

WESTCHASE DISTRICT ACCOMPLISHMENTS

(September 2018 — August 2019)

Beautification

- We celebrated the opening of our first pocket park, **Trailside Park**. The park includes interactive art features, a picnic table, additional seating, a ZipKrooz and human and doggie drinking fountains. The ZipKrooz was funded through a KaBOOM! grant.
- We expanded our **public art portfolio** to include a large wall mural, “The Sky is the Limit” at Westchase Shopping Center. We also painted three murals on the box culverts along the channel adjacent to the Library Loop Trail. These colorful murals feature marine life and lush plants and add a dash of bright color to the trail landscaping.
- We coordinated with the City of Houston to **enhance the street lighting conditions** on Wilcrest Dr, north of Westheimer.

Public Safety

- We purchased a new **Chevy Tahoe** to update our fleet. We now have a total of five fully-equipped police vehicles patrolling Westchase District.
- We have hosted two **Public Safety Alliance Meetings** this year. The first was organized specifically for multifamily community managers and offered a comprehensive update on the new schemes being utilized by individuals to lease an apartment with fraudulent identification. More recently, we hosted a meeting featuring a speaker from the Department of Homeland Security.
- We have hosted 14 **Crime Awareness** presentations for Westchase District businesses and organizations this year.
- We are coordinating with the Houston Police Department to receive **real time crime reports** from the Westside Command Station. These reports offer more timely information on criminal activity in the area, providing better insight on the types, times and locations of crimes. This supplements the crime stats we receive monthly from HPD.
- Our Westchase District Patrol officers are taking a more **proactive approach** to dealing with panhandlers by simply engaging them in conversation. We have also **installed high-profile signage** promoting the city’s Meaningful Change program at two major intersections where panhandlers congregate. We want to make motorists aware that Meaningful Change is an alternative where they can donate money to benefit the homeless community.
- We continued our **community outreach** efforts by participating in and providing officers for Target’s Heroes & Helpers program and National Night Out. We coordinated NNO events at 14 apartment communities that reached almost 500 Westchase District residents.
- We installed eight new **emergency call boxes** along the Westchase District trail system. We will install another four in 2020.
- We are in year two of a **crime prevention tactic involving apartment communities**. We identified the 10 communities with the highest crime and offered our knowledge and resources to help management reduce crime at the community. This is an ongoing effort, but in a majority of the top 10 communities, crime has been reduced significantly. We are now focusing our efforts on the next 10 properties.

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Marketing and Communications

- We created four **website landing pages** to increase the effectiveness of our digital advertising campaigns focused on small business, apartment living, commercial real estate and general branding. These landing pages allow visitors to better navigate our site and find the information they're looking for specific to their desired campaign.
- We have purchased **digital ads** via Pandora, YouTube, Facebook and Centro DSP. We also advertise on the online platforms of *REDNews*, and *Houston Business Journal*.
- We developed a second **online dashboard** that allows us to track our advertising effectiveness. Our original dashboard tracks visitors to our website. We record certain analytics to allow us to track trends over time (most visited pages, PDF downloads, referral sources, etc.) The two dashboards allow us to look at the effectiveness of our advertising in real time. Traffic to westchasedistrict.com is up 241% since the campaign launched.
- We have created a **dedicated web page** to offer construction updates regarding the Walnut Bend reconstruction project. Lane closures and other pertinent information will be posted to keep area residents and motorists informed on the construction progress.
- This marks our eleventh year of **radio advertising** on **740AM KTRH**, featuring live endorsement spots by talk show host Michael Berry. Our ad themes are updated monthly and coincide with the messages we are promoting in our other marketing vehicles. It's a great vehicle for reporting spot news, like new leases signed.
- Westchase District has been featured in **news stories** on Houston Public Radio, KTRK, KHOU and in articles appearing in the *Houston Chronicle*, and *Houston Business Journal*.
- We maintain an active **social media presence** on Facebook, Instagram and Twitter. By posting several times per week and consistently engaging our followers, we've continued to grow our social media presence. Facebook followers are up 8.5% since January.
- We are in the 21st 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 15,000 email subscribers. We consistently achieve a 20% open rate on the publication.
- We distribute 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.
- We hosted the **22nd Annual Corporate Challenge**, which generated more than \$16,000 in contributions to the Westchase District Community Fund. A total of 42 businesses participated in the event as major sponsors, events hosts and teams.
- The weekly **Westchase District Farmers Market** is now in its 6th year. We have an average of 30 vendors every month and have expanded our footprint on the St. Cyril's parking lot. Our "Farm-tastic Summer" events boosted both attendance and sales by 12%.
- 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.

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Mobility

- We secured \$2.8 million in federal funds for two **key sidewalk projects** – Elmside/Woodchase Path and CityWest/Deerwood. Both of these projects will connect to key destinations and enhance walkability in the community.
- We completed a **Traffic and Safety Study** which identified intersection improvements aimed at reducing crash rates and vehicular delays, while improving intersection-related infrastructure (ADA ramps, signal heads, poles, signals, signal boxes, etc.) The study identified three intersections for design recommendations: Meadowglen at Woodland Park, Meadowglen at Hayes, and Richmond at Hayes.
- Our work on the first phase of a study that looked at **enhancing traffic flow** along the Beltway 8 frontage roads enabled the Texas Department of Transportation to secure federal funds to implement access management improvements on the northbound and southbound Beltway frontage roads from I-10 to US 59.
- We continue to work with METRO to **enhance access to public transit**, as well as the transit experience. METRO identified Westheimer and Richmond as BOOST corridors and proposes to extend the University BRT Corridor to the Westchase Park & Ride.

Planning & Development

- Design is underway for Westchase District's **first public dog park** at Sneed Elementary School. Construction is expected to begin in late 2019 and the park will open in Spring 2020. This park will help fulfill a dog park need in west Houston.
- We are working with area property owners to develop a concept for a **Promenade** to be built south of Westheimer between Seagler and Gessner. This project was first envisioned as part of our Long-Range Plan to introduce infill streets to the District, thereby reducing block lengths and creating a more walkable street grid. The promenade concept was further advanced as part of our Livable Center Study, which promoted the idea of a premier walkable corridor that establishes a new frontage for commercial and residential development.

Westchase District 380 Area Program

- We kicked off construction of the **Walnut Bend Reconstruction** project. This \$20 million project extends from just north of Westheimer to Westpark. The improved roadway will include new and upgraded underground utilities, new pavement, continuous bike lanes and an attractive pedestrian realm. In addition to addressing the dilapidated roadway conditions, this project is intended to encourage redevelopment in the local area.
- We completed design of the **Westheimer Streetscapes** project and received bids in early September. This \$16 million project will address the pedestrian realm along Westheimer from Rocky Ridge to Kirkwood. The improved corridor will include reconstructed sidewalks, pedestrian lighting, landscaping, upgraded traffic signal posts and mast arms, and modern, strategically-placed bus shelters. The goal of this project is to improve the pedestrian experience and enhance access to public transit.
- We completed final design of **Woodchase Park**. The project will go out to bid this fall and construction will begin next Spring. 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.