



midtown
H O U S T O N

2022 MIDTOWN CAPITAL IMPROVEMENTS PLAN SURVEY

Midtown Redevelopment Authority Board
January 27, 2022



1

Objective

2

Results

3

Next Steps

OBJECTIVES OF THE SURVEY

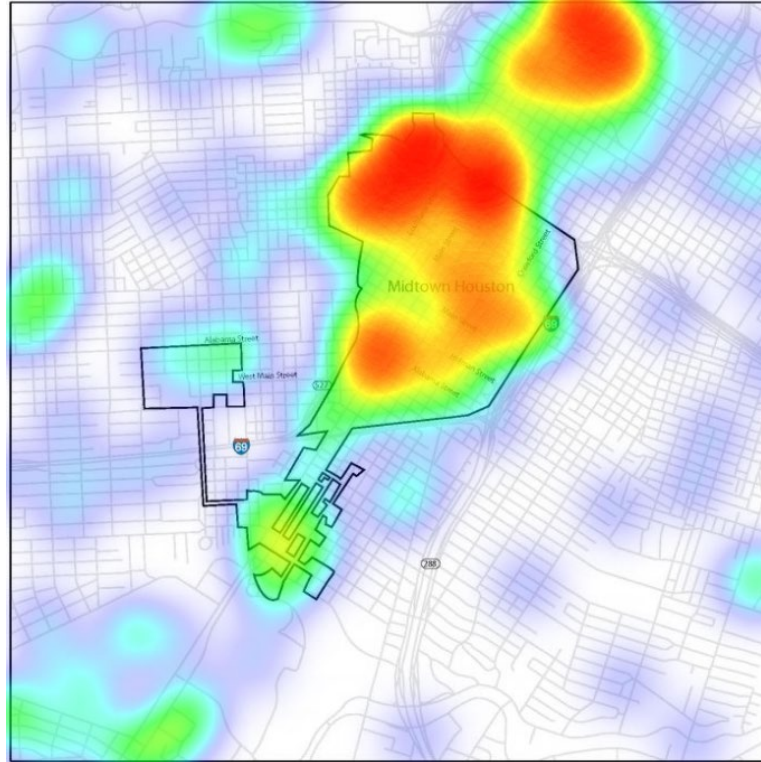
- **Implement the Strategic Guide**
- **Engage a broad range of community stakeholders**
- **Understand the current live, work, and play needs of the Midtown community**
- **Utilize the results to periodically update Midtown's Capital Improvements Plan, Parks and Open Space Master Plan, and Cultural Arts Master Plan.**

Participants: 535

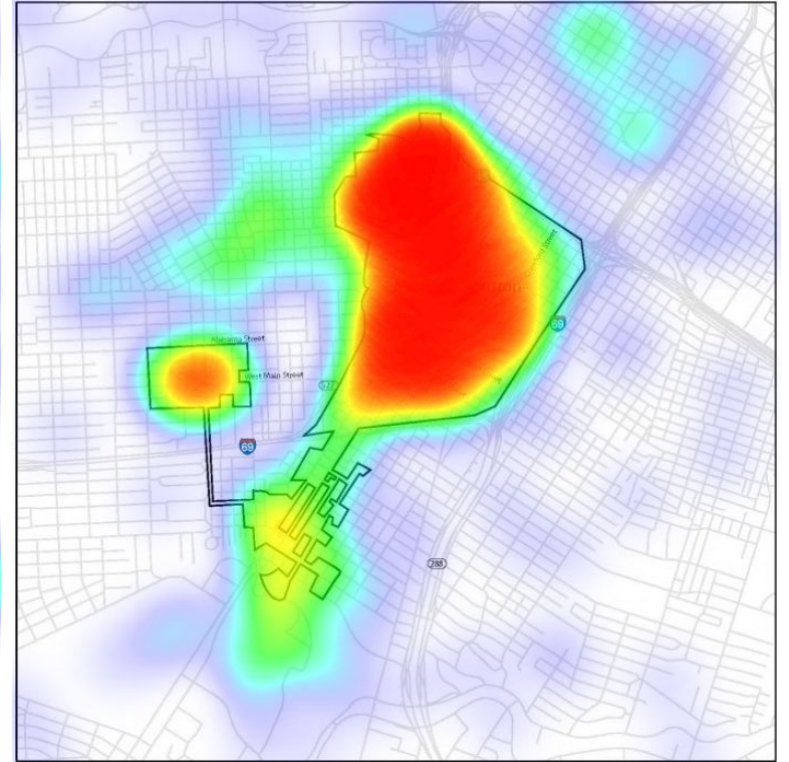
Demographic Questions



HOME



WORK



VISIT

MIDTOWN ACTIVITY

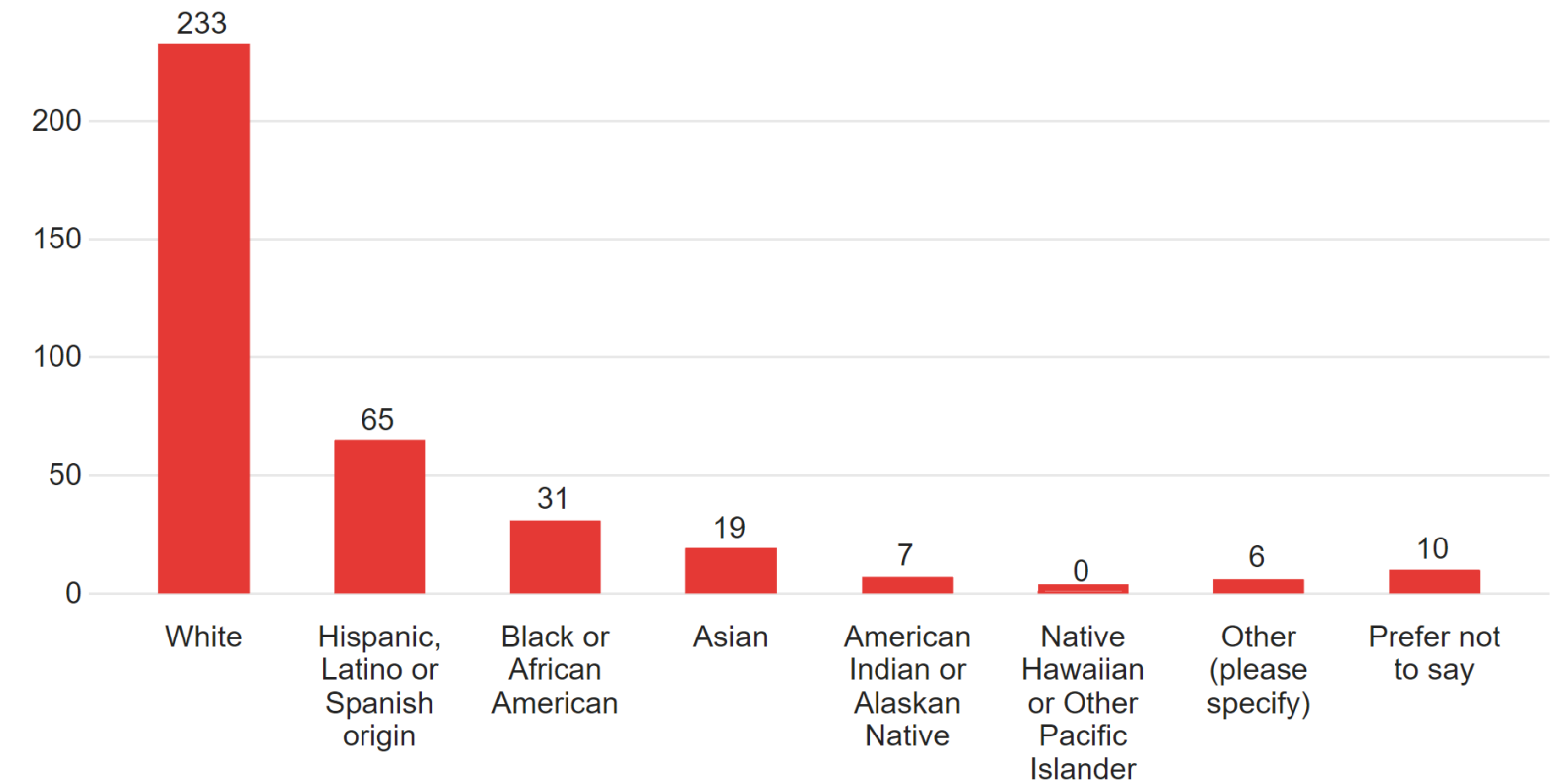
In what year were you born? (Please enter 4-digit year.)



Average Age: 42

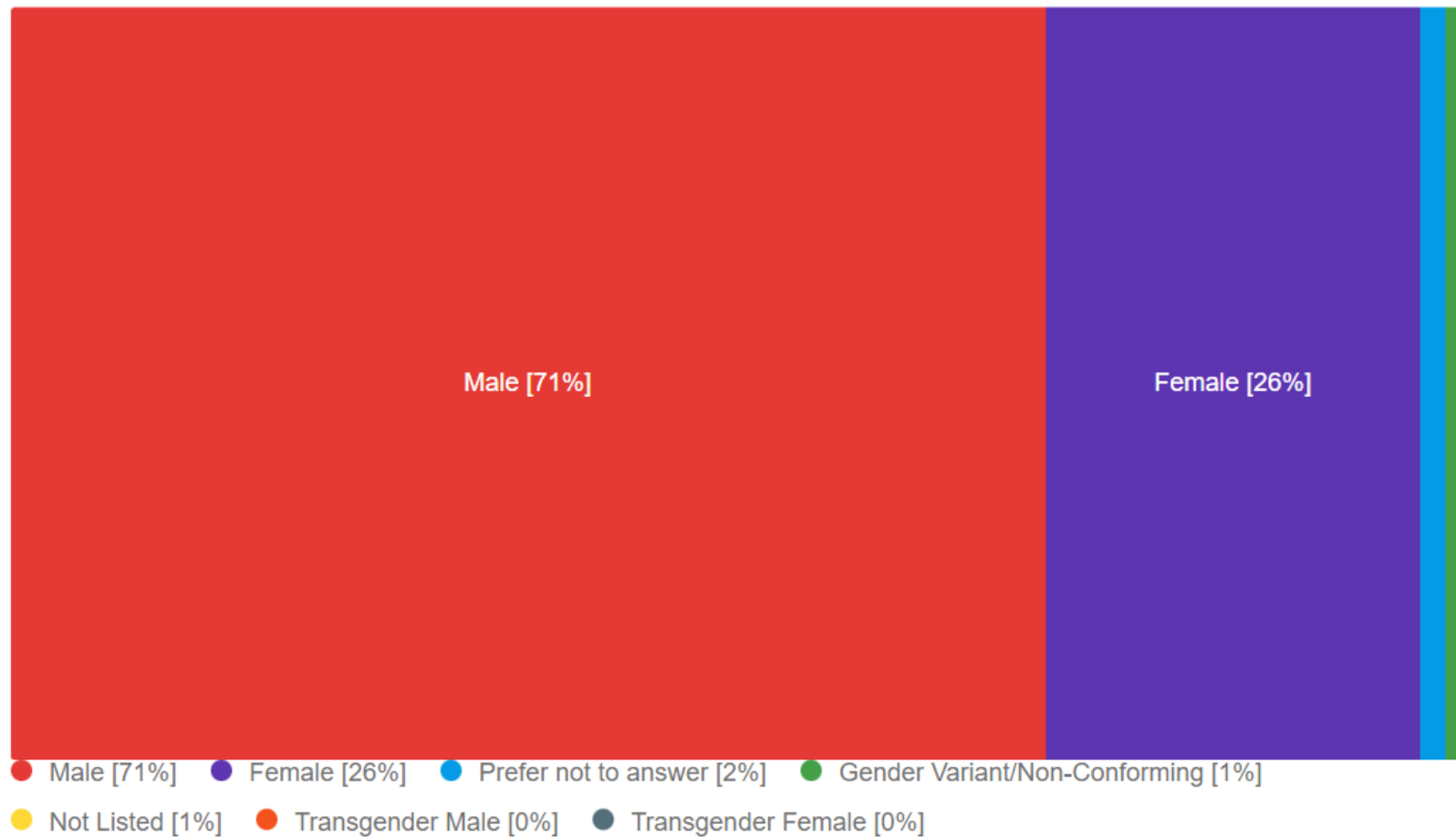
AGE

What is your race/ethnicity? (Select all that apply.) - Selected Choice



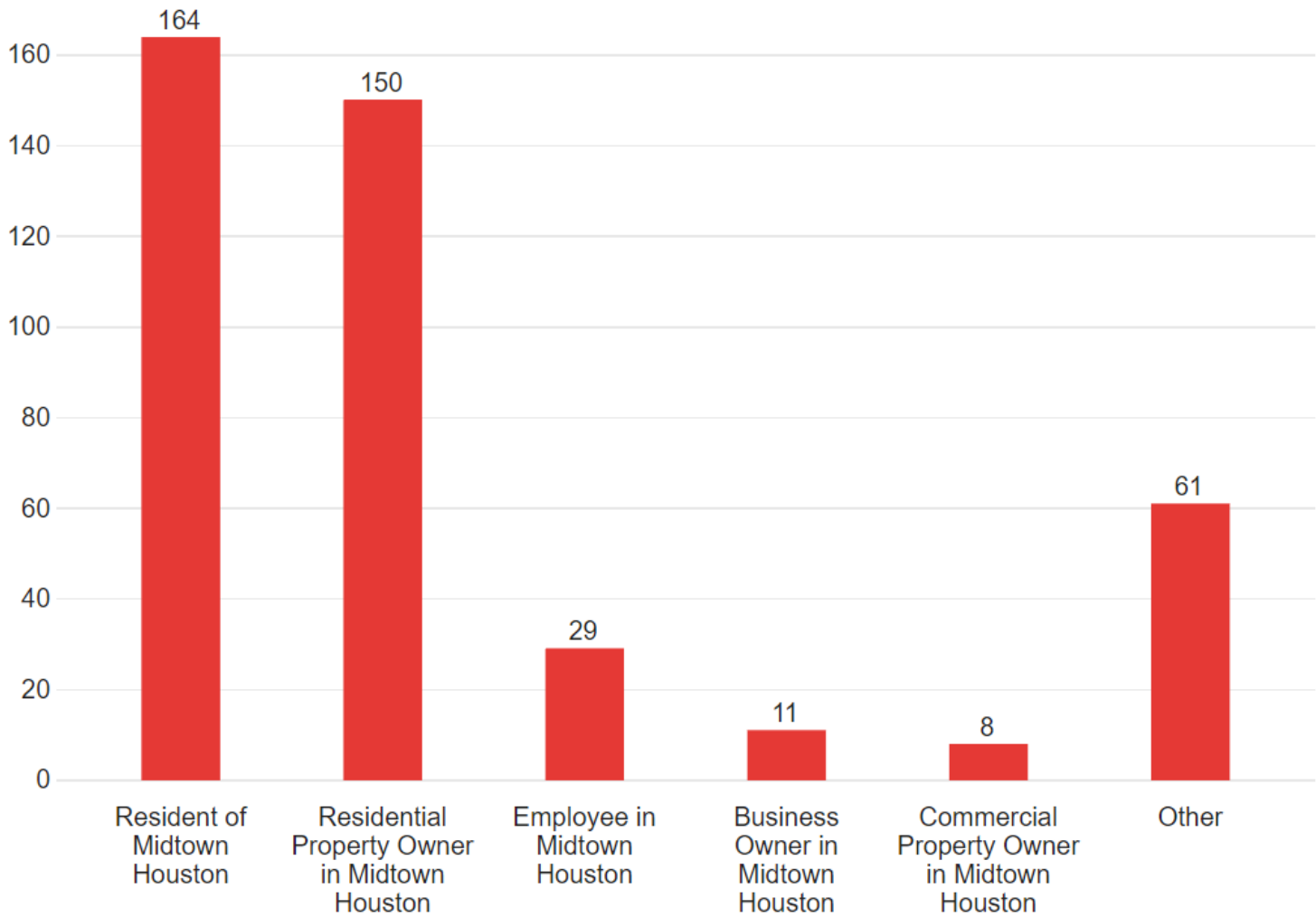
RACE/ETHNICITY

Are you...? (Choose one.) - Selected Choice



GENDER

You're a(n)... (Check all that apply.) - Selected Choice

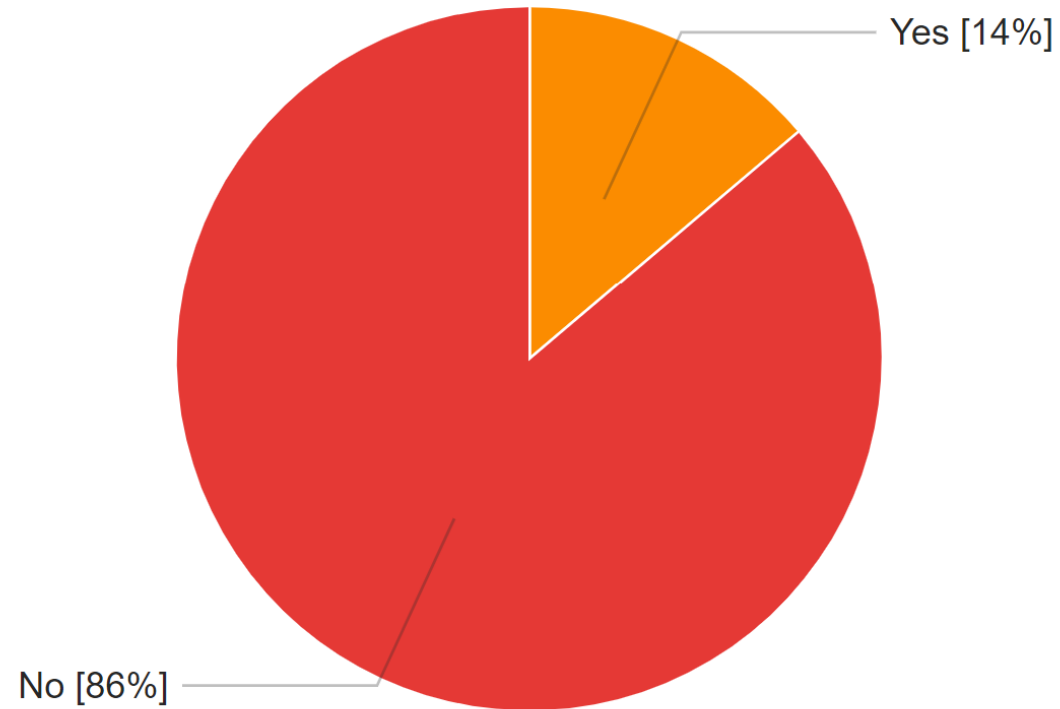


Other:

- Church
- Student
- Cyclist
- Nearby Property Owner or Resident
- Commuter (Through Midtown)
- Visitor

RELATIONSHIP TO MIDTOWN

Do you have children under the age of 18? (Choose one.)



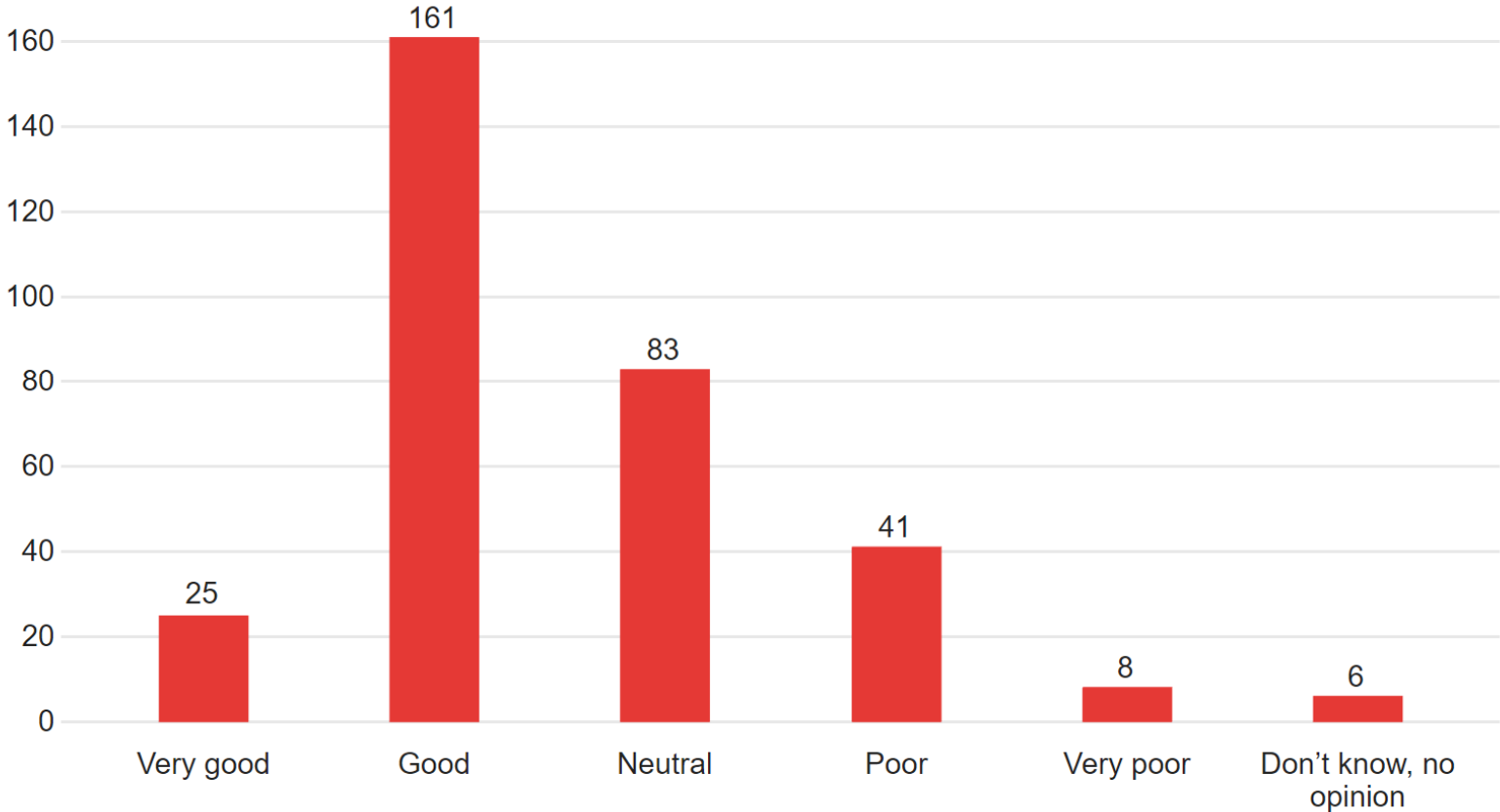
CHILDREN AT HOME

THE BIG TAKE AWAYS

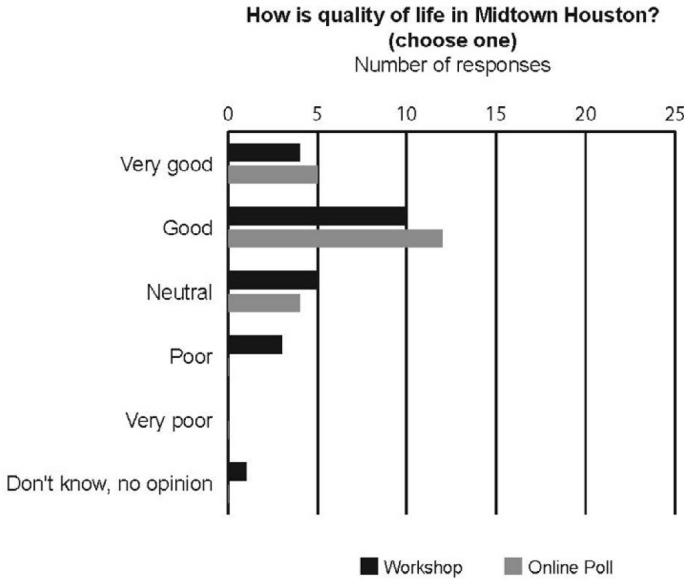
- **Many more participants in the survey this year!**
- **Generally, common demographics to prior year participants.**
- **Males were a larger percentage of survey takers than in years past.**

Trend Questions

How is the quality of life in Midtown Houston? (Choose one.)

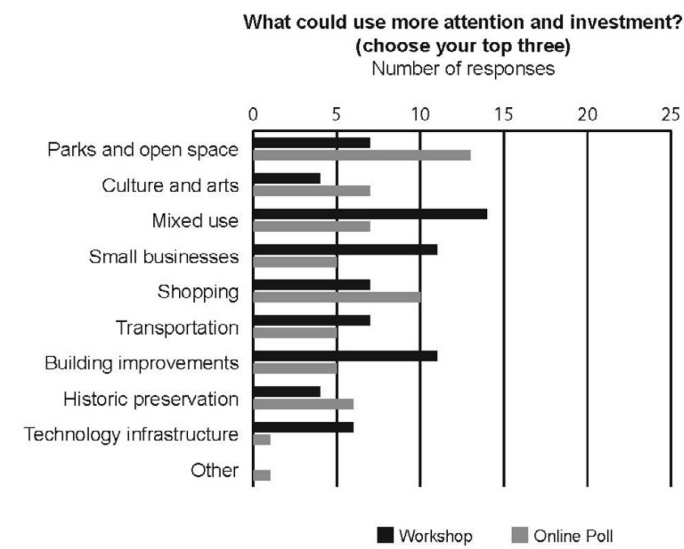
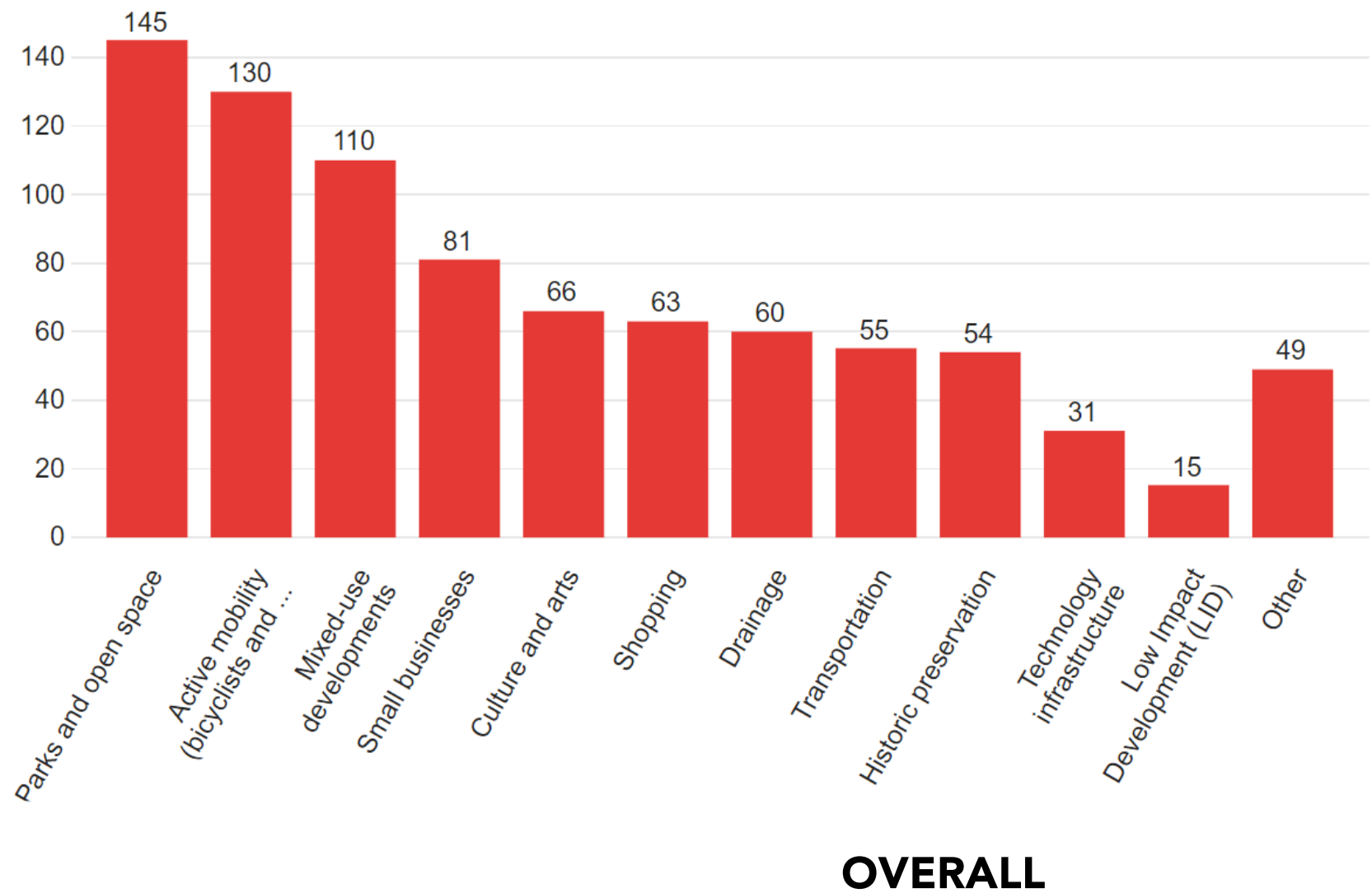


57.4% = Good or Very Good
15.2% = Poor or Very Poor

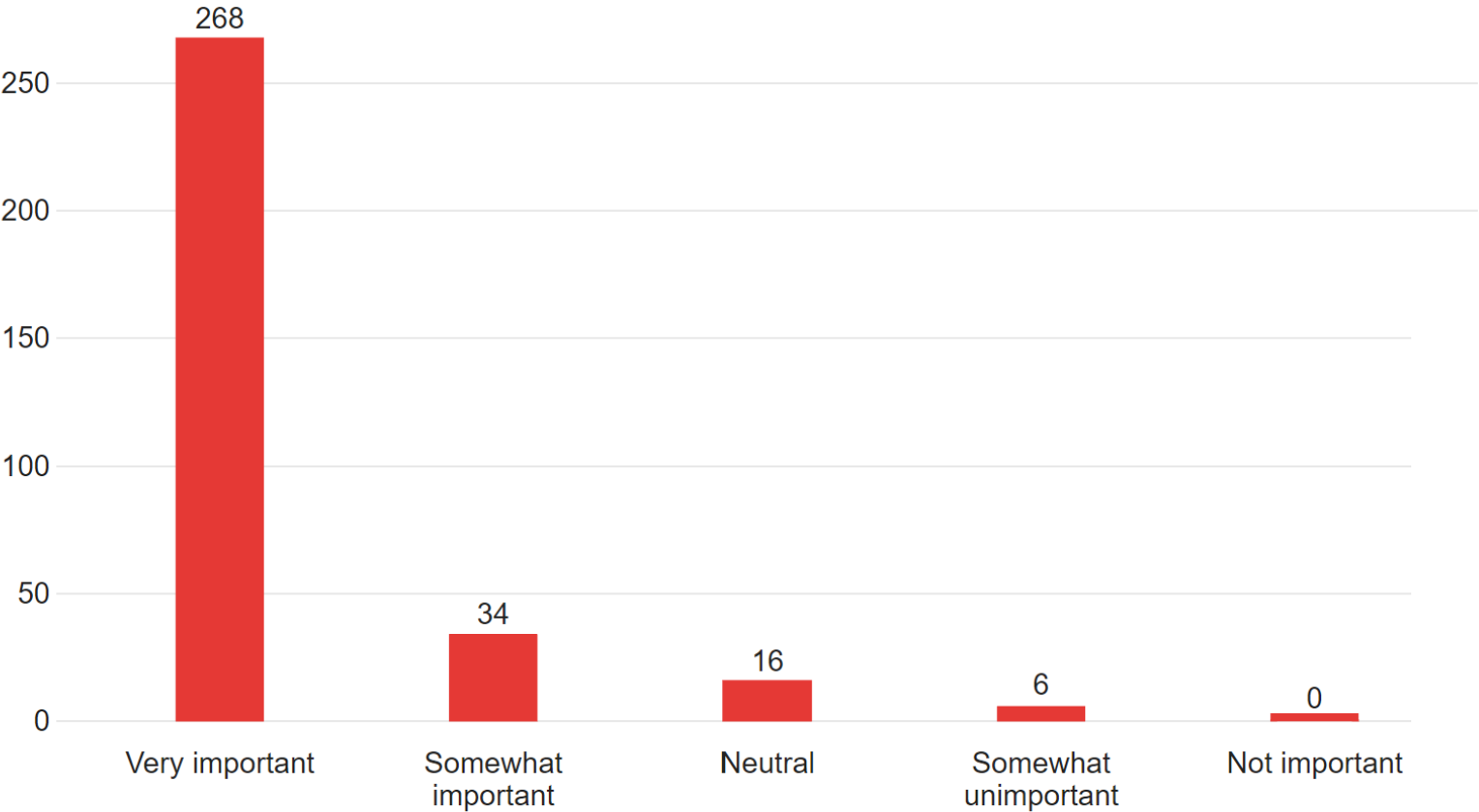


QUALITY OF LIFE IN MIDTOWN

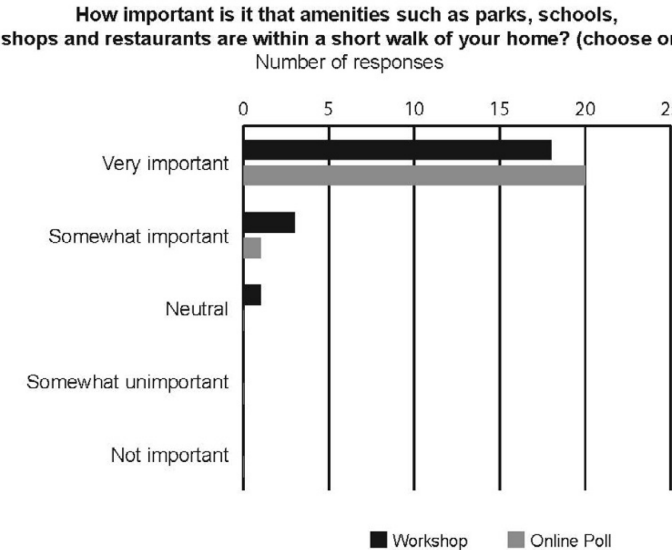
What areas should Midtown Houston focus more attention and investment? (Choose your top three.)



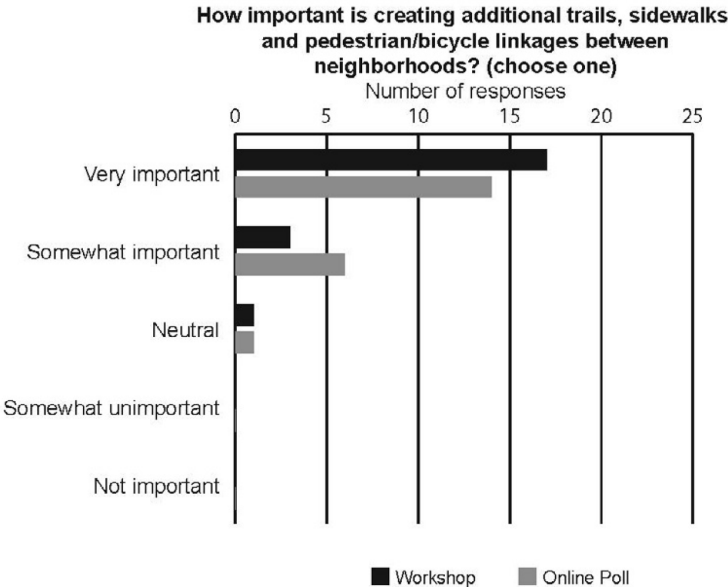
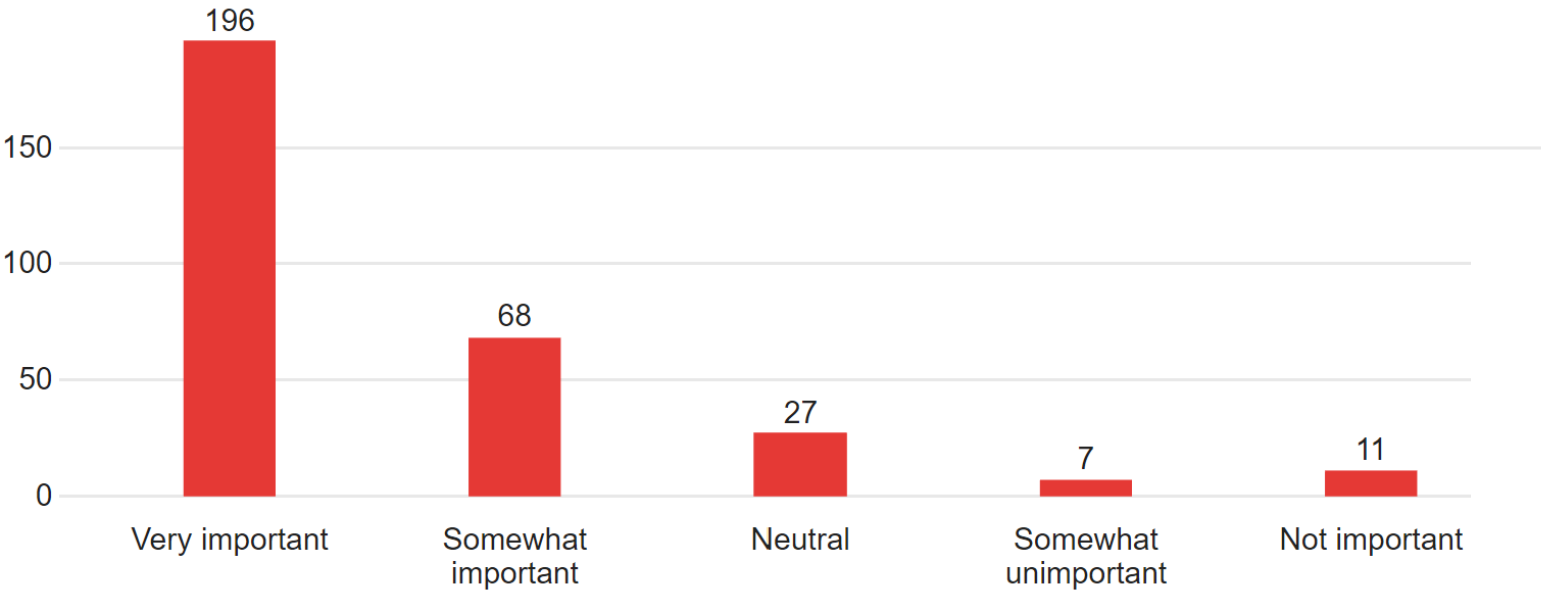
How important is it that amenities such as parks, schools, shops and restaurants are within a short walk of your home? (Choose one.)



WALKABILITY

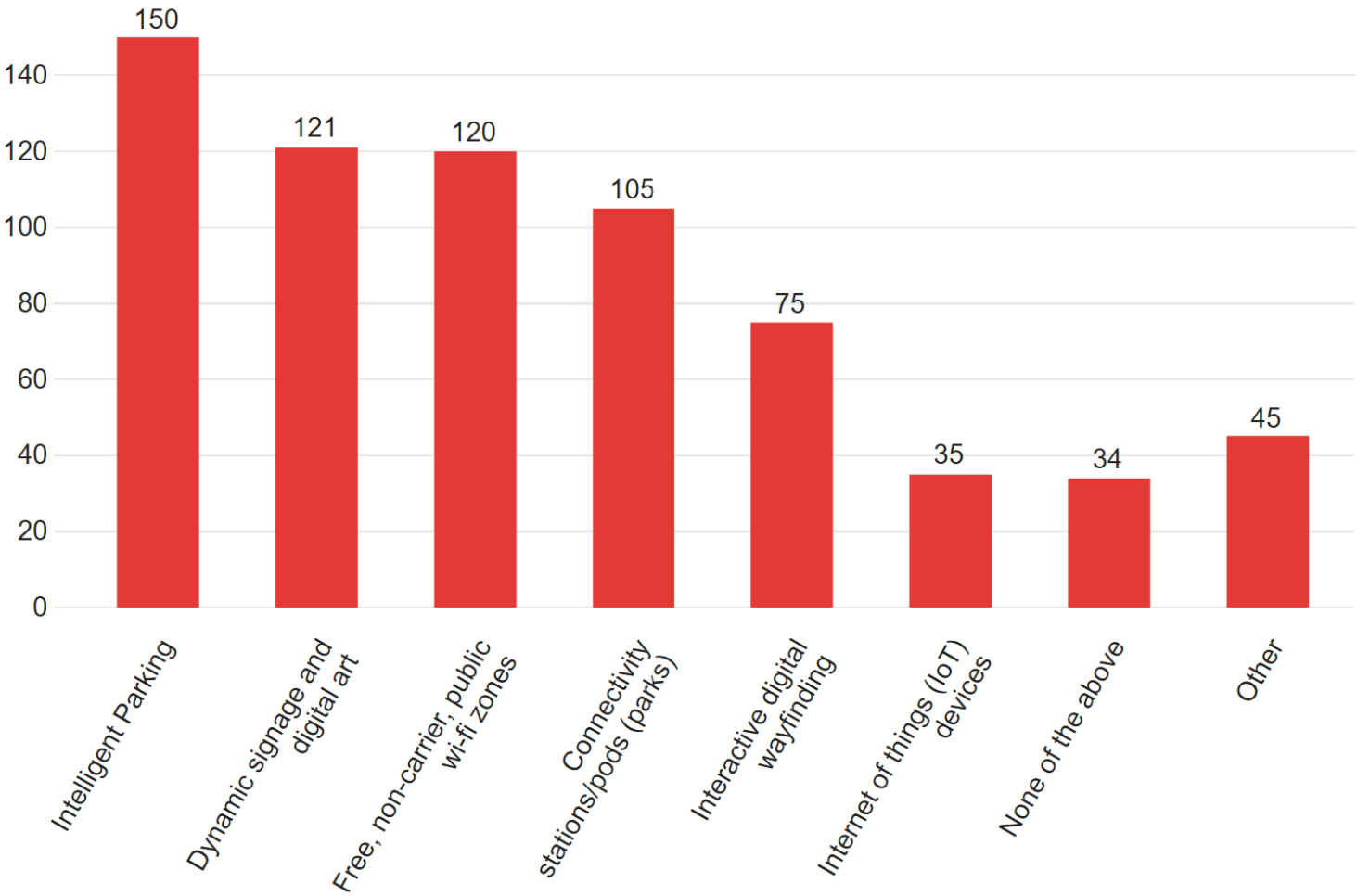


How important is creating additional sidewalks and pedestrian/bicycle linkages between neighborhoods? (Choose one.)

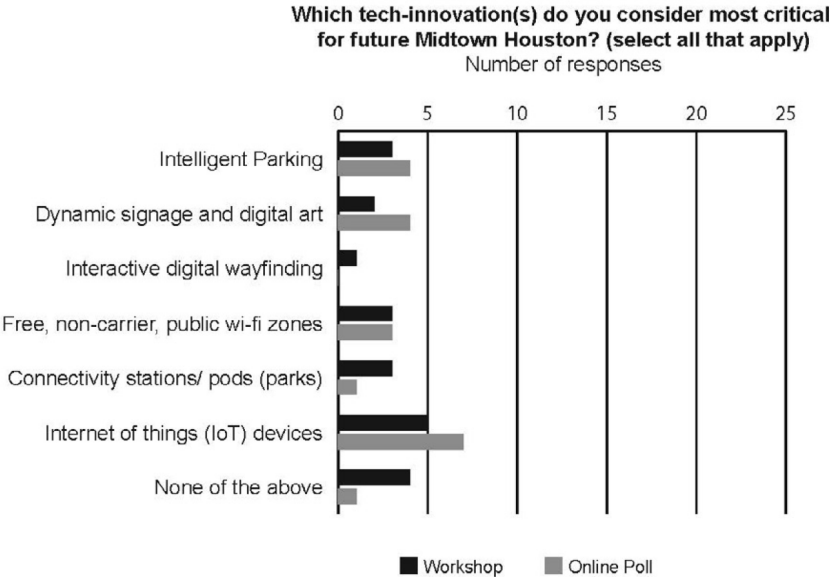


WALKABILITY

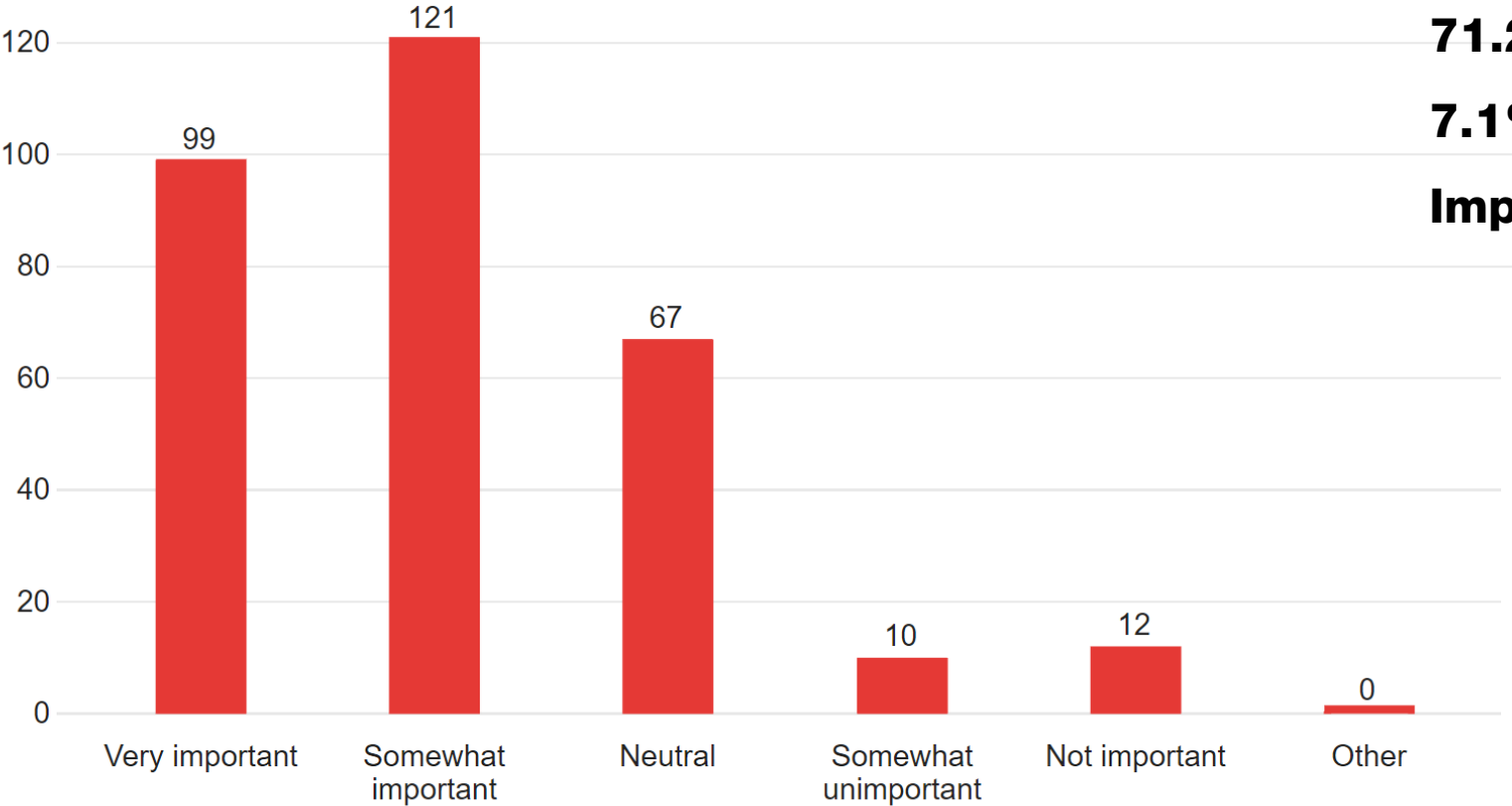
Which tech-innovation(s) do you consider most critical for the future of Midtown Houston? (Select all that apply.)



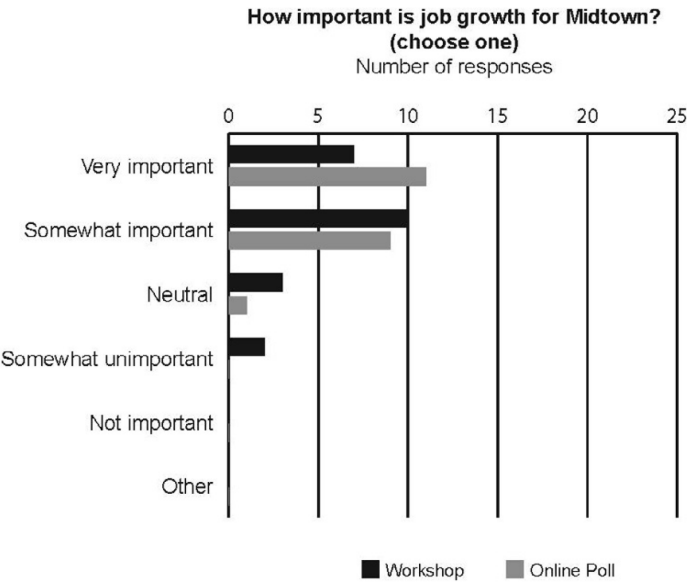
TECHNOLOGY



How important is job growth in Midtown Houston? (Choose one.)



71.2% = Important/Very Important
7.1% = Somewhat or Not Important



JOB GROWTH

THE BIG TAKE AWAYS

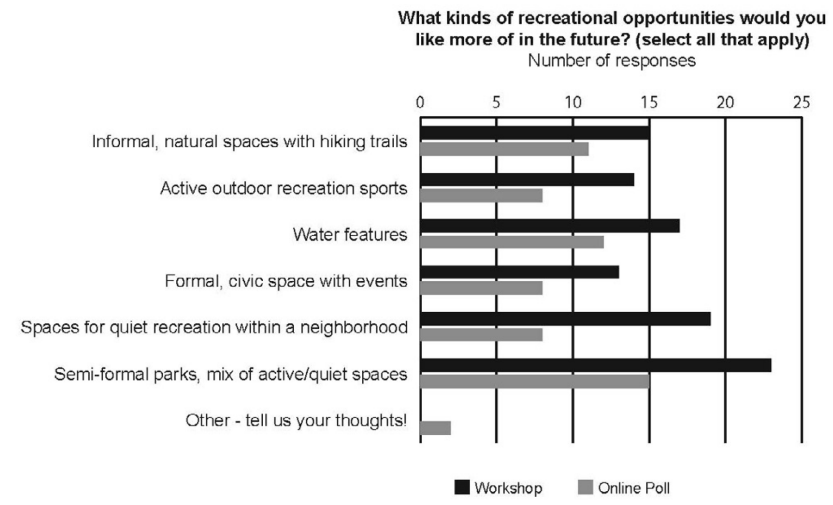
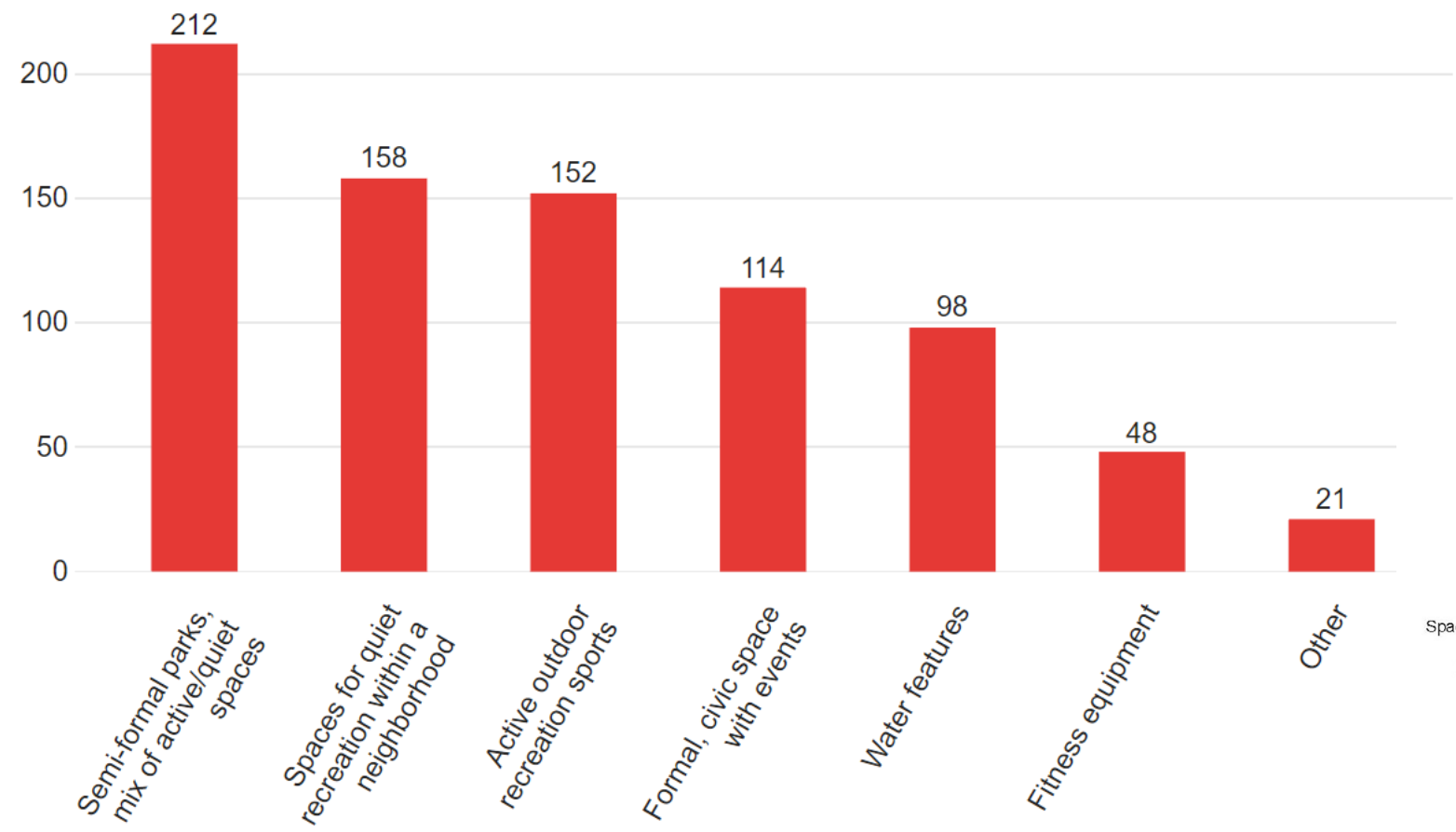
- **Similar levels of satisfaction with the district.**
- **Parks and transportation continue to be a focus.**
- **Safety issues were the top write in responses.**

Current Event Questions



NHHIP – US 59 CAP PARK

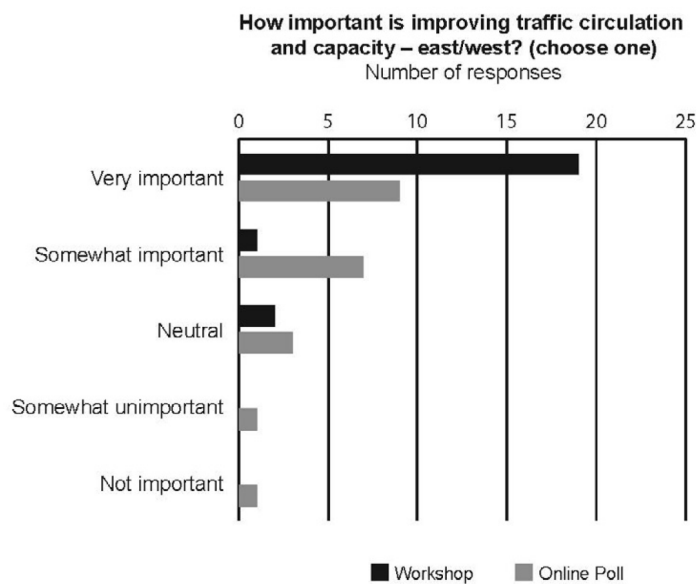
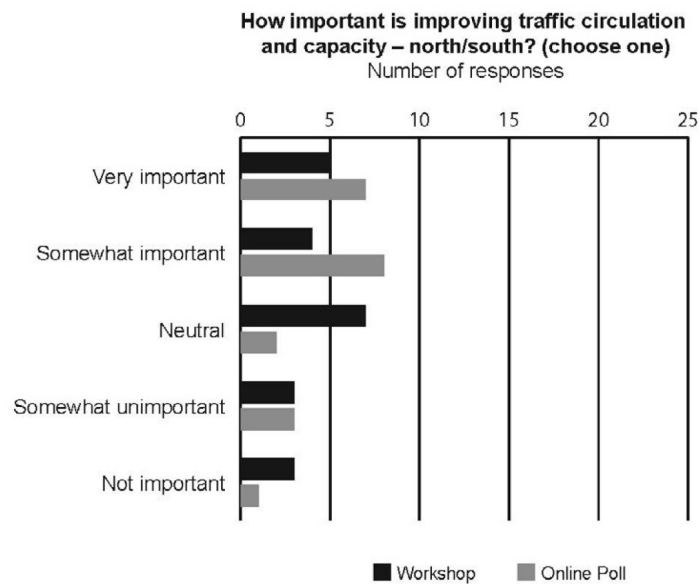
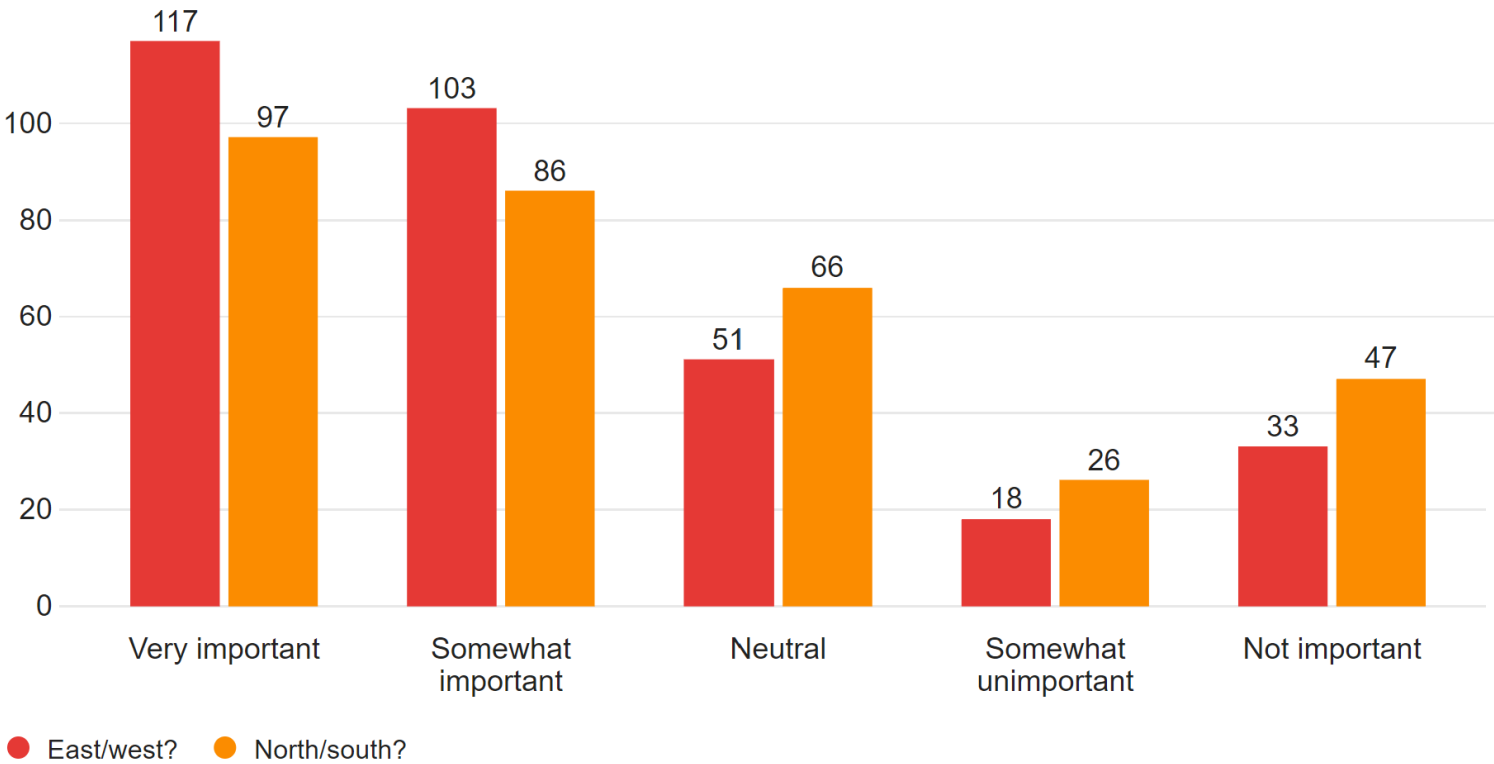
What kinds of recreational opportunities would you like more of in the future? (Select all that apply.)





NORTH MIDTOWN MASTER PLAN

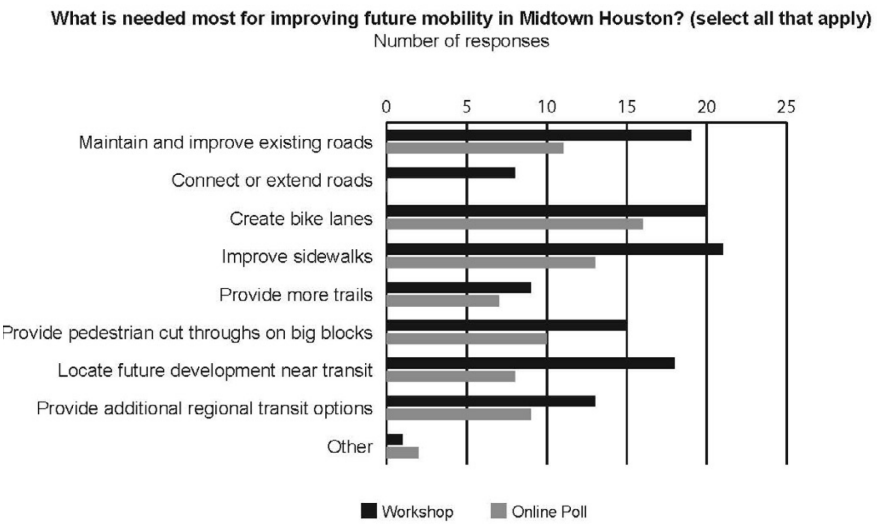
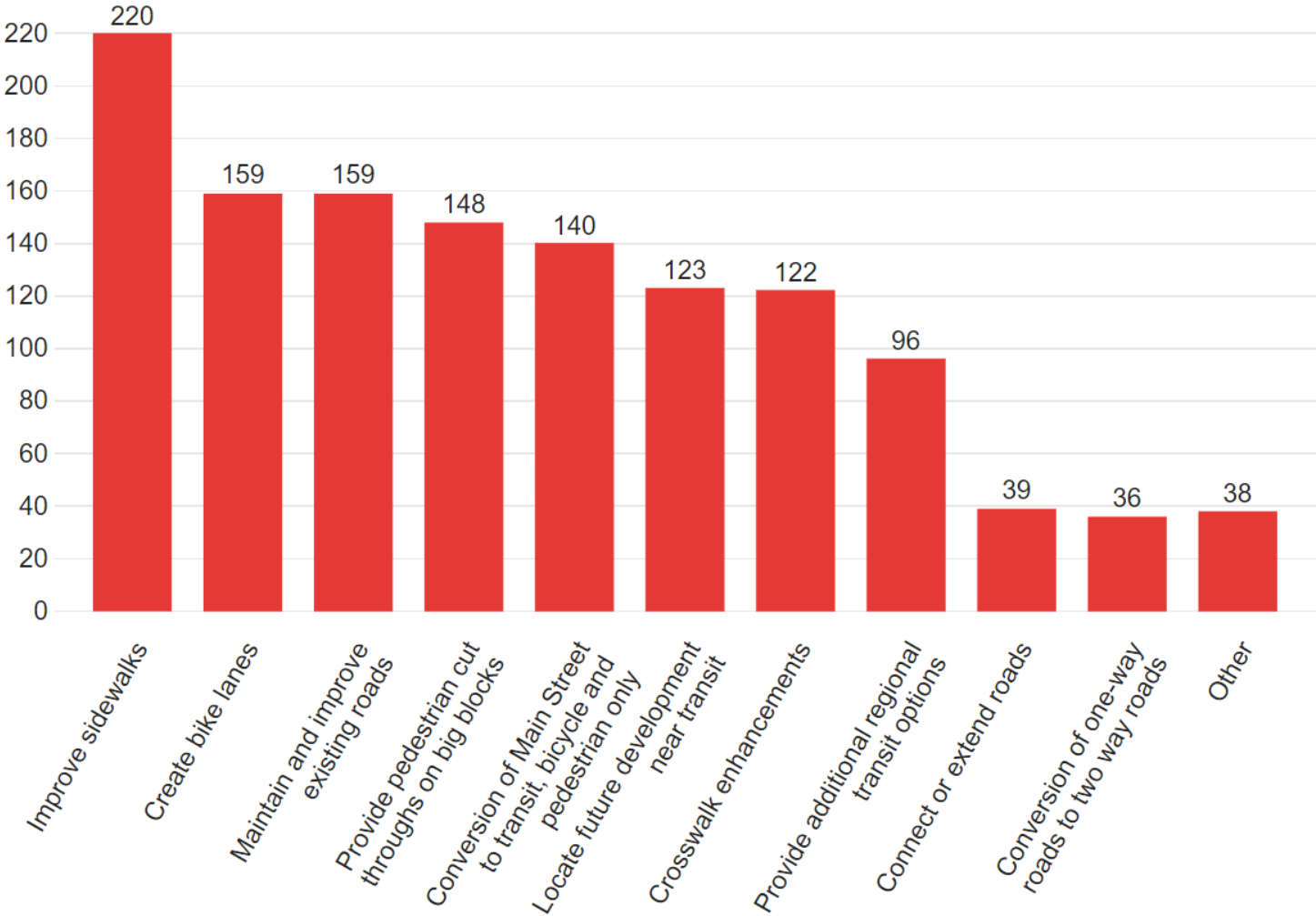
How important is improving traffic circulation and capacity?
(Choose one.)

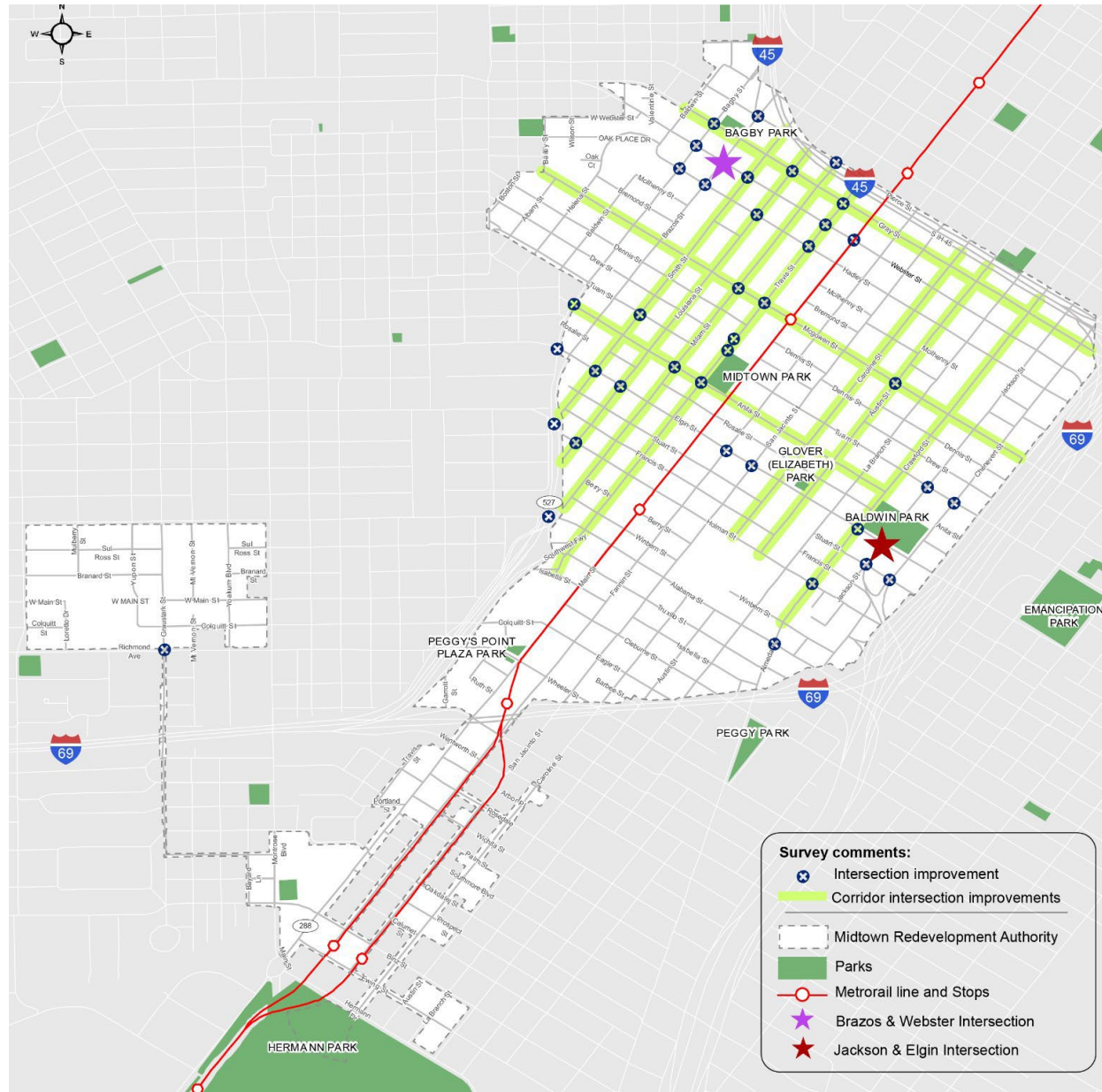




BRAZOS STREET

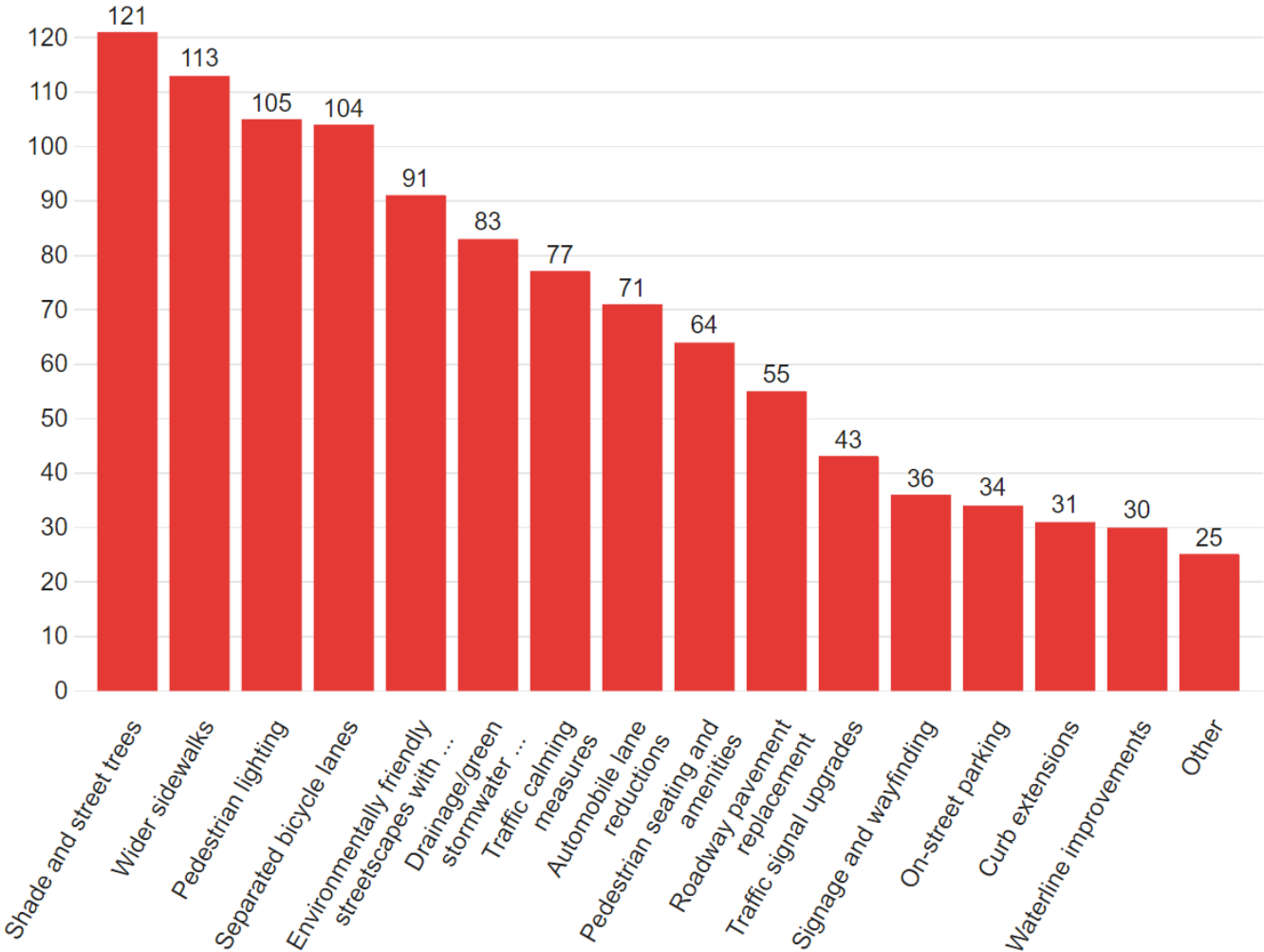
What is needed most for improving future mobility in Midtown Houston?
(Select all that apply.)



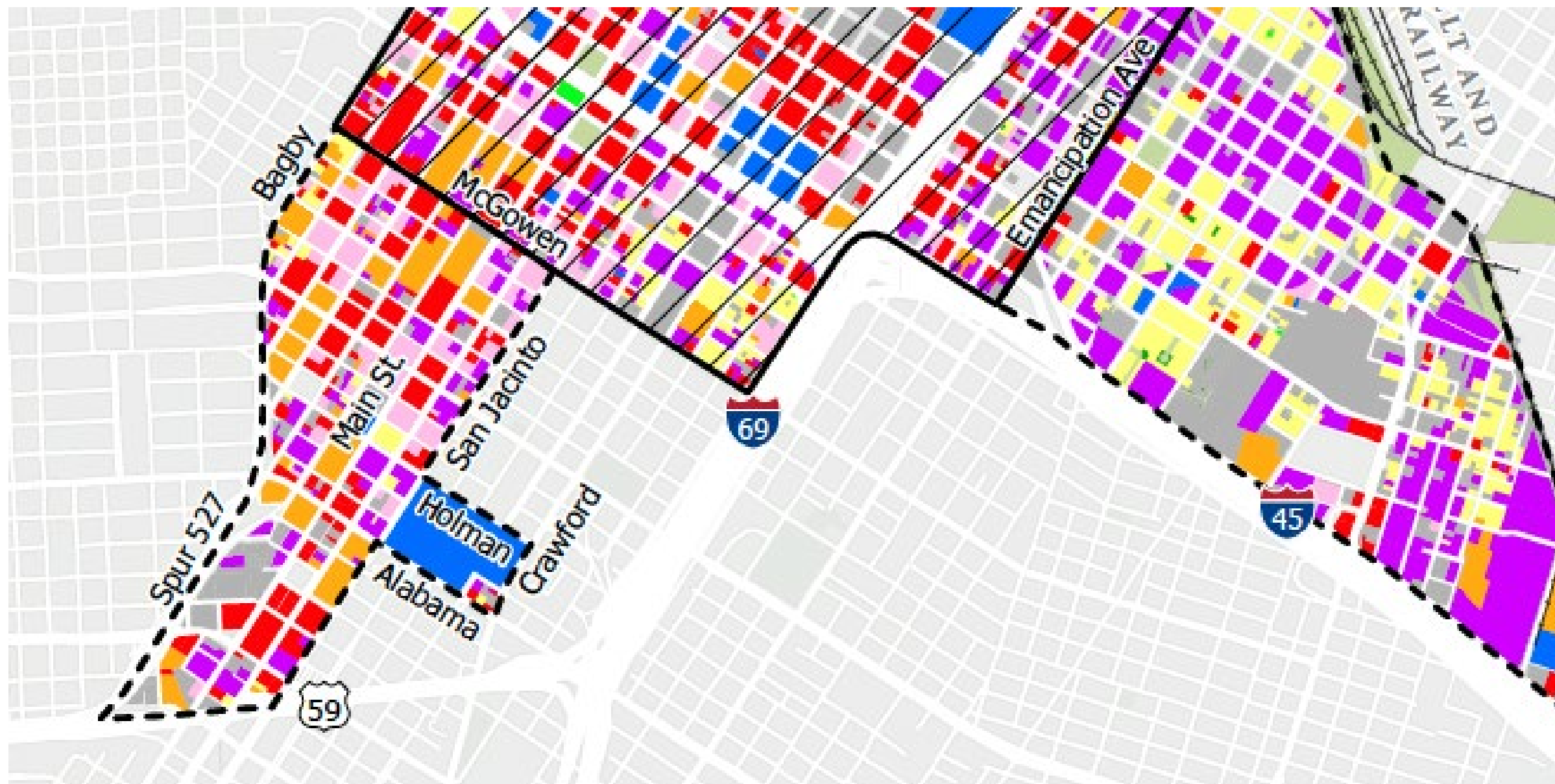


MOBILITY AND PEDESTRIAN ENHANCEMENTS

Which of the following Caroline Street improvements would you like to see in future capital improvement projects? (Choose all that apply.)

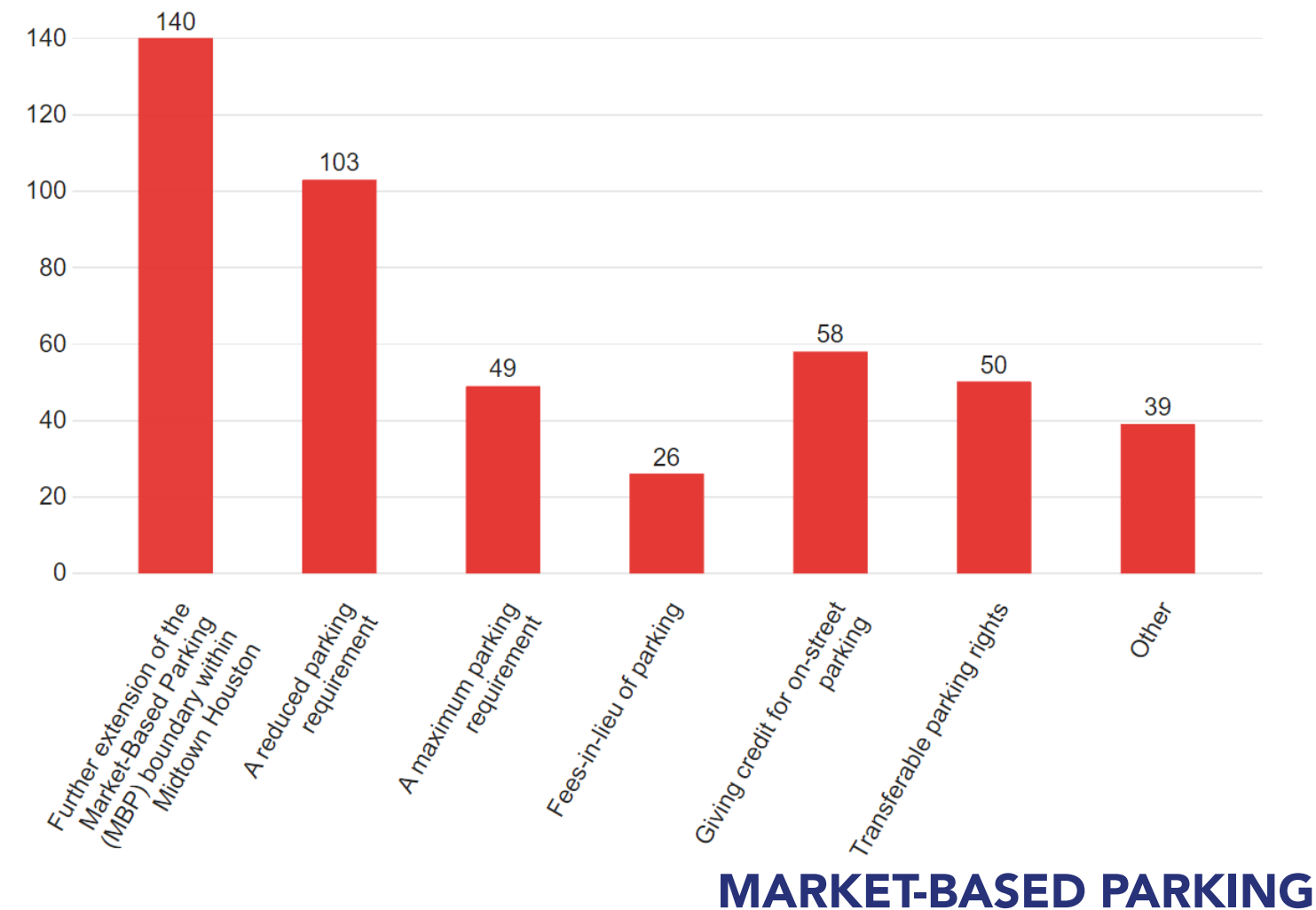


MOBILITY AND PEDESTRIAN ENHANCEMENTS



MARKET-BASED PARKING

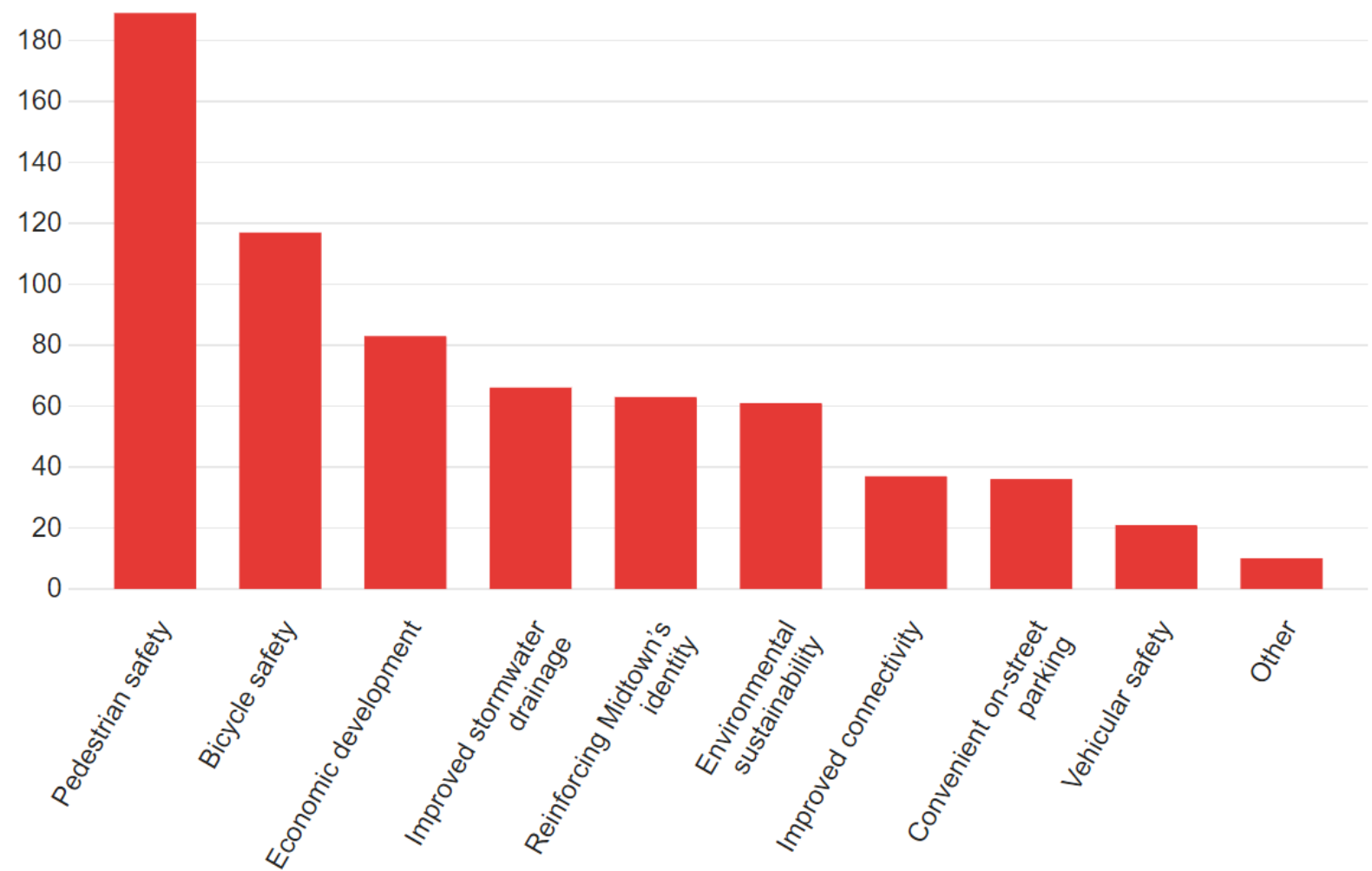
Which of the following parking policy changes would you support to encourage more economic development and support local business?
(Choose all that apply.)





CAROLINE STREET

Of the objectives for Caroline Street, which are the most important to you? (Choose up to three.)



CAROLINE STREET



DRAINAGE

THE BIG TAKE AWAYS

- **The CIP projects identified for 2022 have significant support.**
- **The CIP projects help achieve better parks, transportation and safety needs/desires of the community.**

NEXT STEPS

- **Finalize the results.**
- **Use results to determine CIP priorities.**
- **Use results to update planning documents.**



midtown
HOUSTON

Thank you!

Rebecca Leonard, Lionheart

