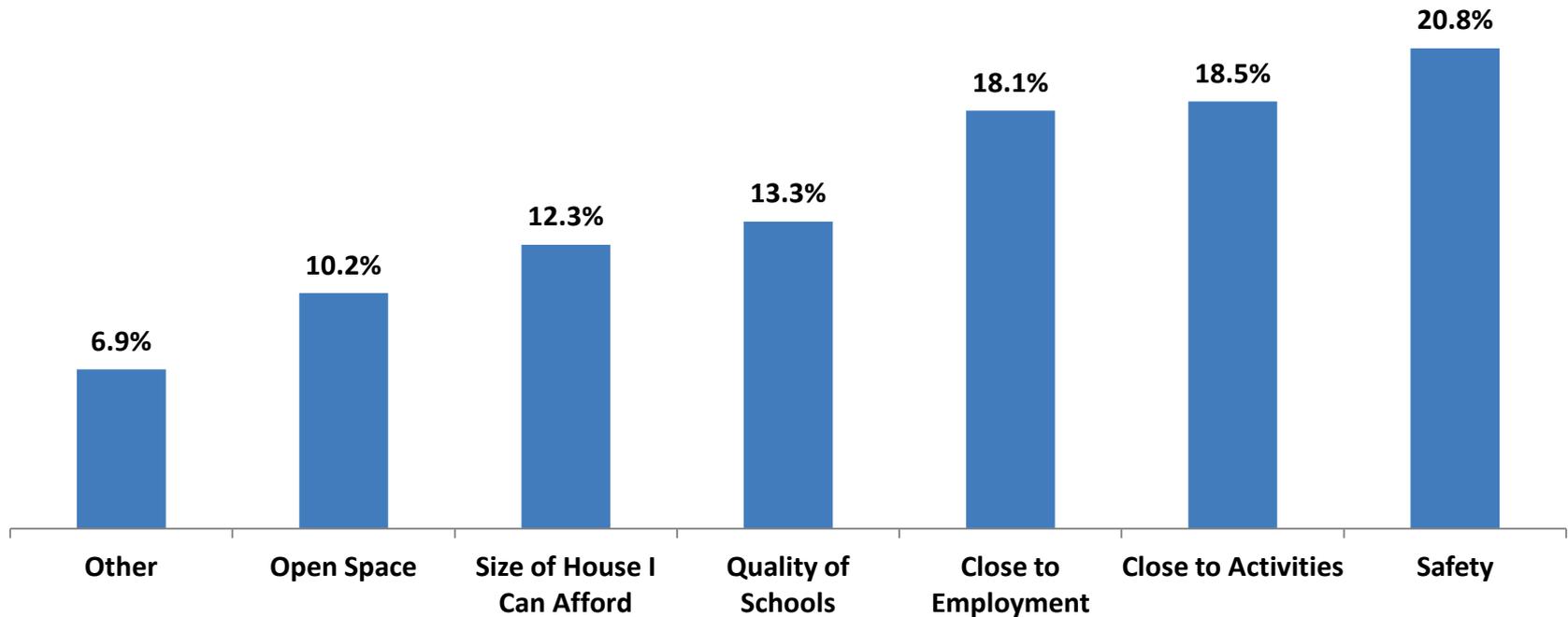
(Choices: Less than 10 minutes, 10 - 30 minutes, 30 - 45 minutes, 45 to 60 minutes, More than 60 minutes, and I don't go there)

**Choice:** Less than 10 minutes

Below \$50K	Above \$50K
46.7%	59.5%

# Less Time on the Road

If you could live anywhere in the region, which of the following would be the most important factor in your decision?



# Significant Variations

**If you could live anywhere in the region, which of the following would be the most important factor in your decision?**

(Choices: Close to activities (walking/bicycling distance), Size of house I can afford, Open space, Close to employment, Quality of schools, Safety, and Other)

## **Choice: Open Space**

Rural	Suburban	Urban
34.3%	10.6%	5.0%

## **Choice: Close to Activities**

Rural	Suburban	Urban
4.4%	13.0%	30.0%

# Significant Variations

**If you could live anywhere in the region, which of the following would be the most important factor in your decision?**

(Choices: Close to activities (walking/bicycling distance), Size of house I can afford, Open space, Close to employment, Quality of schools, Safety and Other)

**Choice:** Close to Activities (Walking/Bicycling Distance)

Under 35 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older
30.6%	14.8%	14.8%	17.8%	19.2%

# Significant Variations

**If you could live anywhere in the region, which of the following would be the most important factor in your decision?**

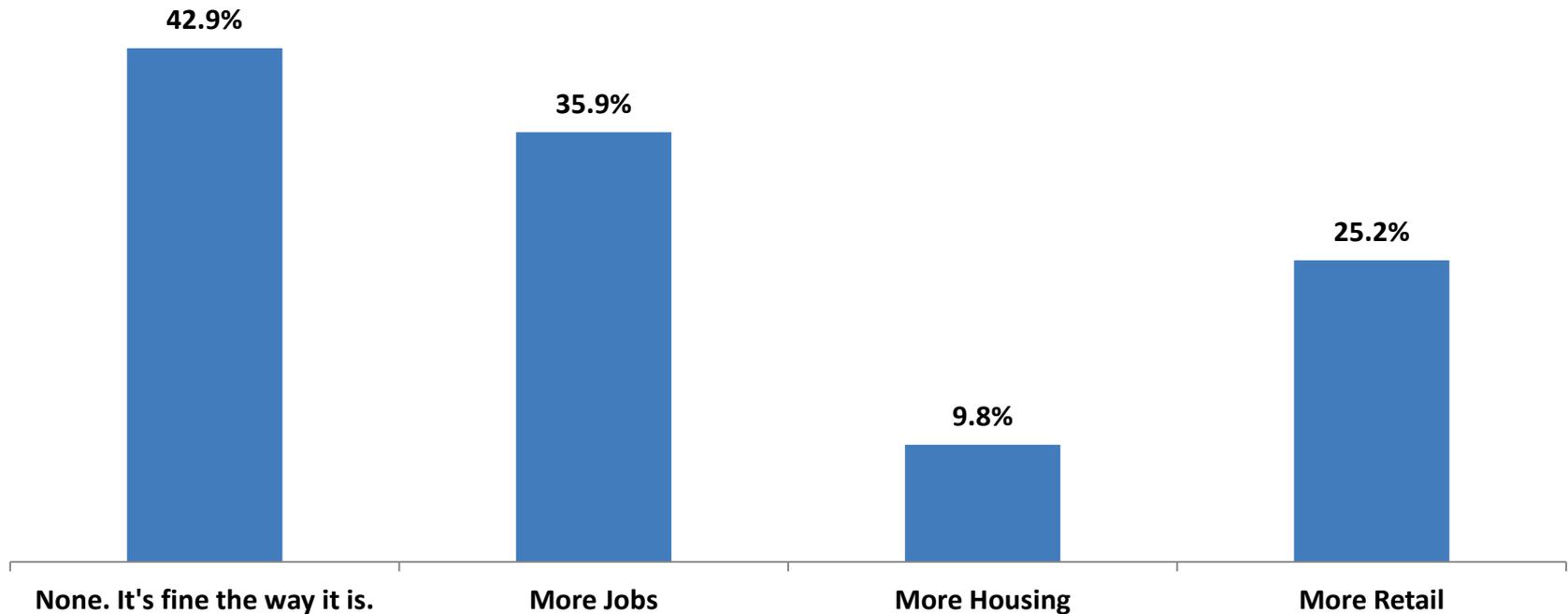
(Choices: Close to activities (walking/bicycling distance), Size of house I can afford, Open space, Close to employment, Quality of schools, Safety and Other)

## **Choice: Quality of schools**

Under 35 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older
13.1%	29.1%	15.8%	5.4%	3.9%

# Less Time on the Road

As our region continues to grow, which of the following would you like to see in the area where you live?



# Significant Variations

**As our region continues to grow, which of the following would you like to see in the area where you live?**

(Choices: More Jobs, More Housing, More Retail, None, It's fine the way it is).

**Choice:** None. It's fine the way it is

African American	Asian	Hispanic	White
20.6%	27.0%	36.1%	46.5%

# Significant Variations

As our region continues to grow, which of the following would you like to see in the area where you live?

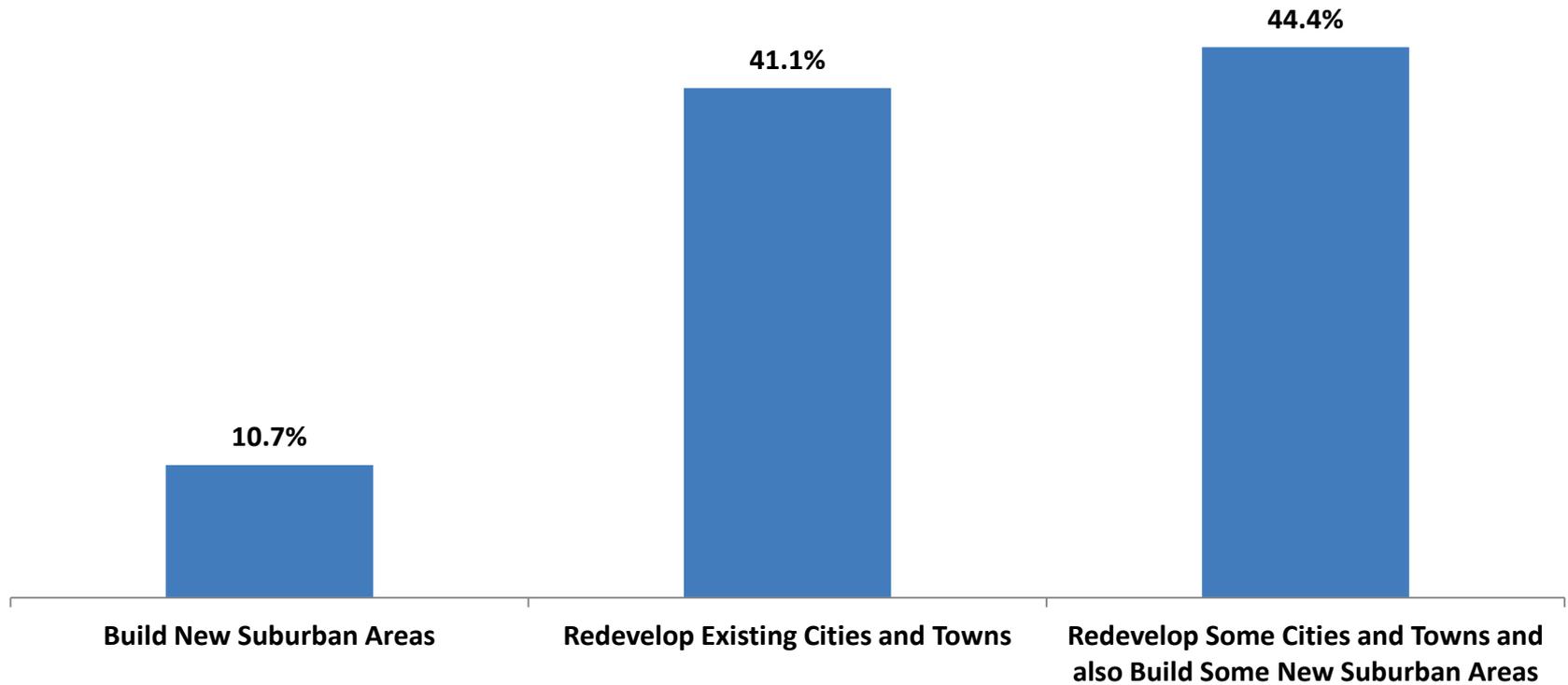
(Choices: None. It's fine the way it is, More Jobs, More Housing, and More Retail)

**Choice:** None. It's fine the way it is

Under 35 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older
27.7%	37.7%	45.9%	46.0%	59.2%

# Less Time on the Road

What is the best way to accommodate future growth?



# Significant Variations

**By the year 2040, our region will need to build new housing, shops, and workplaces for more than 3.5 million additional residents. Which would be the best way to accommodate that growth?**

(Choices: Build New Suburban Areas, Redevelop Existing Cities, Redevelop Some Cities and Towns and Build New Suburban Areas and No Opinion/I Don't Know)

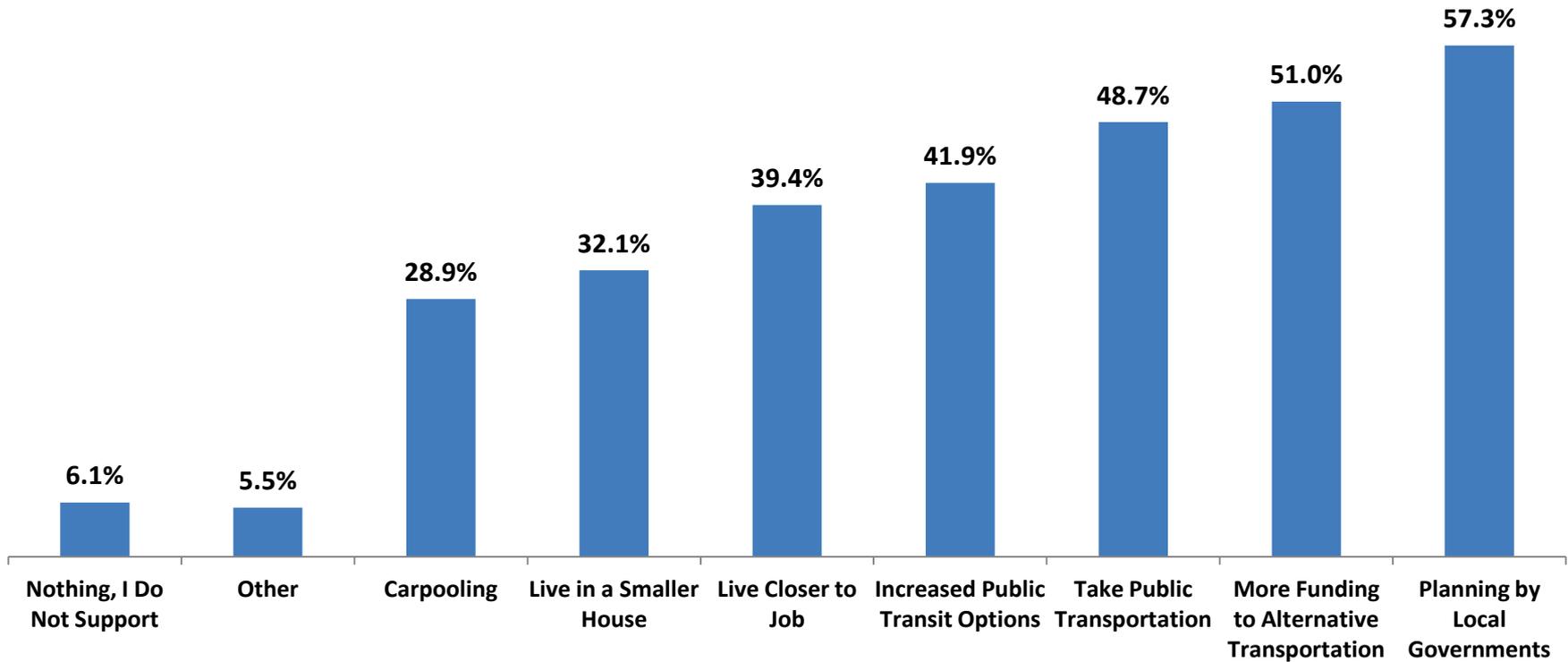
## **Choice:**

Redevelop existing cities and towns to build new housing and shops where streets and city services already exist

Rural	Suburban	Urban
33.3%	33.8%	53.4%

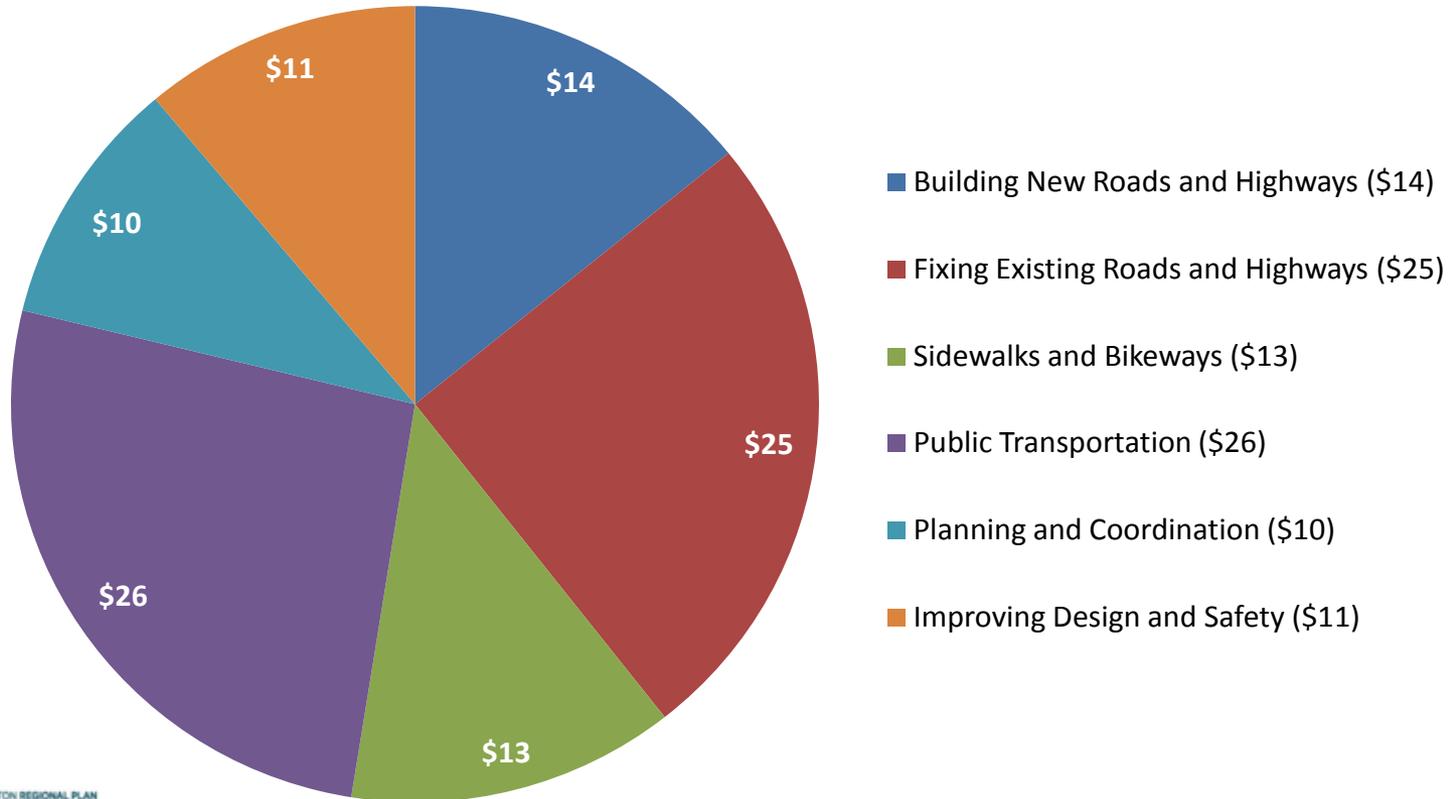
# Less Time on the Road

What would you support to make this alternative a reality?



# Less Time on the Road

How the region would spend \$100 to improve the region's transportation system



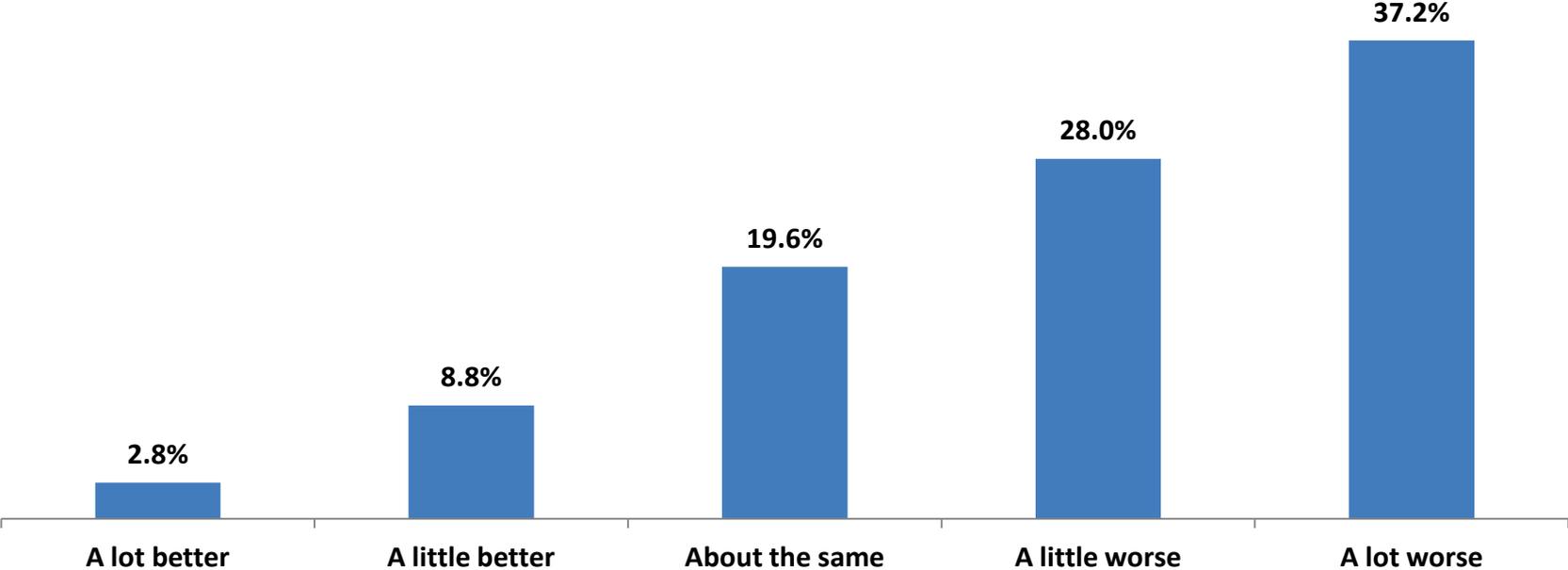
# Greener Region

As we grow, steps should be taken to preserve our region's wetlands, forests, prairies and shorelines.

**95.5% AGREE**

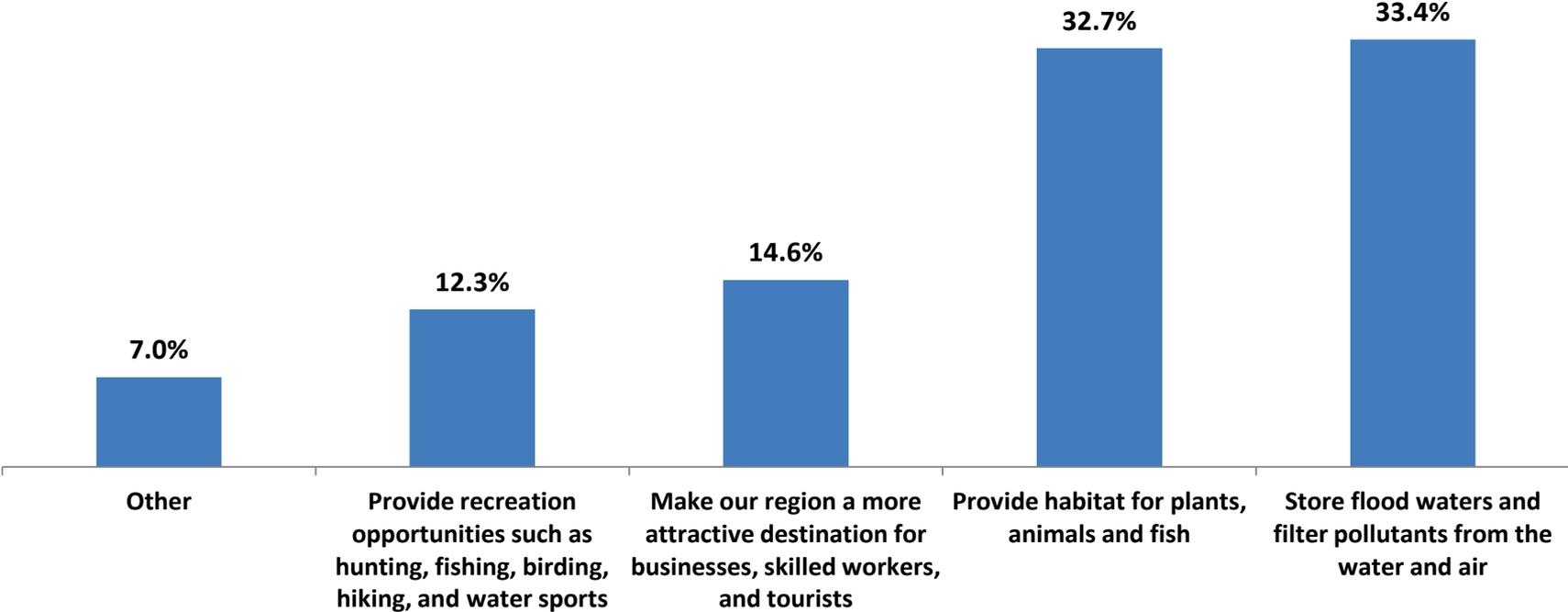
# Greener Region

How do you think the quality of the region's air, water and natural areas will be in the year 2040 compared to today?



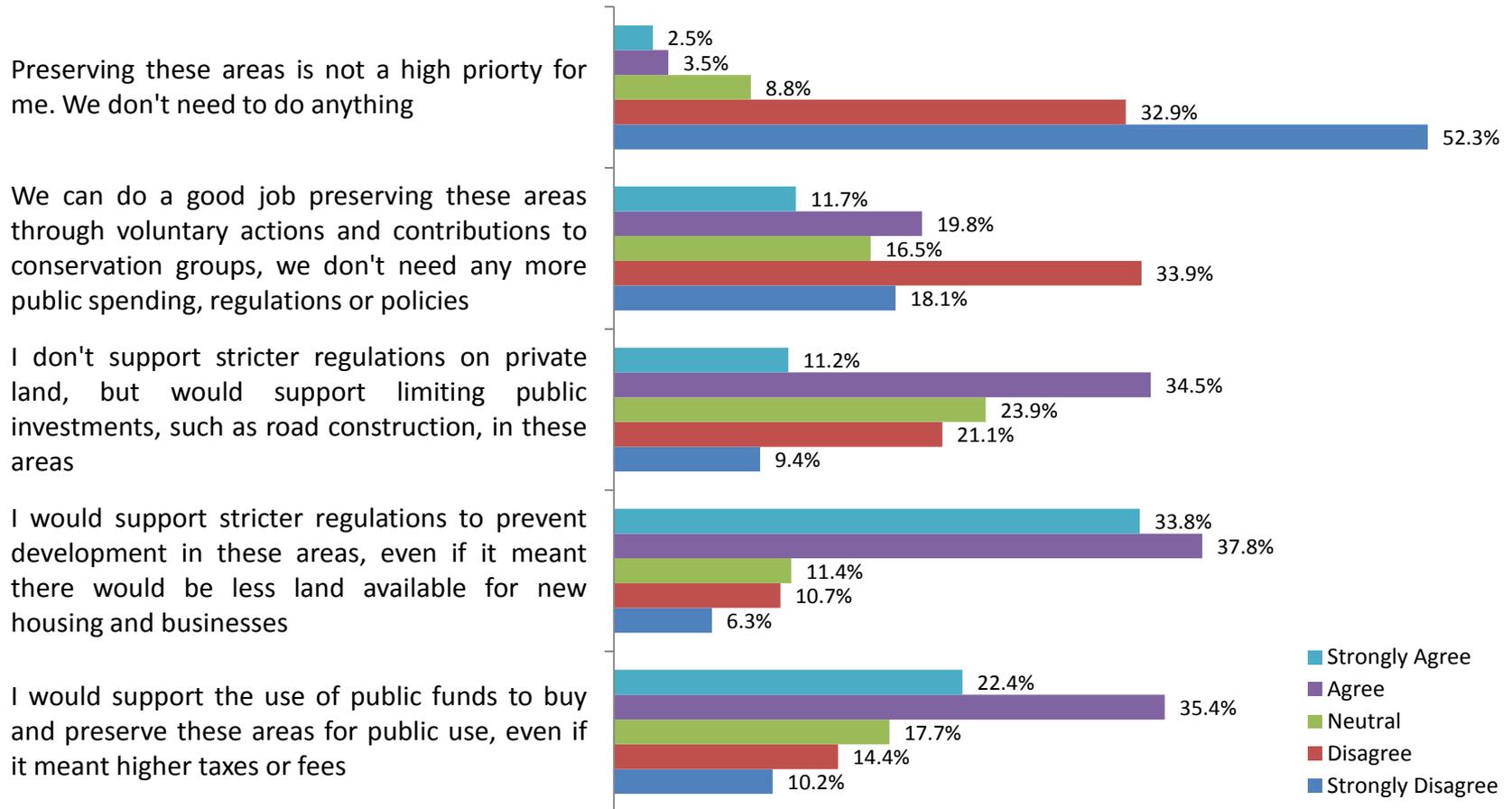
# Greener Region

What is the most important reason to step up efforts to preserve our region's wetlands, forests and prairies?



# Greener Region

Rate your level of agreement with the following statements about strategies for preserving the region's wetlands, forests, prairies and shorelines.



# Significant Variations

**Rate your level of agreement with the following statements about strategies for preserving the region's wetlands, forests, prairies and shorelines:  
I would support the use of public funds to buy and preserve these areas for public use, even if it meant higher taxes or fees.**

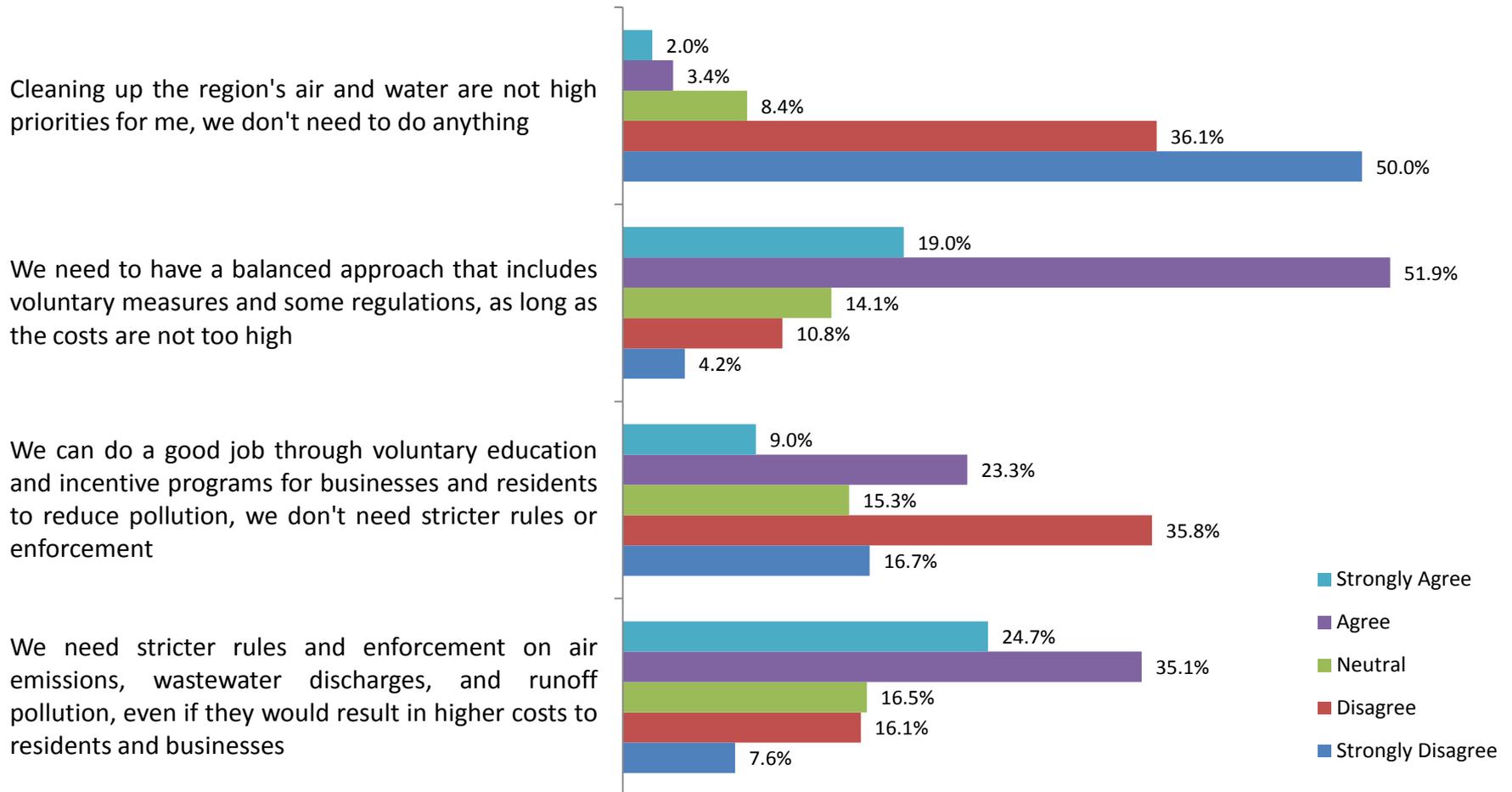
(Choices: Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree)

**Choice: Strongly Agree**

Rural	Suburban	Urban
13.2%	20.2%	28.8%

# Greener Region

Rate your level of agreement with the following strategies for cleaning up our region's air and water.



# Significant Variations

Rate your level of agreement with the following strategies for cleaning up our region's air and water:

**We need stricter rules and enforcement on air emissions, wastewater discharges, and runoff pollution, even if they would result in higher costs to residents and businesses.**

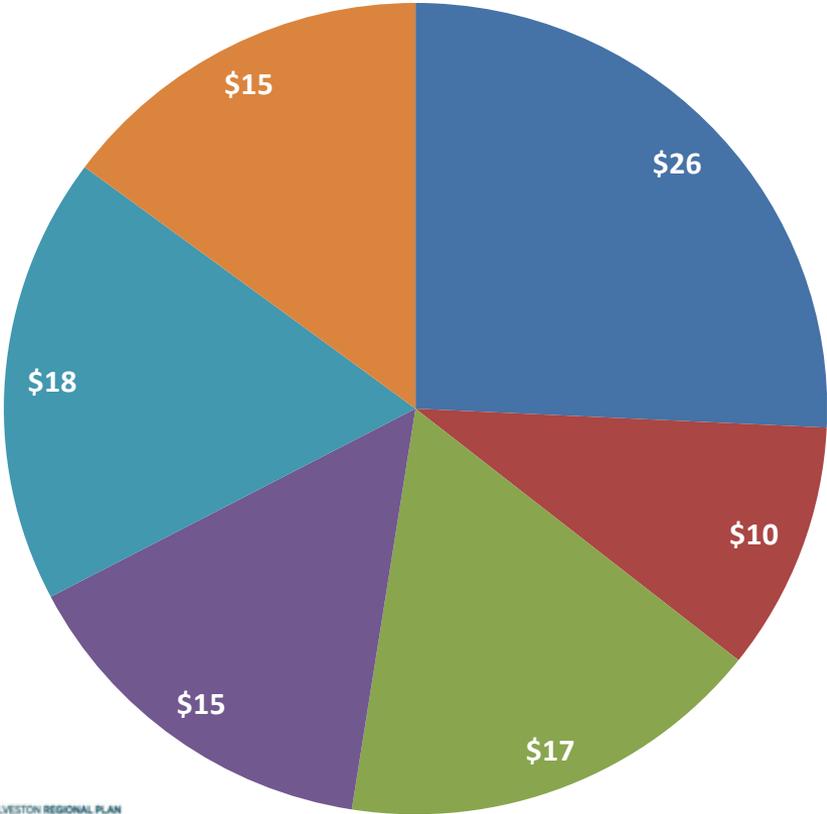
(Choices: Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree)

**Choice: Strongly Agree**

Rural	Suburban	Urban
13.1%	21.2%	32.9%

# Greener Region

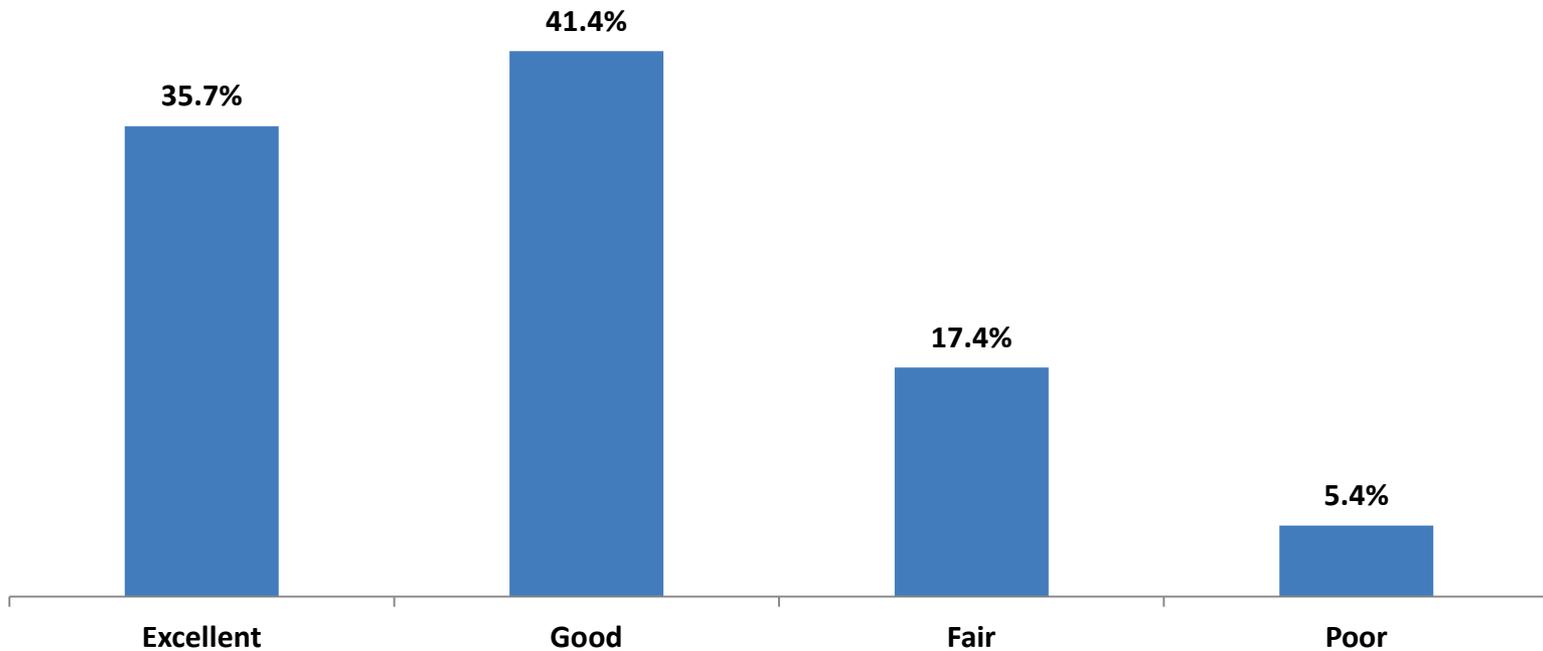
How the region would spend \$100 to improve the environment



- Conserving Wetlands, Prairies, Forests (Purchasing Land) (\$26)
- Education about the Environment (\$10)
- Expanding Recycling Programs and Centers (\$17)
- Weatherizing Homes to Improve Energy Efficiency (\$15)
- Water Quality Planning (\$18)
- Air Quality Initiatives (Telecommuting, Engine Replacement, etc.) (\$15)

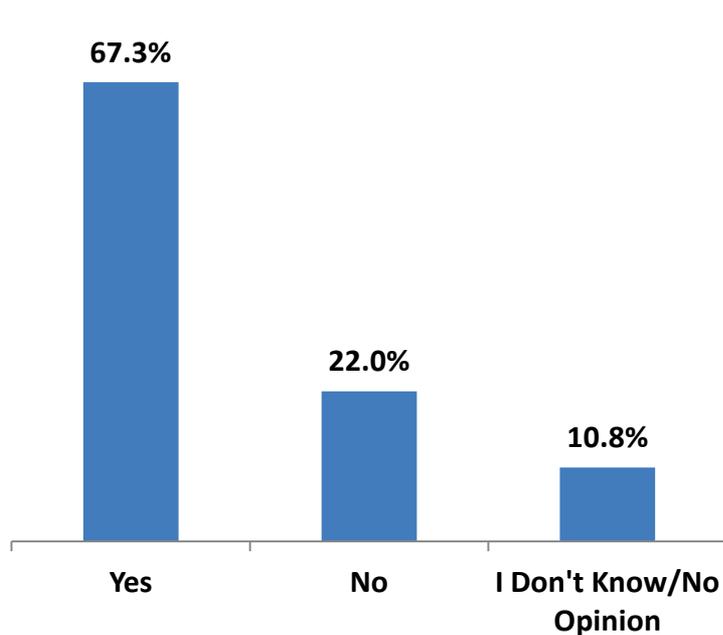
# Competitive Workforce

I think the opportunities for getting a good education in my community are:

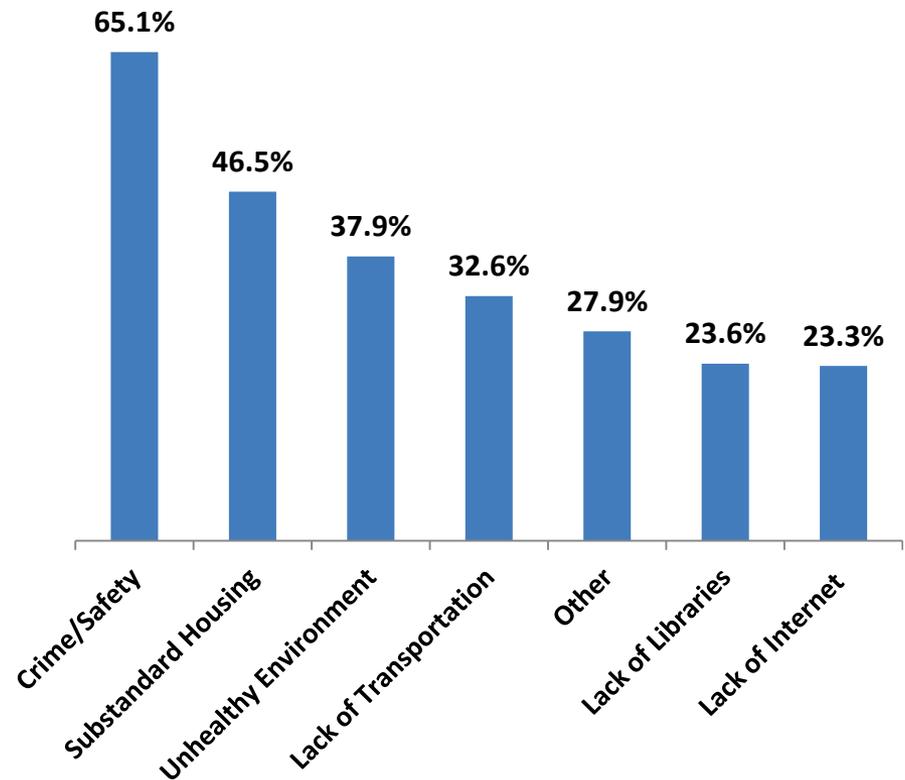


# Competitive Workforce

Are there factors in your community besides the quality of schools that make it a poor environment for getting a good education?



Which factors in your community (besides the quality of the schools) make it a poor environment for getting a good education?



# Significant Variations

Are there factors in your community besides the quality of the schools that make it a poor environment for getting a good education?

(Choices: Yes, No, and I Don't Know/No Opinion)

## Choice: Yes

African American	Asian	Hispanic	White
85.9%	61.1%	82.8%	60.1%

# Significant Variations

**Are there factors in your community besides the quality of the schools that make it a poor environment for getting a good education?**

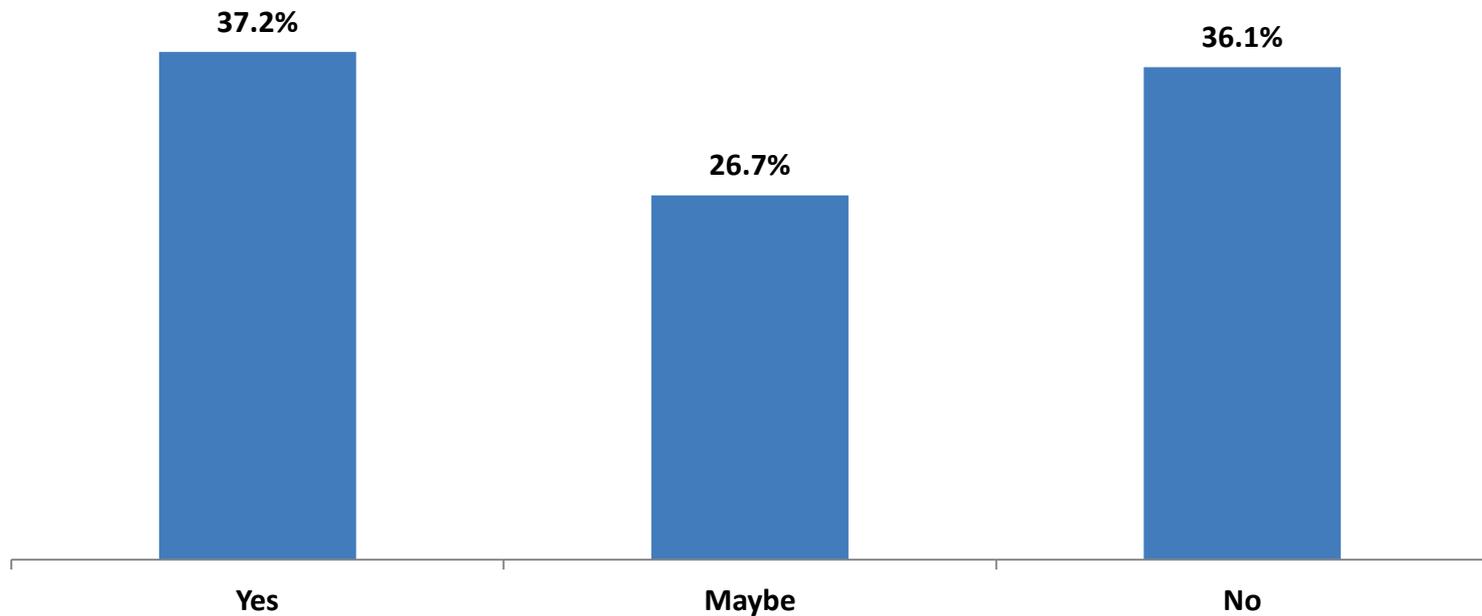
(Choices: Yes, No, and I Don't Know/No Opinion)

**Choice: No**

Below \$50K	Above \$150K
10.9%	37.3%

# Competitive Workforce

Do you have an interest in learning a new skill that will improve your job prospects and earning potential?



# Significant Variations

**Do you have an interest in learning a new skill that will improve your job prospects and earning potential?**

(Choices: Yes, Maybe, and No)

## Choice: Yes

Below \$50K	Between \$50K to \$150K	Above \$150K
57.6%	39.6%	26.1%

# Significant Variations

**Do you have an interest in learning a new skill that will improve your job prospects and earning potential?**

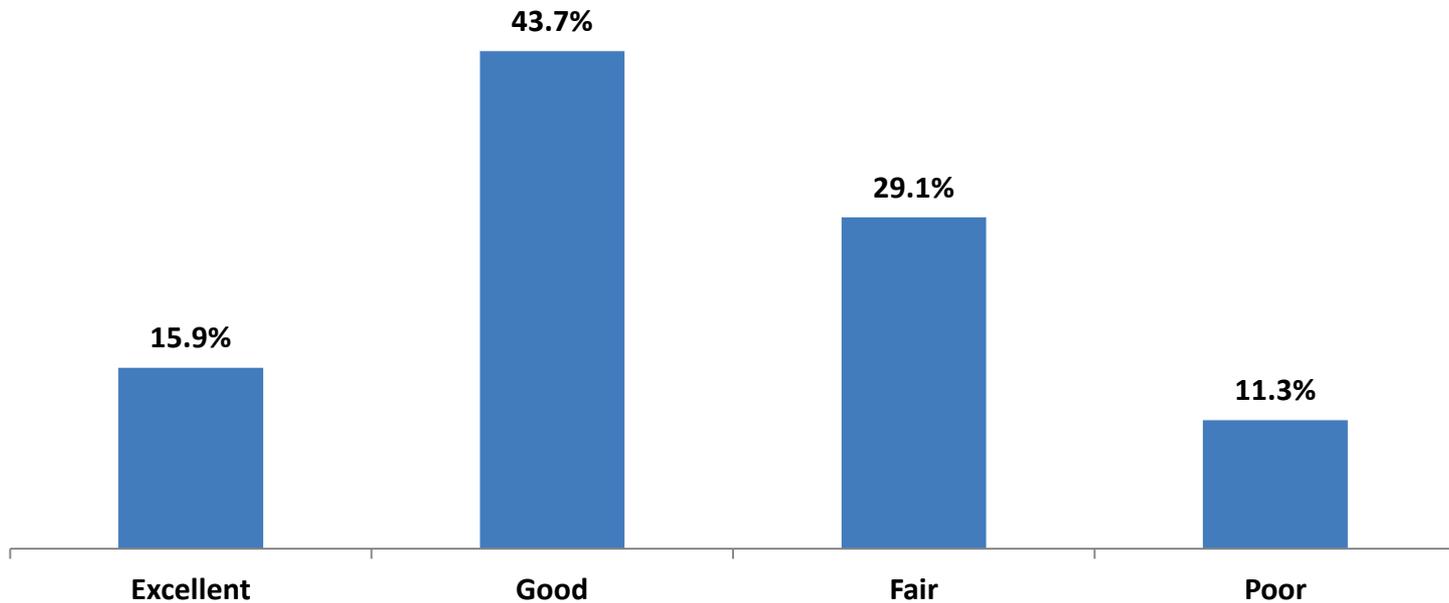
(Choices: Yes, Maybe and No)

## Choice: Yes

African American	Asian	Hispanic	White
59.9%	61.2%	60.8%	30.8%

# Competitive Workforce

How would you rate the opportunities for learning new job skills where you live?



# Significant Variations

**How would you rate the opportunities for learning new job skills where you live?**

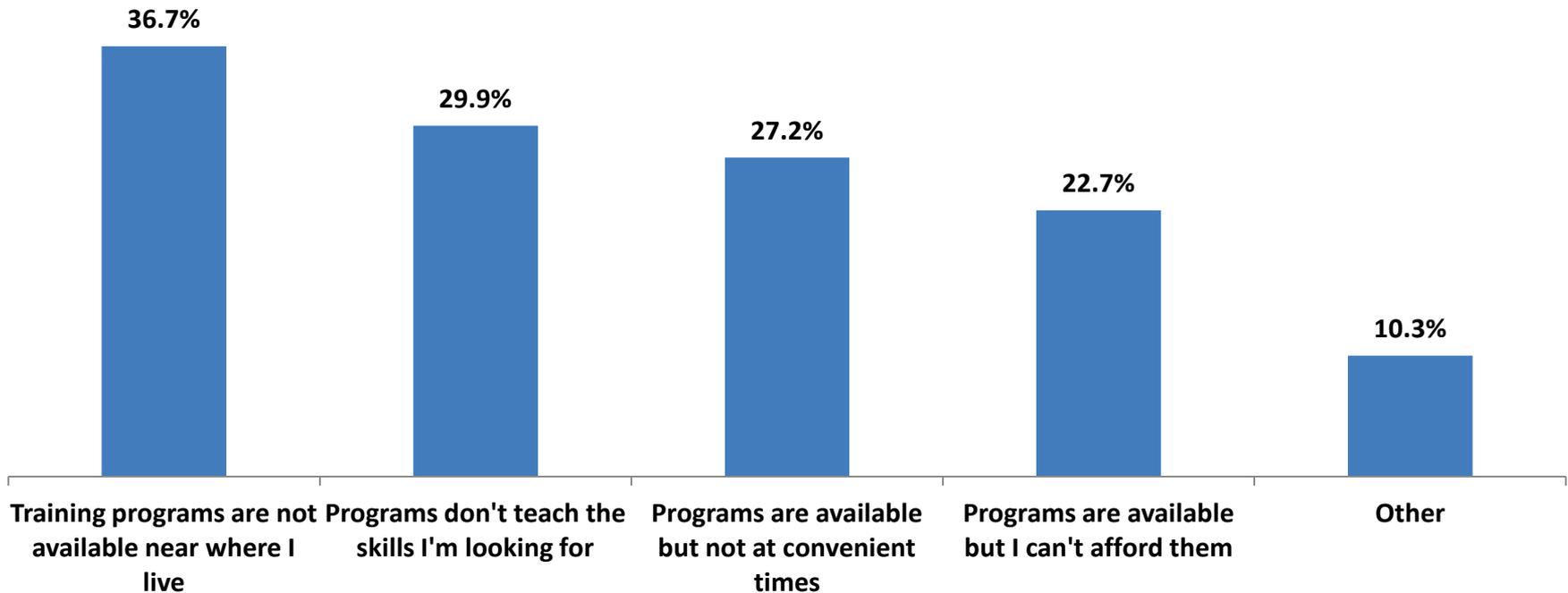
(Choices: Excellent, Good, Fair, and Poor)

**Choice: Good**

Rural	Suburban	Urban
28%	44%	45%

# Competitive Workforce

Why do you think your opportunities for learning new job skills are fair or poor?



# Significant Variations

## Why do you think opportunities for learning new job skills are fair or poor?

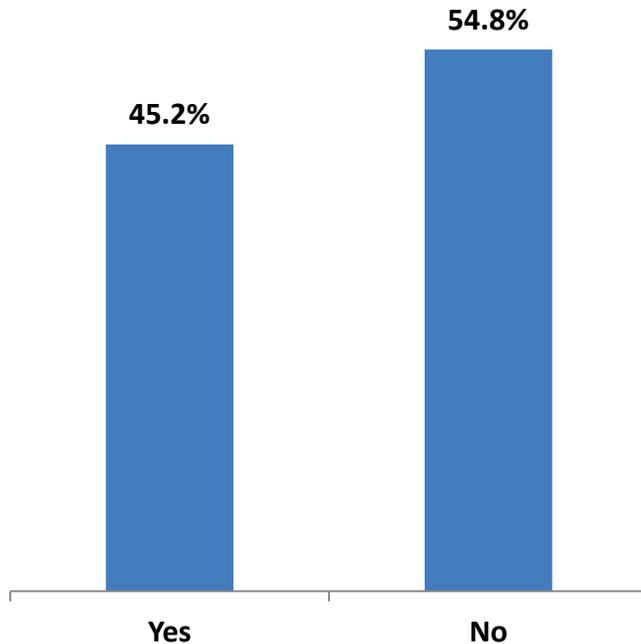
(Choices: Training programs are not available near where I live, Programs are available but I can't afford them, Programs are available but not at convenient times, Programs don't teach the skills I'm looking for, and Other)

**Choice:** Training programs are not available near where I live

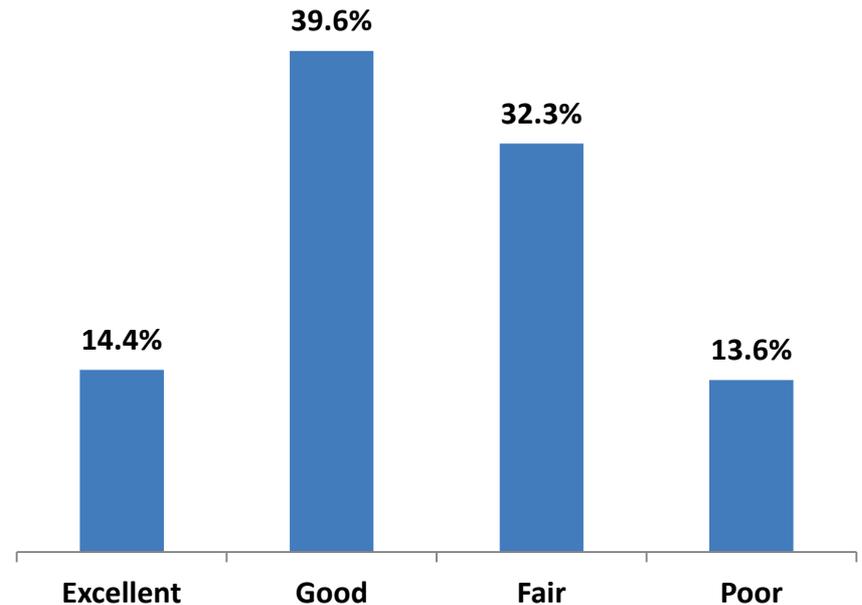
Rural	Suburban	Urban
51.5%	37.1%	32.8%

# Competitive Workforce

Do you currently have or have you considered starting a small business?



How would you rate the opportunities available where you live to get training and support to make your business successful?



# Significant Variations

**How would you rate the opportunities available where you live to get training and support to make your business successful?**

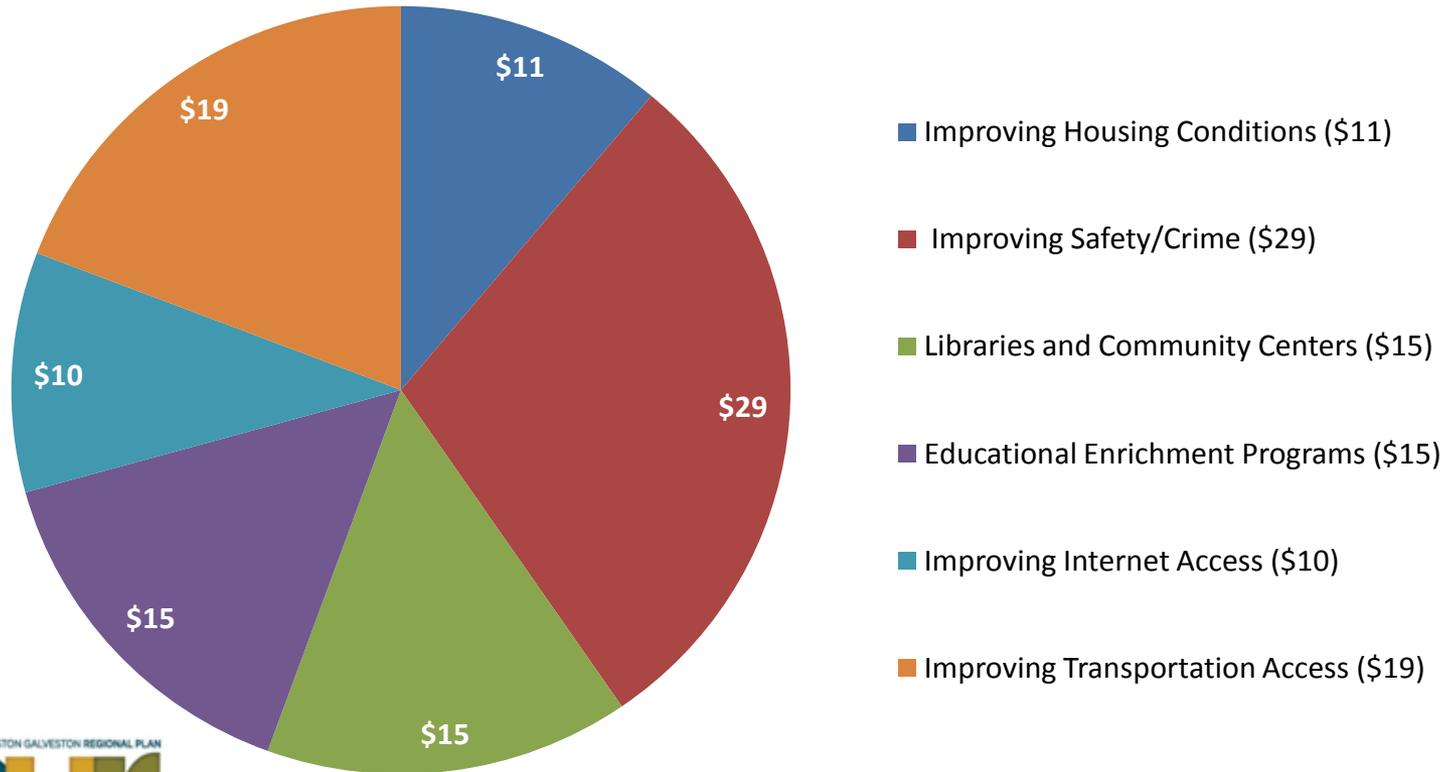
(Choices: Excellent, Good, Fair, and Poor)

**Choice: Poor**

Below \$50K	Above \$150K
26.4%	7.7%

# Competitive Workforce

How the region would spend \$100 to improve the region's community factors that impact education and training opportunities



# What Can We Learn?

## Less Time on the Road

- Not a burning issue today, but a future concern.
- Support for planning.
- Support for balanced investments.
- Demographic, geographic differences.
- People concerned about density?
- Influence of school districts overstated?

# What Can We Learn?

## Greener Region

- Strong support for conservation and environmental stewardship, least variation.
- Conserving natural areas had highest support.
- Support for public expenditures and regulations, skepticism about entirely voluntary approaches.
- Rural attitudes differ significantly.

# What Can We Learn?

## Competitive Workforce

- Majority satisfied with training opportunities, but satisfaction lowest in rural areas.
- More non-whites, lower income people interested in learning new skills.
- Community factors perceived as detrimental to learning environment, particularly among non-whites.

Help make the vision for a better tomorrow a reality!

## Think 2040 Survey Results

Click the links below to see survey results, including results from the expenditures preferences questions. Each link will open in a new window. Click [here](#) for background information about the survey.

### Survey Results

The alternatives survey contained a series of questions about the tradeoffs involved in pursuing various futures in the region. Click on each link below to see how respondents answered.

[Overall Region](#)

[By County](#)

[Coastal vs. Inland](#)

[Cities vs. Unincorporated Areas](#)

[By Location \(Rural/Suburban/Urban\)](#)

[By Age](#)

[By Gender](#)

[By Ethnicity](#)

[By Education](#)

[By Household Size](#)

[By Household Income](#)

[By Length of Residence in the Region](#)

### Expenditures Preferences

The survey asked respondents how they would spend \$100 on the region's transportation system, the environment, and community factors. Click on each link below to see how respondents answered.

[Overall Region](#)

[By County](#)

[Coastal vs. Inland](#)

[Cities vs. Unincorporated Areas](#)

[By Location \(Rural/Suburban/Urban\)](#)

[By Age](#)

[By Gender](#)

[By Ethnicity](#)

[By Education](#)

[By Household Size](#)

[By Household Income](#)

[By Length of Residence in the Region](#)

### Quick Links



[Share your opinion!](#)  
Ever wanted to attend a town hall meeting in your pajamas?



[Community Ambassador](#)  
Community Ambassador Team (CAT) Help your community get connected



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Articles, plans, presentations, agendas, minutes and more



[Preferred Sustainability](#)  
Earn extra points when applying for grants



[Upcoming Events](#)  
Join us at an upcoming event in your region

# Houston-Galveston Area Council

**Contact Us!**

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**www.ourregion.org**

