

# Think

# 2040



**OURREGION**

# SNAPSHOT

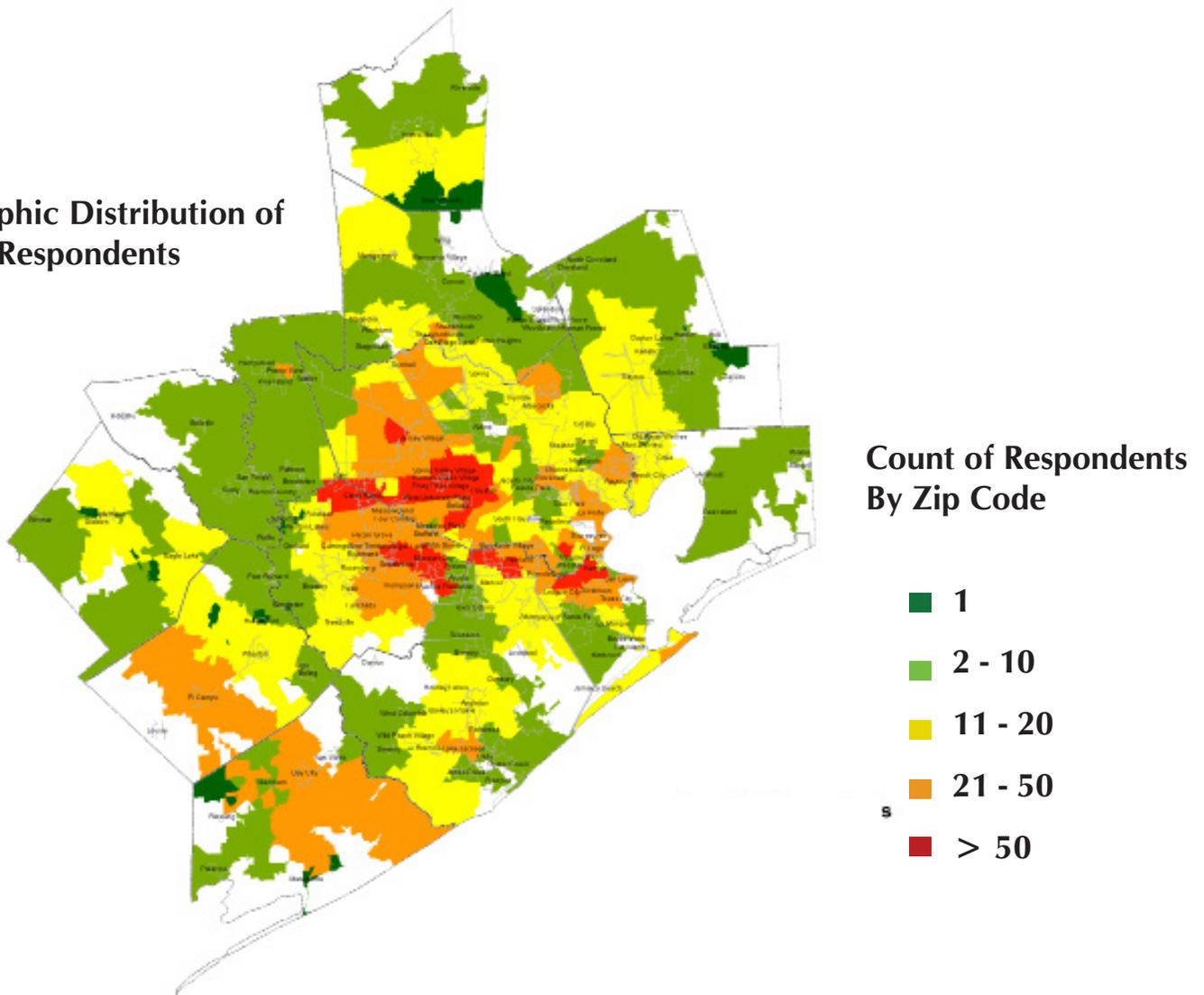
The “Think 2040” survey, administered in the fall of 2012, was an online survey that asked for the public’s input about the future of the 13-county Houston-Galveston region. Three alternative futures were presented that explored ways in which our region may grow, how we may get around, and how we may maintain or create strong competitive communities as we plan for the year 2040.

**Less Time on the Road:** This alternative promoted more growth in existing communities where infrastructure and services already exist. It also looked at coordinating housing with jobs, reducing travel times and costs, and providing more opportunities for walking, biking and transit.

**Greener Region:** This alternative preserved high-quality natural areas in the region through public and private efforts, resulting in a reduction in air and water pollution.

**Competitive Workforce:** This alternative focused on increasing the educational attainment of the region’s residents by improving schools as well as addressing community factors such as poverty, crime, and substandard housing. It also looked at increasing opportunities for job training to provide a more competitive workforce.

**Geographic Distribution of Survey Respondents**



## Total Survey Responses:

8,000 +

## Outreach Methods Used:

Online  
E-blasts  
Targeted presentations  
Community meetings  
Kiosks  
In person surveys using iPads  
Survey available in six languages

## Demographics of Survey Respondents:

### Gender of Respondents

Male: 46% (49.8%)  
Female: 54% (50.2%)

### Ethnicity of Respondents

Asian: 6.7% (6.5%)  
African-American: 13.3% (17.1%)  
Hispanic: 11.5% (35.8%)  
White: 68.5% (40.6%)

### Age of Respondents

15 - 34: 21% (52.6%)  
35 - 44: 18% (14.4%)  
45 - 54: 25.4% (10.3%)  
64+: 12.4% (8.7%)

### Self-Identified Geography

46% - Urban  
43% - Suburban  
7% - Rural  
4% - Coastal

*Italicized items are the actual percentage of regional population each group represents*

## Major takeaways from survey results:

### Less Time on the Road

Most respondents (78%) said it was very easy, easy, or not that difficult to get to the places they want to go today, but 71% are concerned that it will be more difficult or a lot more difficult to get around in 2040.

A majority (61%) said they would support increased planning by local governments to build communities with more transportation options.

### Greener Region

A strong majority (95%) said we should take steps to preserve wetlands, forests, prairies and shorelines

59% said they would support public spending to conserve these areas, even if it meant higher taxes or fees.

### Competitive Workforce

Most report satisfaction with educational and training opportunities but there are race, income and geographic area differences.

68% believe there are factors in their community besides the quality of the schools that make it a poor environment for getting a good education with crime and safety noted as a primary concern.

**Analysis of the survey results showed notable differences in how people answered the survey questions based on where they live as well as their age, education level, income, and race/ethnicity. The full break-down of how each survey question was answered is available on the project website at: [www.ourregion.org](http://www.ourregion.org)**

Here are a few examples:

Survey Question: How would you rate the opportunities for learning new job skills where you live?  
(Choices: Excellent, Good, Fair and Poor)

**Percent Answering “Good”:**

Rural	Suburban	Urban
28%	44%	45%

Survey Question: 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)

**Percent Answering “Yes”:**

African American	Asian	Hispanic	White
86%	61%	83%	61%

Survey Question: 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)

**Percent Answering “Close to Activities”:**

Under 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older
33%	16%	16%	18%	21%

## What is the Regional Plan for Sustainable Development and why is it important?

The alternatives survey is part of the Regional Plan for Sustainable Development, a long range plan to ensure the region is as good or better a place to live and work in the future as it is today. The plan will be built on local plans and initiatives to capitalize on opportunities and address the challenges faced by our region’s urban, suburban, rural and coastal communities.

How will the survey results be used?

- Inform discussion about regional priorities
- Gauge support for various strategies
- Examine differences in how people answered the survey to tailor strategies

What are the next steps in the planning process?

- Get feedback on if draft plan strategies are realistic and relevant for local communities
- Identify how the plan can support local activities and priorities