

**midtown**  
H O U S T O N

# ALL DISTRICT COMMUNITY ENGAGEMENT SURVEY

APPENDIX A  
10/15/16 - 1/15/17



# COMMUNICATIONS PREFERENCES



## PREFERRED METHOD TO RECEIVE INFORMATION



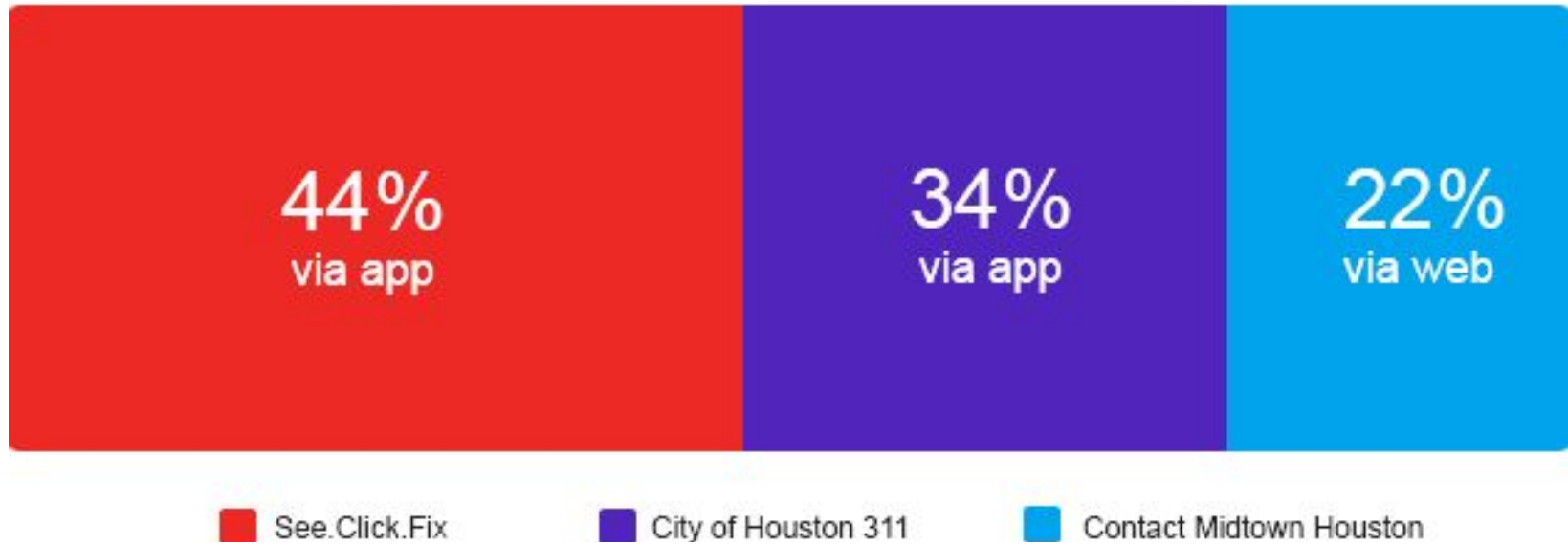


## PREFERRED METHOD TO RECEIVE INFORMATION

Preferred method to receive information (prioritize 1 <sup>st</sup> to 3 <sup>rd</sup> )	1	2	3	Total
<b>Postal Service</b>	<b>32%</b>	<b>48%</b>	<b>20%</b>	<b>1103</b>
Flyers	55%	39%	6%	1055
<b>E-mail</b>	<b>6%</b>	<b>26%</b>	<b>68%</b>	<b>1205</b>
<b>Social Media (Facebook, Twitter, Pinterest, Instagram)</b>	<b>13%</b>	<b>32%</b>	<b>55%</b>	<b>1145</b>
Phone	61%	25%	14%	1084
Newspaper, Magazine	46%	44%	10%	1051
Radio	43%	46%	11%	1056
Television	44%	42%	14%	1061
Other	71%	15%	14%	287



## PRIMARY WAYS TO REPORT INFORMATION





# DEMOGRAPHICS



## RESPONDENT DEMOGRAPHICS: LIVE, WORK, PLAY





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HOUSTON

## RESPONDENT DEMOGRAPHICS: ZIP CODE

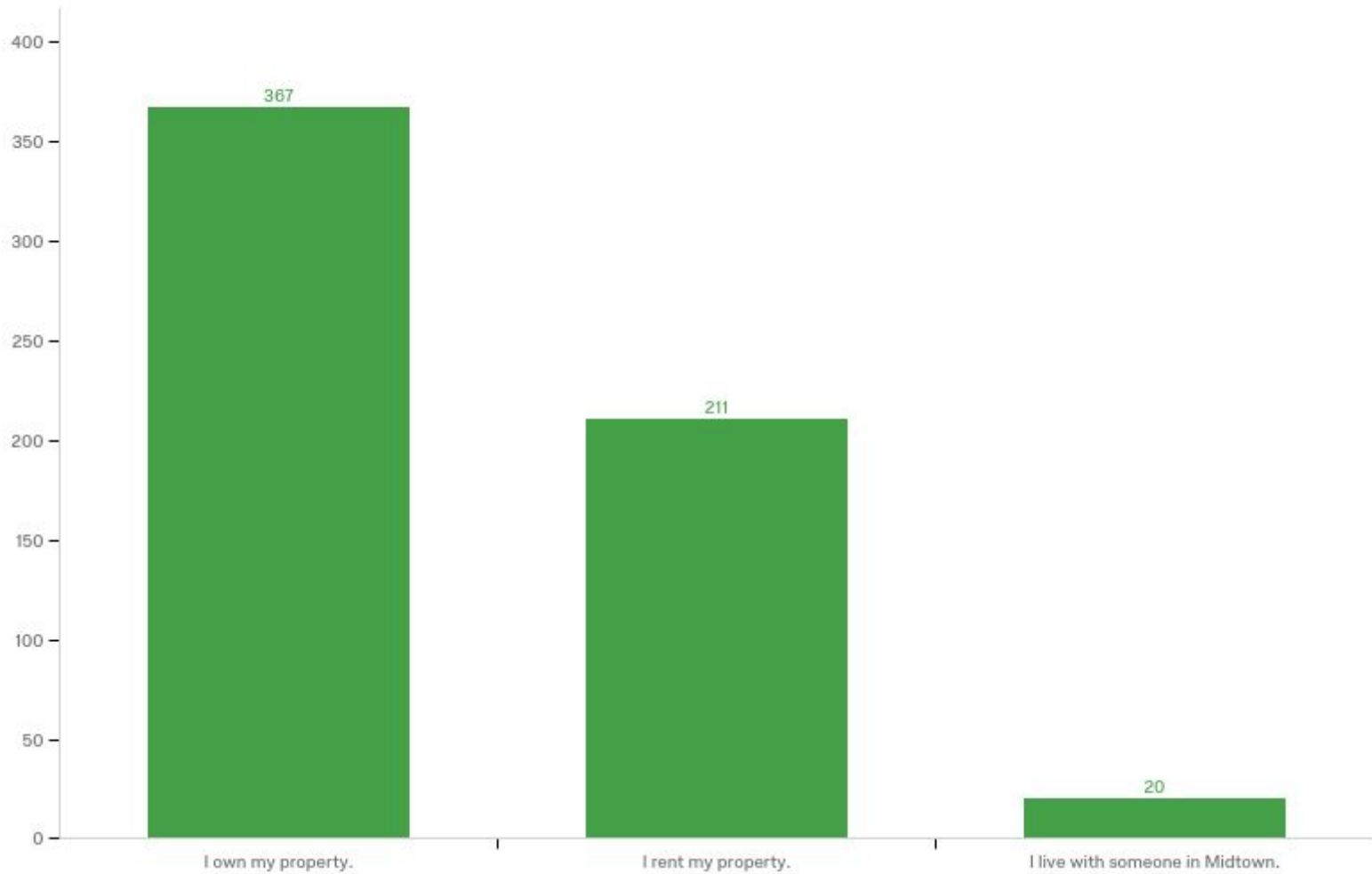


The majority of respondents  
reside in zip codes:  
77002      77004  
77006      77009



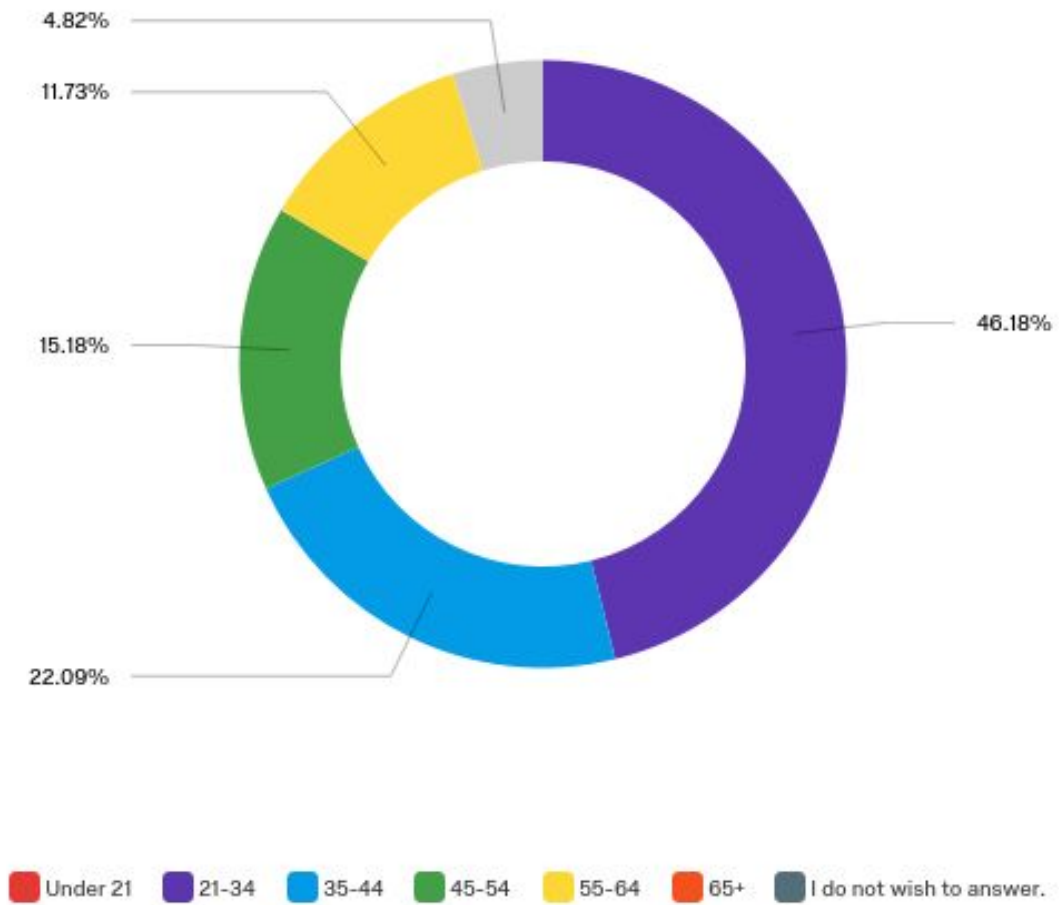


## RESPONDENT DEMOGRAPHICS: OWNERSHIP



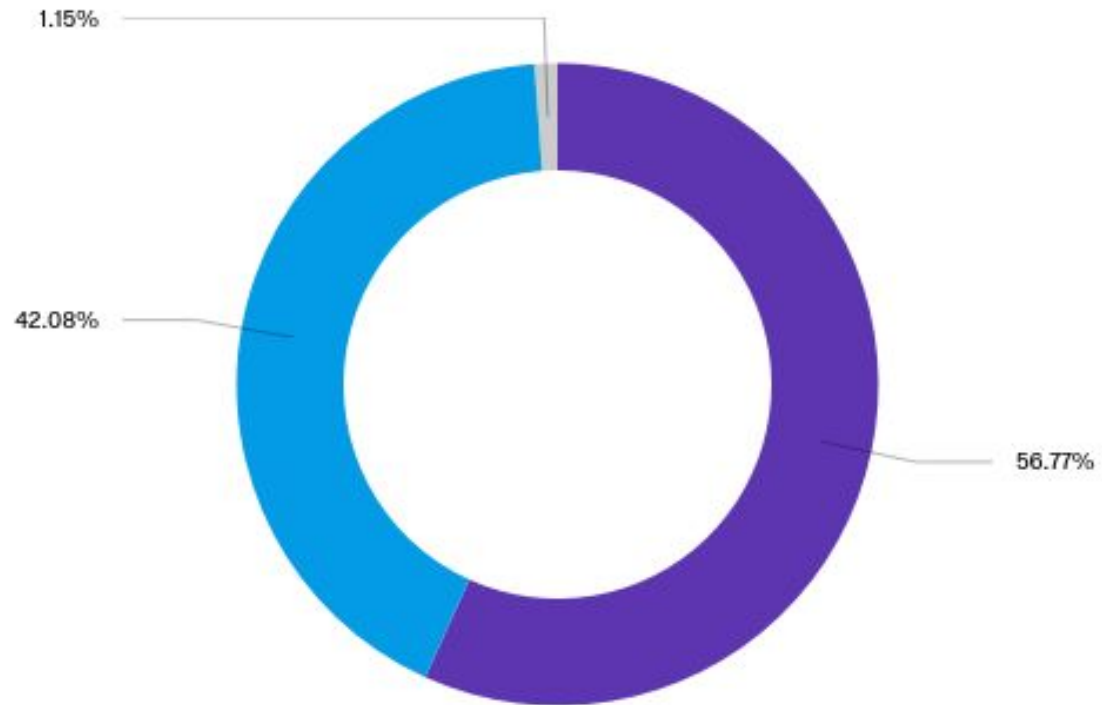


## RESPONDENT DEMOGRAPHICS: AGE





## RESPONDENT DEMOGRAPHICS: GENDER



Female Male Transgender I do not identify with female, male, or transgender.



## RESPONDENT DEMOGRAPHICS: ETHNICITY



White (U.S. born) Hispanic or Latino Asian

Black, African American (U.S. born) White (non-U.S. born)

Native American or Alaska Native Arab/Middle Easterner Other

I do not wish to answer.



## RESPONDENT DEMOGRAPHICS: ETHNICITY

Ethnicity	Percentage
White (U.S. born)	54%
White (non-U.S. born)	6%
Black, African American (U.S. born)	6%
Black (non-U.S. born)	4%
Hispanic or Latino	20%
Native American or Alaska Native	1%
Asian	7%
Arab/Middle Easterner	2%



## RESPONDENT DEMOGRAPHICS: EDUCATION

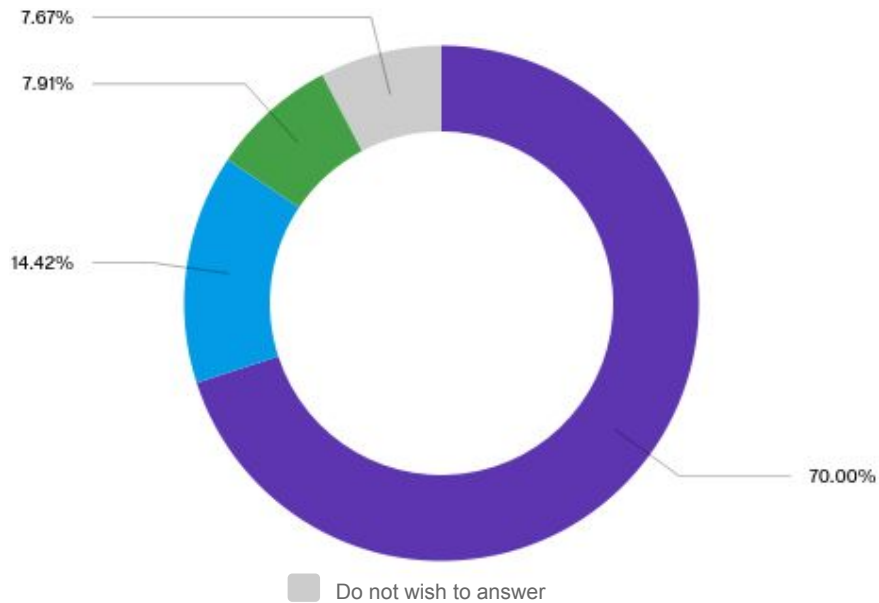


- Less than high school degree
- High school diploma or equivalent (GED)
- Some college but no degree
- Associate degree (2-year), Trade or Professional Certification
- Bachelor's degree (4-year)
- Master's degree
- Doctoral degree
- Professional degree (JD, MD)
- I do not wish to answer.



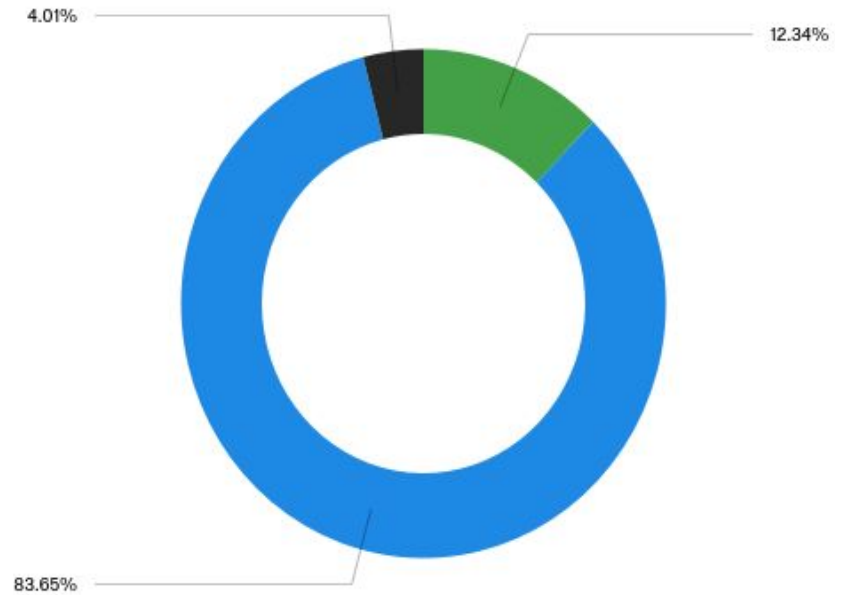
## RESPONDENT DEMOGRAPHICS: HOUSEHOLD NUMBER

How many people live/stay at your address?



1 PER 2 PPL 3 PPL 4 PPL 5+ PPL

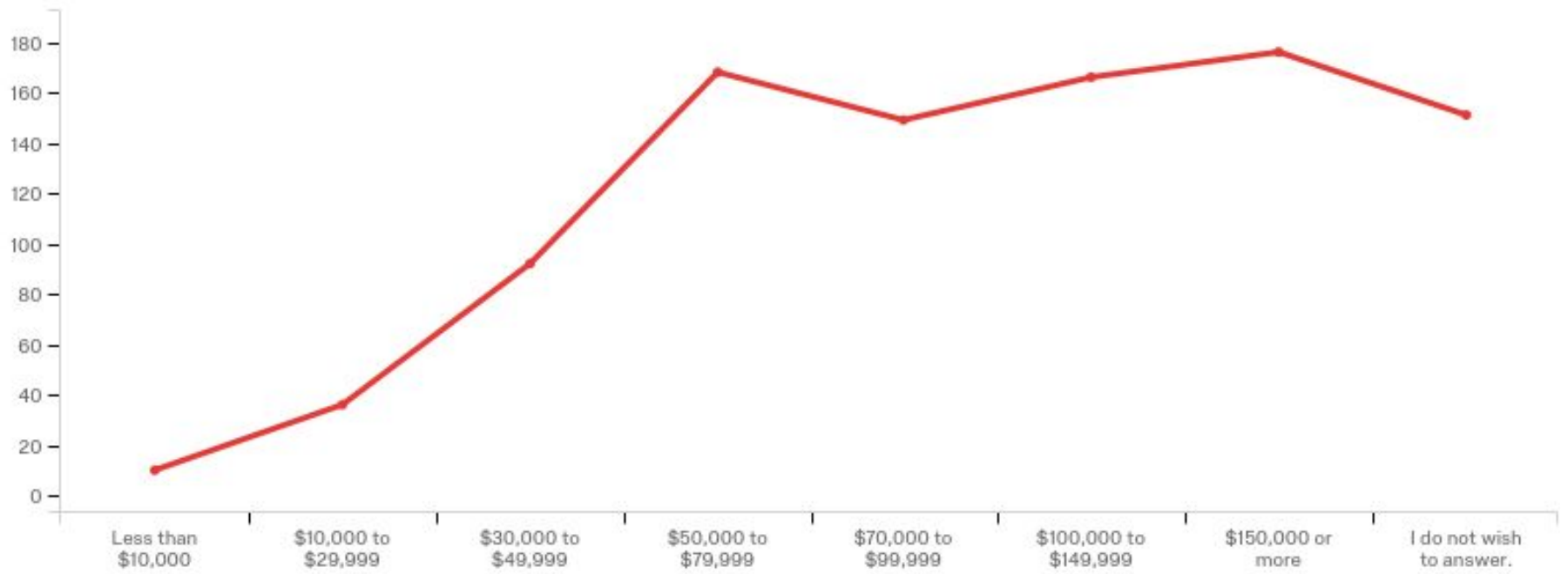
Do children between ages of 1 to 18 live with you?



Yes No I do not wish to answer.



## RESPONDENT DEMOGRAPHICS: INCOME





RESPONDENT DEMOGRAPHICS: INCOME

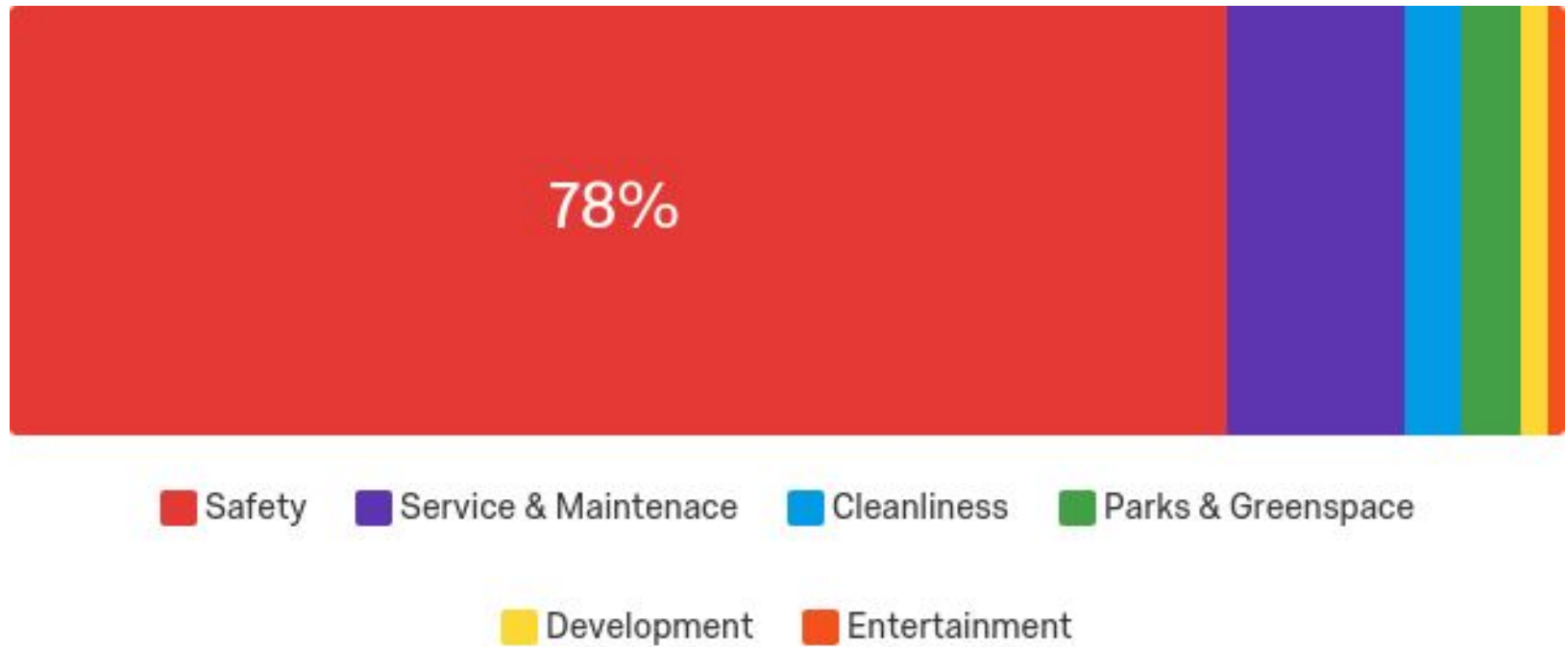
#	Answer	%	Count
1	Less than \$10,000	1.05%	10
2	\$10,000 to \$29,999	3.80%	36
4	\$30,000 to \$49,999	9.70%	92
6	\$50,000 to \$79,999	17.72%	168
8	\$70,000 to \$99,999	15.72%	149
11	\$100,000 to \$149,999	17.51%	166
12	\$150,000 or more	18.57%	176
13	I do not wish to answer.	15.93%	151
	Total	100%	948



# PRIORITIES

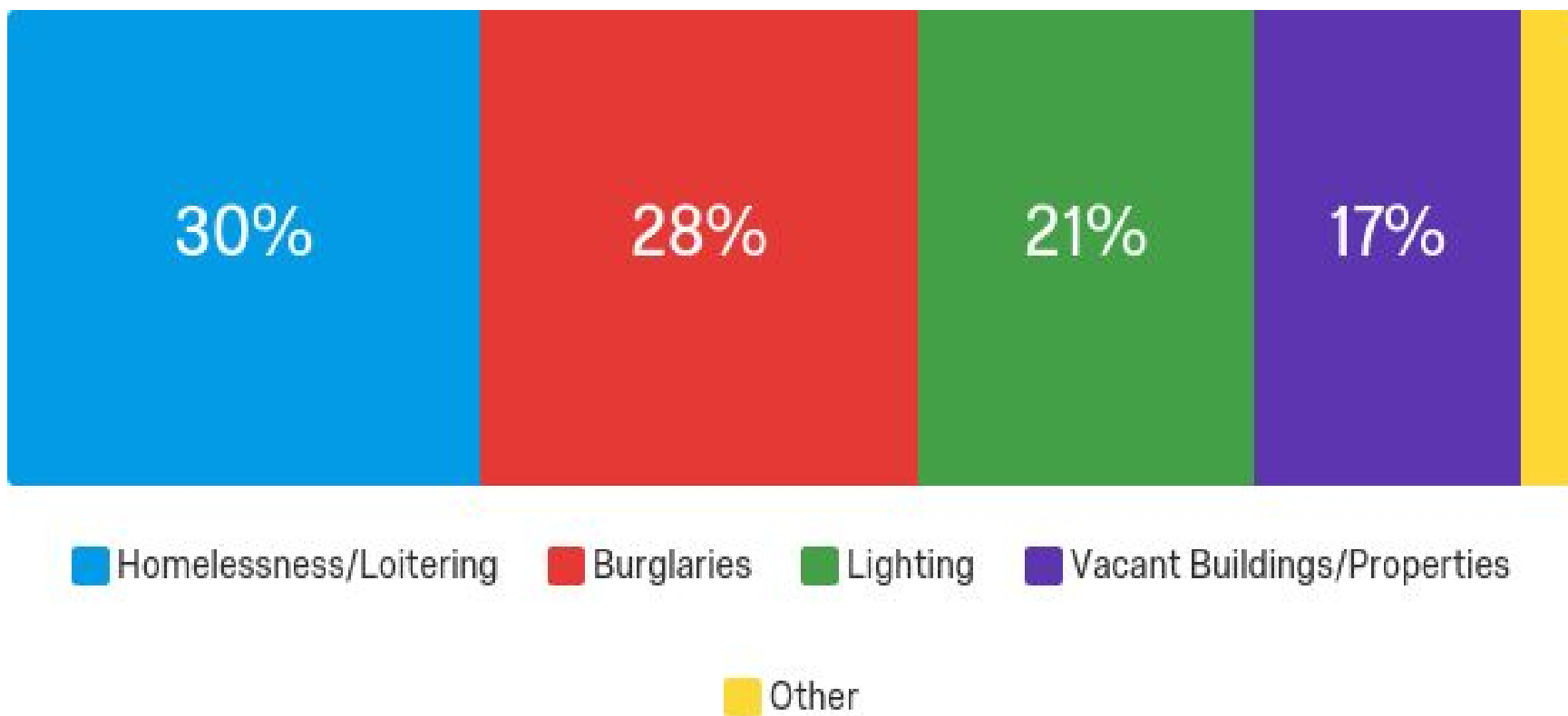


## RESPONDENT PRIORITIES: LIVEABILITY



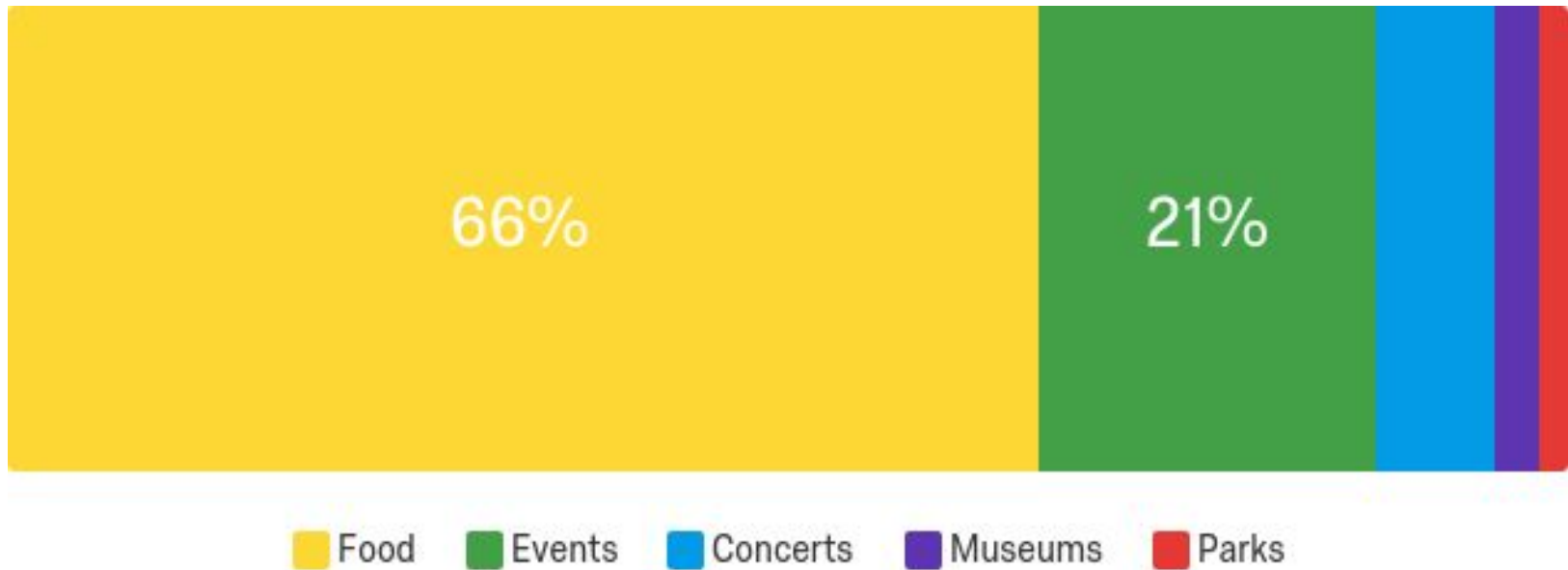


## RESPONDENT PRIORITIES: SAFETY





## RESPONDENT PRIORITIES: ENTERTAINMENT/LIFESTYLE

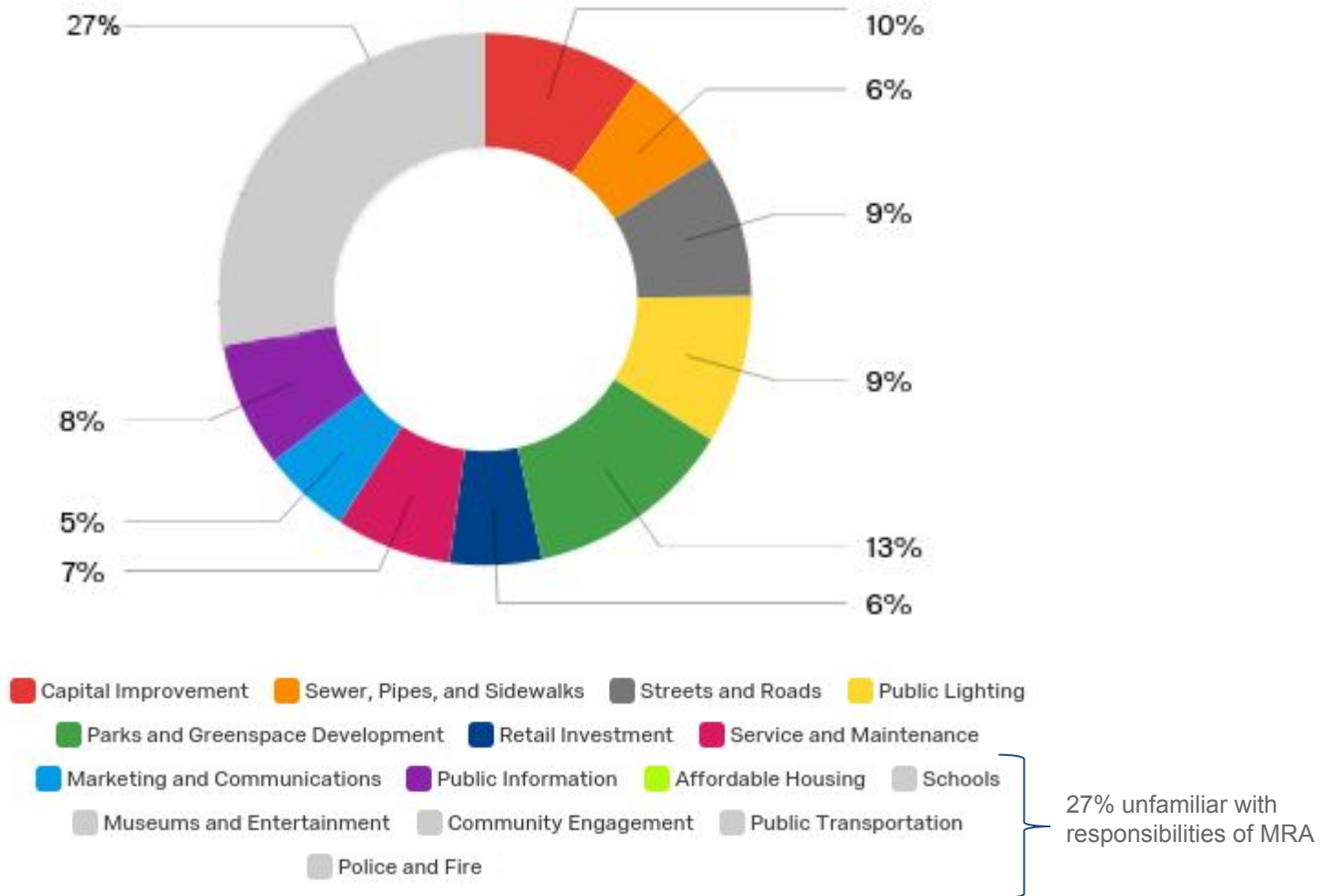




# ORGANIZATIONAL LITERACY

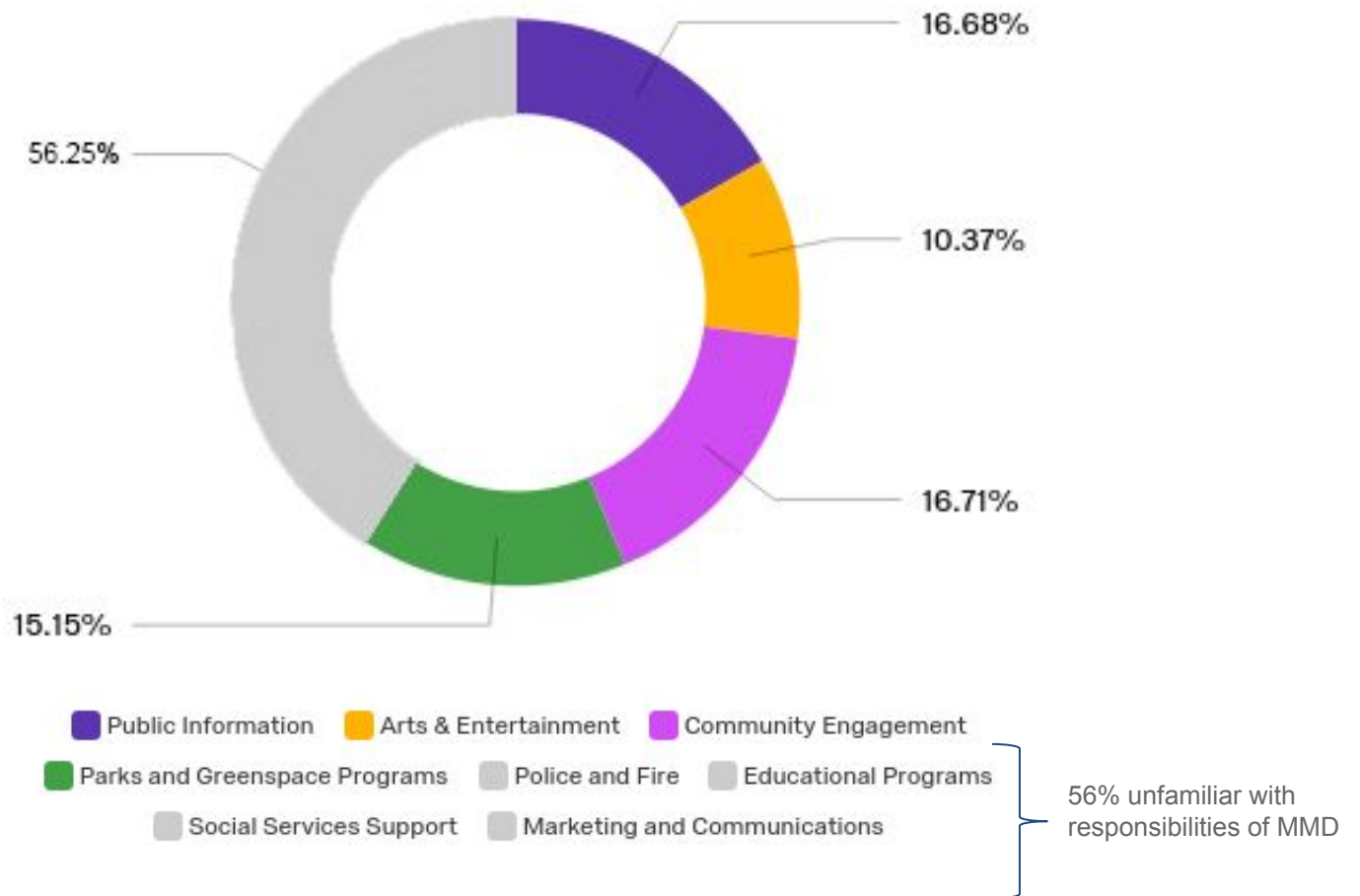


## ORGANIZATIONAL LITERACY: MIDTOWN REDEVELOPMENT AUTHORITY





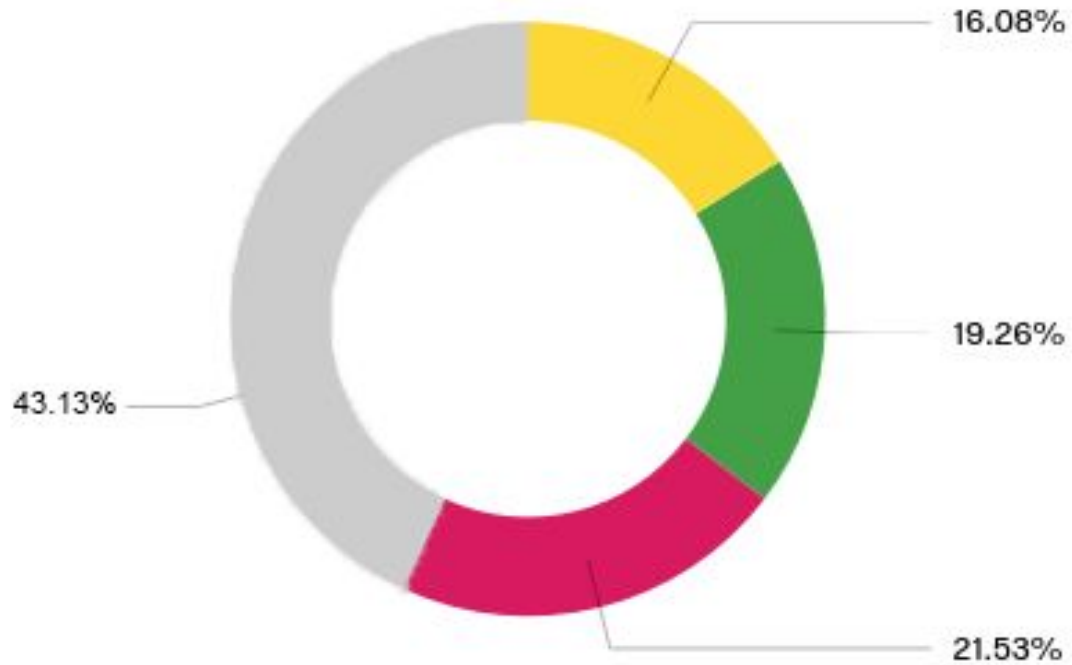
## ORGANIZATIONAL LITERACY: MIDTOWN MANAGEMENT DISTRICT







## ORGANIZATIONAL LITERACY: MIDCorp

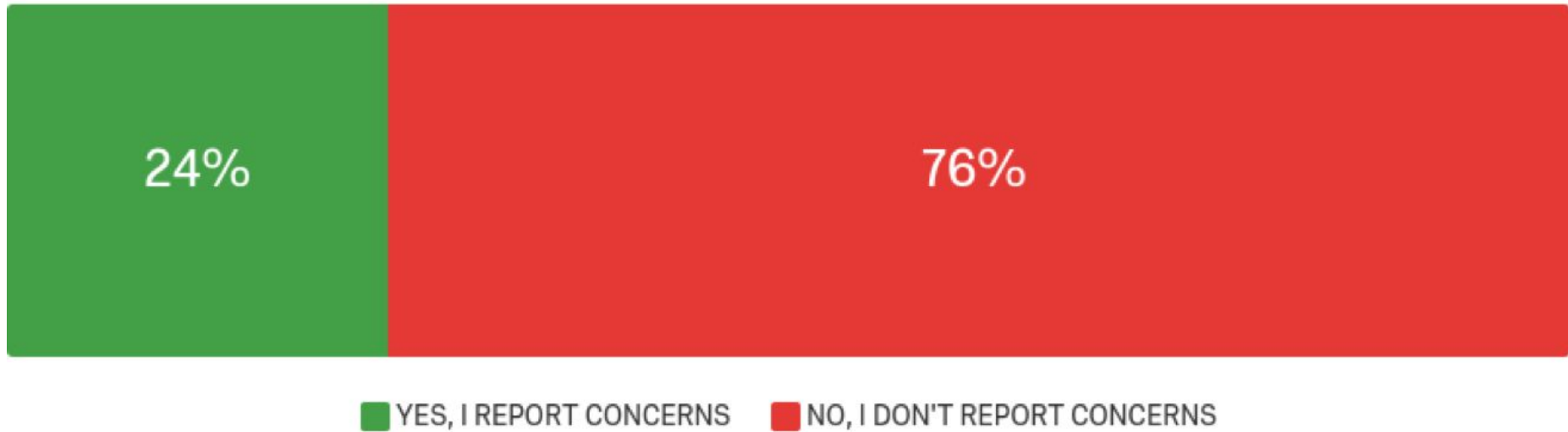


- Fundraising Support
- Parks and Greenspace Programming
- Service and Maintenance
- Real Estate Development
- Affordable Housing

} 43% unfamiliar with responsibilities of MIDCorp

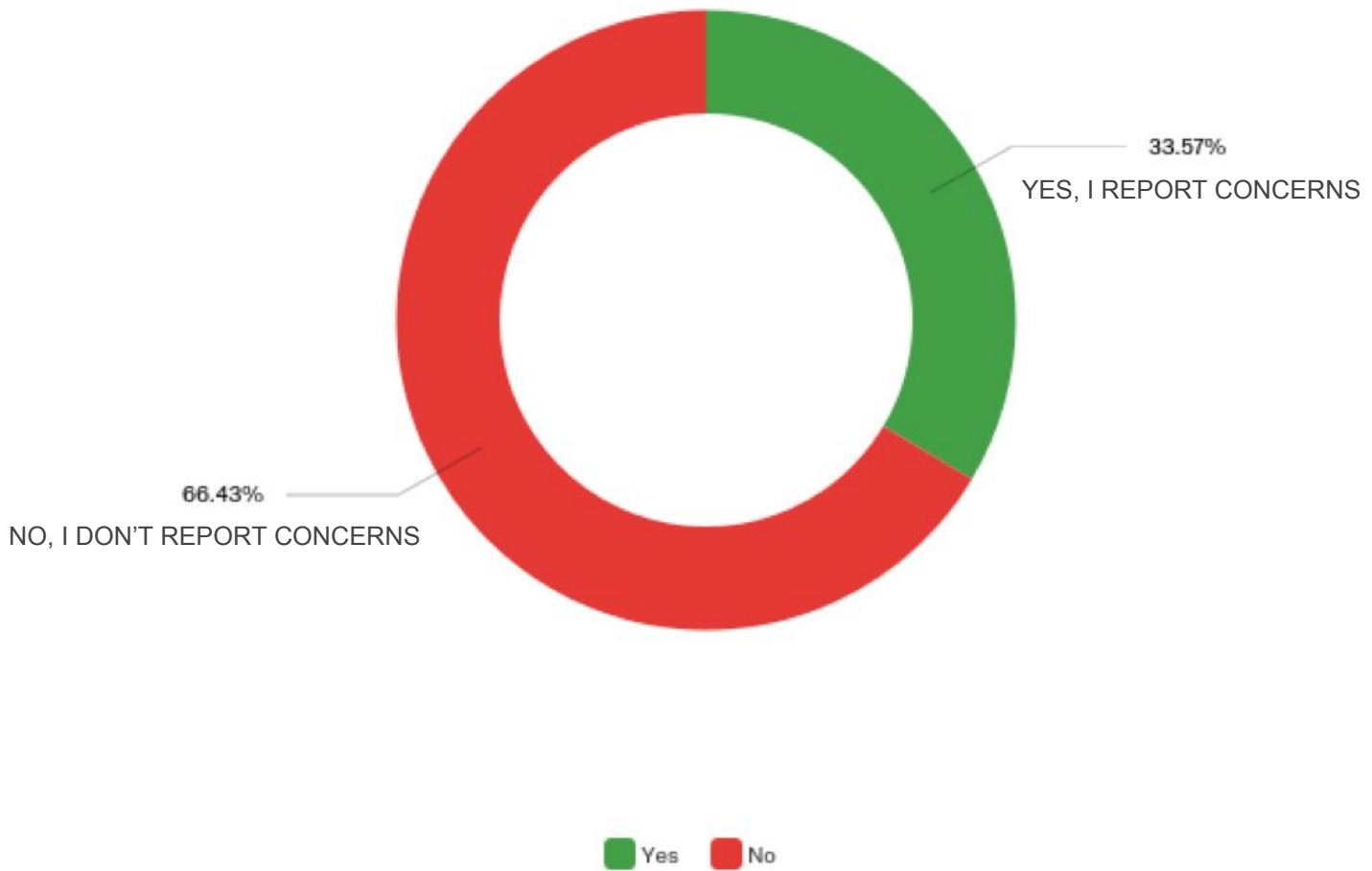


## ORGANIZATIONAL LITERACY: REPORTING SERVICE & MAINTENANCE CONCERNS





## ORGANIZATIONAL LITERACY: REPORTING SAFETY CONCERNS



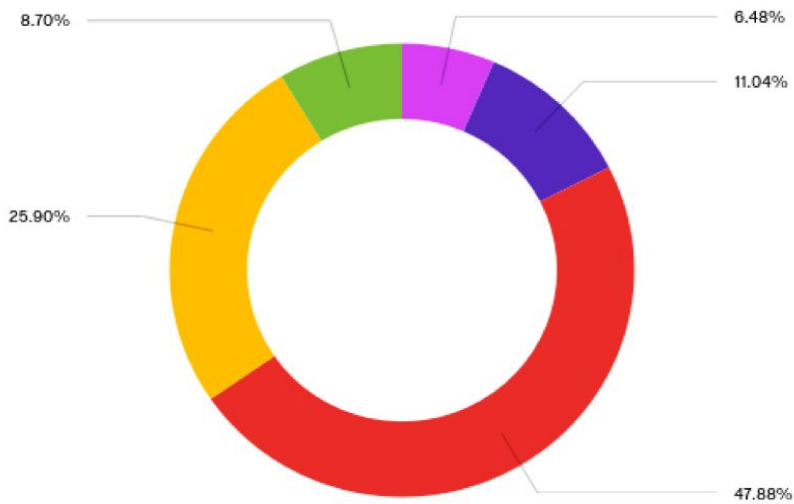


# SATISFACTION

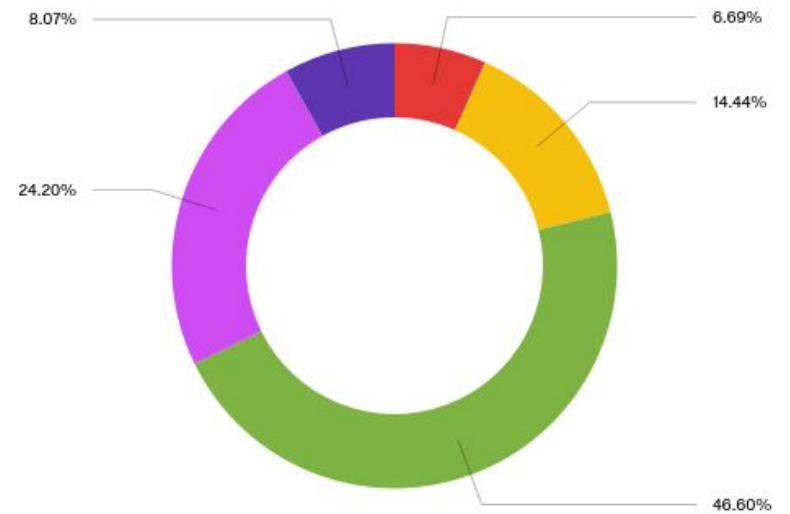


## RESPONDENT SATISFACTION

### COMMUNICATIONS & ENGAGEMENT



### PROGRAMS & SERVICES



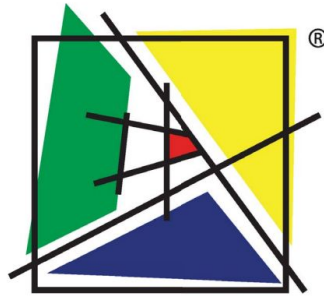
1: POOR 2: ACCEPTABLE 3: MODERATE 4: GOOD 5: EXCELLENT

1: POOR 2: ACCEPTABLE 3: MODERATE 4: GOOD 5: EXCELLENT



## RECOMMENDATIONS

1. Clearly identify Midtown Houston roles and responsibilities
  - a. Information Highway
  - b. Diversify communications platforms
2. Internal strategy sessions to plan a way forward
3. Agree on and adhere to brand standards in all departments
  - a. Identify standards and processes for external communications alignment
4. Raise awareness on Board and Committee meetings
5. Standardize process for community feedback
6. Continuous surveys (annual or bi-annual) to measure progress



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Acknowledgement: Midtown Houston Community Assessment Study paid for by Midtown Redevelopment Authority (MRA).

For more information, please contact Midtown Houston offices at:

410 Pierce Street, Suite 355  
Houston, TX 77002  
713.526.7577