

WESTCHASE DISTRICT ACCOMPLISHMENTS

(September 2017 — August 2018)

Beautification

- Our first **large wall mural** entitled “We Are All Connected” is complete. The colorful spectrum of interconnected gears represents the interconnected nature of the diverse community in Westchase District. The mural was painted by local artist Reginald Adams on the eastern wall of Westchase Car Auto Care Center at 10611 Westheimer.
- A **second giant mural** has been painted along the Brays Bayou Connector Trail, just north of the Westpark Tollway. This 100’ wide by 20’ foot mural entitled “Harvey Heroes” pays tribute to the men and women (both first responders and civilians) who assisted the community during and after Hurricane Harvey.
- METRO has approved the installation of **artistic wraps and lighting** at 15 additional bus shelters. The wraps, which will be installed this Fall, each feature a “point of interest” which can be found in Westchase District. The bus shelters are also being upgraded with solar lighting for improved visibility and safety. At year’s end, we we will have a total of 30 upgraded bus shelter locations.

Public Safety

- We reestablished a **crime statistics database** to measure the effectiveness of the program and achievement of stated goals. The database provides actionable data to guide the activities of the officers. Each month, a review of the crime statistics shows what crimes are most prevalent and in what areas. This data is used to direct the officers to those locations.
- **Crime has been reduced** by 13% YTD (through July 31) comparing the same timeframe for 2017; Westside also showed a decline of 11% for the same period.
- **Officer productivity has increased by** 106% over the same period last year. This means that they are more engaged in the community and more proactive in answering or initiating calls-for-service and focusing on the problem areas revealed by the crime database.
- We purchased **two new vehicles** to update the fleet. By purchasing the newer vehicles, we reduced the maintenance budget significantly. We also purchased **two new bikes** for the bicycle patrol officers.
- Through the use of technology, we have become and entirely **paperless operation**. Every activity and call-for-service is entered directly into a database on the iPhone and automatically transmitted to the database. This eliminated the need for data entry, allows immediate visibility on the officer’s activity and is all done on a cell phone.
- We held four **Public Safety Alliance Meetings** which included a presentation by Chief of Police Art Acevedo. Other topics included Meaningful Change (dealing with panhandlers), how to survive an active shooter situation, and how to detect human trafficking.
- All current **Blue Star apartment communities** have been inspected to ensure they’re in compliance with the program. Only one property was found to be out of compliance and its certification was pulled. We hope to add three more properties before the end of the year which would bring our total number to 33 out of 54. 62% of all Westchase District communities are Blue Star certified, while only 4% of communities are Blue Star certified citywide.

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- Nine **Crime Awareness** presentations were given this year to Camden Holly Springs (twice), Camden Park, Nexus Children’s Hospital, Jacobs, PetroChina, Petrobras, Woodlake Professional Building/Tipton Group and Houston Westchase Rotary Club. Additionally, we participated in three Safety Fairs at Tailored Brands, JGC and WesternGeco.
- We continued our **community outreach** efforts by participating in or providing officers for Shop with a Cop at Target, Hurricane Harvey recovery assistance and National Night Out. NNO was recognized at 12 locations with six officers. Approximately 300 citizens participated.
- We have initiated a **new crime prevention tactic involving apartment communities** that also involves the use of the new crime database. We have identified the top 20 properties with the most crime. That information is shared with the managers, then a crime prevention officer conducts a survey of the property and managers are provided the recommendations and asked to implement them. A follow-up visit is scheduled after a couple of months to check their progress.

Marketing and Communications

- Our **30-second video commercial** – “What do you CHASE in Westchase” has been re-edited for digital use and is part of an online advertising campaign on TubeMogul, Spotify and Centro DSP. We also advertise on the online platforms of *REDNews*, *Houston Business Journal*, Bisnow and *Houstonia*. Traffic to westchasedistrict.com is up 143% since the campaign launched.
- This marks our tenth year of **radio advertising** on **740AM KTRH**, featuring live endorsement spots by talk show host Michael Berry. These spots give us a wide audience. Our ad themes are updated monthly and coincide with the messages we are promoting in our other marketing vehicles.
- Westchase District was featured this year in **news stories** on Houston Public Radio, KTRK-ABC, KHOU-CBS, KPRC-NBC, KRIV-FOX, KIAH-WB39, Telemundo, and in articles appearing in the *Houston Chronicle*, *Memorial Examiner* and *Memorial Swoon*.
- We developed an **online dashboard** to allow us to easily track visitors to our website. We record certain analytics to allow us to track trends over time (most visited pages, PDF downloaded, referral sources, etc.)
- We maintain an active **social media presence** on Facebook, Instagram and Twitter. By posting several times per week and consistently engaging with our followers, we’ve continued to grow our social media presence.
- We are in the 20th year of publishing **Westchase Today**, our quarterly print newsletter. Westchase District staff members provide all editorial content in the newsletter. We print 8,000 copies. Half are mailed and the rest are distributed at more than 110 locations, including major employers, multi-tenant office buildings, apartment communities, hotels and restaurants/delis. Content is re-purposed for *The Wire* and social media.
- Our eNewsletter, *The Wire*, is distributed twice-monthly to more than 25,000 email subscribers.
- We distributed a quarterly eNewsletter specifically designed for a commercial real estate audience. **News Nuggets** is emailed to approximately 550 leasing agents, tenant rep brokers and CRE research professionals.

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- We designed and printed a **26-page book** touting the successes of Westchase District's 380 Area Agreement with the City of Houston. The book will be distributed to City Council members, their staff and designated city department staff.
- We updated and reprinted the **Westchase District Trails Map**. This folding map is distributed to apartment communities and area employers to promote the trail.
- We hosted two events to promote use of the Westchase District trail system. In January, we hosted the 2nd annual "**Trails without Trash**" event to clean-up the trails. We also hosted a "**National Selfie Day**" event on the trails in June, encouraging trail users to take "selfie" photographs on the trail and post them on social media.
- We hosted a "**big reveal**" of **Westchase District's Harvey Heroes mural** in August. It was well-attended by the community, first responders and the media.
- We hosted the **21st Annual Corporate Challenge**, which generated almost \$20,000 in contributions to the Westchase District Community Fund. A total of 48 businesses participated in the event as major sponsors, events hosts and teams.
- The weekly **Westchase District Farmers Market** is now in its 5th year. We have an average of 30 vendors every month and have expanded our footprint on the St. Cyril's parking lot. We received a \$1,000 grant from Capital Farm Credit and hosted three "Farm-tastic Summer" events in June, July and August that boosted attendance and sales.
- We have conducted six **broker presentations** with the top real estate firms in Houston. This effort has reached about 100 brokers to educate them about the latest programs and projects in Westchase District.
- We continue to **compile quarterly leasing, occupancy and contact information** for more than 300 properties. That market data is distributed in our information packets and posted to our website. We also notify brokers, via email, when our quarterly information is updated and available online. This is a great tool for alerting tenant rep brokers to available space in Westchase District and helps us identify emerging real estate trends.

Mobility

- Design for the **Elmside-Woodchase sidepath** is 90% complete. This 1.26-mile path will follow the east alignment of Elmside/Woodchase and will extend from Westheimer to south of Westpark. The path will connect METRO's Gessner Park & Ride (located at Westpark & Gessner) to Westheimer, which carries METRO's busiest local route. The path will also connect to the existing Westpark Trail and Woodchase Park. The path's connectivity to these key destinations and its ability to serve hundreds of residents and an elementary school along the route will make it a desirable, safe alternate route.

Planning & Development

- Design for the **CityWest/Deerwood Path** is 90% complete. This 2.25-mile path will connect Westheimer to Terry Hershey Trail.
- We completed construction of the hardscape elements of "**Trailside Park**", our first pocket park. This one-quarter acre park site is located adjacent to the HCC Campus Trail and connects to Hayes Road. This Fall, the park will be completed with the installation of site furnishings and softscape elements, including benches, tables, a water fountain and groupings of pollinator-friendly plants, wildflowers and native grasses.

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- We secured a \$25,000 grant from KaBOOM! to enhance our trail system with a ZipKrooz, a **playground zip line**. The ZipKrooz is the first recreational element installed in Trailside Park.
- We have completed the **Westchase District Livable Communities Study**, in partnership with the Houston-Galveston Area Council. This study presents five concepts and individual recommendations to provide more transportation choices, promote equitable and affordable housing, enhance economic competitiveness, support existing communities, coordinate and leverage federal policies and investment, and value communities and neighborhoods.

Westchase District 380 Area Program

- We completed construction of the **Westpark Trail**. This east/west trail consists of two segments. One segment runs from the Gessner Park & Ride to Briarpark, connecting to the future Woodchase Park and the Elmside/Woodchase sidepath. The second segment connects the Brays Bayou Connector Trail to Wilcrest Drive.
- We completed conceptual design of the **Woodchase Park** site and are underway with final design. The 1.75-acre park will include a children's play area, pavilion, exercise stations, community garden, gathering lawn, dog park and food truck area. Construction is expected to begin in Spring of 2019.
- We completed design of the **Walnut Bend Reconstruction** project. This \$20-million project calls for a total roadway reconstruction with upgraded utilities, continuous bike lanes, and back-of-curb improvements. Construction will be overseen by TxDOT and is expected to begin in Spring of 2019.
- We completed **roadway improvements at the Wilcrest/Westheimer** intersection. This project improved Wilcrest Dr, north of Westheimer Rd, with access management treatments. The improvements included channelized turning bays, new median openings to better align with driveways, an extended left turn southbound left turn bay at Westheimer, and the replacement of concrete panels where necessary. The improvements allow for smoother traffic flow and safer ingress and egress to and from businesses on Wilcrest.
- Additionally, **16 medians on Wilcrest** between Westheimer and Lakeside Place have been re-landscaped featuring Mexican Sycamore trees, Drift Roses and Asian Jasmine, along with custom green concrete pavers, river rocks and moss boulders. Area businesses and neighborhood associations have partnered with us to maintain the landscaping.
- Design of the **Westheimer Streetscapes** is 90% complete. The \$15-million project consists of back-of-curb streetscape redevelopment along a 3.5-mile section of Westheimer Road, from Westerland to Kirkwood. This project will transform a heavily trafficked corridor with deteriorating, hazardous pedestrian conditions into a safe, accessible mode of transit that balances human comfort and vehicular mobility while serving as a catalyst to economic activity in the area. The scope includes sidewalk and accessibility improvements, pedestrian and transit-oriented amenities and traffic signal upgrades.