

# MAGNOLIA PARK MANCHESTER COMPLETE COMMUNITIES ACTION PLAN



Mayor Sylvester Turner  
City of Houston  
Planning and Development Department  
December 2020

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## An Equitable Houston That Works For Everyone

Three years ago, I issued this call: It is time for Houston communities to overcome the economic, environmental and equity challenges that have existed for far too long. To help accomplish this, I launched the Complete Communities initiative in five pilot communities: Acres Homes, Gulfton, Near Northside, Second Ward and Third Ward. In June of 2019, I announced five more: Alief/Westwood, Fort Bend Houston, Kashmere Gardens, Magnolia Park/Manchester and Sunnyside

Every neighborhood deserves housing options, job opportunities, quality grocery stores, beautiful and accessible parks, educational opportunities, and mobility choices that are safe and accessible to all. Each Houstonian should feel that their neighborhood matters and that the private, public, and non-profit sectors alike support its ability to thrive. Each community should be able to identify its priorities and have an avenue to achieve success.

This is what Complete Communities is all about: working with community members and outside partners to find solutions and achieve transformational change. We have listened to the community, and this plan will serve as a catalyst for investment, engagement and increased opportunity. City departments are collectively tapping all available resources to infuse more investment into our communities.

Unfortunately, in 2020, the Complete Communities planning process was interrupted by COVID-19, a global pandemic that the world had not experienced anything like in decades. We were challenged to push forward with community engagement plans while keeping residents safe and healthy. We started by making all meetings virtual. We created engagement opportunities to assess community needs and implement COVID-19 relief strategies in our 10

Complete Communities. We listened, responded and documented community actions and goals in each plan.

The Office of Complete Communities facilitates the work of our City departments and outside partners as they work together to develop long-term solutions that are transferable to other communities across the City of Houston. With partners from different sectors of our community, we will deploy the best tools to create transformational change in them.

I am committed to this city. I am committed to investing in neighborhoods that have been overlooked for decades so they can thrive. We will not be a city of haves and have-nots. Together, we can strengthen and empower communities so that all of Houston neighborhoods are neighborhoods of opportunity.

— Mayor Sylvester Turner







DeZavala Elementary School



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## What is a Complete Community?

A complete community is resilient and sustainable, strengthening and supporting the capacity of people, places, and systems to be safer and stronger.

### ***An engaged community with . . .***

- Strong community partners
- Civic engagement
- Community buy in

### ***An affordable community with . . .***

- Diversity of income
- No concentrated poverty
- A strong base of homeowners
- Quality rental units
- Energy efficient homes

### ***A healthy community with . . .***

- A quality grocery store
- Access to quality health care
- Parks
- Urban gardens or farms

### ***A safe community with . . .***

- Low crime
- Low rates of automobile crashes
- No unsafe environmental hazards
- Safe places for residents to walk, run, bicycle, and recreate

### ***An economically strong community with . . .***

- Opportunities for upward mobility
- Quality and diverse retail
- Quality jobs within or easily accessible from the community
- Thriving small businesses
- Strong city tax revenues to pay for municipal services

### ***A community with quality schools including . . .***

- Highly rated elementary, middle and high schools
- Easy access to high quality and affordable early childcare
- Access to quality vocational schools, community colleges

### ***A community with good infrastructure including . . .***

- Complete streets that include sidewalks, bike paths, and accessible transit stops
- Utility infrastructure
- Proper lighting

### ***A connected community with . . .***

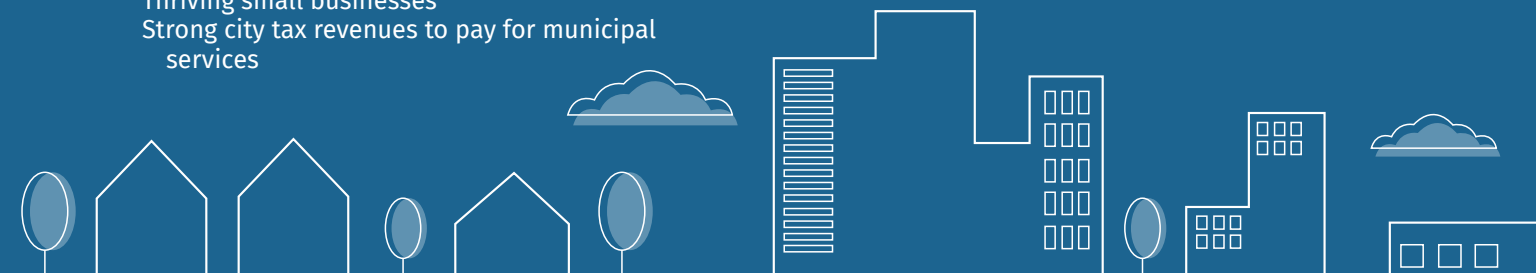
- Access to broadband internet connectivity
- Quality public transit or other affordable transportation options
- Good roads connecting to other major job centers and central business districts
- Strong community organizations that connect residents with each other and to others throughout the city

### ***A beautiful and interesting community with . . .***

- Street trees
- Public art
- Public spaces
- Preservation of historic neighborhoods

### ***A flood resilient community with . . .***

- Flood protection
- Good drainage
- Community and public services



# COMPLETE COMMUNITIES

In April of 2017, Mayor Sylvester Turner announced the kick-off of the Complete Communities initiative. Mayor Turner noted:

*Complete Communities is about improving neighborhoods so that all of Houston's residents and business owners can have access to quality services and amenities. It's about working closely with the residents of communities that haven't reached their full potential, understanding their strengths and opportunities, and collaborating with partners across the city to strengthen them. While working to improve these communities, we are also working to ensure existing residents can stay in homes that remain affordable.*

The Complete Communities initiative was established to be collaborative, impactful, and transformative. An Advisory Committee guided the planning process for the pilot neighborhoods. The committee was comprised of community leaders and advocates with a balanced perspective ranging from city-wide to neighborhood specific knowledge and engagement. The committee served as a sounding board whose members were ambassadors for the effort and provided connections to residents and businesses in the selected neighborhoods. With support from the Complete Communities Advisory Committee, a working definition of a complete community was established to identify the qualities that lead to a thriving neighborhood (see opposite page, left).

The five pilot neighborhoods—Acres Home, Gulfton, Near Northside, Second Ward, and Third Ward completed their plans in 2018. Since then, the communities are partnering with City departments and outside organizations to implement the plans. In June 2019, Mayor Turner announced the second round of Complete Communities - Alief-Westwood, Fort Bend Houston, Kashmere Gardens, Magnolia Park-Manchester, and Sunnyside. As with the pilot communities, communities in the second round have their own strengths and challenges. As a result, stakeholders in each developed a vision that represents their ideal of a complete community. This shared vision has guided the effort in each community.

Across ten neighborhoods and three and a half years, 5,900 people shared their insights, values, and visions. More than 4,100 participants attended one of the 37 public meetings. Nearly 1,800 leaders representing faith-based organizations, business owners, non-profit and community-based organizations, and civic, educational and institutional leaders attended listening sessions with community planners. A Neighborhood Support Team, comprised of locally identified leaders, residents and allies, guided each Complete Community effort and working groups emerged to accomplish each of the goals identified in the Complete Communities Action Plans.





Commitment to the Complete Communities initiative is far reaching. Mayor Turner created the Mayor's Office for Complete Communities in 2019, with dedicated staff to support implementation. One-on-one meetings were held with over thirty City departments to present community-identified priorities and projects and establish mechanisms for implementation. In the coming years, the City and its staff will continue to work side-by-side with community leaders and allies to realize the vision for a complete community in each of the neighborhoods.

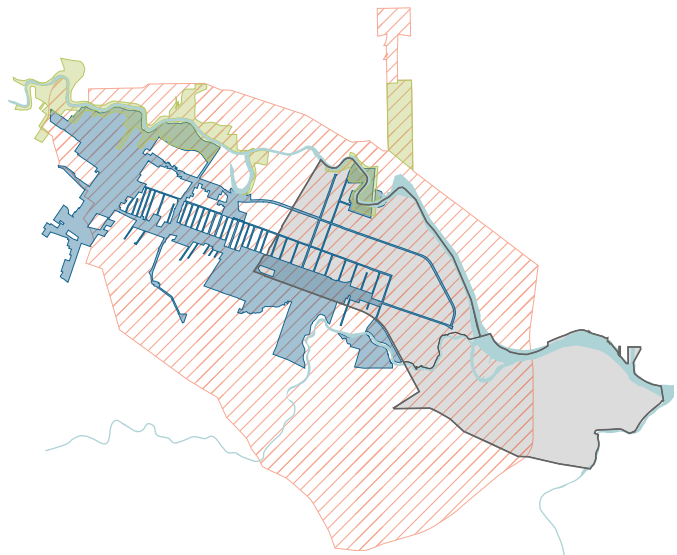
Although the Complete Communities planning process was interrupted by COVID-19, community engagement proceeded in a virtual format. The Mayor's Health Equity Response (H.E.R.) Task Force, created in April 2020, set out to learn about immediate needs resulting from the pandemic in all ten communities. An additional 1,515 people participated in extended engagement via online surveys, virtual meetings, and website activities. Each plan includes a section documenting the resulting goals and actions.

After the year and a half of engagement and collaboration with thousands of stakeholders, we have summarized what we heard in each of the five second round Complete Communities in an Action Plan. The Magnolia Park Manchester Action Plan outlines the vision, policies, goals and projects to realize a healthier, more resilient, prosperous, equitable, and complete future. This is Magnolia Park Manchester's Plan.





### Map of Boundaries and Plans

-  Magnolia Park-Manchester Complete Community
-  Buffalo Bayou East Master Plan
-  Harrisburg TIRZ #23
-  East End 2017-2020 Economic Development Strategy



### Magnolia Park-Manchester

-  Parks
-  School



# EXECUTIVE SUMMARY

## Introduction

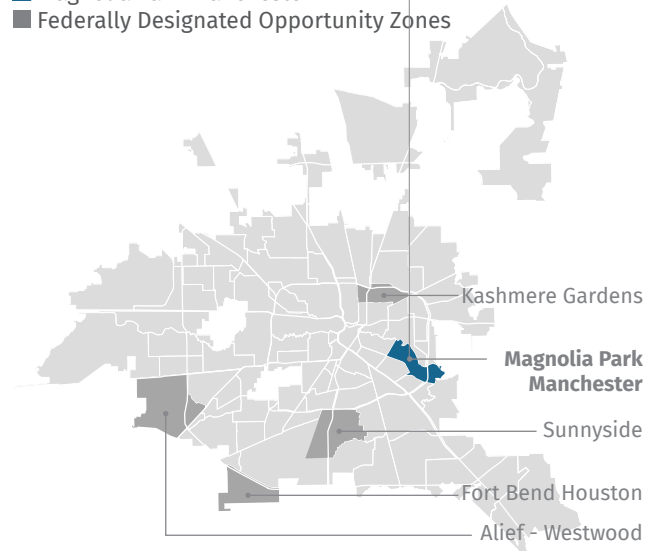
The Magnolia Park-Manchester Complete Communities Action Plan outlines the vision, goals, projects, policies, and programs identified by stakeholders over the year-long planning process that included three public meetings, one of which was conducted virtually. The COVID-19 Health Equity Response (HER) Task Force also conducted a survey and hosted a Town Hall meeting focused on issues related to the pandemic, the results of which are included in the plan. In total, over 200 leaders, stakeholders, and partners attended these meetings, providing valuable input and guidance. The goals and projects detailed in this plan work towards achieving a more resilient, engaged, prosperous, and healthy community.

The Magnolia Park-Manchester Complete Communities Action Plan has also been informed by recent studies, such as the East End Economic Development Strategy study, one-on-one meetings with City department representatives, Council Members, and citywide planning efforts. The two most important citywide efforts are Plan Houston, the City's first general plan, and the Resilient Houston strategies. The Magnolia Park-Manchester Action Plan supports and reinforces each of the 32 citywide goals identified in Plan Houston. The highest priorities identified by Magnolia Park-Manchester stakeholders that align with Plan Houston goals include: quality learning opportunities from early childhood onward; schools and communities that invest in each other; affordable, high-quality health care; clean water, air, and land; job opportunities; a thriving, resilient, and diverse economy; affordable housing; high quality infrastructure; and protected neighborhood character. The alignment of goals and projects identified by Magnolia Park-Manchester stakeholders with the Resilient Houston strategies are included in the Action Plan tables.

## Map of Opportunity Zones

□ Magnolia Park-Manchester

■ Federally Designated Opportunity Zones



## Map of Complete Communities

Other citywide planning efforts that shape decision making and public investment in Houston are the annual Capital Improvement Plan, the Houston Climate Action Plan, the Houston Parks and Recreation Department Master Plan, the Houston Bike Plan, and Vision Zero. Each of these plans has informed the Magnolia Park-Manchester Complete Communities Action Plan.

Magnolia Park-Manchester has two census tracts that are State designated Opportunity Zones, which provide the potential for increased partnerships and funding. Opportunity Zones are a community development program established by Congress in the Tax Cuts and Jobs Act of 2017 to encourage long-term investments in low-income urban and rural communities.

Complete Communities Planning Process

Each Complete Community is different. Some have engaged in substantial planning efforts, while others have not had plans developed for decades. As a result, the City has designed and implemented planning processes that align with each community’s current position.

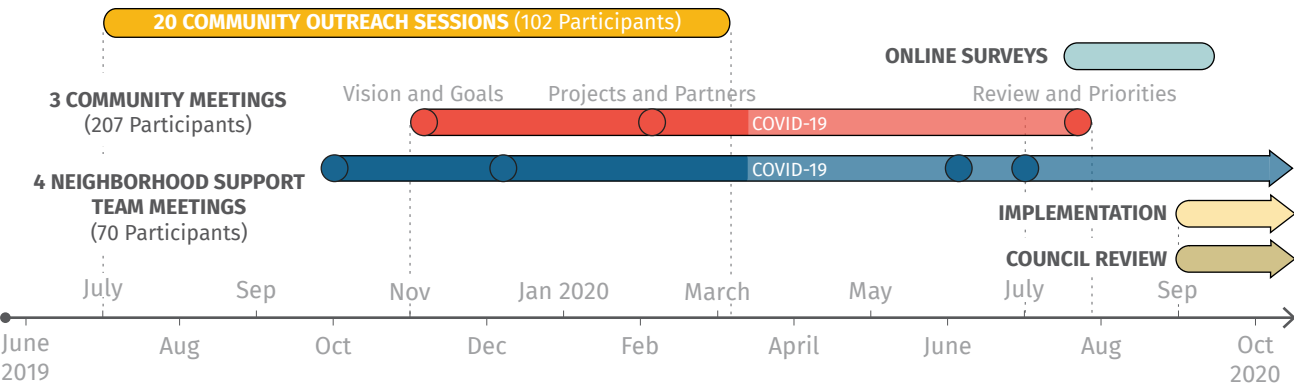
In Magnolia Park-Manchester, the planning effort began by summarizing existing neighborhood and citywide plans and conducting outreach and small group meetings with key leaders and stakeholders. Meetings in Magnolia Park-Manchester were held with non-profit organizations, community-based organizations, business owners, and other civic, educational, and institutional leaders. Over 100 people were engaged through this effort.

Following the research and outreach effort, an engagement plan was established for each Complete Community. In Magnolia Park-Manchester, three public meetings were scheduled to accomplish the following objectives: establish a vision and goals; develop projects and partners; and, review and prioritize the final Action Plan. Overall, 207 people attended the public meetings, providing valuable feedback.

The Action Plan was also informed by a virtual Town Hall focused on the impacts of COVID-19, hosted by the Mayor’s Health Equity Response (HER) Task Force, online surveys, a youth focus group, and one-on-one meetings with City departments. At the City department meetings projects and priorities identified by community stakeholders were presented and discussed, and strategies to move towards implementation were identified where possible.

Throughout the process, the Complete Communities initiative has been guided by the Neighborhood Support Team, which has met four times to provide their insight and suggestions. As the Complete Communities initiative moves forward, projects will be championed by neighborhood working groups, who will work directly with City staff and departments to oversee implementation.

The Magnolia Park-Manchester Action Plan builds on prior planning efforts, existing City initiatives, and the visions of hundreds of residents and stakeholders collected over a year long public engagement process. The Action Plan is a comprehensive summary of the goals, projects, action steps, priorities, time frames, partners, and metrics to measure success.



Complete Communities Timeline



### **Magnolia Park-Manchester Community**

The Magnolia Park-Manchester Complete Communities study area is located east of downtown Houston.

The boundaries of the study area are Buffalo Bayou to the north, La Porte Freeway and MKT Railroad to the south, Terminal Street to the west, and Sims Bayou to the east. The study area includes all of the Magnolia Park and Harrisburg-Manchester Super Neighborhoods.

Much of the area dates back to the late 1800s and early 1900s, with additional development occurring after the completion of the Houston Ship Channel in 1913. Harrisburg, the oldest neighborhood in the study area, was named after J.R. Harris, one of the early settlers in the Houston region, and Magnolia Park was named for the thousands of Magnolia trees developers planted there to entice investors. Magnolia Park and Harrisburg were both independent cities at one time, and Harrisburg was for a short time the capital of Texas. Historic buildings, cemeteries, parks, and cultural landmarks provide evidence of the area's rich past. While each neighborhood has a distinct history, they are bound together by a shared culture. As of 2018, 95% of residents in the study area identify as Hispanic or Latino. Further, 44% of residents were

born outside of the United States, significantly higher than the 29% in Houston overall.

In 2018, Magnolia Park-Manchester study area was home to 19,549 people. Over the last several decades the area has experienced a decline in population. Specifically, between 2000 and 2018, the population of the neighborhood dropped from 26,274 to 19,549 a 26% loss. In contrast, the population of Houston grew by 16% over the same time period.

The Magnolia Park-Manchester Complete Communities Action Plan establishes a set of actionable projects, policies, and programs. A summary of the Action Plan, including key focus areas and goals, is provided on the following pages. The highest priorities in the study area are community leadership and advocacy, economy and jobs, and health. Additional focus areas are education, housing, mobility and infrastructure, neighborhood character, parks and community amenities, and safety.



Complete Communities Meeting



Complete Communities Meeting

## Magnolia Park-Manchester Action Plan Summary

*Underline Indicates High Priority Goal*

### Community Leadership and Advocacy

A complete community is an engaged community that promotes leadership and advocacy. The goals are:

- **Create a Community of Leaders and Advocates** by engaging youth in community development, advocating for the rights of undocumented residents, and improving public outreach strategies to keep residents informed
  - **Promote a Collaborative and Cohesive Community** by organizing community events and activities, re-establishing area Super Neighborhood Councils, and creating a community resource guide
- **Support Children and Youth** by expanding and promoting out of school programs and childcare networks, hosting an annual youth programs fair, and creating a youth volunteer service organization
  - **Support Lifelong Learning** by connecting residents to adult education opportunities
  - **Create Safe, Inclusive, and Open Schools** by organizing parent volunteers to keep schools safe, strengthening community-school partnerships, and advocating for joint-use schools
  - **Promote Good Health** by expanding access to in-school health clinics and wraparound services

### Economy and Jobs

A complete community is a thriving community with workforce development opportunities, vibrant retail and amenities, financial literacy, and a strong local economy. The goals are:

- **Expand Access to Economic Opportunities and Jobs** by connecting adults and youth to job training, career, and internship programs
- **Create Vibrant Neighborhood Commercial Districts** by strengthening, diversifying, and expanding neighborhood retail and amenities
- **Ensure Financial Literacy** by developing an outreach campaign to connect residents to available programs
- **Support a Resilient Local Economy** by connecting locally-owned small businesses and entrepreneurs to available resources

### Education

A complete community is a learning community with thriving students, educational opportunities for all, engaged parents, and high quality schools. The goals are:

- **Ensure Students are Thriving** by connecting students to tutors and mentors, providing the technology students needs, and expanding college and career readiness programs

### Health

A complete community is a healthy community with access to quality healthcare, fresh food, and free from environmental hazards. The goals are:

- **Support Healthy Living** by increasing awareness of mental health resources and reducing the barriers to accessing healthcare
- **Ensure a Healthy Environment** by improving air quality monitoring, advocating for policies that support climate justice, and creating an environmental coalition
- **Promote Healthy Eating** by increasing access to fresh and nutritious food at area schools, corner stores, and other sites, expanding community gardens, and advocating for a new grocery store

### Housing

A complete community is an affordable community with high quality housing and safeguarded families. The goals are:

- **Provide Safe and High Quality Affordable Housing** by building affordable single-family and multi-family homes, expanding resources for those struggling with homelessness, and advocating for community benefit agreements

- **Safeguard Families, Housing, and Neighborhood Character** by repairing and preserving affordable rental housing, expanding resources for home repair, providing tax relief to vulnerable homeowners, and preserving the character of the neighborhood
- **Expand Homeownership** by connecting new homebuyers to available programs and resources

#### **Mobility and Infrastructure**

A complete community is a connected community with high quality infrastructure and transit. The goals are:

- **Provide High Quality Infrastructure** by constructing and maintaining storm drain, sewer, and water infrastructure
- **Build Great Streets** by improving and repairing area streets, street lighting, and streetscaping, by designating heavy truck routes and engaging in the capital improvement planning process
- **Create a Mobile and Connected Community** by advocating for the extension of the Green Line light rail, improving local transit services, and creating a community transit coalition
- **Develop Complete and Safe Pedestrian and Bike Networks** by advocating for new sidewalks and bike lanes, including pilot projects, and creating a neighborhood SWAT team
- **Promote Community Centered Rail Policies** by establishing quiet zones, minimizing disruptions at rail crossings, and enhancing pedestrian safety

#### **Neighborhood Character**

A complete community is a beautiful community where culture and history are celebrated. The goals are:

- **Ensure a Beautiful Neighborhood** by organizing community clean-ups, communicating trash collection schedules, reporting nuisances, and increasing the tree canopy

- **Celebrate Neighborhood Character, Culture, and History** by preserving and re-purposing historic buildings and celebrating historic sites

#### **Parks and Community Amenities**

A complete community is a green community with a necklace of beautiful parks, a network of trails, and active outdoor spaces. The goals are:

- **Create Beautiful Parks** by improving and maintaining existing parks, and implementing an “arts in the parks” program
- **Advocate for New Parks and Active Bayous** by expanding active recreation, connectivity, and amenities along Buffalo and Brays Bayous, advocating for the development of new parks, including Pineview Triangle, outdoor exercise equipment, and the plans for Buffalo Bayou

#### **Safety**

A complete community is a safe community where residents look out for one another. The goals are:

- **Create a Safe and Secure Community** by improving communication and relationships between the community and law enforcement, advocating for community-based safety strategies and actions to target crime hot spots
- **Promote a Caring Community** by increasing awareness of programs and services for people in crisis, including the victims of human trafficking and domestic violence, and advocating for policies that reduce human trafficking
- **Ensure a Safe Environment** by addressing stray animals and animal welfare
- **Support a Resilient and Prepared Community** by improving disaster preparedness and outreach and organizing Community Emergency Response Teams



## Key to Abbreviated Organizations

Many City departments and organizations will assist in implementing the projects identified in this Action Plan, while other organizations have been identified as potential partners. Below is a key to the organizations that are abbreviated:

### City, School, and Government Departments:

Administration and Regulatory Affairs, **ARA**  
Bureau of Animal Regulation and Control, **BARC**  
Department of Neighborhoods, **DON**  
General Services Division, **GSD**  
Harris County Appraisal District, **HCAD**  
Harris County Community Services, **HCCS**  
Harris County Domestic Violence Coordinating Council, **HCDVC**  
Harris County Health Department, **HCHD**  
Harris County Healthy Food Financing Initiative, **HCHFFI**  
Harris County Flood Control District, **HCFC**  
Harris County Office of Emergency Management, **HCOEM**  
Harris County Precinct 2, **HCP2**  
Housing and Community Development Department, **HCHD**  
Houston Community College, **HCC**  
Houston Galveston Area Council, **HGAC**  
Houston Fire Department, **HFD**  
Houston Financial Empowerment Center, **HFEC**  
Houston Health Department, **HHD**  
Houston Independent School District, **HISD**  
Houston Parks and Recreation Department, **HPARD**  
Houston Police Department, **HPD**  
Houston Public Library, **HPL**  
Houston Public Works, **HPW**  
Mayor's Office for Adult Literacy, **MOAL**  
Mayor's Office of Anti-Human Trafficking, **MOAHT**  
Mayor's Office of Complete Communities, **MOCC**  
Mayor's Office of Cultural Affairs, **MOCA**  
Mayor's Office of Education, **MOE**  
Mayor's Office of Economic Development, **MOED**  
Mayor's Office for Homeless Initiatives, **MOHI**  
Mayor's Office for People with Disabilities, **MOPD**  
Mayor's Office of Special Events, **MOSE**  
Mayor's Office of Veterans and Military Affairs, **MOVMA**  
Milby High School, **MHS**  
Office of Business Opportunity, **OBO**  
Office of International Communities, **OIC**  
Planning and Development Department, **PDD**  
Solid Waste Department, **SWD**  
Texas Commission on Environmental Quality, **TCEQ**  
Texas Department of Transportation, **TxDOT**

## Key to Priority Graphic

- High Priority
- ◐ Medium Priority
- Low Priority

## Role Definitions:

**Outreach:** Convey information to community members and encourage engagement

**Organize:** Gather people and organizations together to work on the project

**Advocate:** Publicly support the project

**Assist:** Bring information, technology, advice, connections, and other non-financial resources to the project

**Implement:** Complete the project

## Partner Organizations and Other Abbreviations:

Air Alliance Houston, **AAH**  
Association for the Advancement of Mexican Americans, **AAMA**  
Baylor College of Medicine, **BCM**  
Bicycle Advisory Committee, **BAC**  
Buffalo Bayou Partnership, **BBP**  
Community Family Centers, **CFC**  
DePelchin Children's Center, **DCC**  
East End District, **EED**  
El Centro de Corazon, **ECDC**  
Environmental Defense Fund, **EDF**  
Greater Houston Mentoring Alliance, **GHMA**  
Houston Area Women's Center, **HAWC**  
Houston Arts Alliance, **HAA**  
Houston Parks Board, **HPB**  
International Economic Development Council, **IEDC**  
League of United Latin American Citizens Youth Group, **LULAC YG**  
Legacy Santa Clara Clinic, **LSCC**  
Local Initiatives Support Corporation, **LISC**  
Lone Star Legal Aid, **LSLA**  
Magnolia Park/Manchester Neighborhood Support Team, **NST**  
METRO Universal Accessibility Program, **METRO UAP**  
Mission Milby, **MM**  
Rebuilding Together Houston, **RTH**  
Tejano Center for Community Concerns, **TCCC**  
Tax Increment Reinvestment Zone, **TIRZ**  
United Against Human Trafficking, **UAHT**

# MAGNOLIA PARK MANCHESTER ACTION PLAN

The Magnolia Park-Manchester Action Plan has 29 goals and 78 projects, organized into nine focus areas, and a special introductory section focused on COVID-19. The highest priority focus areas, as identified by community stakeholders, are community leadership and advocacy, economy and jobs, education, health, mobility and infrastructure, and neighborhood character. Additional focus areas include housing, parks and community amenities, and safety. The Action Plan was developed over the course of a year and through public meetings, online surveys, and Neighborhood Support Team meetings. The plan

includes goals, projects, programs, policies, priorities, time frames, partners, roles, and metrics to measure success over the next five years.

The projects and action steps identified in the Action Plan will be championed by the Neighborhood Support Team and a series of working groups in partnership with the Mayor's Office of Complete Communities, the Planning and Development Department, additional City departments and representatives, and other non-governmental partners. A list of partners and their roles is provided for each project in the Action Plan.



De Zavala Park

# COVID-19

## Introduction

In early March of 2020, COVID-19 began to impact residents in the City of Houston. The potential health risks created by the pandemic required the City to shift from in-person to online meetings, impacting the Complete Communities process. COVID-19 has also exacerbated health disparities and inequalities across the city and made day to day life more difficult for many community members. The Health Equity Response (HER) Task Force, established by Mayor Turner, partnered with Bloomberg Associates to conduct a citywide survey and host a Town Hall with stakeholders from each of the Complete Communities, including Magnolia Park-Manchester, to identify the challenges facing families because of COVID-19. Overall, 22 residents from Magnolia Park-Manchester completed the online survey.

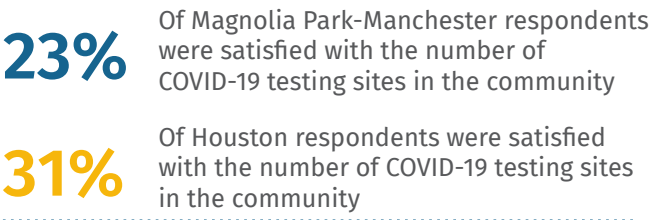
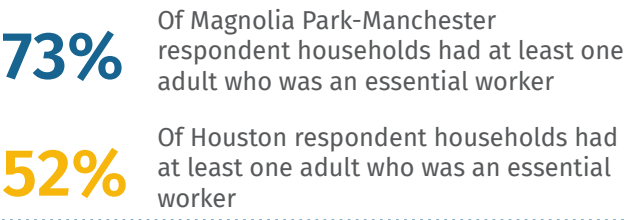
Key findings from the Magnolia Park-Manchester survey include that 73% of respondent households had at least one essential worker, compared to half of respondent households across Houston, only 23% of respondents were satisfied with the number of local COVID-19 testing sites, and 36% were satisfied with the availability of personal protective equipment (PPE), such as masks. Magnolia Park-Manchester

respondents also reported that the Houston Food Bank was the most relied upon source for food distribution, with 27% of households depending on this resource to help feed their families.

In addition, Magnolia Park-Manchester stakeholders provided important feedback at the virtual Town Hall held on June 30, 2020. The specific challenges identified include securing personal protective equipment, such as masks, and information on the health benefits of wearing masks, the needs for food and housing resources across the community including for undocumented residents, and access to local COVID-19 testing sites. The priority projects which follow were developed in collaboration with stakeholders to address the challenges of COVID-19.

## Mask Up Campaign

In April of 2020 Mayor Sylvester Turner announced the MASK UP! campaign, a public health initiative to encourage Houstonians to safeguard themselves from potential exposure to COVID-19. Increasing mask distributions in Magnolia Park-Manchester by working with local and citywide organizations will improve access to personal protective equipment for community members. In Magnolia Park-Manchester





specifically, expanding this campaign to target local businesses and ensure that owners and employees are aware of procedures surrounding personal protective equipment will help protect the community.

**Housing Secure Community**

In September of 2020 the federal government announced a moratorium on evictions to protect renters from losing their housing during the pandemic. The effectiveness of the program to prevent eviction remains unclear. In Magnolia Park-Manchester, developing an outreach campaign to connect residents to rental assistance, eviction protection, and other housing resources regardless of residency status will ensure that households are informed of their rights and are able to access necessary resources.

**Well-Resourced Community**

For community members without a safe home environment, the isolation brought on by COVID-19 can be particularly threatening. Working with the Houston Area Women’s Center to distribute domestic violence flyers at area distribution sites will help connect residents being impacted by domestic violence with important resources.



**Accessible Testing**

Testing sites across Houston change weekly, which can present a challenge to adequately informing all residents of where and how they can get tested. Expanding COVID-19 test sites, particularly within the Manchester community, and clearly communicating information on the location, costs, and accessibility of testing will ensure residents are connected to this vital resource.

**Food Secure Community**

As many residents of Magnolia Park-Manchester are undocumented, and therefore unable to receive public assistance, many families faced food insecurity even before the current crisis. Increasing food distribution at trusted sites within the community and widely publicizing information on where to access this aid will help to address food insecurity and ensure everyone has enough to eat.

36%

Of Magnolia Park-Manchester respondents were satisfied with the ability to access personal protective equipment

59%

Of Houston respondents were satisfied with the ability to access personal protective equipment

Data Source: HER Task Force Town Hall Report, 2020

# COMMUNITY LEADERSHIP and ADVOCACY

## Introduction

Community leadership and advocacy are at the core of a complete community and strengthen social cohesion, one of the key indicators of community and personal well-being. Magnolia Park-Manchester has a long history of strong civic organizations. The Sociedad Mutualista Benito Juárez, founded in 1919, provided mutual aid to area residents. In 1930, the private school Escuela Mexicano Hidalgo was established to preserve Mexican culture. During the same era, political organizations like Club Feminino-Chapultepec were active.

There are five civic clubs in Magnolia Park-Manchester, three of which are currently active. In addition, neither the Magnolia Park or the Harrisburg-Manchester Super Neighborhoods are active or recognized. The area is served by a number of community, non-profit, educational, and faith-based organizations that advocate for the community and provide programs and services. Most of the study area is also part of the East End District, an active management district.

Together, the civic and partner organizations active in the area provide an invaluable network of relationships and resources. Continuing to expand and

support the network through engagement, advocacy, and collaboration will help to support the complete community.

## Community Leadership and Advocacy Goals

The two community leadership and advocacy goals were compiled from existing plans and a series of community meetings. The goals focus on promoting leadership and advocacy across generations and strengthening social cohesion and civic organizations. The goals are summarized here and provided in more detail on the following pages. The community leadership and advocacy goals are:

## Community of Leaders and Advocates

A complete community is dependent on the capacity of area leaders to work together for positive change, as well as for the benefit of those without a voice. As a result, the goal to create a community of leaders and advocates is focused on engaging youth in community development work, advocating for and supporting the rights of undocumented residents, and creating an outreach campaign to keep everyone informed of the events, resources, programs, and services available in the community. The goal supports the existing active youth organizations at Milby High School, including



Complete Communities Meeting

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**47%**

Of Magnolia Park-Manchester registered voters cast a ballot in the 2016 election

**61%**

Of Harris County registered voters cast a ballot in the 2016 election

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Data Sources: Harris County Clerk's Office 2016

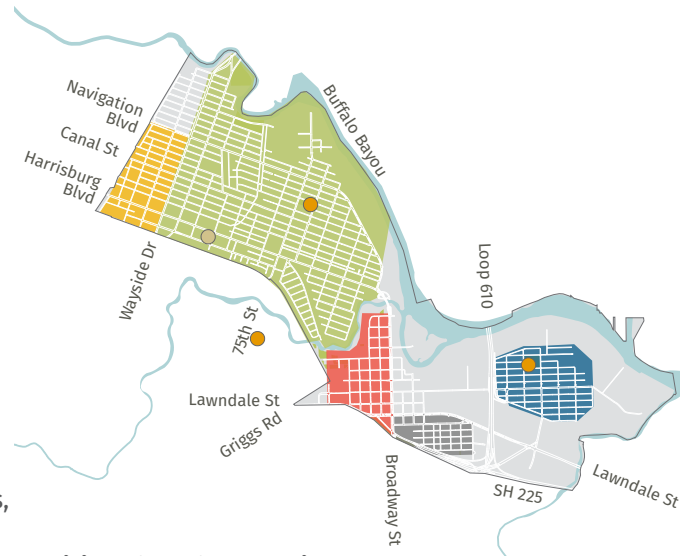
**A complete community is an engaged community**  
that promotes leadership and advocacy

a chapter of La Raza and a League of United Latin American Citizens (LULAC) youth group. The objective is to enroll a minimum of ten youth in leadership training by 2025.

### Collaborative and Cohesive Community

Strong civic organizations enhance the quality of life in a community by providing a unified voice to advocate for positive change. While there are a number of active civic clubs in the study area, establishing Super Neighborhood Councils in both Magnolia Park and Harrisburg/Manchester will work towards the goal of promoting collaboration as a means to work towards a shared vision.

In addition, organizing and hosting community events, festivals, and programs, such as neighborhood tours, Dia de Los Muertos festivals, markets showcasing local crafts and food, music events, family fun days, and Sunday Streets will bring people together to share and celebrate the culture of the community and build relationships among community members. Finally, developing a community resource guide in both English and Spanish will strengthen community networks and ensure that everyone has access to the tools they need to succeed.



### Civic Clubs and Community Centers

#### Civic Clubs

- Fullerton Estates (inactive)
- Greater Magnolia Pineview Place Civic Club
- Harrisburg Civic Association (inactive)
- Smith Addition Civic Club
- Manchester Civic Club
- Community Center
- Multi-Service Center

**44%** Of Magnolia Park-Manchester residents were born outside the U.S. in 2018

**30%** Of Houston residents were born outside the U.S. in 2018



Complete Communities Meeting

Data Source: ACS 2018

# 1 COMMUNITY LEADERSHIP and ADVOCACY

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY
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## 1.1 Community of Leaders and Advocates

### 1.1.1 Engage neighborhood youth in community development

*ACTION STEPS:* Expand youth engagement and leadership in community activities and community development through outreach to East End Little League, La Raza at Milby HS, and LULAC Youth Group.



### 1.1.2 Advocate for and support the needs and rights of undocumented residents

*ACTION STEPS:* Create a community outreach campaign to ensure undocumented residents are aware of their rights and resources available, including rental assistance. Advocate for policies that protect undocumented residents, including the right to secure valid identification.



### 1.1.3 Improve public outreach strategies and keep residents informed

*ACTION STEPS:* Expand outreach efforts both inside and outside of the community, utilize innovative tools, such as social media, texting, flyers, mail, radio and television, telephone calls, and other methods to ensure residents are connected to resources and information.



#### PLAN:



### 1.2.1 Organize and host community events, festivals, and programs

*ACTION STEPS:* Develop a community coalition to promote and host neighborhood events and programs, such as storytelling, tours, festivals, such as Dia de Los Muertos, markets showcasing local crafts, food festivals, music events, sports, National Night Out, Church Bazaars, Family Fun Days, and Sunday Streets.



## 1.2 Collaborative and Cohesive Community

### 1.2.2 Re-establish area Super Neighborhood Councils

*ACTION STEPS:* Create a coalition of leaders to re-establish the Magnolia Park and Harrisburg/Manchester Super Neighborhood Councils.



### 1.2.3 Create a Community Resource Guide

*ACTION STEPS:* Develop a web-based guide to community resources in English and Spanish, including non-profit organizations, government agencies, civic clubs, and faith-based institutions.



#### PLAN:



#### PLAN Legend:






Complete Communities  
 City of Houston CIP 2019-2023

Houston Bike Plan (2017)  
 METRO Next

HPARD Master Plan (2015)  
 Buffalo Bayou East Sector Master Plan





TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
Short (0 - 2 yrs)	10 Youth receive leadership training by 2025	<b>Community:</b> NST  <b>City:</b> DON <b>Community Connectors:</b> East End Little League, Milby La Raza, LULAC YG	Outreach, Organize, Advocate Assist Outreach, Assist	 <b>Goal 1:</b> Action 4.2
Short (0 - 2 yrs)		<b>Community:</b> NST  <b>City:</b> OIC <b>Community Connectors:</b> BakerRipley, CFC, LSLA, AAMA, Spanish Language Media Outlets, Elected Officials	Outreach, Organize, Advocate Outreach, Assist Advocate, Assist	 <b>Goal 12:</b> Action 40
Short (0 - 2 yrs)		<b>Community:</b> NST  <b>City:</b> DON <b>Community Connectors:</b> Area Schools and Churches, CFC, ECDC, BakerRipley, TCCC	Outreach, Organize, Advocate Outreach, Assist Outreach, Assist	 <b>Goal 1:</b> Action 4  <b>Goal 12:</b> Action 40
Short (0 - 2 yrs)	2 Annual events organized and hosted each year	<b>Community:</b> NST <b>City:</b> DON, HPD, MOSE (CIGNA Sunday Streets) <b>Community Connector:</b> EED, Area Civic Organizations, TCCC, AAMA	Organize, Implement Assist  Assist	 <b>Goal 1:</b> Action 4  <b>Goal 5:</b> Action 14
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> DON, PDD <b>Community Connectors:</b> Area Civic Organizations	Organize, Implement Assist Assist	 <b>Goal 1:</b> Action 4.1
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> DON, PDD <b>Community Connectors:</b> Area Civic, Non-Profit, and Faith-Based Organizations	Organize, Implement Assist Assist	

# ECONOMY and JOBS

## Introduction

Growing local employment and job training, sparking new economic development, and supporting and expanding local businesses will strengthen the local economy and increase opportunities for families in Magnolia Park-Manchester.

## Economy and Jobs Goals

The four economy and jobs goals focus on expanding access to economic opportunities and jobs, developing vibrant commercial districts, supporting financial literacy, and ensuring a resilient economy. The goals are summarized here and provided in more detail on the following pages. The economy and jobs goals are:

### Expanded Economic Opportunities and Jobs

The Magnolia Park-Manchester area is well-served by agencies that provide job training and career assistance. These agencies include SER Jobs, Community Family Centers, Houston Community College Southeast (HCC), LISC's Financial Opportunity Center, the Association for the Advancement of Mexican Americans (AAMA), Workforce Solutions, and others. Connecting residents to these career and job training programs will expand opportunities. In addition, working in partnership with the City of Houston's Hire Houston Youth program, SER Jobs

Youth Build, HCC Southeast, and area high schools will ensure more youth have access to meaningful internships, work experiences, and opportunities for career exploration.

### Vibrant Neighborhood Commercial Districts

Generations of small business owners have served the Magnolia Park-Manchester area for decades. Ensuring that area entrepreneurs are supported in starting and growing successful small businesses will keep neighborhood commercial districts vibrant. To achieve this goal tools and resources will be identified, including financial incentives such as opportunity zones, to grow area businesses, attract new small businesses, redevelop former industrial properties, and encourage infill development that provides more variety, entertainment, and places for people to gather. Community-identified focus areas include Harrisburg, Canal, Wayside, 76<sup>th</sup>, and Navigation.

### Greater Financial Literacy

Magnolia Park is home to two programs providing financial literacy classes. The Houston Financial Empowerment Center is located at the Magnolia Multi-Service Center and the Local Initiatives Support Corporation's Financial Opportunity Center is located at SER Jobs, also in Magnolia Park. Financial literacy can promote financial security, build generational

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**30%** Of residents over 16 years in Magnolia Park-Manchester worked in construction related occupations in 2018

**12%** Of residents over 16 years in Houston worked in construction related occupations in 2018

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**19%** Of Jobs in Magnolia Park-Manchester were at firms with fewer than 20 employees in 2017

**12%** Of Jobs in Houston were at firms with fewer than 20 employees in 2017

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Data Sources: ACS 2018 (5-yr); Longitudinal Employer-Household Dynamics (LEHD) 2017

A **complete community** is a **thriving community**  
with a strong local economy, jobs, and  
opportunities

wealth, and open up new opportunities, such as homeownership. Developing an outreach campaign to promote the financial literacy programs available in the community and encouraging residents to enroll will expand access to tools and information that can help to grow family wealth.

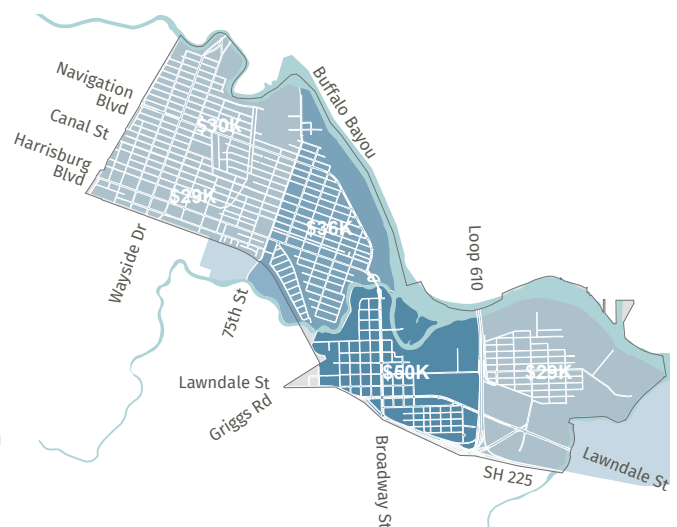
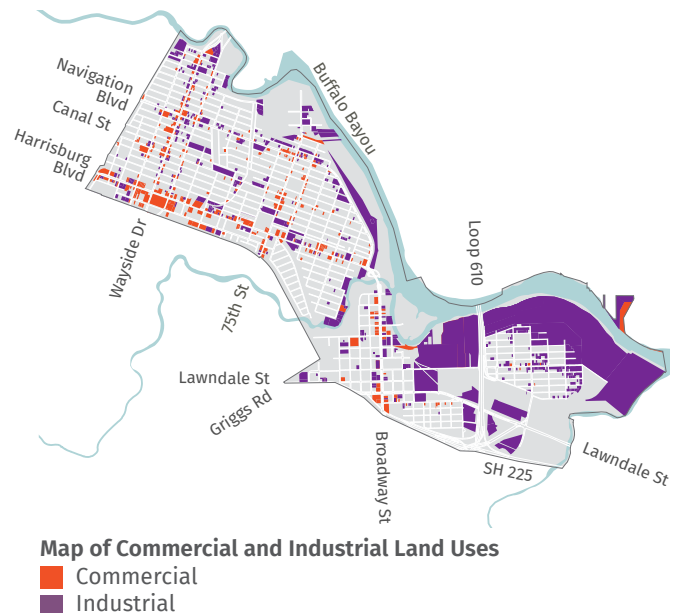
## Resilient Local Economy

In 2017, 19% of the jobs in Magnolia Park-Manchester were at small businesses with fewer than 20 employees. In Houston overall, 12% of jobs were at small firms. Local businesses are important economic engines, providing opportunities for people to shop close to home and income for both business owners and employees. Buying local also ensures that more money stays in the community. In 2017, nearly \$18 million in small business loans were secured in Magnolia Park-Manchester, an increase of 60% since 2010 when \$11 million in loans were secured.

Promoting the legal, financial, and technical resources available for small business owners through the Office of Business Opportunity's Solutions Center, developing bilingual outreach materials to encourage participation, and hosting neighborhood-based workshops will support and grow locally owned businesses in Magnolia Park-Manchester.

## Early Successes

The City of Houston's Office of Business Opportunity is developing a satellite program to offer the services of the Solutions Center in each Complete Community. Programs include business development resources, legal counseling, minority and women-owned business certification workshops, and information on Hire Houston First policies



### Median Household Income by Census Tract, 2018

## 2 ECONOMY and JOBS

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY
------	----------------------------	----------

### 2.1 Expanded Economic Opportunities and Jobs

#### 2.1.1 Connect residents to local career and job training programs

*ACTION STEPS:* Connect residents to job and skills training programs, focus on growing job sectors with livable wages, and host job fairs in the community.



#### PLAN:



### 2.2 Vibrant Neighborhood Commercial Districts

#### 2.2.1 Strengthen, diversify, and expand neighborhood retail

*ACTION STEPS:* Identify tools and resources, including financial incentives such as opportunity zones, to grow area businesses, attract new small businesses, redevelop former industrial properties, and encourage infill development that provides more variety, entertainment, restaurants, coffee shops, and places for people to gather, focus efforts along Harrisburg Blvd, Canal St, Wayside Dr, 76th St, and Navigation Blvd.



#### PLAN:



### 2.3 Greater Financial Literacy

#### 2.3.1 Develop an outreach campaign to connect residents to available financial literacy programs

*ACTION STEPS:* Develop an outreach campaign, in partnership with area community-based organizations, to inform and connect residents to the financial literacy programs available in the community, including the Houston Financial Empowerment Center (HFEC) located at the Magnolia Park Multi-Service Center and the LISC Financial Opportunity Center (FOC) located at SER Jobs.



#### PLAN:



### 2.4 Resilient Local Economy

#### 2.4.1 Connect locally-owned small businesses and entrepreneurs to available resources

*ACTION STEPS:* Develop multilingual outreach materials and host neighborhood-based workshops to promote the programs and services available through the Office of Business Opportunity's Solutions Center, including business development resources, legal counseling, minority and women-owned business certification workshops, and information on Hire Houston First policies.



#### PLAN:








#### PLAN Legend:

● Complete Communities  
● City of Houston CIP 2019-2023

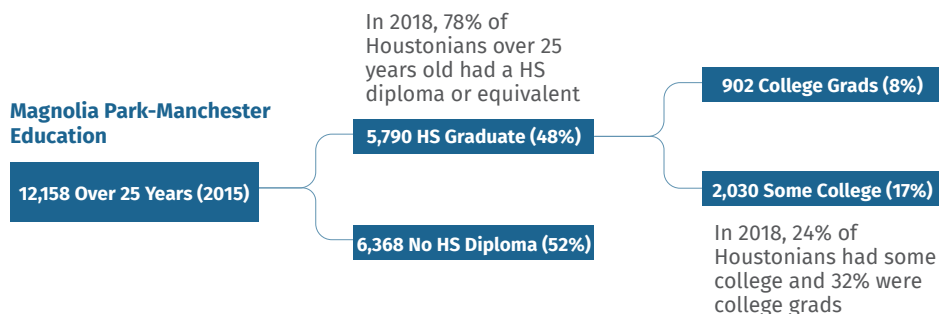
● Houston Bike Plan (2017)  
● METRO Next

● HPARD Master Plan (2015)  
● Buffalo Bayou East Sector Master Plan



TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
Short (0 - 2 yrs)	10 Area youth enroll in Hire Houston Youth each year	<b>Community:</b> NST <b>City:</b> OBO, Turnaround Houston  <b>Community Connectors:</b> EED, SER Jobs, LISC Financial Opportunity Center, HCC Southeast, CFC Workforce Solutions, TX/RX, AAMA	Outreach, Organize Outreach, Organize, Assist, Implement Outreach, Assist, Implement	 <b>Goal 2:</b> Action 7, 7.1, 7.3, 7.4
Short (0 - 2 yrs)	10 Area youth enroll in Hire Houston Youth each year	<b>Community:</b> NST <b>City:</b> MOE, HHYP  <b>Community Connectors:</b> SER Jobs, SER Jobs Youth Build Program, HCC Southeast, TX/RX, Genesys Works, ACE	Outreach, Organize Outreach, Organize, Assist, Implement Assist	 <b>Goal 2:</b> Action 7.1
Long (5 + yrs)	10 New businesses by 2025	<b>Community:</b> NST <b>City:</b> MOED, OBO <b>Community Connectors:</b> International Economic Development Council, EED, TIRZ #23	Organize, Advocate Assist, Implement Advocate, Assist	 <b>Goal 2:</b> Action 6, 6.2
Short (0 - 2 yrs)	10 Area families enroll in a financial literacy class each year	<b>Community:</b> NST <b>City:</b> HFEC  <b>Community Connector:</b> LISC Financial Opportunity Center, SER Jobs, East End Unidos	Outreach, Organize Outreach, Organize, Assist, implement Outreach, Assist, Implement	 <b>Goal 2:</b> Action 5.3
Short (0 - 2 yrs)	5 Additional businesses will have MBE/MBWE Certification by 2025 (In 2020, 20 local businesses in 77011 and 77012 were certified)	<b>Community:</b> NST <b>City:</b> OBO  <b>Community Connectors:</b> EED, Cámara de Empresarios Latinos de Houston, Area Small Business Owners and Entrepreneurs	Outreach, Organize, Outreach, Organize, Implement Assist	 <b>Goal 2:</b> Action 6.1, 6.3





# EDUCATION

## Introduction

High quality educational opportunities for people of all ages create a complete community. Since 2000, the percent of Magnolia Park-Manchester residents over the age of 25 years with a high school diploma has risen steadily from 31% in 2000 to 48% in 2018. However, there remains a significant gap between educational attainment in Magnolia Park-Manchester and in Houston at large, where 78% of residents above the age of 25 years had a high school diploma. In 2018, 32% of residents over the age of 25 years in the City of Houston had a college degree, compared to only 8% in Magnolia Park-Manchester.

Magnolia Park-Manchester is home to twelve public schools: Briscoe Elementary School, Davila Elementary School, De Zavala Elementary School, Franklin Elementary School, Gallegos Elementary School, JR Harris Elementary School, Tijerina Elementary School, Edison Middle School, and Milby High School. The neighborhood is also home to YES Prep East End and Houston Gateway Academy charter schools.

## Education Goals

The four goals established for education focus on supporting student success, engaging and connecting

children and youth in enrichment and out of school programs, encouraging lifelong learning, ensuring schools are safe, inclusive, and open, and supporting student health. The goals are summarized here and provided in more detail on the following pages. The education goals are:

## Thriving Students

Ensuring that students have the support and educational resources they need to succeed creates a complete community. To achieve this goal, programs to provide support to area students such as tutoring and mentoring and college and career readiness should be promoted and expanded. In addition, ensuring that families have access to high-quality and affordable Internet and computers is also a priority, particularly with the shift to online learning that has occurred with the COVID-19 pandemic.

## Engaged and Connected Children and Youth

Quality childcare and out of school enrichment programs provide a supportive environment for students to learn and grow. Expanding childcare networks and out of school enrichment programs across the community will support the needs of families. Additionally, developing an outreach

**48%** Of Magnolia Park-Manchester residents over the age of 25 had a high school diploma in 2018

**78%** Of Houston residents over the age of 25 had a high school diploma in 2018

**65%** Of households in Magnolia Park-Manchester had Internet access in 2018

**80%** Of households in Houston had Internet access in 2018

**A complete community is a learning community** with thriving students, educational opportunities for all, engaged parents, and high quality schools

campaign to inform parents and connect students to out of school programs, hosting an annual youth programs fair, and creating a youth volunteer service program will ensure the ongoing enrichment, engagement, and participation of students.

### Lifelong Learning

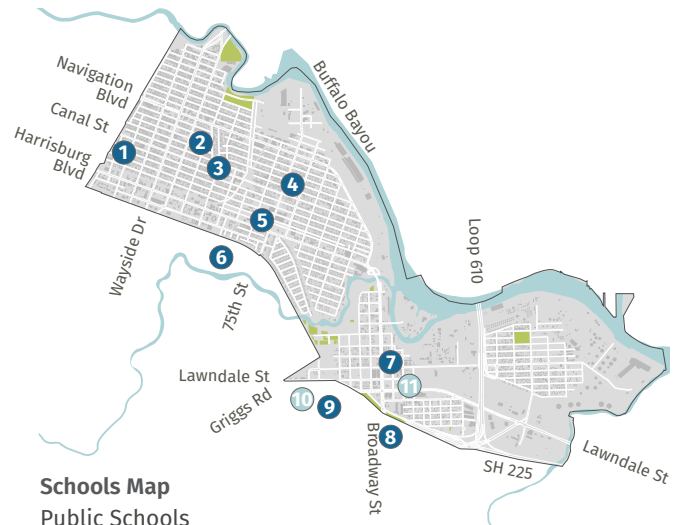
Opportunities for lifelong learning create a complete community. Expanding awareness of the adult education programs that are available in the neighborhood, including high school equivalency, language, and career training classes, will boost enrollment in these programs and provide new opportunities for adult residents.

### Safe, Inclusive, and Open Schools

Schools are at the center of many families lives. Ensuring that schools are safe, inclusive, and open is a goal to support the role schools already play. The three projects identified to achieve this goal are to organize parents to create a volunteer group to ensure school grounds are safe, to build strong partnerships between parents and school teachers and administrators to strengthen the capacity of parents to be their child's advocate, and to explore the potential to open schools for community uses during out of school hours.

### Healthy students

Ensuring that students are healthy and supported is a key factor in academic success. To achieve this goal school-based health clinics should be promoted and expanded, ensuring all students and families have access to quality healthcare. In addition, the Houston Independent School District's wraparound services, which are currently available at Milby High School, should be provided at all area schools.



#### Schools Map

##### Public Schools

- 1 Tijerina Elementary School
- 2 Edison Middle School
- 3 Franklin Elementary School
- 4 De Zavala Elementary School
- 5 Gallegos Elementary School
- 6 Briscoe Elementary School
- 7 J R Harris Elementary School
- 8 Milby High School
- 9 Davila Elementary School

##### Charter Schools

- 10 Houston Gateway Academy and College Prep
- 11 YES Prep East End



# 3 EDUCATION

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY
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## 3.1.1 Connect students to tutors and mentors

**ACTION STEPS:** Expand access to, and knowledge of, mentorship and tutoring programs available to area students. Expand programs to meet the needs of all area youth.



## 3.1.2 Connect students and families with high-speed internet services

**ACTION STEPS:** Advocate for the provision of high-speed internet, including programs to provide affordable or free services to those without the resources to pay.



## 3.1 Thriving Students

## 3.1.3 Increase college and career readiness

**ACTION STEPS:** Connect students to college and career readiness programs, including life skills, financial literacy, work place interviewing, SAT prep, advanced course offerings, including Advanced Placement (AP) and dual college credit courses, and other programs. Expand access to college and career counseling and advising, including assistance with financial aid and scholarships at Milby High School's College Center, Stanaker Library, and other community facilities.



## 3.1.4 Provide students and families with the technology they need to succeed

**ACTION STEPS:** Develop an outreach and advocacy campaign to encourage the donation of high-quality computers, tablets, and smart phones to the Milby High School donation center and other trusted community organizations.



### PLAN:



## 3.2.1 Support and expand existing out of school programs and childcare networks

**ACTION STEPS:** Support and expand after-school and summer enrichment programs, including those provided at area schools, the YMCA, and Stanaker Library. Advocate for the development of new partnerships to address the needs of working parents for childcare and youth programs within the constraints created by COVID-19.



## 3.2 Engaged and Connected Children and Youth

## 3.2.2 Develop an outreach campaign to promote out of school programs

**ACTION STEPS:** Develop a multi-lingual outreach campaign to ensure parents are aware of after school and summer enrichment programs for children and youth.



## 3.2.3 Host an annual youth programs fair

**ACTION STEPS:** Organize and host an annual youth fair to connect youth to programs and opportunities across the city, such as Hire Houston Youth, organized sports, and out of school programs.



### PLAN:











### PLAN Legend:

- Blue circle: Complete Communities
- Red circle: City of Houston CIP 2019-2023












- Yellow circle: Houston Bike Plan (2017)
- Grey circle: METRO Next

- Green circle: HPARD Master Plan (2015)
- Light blue circle: Buffalo Bayou East Sector Master Plan







TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
Short (0 - 2 yrs)	75% Of households will have internet access by 2025 (In 2018, 65% of households had access to the internet)	<b>Community:</b> NST <b>City:</b> MOE, HPL  <b>Community Connectors:</b> HHD, GHMA, CFC, BakerRipley, Momentum Learning, TCCC, Area Businesses	Advocate Advocate, Assist, Implement Assist, Implement	 <b>Goal 2:</b> Action 7
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> MOE <b>Community Connectors:</b> East End Unidos, CFC, BakerRipley, Area Businesses	Outreach, Advocate Assist Advocate, Assist	 <b>Goal 17:</b> Action 55  <b>Goal 18:</b> Action 58
Medium (3 - 5 yrs)		<b>Community:</b> NST <b>City:</b> MOE, HPL  <b>Community Connectors:</b> Milby HS College Center, CFC, BakerRipley, Project Grad cafe college	Advocate Advocate, Assist, Implement Assist, Implement	 <b>Goal 2:</b> Action 7, 7.1
Short (0 - 2 yrs)		<b>Community:</b> NST, Milby La Raza, LULAC YG <b>City:</b> MOE <b>Community Connector:</b> MM, CFC, BakerRipley, Area Businesses	Outreach, Advocate  Assist Assist	 <b>Goal 17:</b> Action 55  <b>Goal 18:</b> Action 58
Medium (3 - 5 yrs)	1 Youth service project completed each year	<b>Community:</b> NST <b>City:</b> HPARD, HPL <b>Community Connectors:</b> MOE, Out2Learn.org, YMCA, CFC, Area Universities, HISD, HCC Southeast, Momentum Learning, BakerRipley, Children at Risk, First Tee	Outreach, Advocate Assist, Implement Assist, Implement	 <b>Goal 3:</b> Action 11, 11.2
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> MOE <b>Community Connectors:</b> YMCA, CFC, HISD	Outreach, Advocate Assist Outreach, Assist	 <b>Goal 12:</b> Action 40
Short (0 - 2 yrs)		<b>Community:</b> NST  <b>City:</b> MOE <b>Community Connectors:</b> HISD, YMCA, CFC, Milby La Raza, LULAC YG	Outreach, Organize, Implement Assist Assist, Implement	 <b>Goal 2:</b> Action 7.1  <b>Goal 1:</b> Action 4, 4.2



# 3 EDUCATION

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY
<b>3.2</b> <b>Engaged and Connected Children and Youth</b> <b>PLAN:</b> 	<b>3.2.4 Create a youth volunteer program</b> <i>ACTION STEPS:</i> Develop a Magnolia Park-Manchester Youth Volunteer program to connect youth to volunteer opportunities, including those available through Volunteer Houston, the Houston Food Bank, Texas Medical Center, and other agencies and organizations.	
<b>3.3</b> <b>Lifelong Learning</b> <b>PLAN:</b> 	<b>3.3.1 Connect adult residents to educational opportunities</b> <i>ACTION STEPS:</i> Develop an outreach campaign to encourage residents to enroll in online learning opportunities, including language classes, high school equivalency programs, and certificate training.	
<b>3.4</b> <b>Safe, Inclusive, and Open Schools</b> <b>PLAN:</b> 	<b>3.4.1 Organize to ensure safe school environments</b> <i>ACTION STEPS:</i> Organize parents to volunteer to ensure area schools are safe, including developing a “Safe Walk Home” program and monitoring student drop-off and pick-up.	
	<b>3.4.2 Nurture community-parent-school partnerships</b> <i>ACTION STEPS:</i> Advocate for HISD leadership and teachers to build strong relationships with parents, including understanding parent and student needs, expanding outreach efforts to effectively engage parents at area schools, increasing participation in PTA/PTOs, and improving parent’s capacity to be their child’s education advocate.	
	<b>3.4.3 Advocate for joint-use schools</b> <i>ACTION STEPS:</i> Advocate to open area schools for community uses during out of school hours, using school facilities to provide educational services and enrichment programs such as classes in language, trades, crafts and arts, exercise and dance. Pilot the joint-use school program at Edison Middle School.	
	<b>3.5.1 Expand and promote school-based health clinics</b> <i>ACTION STEPS:</i> Advocate for the development of additional school-based health clinics focused on physical and mental health, wellness, and preventative care. Promote the use of the Baylor Teen Health Clinic at Milby High School.	
<b>3.5</b> <b>Healthy Students</b> <b>PLAN:</b> 	<b>3.5.2 Expand HISD Wraparound Services</b> <i>ACTION STEPS:</i> Advocate for the expansion of wraparound services to all area schools (Milby High School currently has wraparound services).	

## PLAN Legend:

 Complete Communities  
 City of Houston CIP 2019-2023

 Houston Bike Plan (2017)  
 METRO Next

 HPARD Master Plan (2015)  
 Buffalo Bayou East Sector Master Plan





TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
Short (0 - 2 yrs)		<b>Community:</b> NST, Milby La Raza, LULAC YG <b>City:</b> MOE <b>Community Connector:</b> Interfaith Ministries of Greater Houston, Volunteer Houston, HISD, YMCA, CFC	Outreach, Organize, Implement Assist Assist	 <b>Goal 1:</b> Action 4  <b>Goal 3:</b> Action 11, 11.2
Short (0 - 2 yrs)	<b>1</b> Adult education outreach campaign implemented	<b>Community:</b> NST <b>City:</b> MOE, HPL, MOAL <b>Community Connectors:</b> CFC, AAMA, Sisters of Charity, SER Jobs, HCC Southeast, TCCC	Advocate Advocate, Assist Assist, Implement	 <b>Goal 2:</b> Action 7.4
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> MOE <b>Community Connectors:</b> HISD, GO Neighborhoods Northside Safe Walk Home	Outreach, Organize Assist Assist, Implement	 <b>Goal 3:</b> Action 8, 11, 11.2
Medium (3 - 5 yrs)	<b>1</b> “Safe Walk Home” program organized and implemented by 2025	<b>Community:</b> NST <b>City:</b> MOE <b>Community Connectors:</b> HISD, CFC	Outreach, Organize Assist Assist, Implement	
Long (5 + yrs)		<b>Community:</b> NST <b>City:</b> MOE, HPARD, HPW <b>Community Connectors:</b> HISD, SPARK Parks	Advocate Assist Assist, Implement	 <b>Goal 4:</b> Action 13
Long (5 + yrs)		<b>Community:</b> NST <b>City:</b> HDD <b>Community Connectors:</b> HISD, BCM, ECDC	Advocate Advocate, Assist Advocate, Assist, Implement	 <b>Goal 3:</b> Action 10.3
	<b>1</b> New school-based health clinic by 2025	<b>Community:</b> NST <b>City:</b> MOE <b>Community Connectors:</b> HISD, YMCA, CFC, Milby La Raza, LULAC YG	Advocate Assist Advocate, Assist, Implement	 <b>Goal 2:</b> Action 7.1  <b>Goal 3:</b> Action 10.3

# HEALTH

## Introduction

A complete community is a healthy community. In 2018, only 63% of Magnolia Park-Manchester residents had health insurance, much lower than the 77% in Houston overall. Over the last several decades health care costs have escalated and unhealthy lifestyles have become more pervasive, compromising the health of people in many communities. According to the Robert Wood Johnson Foundation the average life expectancy in Magnolia Park-Manchester is 77 years, three years shorter than in Harris County overall. Understanding the relationship between where people live and their health is increasingly necessary.

## Health Goals

The three goals for health focus on creating a healthy environment and expanding access to healthcare and healthy food. The goals are summarized here and provided in more detail on the following pages. The health goals are:

## Healthy Environment

Magnolia Park-Manchester developed around industries and the port. Active industrial facilities line the northern and eastern boundaries of the community. The Environmental Protection Agency

regulates toxic release inventory sites across the United States, which are required to report chemical releases annually. There are 12 toxic release inventory sites within the Magnolia Park-Manchester community, and two dozen more within a mile of the area. In all, these sites total approximately 10% of all monitored facilities and potential hazardous sites in the Houston area. Living in close proximity to these sites, as well as to industrial properties more generally, can create health risks for residents. Funding the expansion of air quality monitoring, particularly fence line monitoring, and developing an accompanying 'push' notification system will keep residents informed. In addition, re-establishing the inter-agency environmental coalition, to include residents, non-profit organizations, and governmental agencies, will create greater transparency and provide residents with the information they need regarding the quality of the air and overall environment.

## Healthy People

In 2018, 37% of Magnolia Park-Manchester residents did not have health insurance, compared to 23% in Houston. The community is well-served by health clinics. Within the neighborhood boundaries there are three Federally Qualified Health Centers and



El Centro de Corazón, Magnolia Park

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**63%** Of Magnolia Park-Manchester residents had health insurance in 2018

**77%** Of Houston residents had health insurance in 2018

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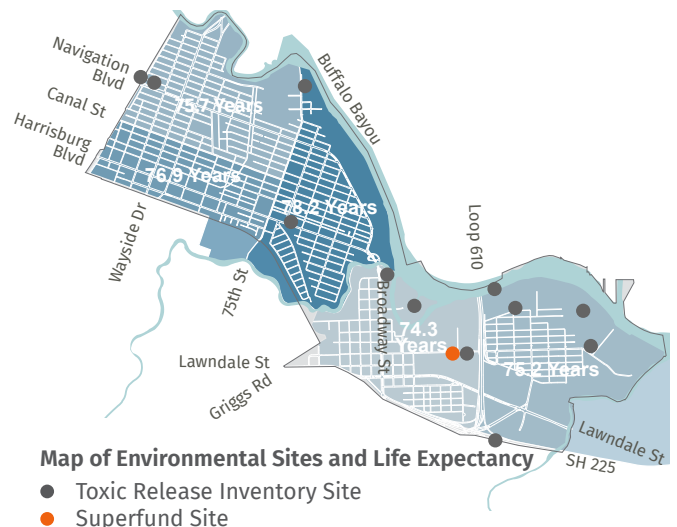
Data Source: ACS 2018 (5-yr)

**A complete community is a healthy community**  
with access to quality healthcare, fresh food, and  
free from environmental hazards

four private clinics, there are additional healthcare centers just outside of the neighborhood. Ensuring that people are aware of the available healthcare resources, including mental health services is a priority. In addition, an outreach and information campaign should be developed to address barriers to receiving care, particularly for residents who are uninsured, undocumented, or non-English speaking.

### Healthy Food

Magnolia Park-Manchester has a number of small grocers, including Sellers Bros., El Ahorro, and La Michoacana. An additional Sellers Bros. is located along Broadway Street just south of the study area. However, there are no large, national grocery chains in the neighborhood. Ensuring that the “healthy choice is the easy choice” is at the foundation of the projects to expand access to healthy food in Magnolia Park-Manchester. This includes expanding access to healthy food by advocating for a new, quality grocery store, working to develop healthy corner stores and “pop-up” or mobile markets, enhancing and expanding community gardening, and advocating for schools to provide healthy meals. The objective is to ensure that healthy food is affordable and available to all Magnolia Park-Manchester families.



### Health Clinics Map

#### Federally Qualified Health Centers

① Open Door Mission

#### El Centro de Corazón Locations

② Magnolia Health Center

③ John S. Dunn Health Center

#### Legacy Community Health Locations

④ Yes Prep East End

⑤ Santa Clara Clinic

⑥ KIPP East End

#### Private Health Clinics

⑦ Clinica Angelica

⑧ Clinica San Angel

⑨ Clinica San Felipe

⑩ Clinica Hispana  
Harrisburg

**77**

Average life expectancy in Magnolia Park-Manchester, 2018

**80**

Average life expectancy in Harris County, 2018

Data Source: U.S. Small-Area Life Expectancy Estimates Project (USALEEP) 2018, Robert Wood Johnson Foundation and Association for Public Health Statistics and Information Systems

# 4 HEALTH

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY
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## 4.1 Healthy People

### PLAN:



#### 4.1.1 Increase awareness of and access to mental health services

**ACTION STEPS:** Create an outreach program to educate families on the benefits of mental health services and to connect those in need to available services. Expand the mental health services available in the neighborhood.



#### 4.1.2 Address barriers to healthcare access

**ACTION STEPS:** Develop multi-lingual outreach strategies and an informational campaign to inform residents of the health resources available inside the community, including services for those who are uninsured, undocumented, and/or non-English speaking.



## 4.2 Healthy Environment

### PLAN:



#### 4.2.1 Expand and fund community-based air quality monitoring and “push” notification systems

**ACTION STEPS:** Increase funding and support for comprehensive air quality monitoring across the community, including requiring adjacent industrial facilities to maintain fence line monitoring. Develop multi-lingual “push” notification tools to inform residents of hazards or events.



#### 4.2.2 Advocate for climate justice policies that protect communities from environmental hazards

**ACTION STEPS:** Advocate for the City of Houston and Harris County to adopt climate justice policies that protect communities from environmental hazards, including funding and implementing hazard mitigation programs.



#### 4.2.3 Establish a community-wide environmental coalition

**ACTION STEPS:** Create a community-wide environmental coalition, with regular meetings between community members, area stakeholders, government agencies, environmental organizations, and area industries with the goal of creating a shared commitment to the environment and keeping residents informed of incidents at area plants.



## 4.3 Healthy Food

### PLAN:



#### 4.3.1 Ensure access to healthy food in area schools

**ACTION STEPS:** Advocate for the provision of fresh and healthy food at local schools, including nutrition and cooking workshops, and information on the benefits of healthy eating.



#### 4.3.2 Develop healthy corner stores and “pop-up” or mobile markets

**ACTION STEPS:** Expand access to healthy food through partnerships with small, locally owned corner stores to provide healthy food options and by organizing “pop-up” or mobile markets.



#### 4.3.3 Enhance and expand community gardening

**ACTION STEPS:** Maintain and improve existing community gardens, including existing school gardens through year-round stewardship. Identify vacant lots to develop new community gardens.



#### 4.3.4 Advocate for a new, quality grocery store

**ACTION STEPS:** Organize and advocate for the development of a new grocery store, including identifying sites, incentives, and potential grocers. Community identified priority location is the intersection of Harrisburg Blvd and 75th St.



### PLAN Legend:









Complete Communities  
 City of Houston CIP 2019-2023

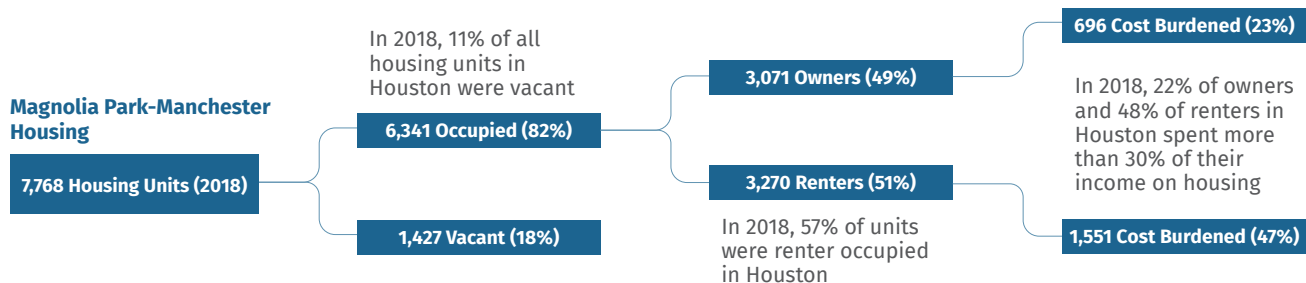
Houston Bike Plan (2017)  
 METRO Next

HPARD Master Plan (2015)  
 Buffalo Bayou East Sector Master Plan





TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
Short (0 - 2 yrs)	1 Health resources campaign completed by 2025	<b>Community:</b> NST <b>City:</b> HDD <b>Community Connectors:</b> Harris Health, LSCC, ECDC, BCM Teen Health Clinic at MHS, Parris Foundation, DePelchin	Advocate Assist Outreach, Advocate, Assist	 <b>Goal 3:</b> Action 10
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> HDD <b>Community Connectors:</b> HISD, BCM, ECDC	Outreach, Organize, Advocate Advocate, Assist Outreach, Advocate, Assist	 <b>Goal 12:</b> Action 40.3
Medium (3 - 5 yrs)	2 Additional air quality monitors installed and reporting by 2025	<b>Community:</b> NST <b>City:</b> HDD <b>Community Connectors:</b> AAH, TEJAS, EDF, Area Industries, HCP2, EED	Advocate Advocate, Assist Assist, Implement	 <b>Goal 6:</b> Action 20, 20.3  <b>Goal 17:</b> Action 55.2 55.3
Long (5 + yrs)		<b>Community:</b> NST <b>City:</b> HDD <b>Community Connectors:</b> AAH, TEJAS, EDF, Area Industries, HCP2, EED	Advocate Advocate, Assist Assist, Implement	
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> HDD <b>Community Connectors:</b> AAH, TEJAS, EDF, EPA Region 6, Port of Houston, HGAC, TCEQ, HCHD, Area Industries	Outreach, Organize, Advocate Advocate, Assist Advocate, Assist, Implement	 <b>Goal 6:</b> Action 20, 20.1  <b>Goal 17:</b> Action 55.2, 55.3
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> HDD <b>Community Connectors:</b> ECDC, HISD, MOE, GREEN Collaborative, MM, La Raza at MHS, LULAC YG	Organize, Advocate Assist Assist, Implement	 <b>Goal 6:</b> Action 19
Medium (3 - 5 yrs)	2 New community gardens established by 2025	<b>Community:</b> NST <b>City:</b> HDD <b>Community Connectors:</b> Finca Tres Robles, CAN DO Houston	Organize, Advocate Assist Assist, Implement	 <b>Goal 6:</b> Action 19
Medium (3 - 5 yrs)		<b>Community:</b> NST <b>City:</b> HDD <b>Community Connectors:</b> Finca Tres Robles, ECDC, Urban Harvest, GREEN Collaborative	Organize, Advocate Assist Assist, Implement	 <b>Goal 6:</b> Action 19
Long (5 + yrs)		<b>Community:</b> NST <b>City:</b> MOED <b>Community Connectors:</b> HCHFFI, EED, Children at Risk	Advocate Advocate, Assist Advocate, Assist	 <b>Goal 6:</b> Action 19



# HOUSING

## Introduction

High quality housing at a range of price points and housing-related services that support current and future residents are both steps towards creating a complete community. This includes expanding housing choices, preventing displacement, and increasing homeownership.

In 2018, Magnolia Park-Manchester had 7,768 housing units, with little change since 2000. However, between 2000 and 2018 the percent of vacant housing units doubled, rising from 9% to 18%. The result is that in 2018 there were more than 1,600 vacant housing units in the area. In Houston, 11% of all housing units were vacant in the same year. Approximately half of all households were homeowners in Magnolia Park-Manchester in 2018, with homeownership rates varying by census tract, from a low of 35% to a high of 63%.

High housing costs are a challenge for many families in Houston. In 2018, the percent of renters and homeowners who were housing cost burdened in Magnolia Park-Manchester, spending more than 30% of their income on housing, was nearly the same as in Houston overall. In 2018, 47% of area renters and 23% of owners spent too much for housing, compared to 48% of renters and 22% of owners in Houston.

## Housing Goals

The three housing goals established for Magnolia Park-Manchester were identified through existing plans and a series of community meetings. The goals focus on building safe and high-quality affordable housing, safeguarding families, preserving housing and neighborhood character, and expanding homeownership. The goals are summarized here and provided in more detail on the following pages. The housing goals are:

### Safe and High-Quality Affordable Housing

Developing new affordable single-family and multi-family housing in Magnolia Park-Manchester will preserve the character of the neighborhood and provide new opportunities for young families and vulnerable residents, including those at risk of homelessness. Additionally, advocating for community benefits agreements for publicly funded projects in the neighborhood will aid in guaranteeing that these developments give back to the community and support area residents and businesses.

### Safeguarded Families, Housing, and Neighborhood Character

Protecting Magnolia Park-Manchester residents from displacement, maintaining existing affordable housing, and preserving the character of the



Magnolia Park Homes

**47%**

Of renters in Magnolia Park-Manchester paid more than 30% of their income on housing in 2018

**48%**

Of renters in Houston paid more than 30% of their income on housing in 2018

Data Source: ACS 2018 (5-yr)

A **complete community** is an **affordable community** with high quality housing and safeguarded families

neighborhood is an important goal. The projects identified to accomplish this goal include connecting area rental property owners to resources for the repair and maintenance of affordable units and expanding access to home repair programs for vulnerable homeowners. Further, advocating for policies that provide property tax relief to seniors or others who live on fixed incomes will create security for existing homeowners. In addition, a series of workshops will be developed to inform area property owners on the benefits and challenges of minimum lot size and special minimum building line programs, which can prevent development that is incompatible with the existing neighborhood character and work to prevent displacement. The objective is to preserve affordable housing and provide greater security for existing residents.

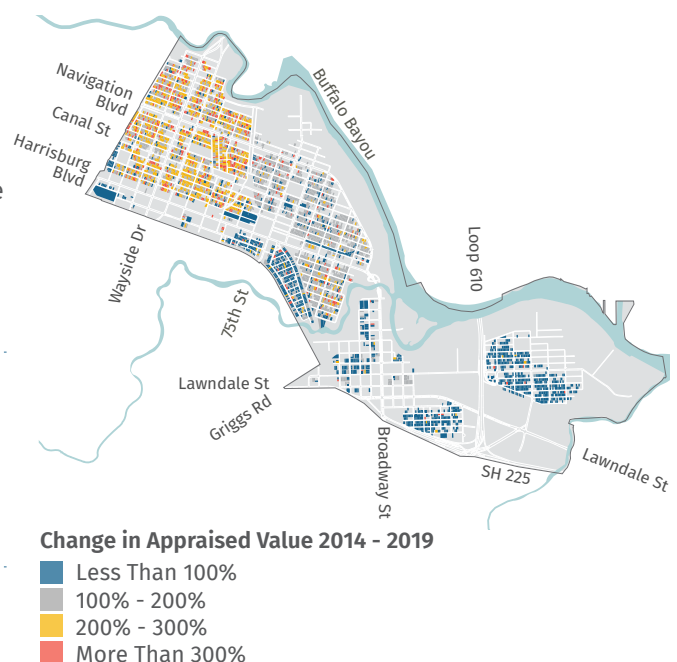
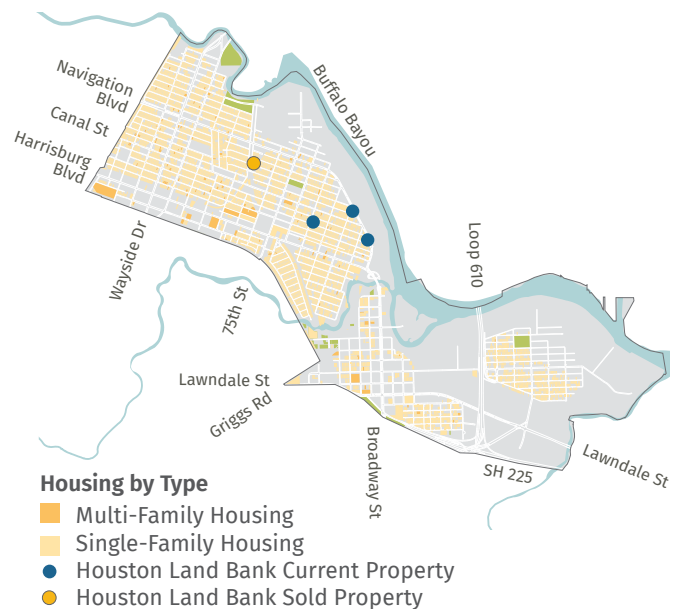
### Expanded Homeownership

Homeownership is one of the most important factors in building generational wealth and improving neighborhood stability. In Magnolia Park-Manchester, for example, homeowners are significantly less likely to be housing cost burdened than renters, paying more than 30% of their income on housing. Encouraging and supporting young people to purchase a home by developing a campaign to connect them to homebuyer education and down payment assistance programs will create the next generation of homeowners.

**49%** Of Magnolia Park-Manchester households were homeowners in 2018

**43%** Of Houston households were homeowners in 2018

Data Source: ACS 2018 (5-yr); HCAD Public Data, 2014-2019



# 5 HOUSING

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY
5.1 Safe and High-Quality Affordable Housing	<b>5.1.1 Build affordable rental housing</b> <i>ACTION STEPS:</i> Advocate for the construction of new multi-family housing with ten units or less, and adjacent to transit and other amenities. Establish partnerships to identify incentives, site options, and implementation strategies.	
	<b>5.1.2 Build affordable single-family homes</b> <i>ACTION STEPS:</i> Advocate for the development of affordable single-family homes on property owned by the Houston Land Bank.	
	<b>5.1.3 Expand resources to provide housing for those experiencing homelessness</b> <i>ACTION STEPS:</i> Advocate for additional resources and affordable housing alternatives to provide housing for those experiencing homelessness in the neighborhood and the city at large.	
	<b>5.1.4 Advocate for community benefits agreements</b> <i>ACTION STEPS:</i> Advocate for community benefit agreements for publicly funded projects in the neighborhood.	
5.2 Safeguarded Families, Housing, and Neighborhood Character	<b>5.2.1 Repair and preserve affordable rental housing</b> <i>ACTION STEPS:</i> Develop an outreach campaign targeted to area rental property owners to provide information on the annual multi-family construction and rehabilitation programs that provide funding for the maintenance of multi-family properties and help to maintain affordability.	
	<b>5.2.2 Advocate for new and expanded resources for home repair</b> <i>ACTION STEPS:</i> Advocate for additional resources and partnerships to expand home repair and weatherization programs for seniors and other vulnerable homeowners.	
	<b>5.2.3 Provide property tax relief for vulnerable homeowners</b> <i>ACTION STEPS:</i> Identify and advocate for financial and/or policy initiatives that protect residents burdened by rising property taxes, this may include capping property appraisals for long-term residents who meet income eligibility requirements, particularly in areas where assessments are rising rapidly.	
	<b>5.2.4 Preserve the character of the neighborhood</b> <i>ACTION STEPS:</i> Explore tools to protect the character of the neighborhood, such as the City's Livable Places initiative. Provide workshops for property owners and homeowners on the benefits and challenges of minimum lot size and special minimum building line programs.	
5.3 Expanded Homeownership	<b>5.3.1 Connect new homebuyers to available programs and resources</b> <i>ACTION STEPS:</i> Develop outreach materials and a campaign to connect potential new homeowners to homebuyer education and assistance programs, including down payment assistance.	

PLAN:





PLAN:







PLAN:



## PLAN Legend:

 Complete Communities  
 City of Houston CIP 2019-2023

 Houston Bike Plan (2017)  
 METRO Next

 HPARD Master Plan (2015)  
 Buffalo Bayou East Sector Master Plan





TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
Long (5 + yrs)	10 New affordable units are constructed by 2025	<b>Community:</b> NST <b>City:</b> HCDD <b>Community Connectors:</b> HLB, TCCC, TIRZ #23, New Hope Housing	Organize, Advocate Assist, Implement Assist, Implement	 <b>Goal 3:</b> Action 9.1  <b>Goal 4:</b> Action 13, 13.2, 13.3  <b>Goal 7:</b> Action 24.4
Long (5 + yrs)		<b>Community:</b> NST <b>City:</b> HCDD <b>Community Connectors:</b> HLB, Houston Habitat for Humanity, TCCC	Organize, Advocate Assist, Implement Assist, Implement	 <b>Goal 3:</b> Action 19  <b>Goal 4:</b> Action 13, 13.3  <b>Goal 7:</b> Action 24.4
Long (5 + yrs)		<b>Community:</b> NST <b>City:</b> MOHI, MOVMA, MOPD, HCDD, District I <b>Community Connectors:</b> Coalition for the Homeless, The Way Home Houston	Advocate Advocate, Assist Assist	 <b>Goal 3:</b> Action 9
Long (5 + yrs)		<b>Community:</b> NST <b>City:</b> MOED <b>Community Connectors:</b> Area Civic Organizations	Advocate Assist Advocate	 <b>Goal 2:</b> Action 5  <b>Goal 4:</b> Action 13
Medium (3 - 5 yrs)	10 Homeowners receive repair assistance by 2025	<b>Community:</b> NST <b>City:</b> PDD, HCDD <b>Community Connectors:</b> Area Rental Property Owners	Organize Assist, Implement Implement	 <b>Goal 2:</b> Action 9  <b>Goal 4:</b> Action 3  <b>Goal 7:</b> Action 22
Medium (3 - 5 yrs)		<b>Community:</b> NST <b>City:</b> HCDD <b>Community Connectors:</b> RTH, TCCC, SER Jobs, TX/RX, Hope Disaster Recovery	Advocate Assist Advocate, Assist, Implement	 <b>Goal 2:</b> Action 9  <b>Goal 4:</b> Action 13
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> District I <b>Community Connectors:</b> HCAD, KIUR	Advocate Assist Assist	 <b>Goal 4:</b> Action 12
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> PDD <b>Community Connectors:</b> Area Civic Organizations	Organize, Advocate Assist, Implement Organize, Advocate, Assist	 <b>Goal 4:</b> Action 12, 24
Short (0 - 2 yrs)	1 Outreach campaign for housing services developed by 2025	<b>Community:</b> NST <b>City:</b> HCDD <b>Community Connectors:</b> TCCC	Outreach, Organize Assist, Implement Assist, Implement	 <b>Goal 2:</b> Action 5, 9

# MOBILITY and INFRASTRUCTURE

## Introduction

The Magnolia Park-Manchester community is served by five METRO bus routes and the Green Line light rail. The majority of area transit routes serve the residents of Magnolia Park, while the residents of Harrisburg/Manchester have more limited transit options. Between 2000 and 2018, the percentage of workers in the area commuting on public transit dropped from 9% to 3%. Over the same time period, the percent of households without a vehicle declined from 21% to 12%.

While Magnolia Park-Manchester is relatively well-served by public transit, the infrastructure, streets, and sidewalks in the area are in need of significant improvements to ensure safety, walkability, and connectivity for area residents. The prevalence of industrial properties and heavy truck traffic present unique challenges to street maintenance and safety.

Additionally, the numerous railroad lines running through the neighborhood can disrupt traffic and create unsafe conditions.

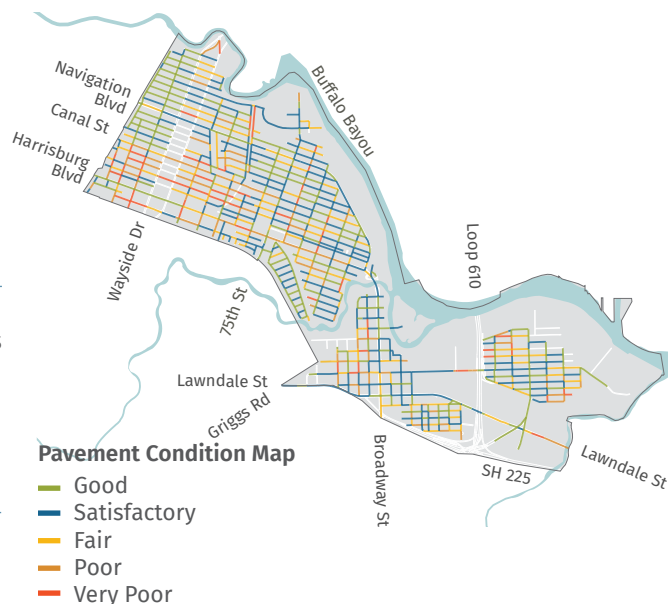
Engaging community members in the process of identifying and prioritizing infrastructure improvements, addressing the challenges created by rail lines, and creating partnerships to improve public transit will provide increased safety and connectivity in Magnolia Park-Manchester community.

## Mobility and Infrastructure Goals

The five goals for mobility and infrastructure were compiled from existing Magnolia Park-Manchester plans as well as a series of community meetings. The goals focus on high quality infrastructure, great streets, complete and safe pedestrian and bike networks, community-centered rail policies, and improved public transit services. The goals are

**12%** Of Magnolia Park-Manchester households did not have access to a vehicle in 2018

**8%** Of Houston households did not have access to a vehicle in 2018



Data Source: ACS 2018 (5-yr)

**A complete community is a connected community**  
with high quality infrastructure and transit

summarized here and provided in more detail on the following pages. The mobility and infrastructure goals are:

### High Quality Infrastructure

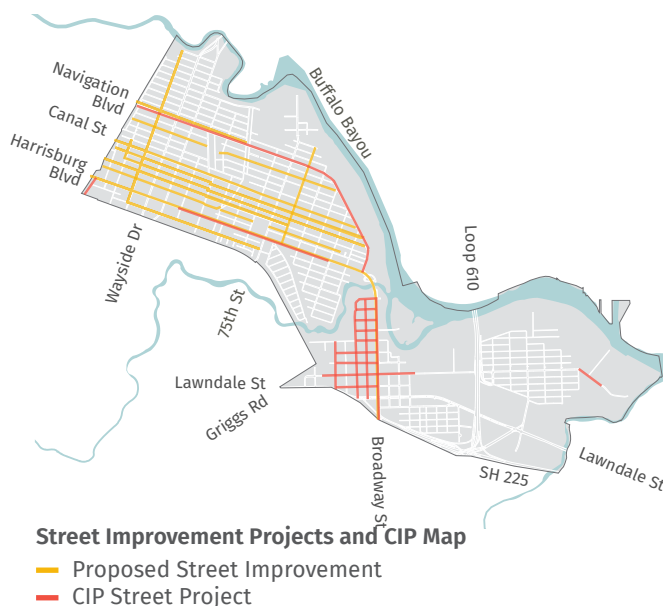
Magnolia Park-Manchester is a historic neighborhood that developed more than 150 years ago. As a result, the infrastructure in the area has aged and is in need of repair and maintenance, this includes storm drainage systems and sewer and water lines. Improving area infrastructure, including drainage, will serve existing residents, encourage new development, and prevent localized street flooding.

### Great Streets

A complete community is a community with complete streets. Improving streets can encourage economic development, increase property values, and provide for greater mobility and safety. Magnolia Park-

Manchester leaders will be working in partnership with Houston Public Works to evaluate and prioritize street improvement projects. Current priorities include Cesar Chavez Boulevard, Canal Street, Harrisburg Boulevard, Capitol Street, and Broadway Street. In addition, a community coalition will be established to identify priority streets for improved lighting, pedestrian amenities, landscaping, and streetscaping. To help maintain area streets and ensure safety, the designation of heavy truck routes will be explored, including the installation of signage.

Each project is focused on engaging community members and leaders in determining priorities for infrastructure improvements. As a result, an annual workshop will be organized to provide information on the process to get infrastructure projects into the Capital Improvement Plan.



### Early Successes

Houston Public Works is working in partnership with District I and Harris County Precinct 2 to improve the Broadway corridor, this includes a full re-construction of the street, sidewalks, accessibility improvements, and evaluating possible bike lanes. In addition, new drainage infrastructure is being planned for the area south of Harrisburg near 79th Street and streets will be improved on the north side of Harrisburg near Navigation Boulevard.

Mobile and Connected Community

Magnolia Park is well-served by public transit, while Harrisburg/Manchester residents have fewer transit options. Improving public transit will provide greater mobility options and connect residents to opportunities across the city. Priorities include partnering with METRO and area civic leaders to advocate for the extension of the Green Line light rail to Hobby Airport. In addition, reliability and frequency improvements to local bus service particularly during after school hours will connect parents and youth to public amenities such as schools, parks, and community centers. To guide the work of improving area transit a community-based transit coalition made up of area civic leaders and residents will be formed.

Complete and Safe Pedestrian and Bike Networks

In 2018, 12% of Magnolia Park-Manchester households did not have access to a vehicle and 3% of workers

walked or biked to work. In the study area, just over 40% of area streets have sidewalks and there are six miles of bike lanes and trails, half of which are off-street. Because a significant number of residents walk or bike in the neighborhood, the condition and safety of sidewalks, trails, and bike lanes is an important element in creating a complete community.

Expanding and improving the accessibility of the sidewalk network, while also developing additional bike lanes will encourage more residents to walk and bike and increase safety. In addition, establishing a neighborhood SWAT team to identify and prioritize new sidewalks, sidewalk repairs, crosswalks, and accessibility improvements is an important step towards this goal. Further, prioritizing and testing proposed bike routes through a ‘pop-up’ bike lane program will ensure that investments occur in areas where they are needed.



Transit Map

- High Frequency Route
- Mid Frequency Route
- Low Frequency Route
- METRONext BOOST Corridors
- METRONext Light Rail Extension (Alternative)



Sidewalks Map

- Focus Area
- Proposed Sidewalk Improvement
- CIP Sidewalk Project
- Sidewalk

### Community-Centered Rail Policies

Railroad lines criss-cross through Magnolia Park-Manchester, serving the adjacent port and area industries. In total, there are 37 at-grade railroad crossings in the study area. These crossings present challenges to pedestrian safety and connectivity, particularly when trains stop and block area streets. Through partnerships between residents, area railroad companies, and Houston Public Works, quiet zones and improved train schedules will be explored with the goal of minimizing traffic and pedestrian disruptions, particularly adjacent to schools or other communities amenities. Additionally, an awareness campaign and pedestrian safety improvements will be pursued adjacent to railroad crossings to protect residents, particularly children and youth, from the potential dangers of these junctions.

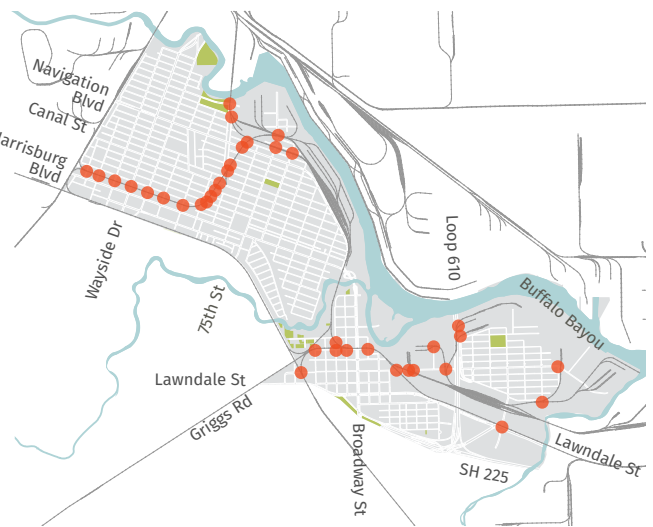
### Early Successes

Council Member Robert Gallegos of District I is working in partnership with the City of Houston's Information Technology office and Microsoft to explore the deployment of monitors at area railroad crossings that provide real time information on the length of time trains have been stopped. The monitors could potentially be placed at three to four rail intersections in the neighborhood.



**Bike Lanes Map**

- Existing Trail
- - - Proposed Trail
- High-Comfort Bike Lane
- - - Low-Comfort Bike Lane
- - - Potential Short-Term Project
- - - Potential Long-Term Project



**Railroads and Crossings Map**

- Railroad
- At-Grade Railroad Crossing



# 6 MOBILITY and INFRASTRUCTURE

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY
<b>6.1 High Quality Infrastructure</b> <b>PLAN:</b> 	<b>6.1.1 Construct and maintain storm drain, sewer, and water infrastructure</b> <i>ACTION STEPS:</i> Identify and prioritize areas with water, storm, and sanitary sewer systems that require maintenance and repair. Focus storm sewer improvements in the areas near 77th St and Canal St, Broadway St and Navigation Blvd, and along La Porte Rd in Smith Addition.	
	<b>6.2.1 Repair and maintain area streets</b> <i>ACTION STEPS:</i> Identify and prioritize streets in need of repair and advocate for inclusion in the Capital Improvement Plan. Priority street projects include: Cesar Chavez Blvd, Avenue C, Harrisburg Blvd, Capitol St, Avenue K, Avenue E, Avenue F Broadway St, 76th St, and Canal St.	
	<b>6.2.2 Improve street lighting</b> <i>ACTION STEPS:</i> Develop an outreach campaign targeted to area civic and community organizations, including social media to encourage residents to report street light outages to CenterPoint.	
<b>6.2 Great Streets</b>	<b>6.2.3 Enhance streetscaping on major corridors</b> <i>ACTION STEPS:</i> Develop a coalition of civic leaders and representatives of the East End District and TIRZ #23 to identify priority areas for streetscape enhancements and pedestrian amenities, focus on projects that will improve safety and connectivity such as pedestrian lighting and landscaping.	
	<b>6.2.4 Designate neighborhood heavy truck routes</b> <i>ACTION STEPS:</i> Identify and prioritize local streets with excessive heavy vehicle thru traffic and advocate for “No Thru Trucks” signage in these locations.	
	<b>6.2.5 Advocate for a workshop on the Capital Improvement Plan process</b> <i>ACTION STEPS:</i> Advocate for the development and delivery of a workshop on the Capital Improvement Plan process for area leaders and residents.	
<b>6.3 Mobile and Connected Community</b>	<b>6.3.1 Advocate for the Green Line Light Rail extension</b> <i>ACTION STEPS:</i> Activate the proposed transit coalition to advocate for the extension of the Green Line Light Rail to Hobby Airport, including identifying a preferred alignment to meet the needs of the community.	










## PLAN Legend:

Complete Communities  
 City of Houston CIP 2019-2023

Houston Bike Plan (2017)  
 METRO Next

HPARD Master Plan (2015)  
 Buffalo Bayou East Sector Master Plan



TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
Long (5 + yrs)	<div>1</div> <p>Workshop on the Capital Improvement Plan process will be delivered annually</p>	<b>Community:</b> NST <b>City:</b> HPW, District I <b>Community Connectors:</b> ECDC, Smith Addition Advocates	Advocate Assist, Implement Advocate	 <b>Goal 8</b>  <b>Goal 11:</b> Action 34, 35, 38
Long (5 + yrs)		<b>Community:</b> NST <b>City:</b> District I, HPW <b>Community Connectors:</b> EED, TIRZ #23	Organize, Advocate Advocate, Implement Advocate	 <b>Goal 11:</b> Action 35
Medium (3 - 5 yrs)		<b>Community:</b> NST, Area Civic Organizations <b>City:</b> PDD <b>Community Connectors:</b> CenterPoint	Outreach, Implement  Assist Implement	 <b>Goal 11:</b> Action 35.3
Long (5 + yrs)		<b>Community:</b> NST <b>City:</b> PDD <b>Community Connectors:</b> EED, TIRZ #23	Outreach, Advocate Assist Advocate, Implement	 <b>Goal 4:</b> Action 13  <b>Goal 11:</b> Action 35.3
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> HPW <b>Community Connectors:</b> Area Civic Organizations	Outreach, Advocate Assist, Implement Outreach, Advocate	 <b>Goal 11:</b> Action 35.3
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> PDD, District I, DON <b>Community Connectors:</b> Area Civic Organizations	Outreach, Organize Organize, Assist, Implement Outreach, Assist	 <b>Goal 4:</b> Action 12
Long (5 + yrs)		<b>Community:</b> NST <b>City:</b> District I <b>Community Connectors:</b> METRO, LINK Houston, Area Civic Organizations	Organize, Advocate Assist, Implement Assist	 <b>Goal 7:</b> Action 23.3, 48.1

# 6 MOBILITY and INFRASTRUCTURE

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY
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## 6.3 Mobile and Connected Community

### 6.3.2 Improve METRO bus services

**ACTION STEPS:** Utilize the transit coalition to identify and prioritize area bus service improvements, including new routes and increasing the frequency of existing bus service during after school hours to connect parents and youth to public amenities such as schools, parks, and community centers.



### 6.3.3 Create a community-based transit coalition

**ACTION STEPS:** Create a community-based transit coalition to advocate for light rail and improved bus services in the neighborhood.



#### PLAN:



## 6.4 Complete and Safe Pedestrian and Bike Networks

### 6.4.1 Advocate for a complete and accessible pedestrian network

**ACTION STEPS:** The Neighborhood SWAT Team will identify and prioritize needs for sidewalks, accessibility improvements, and crosswalks, focusing on areas adjacent to schools, transit, and parks. The needs for new crosswalks or maintenance of existing crosswalks will be identified in partnership with area school principals, including adjacent to Franklin Elementary School and Milby High School. New sidewalks will be prioritized in the Manchester and Smith Addition areas, along La Porte Rd, Broadway St, 74th St, Herbert St, and Roosevelt St. SWAT Team to outreach to disabled residents to identify sidewalk accessibility issues, including the need for ramps and repairs.



### 6.4.2 Establish a Neighborhood Sidewalk Action Team (SWAT)

**ACTION STEPS:** Establish and organize a Magnolia Park / Manchester Neighborhood Sidewalk Action Team (SWAT) to identify and prioritize needs for new crosswalks, sidewalks, sidewalk repairs, and accessibility improvements.



### 6.4.3 Prioritize, test, and construct community bike lanes

**ACTION STEPS:** Prioritize the projects identified in the Houston Bike Plan for implementation and test priority routes with 'pop-up' lanes. Analyze the proposed priorities of 75th St, 76th St, Capitol St, Navigation Blvd, and extension of the Sunset Trail south to Brays Bayou.



#### PLAN:



## 6.5 Community-Centered Rail Policies

### 6.5.1 Establish quiet zones

**ACTION STEPS:** Advocate for railroad supported and funded quiet zones.



### 6.5.2 Minimize traffic and pedestrian disruptions at area railroad crossings

**ACTION STEPS:** Strengthen community partnerships with area railroad companies and advocate for improved train schedules and minimal traffic and pedestrian disruptions, particularly adjacent to schools and other community amenities.



### 6.5.3 Address train safety for pedestrians

**ACTION STEPS:** Advocate for an awareness campaign and improvements at railroad crossings to improve pedestrian safety.



#### PLAN:






#### PLAN Legend:

Complete Communities  
 City of Houston CIP 2019-2023

Houston Bike Plan (2017)  
 METRO Next

HPARD Master Plan (2015)  
 Buffalo Bayou East Sector Master Plan



TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
Medium (3 - 5 yrs)	1  Community-based transit coalition established by 2025	Community: NST City: District I Community Connectors: METRO, LINK Houston	Organize, Advocate Assist, Implement Assist	 Goal 7: Action 23.3, 48.1
Short (0 - 2 yrs)		Community: NST City: District I Community Connectors: METRO, LINK Houston	Organize, Advocate Assist Assist	 Goal 7: Action 23.3
Long (5 + yrs)	4  Miles of new sidewalks will be installed by 2025 (In 2020, there were 69 miles of sidewalks)	Community: Neighborhood SWAT Team City: HPW, MOPD Community Connectors: Area Schools and Civic Organizations, EED, TIRZ #23, METRO UAP, BBP	Organize, Advocate  Assist, Implement Advocate, Assist, Implement	 Goal 3: Action 8.3  Goal 11: Action 35.3
Short (0 - 2 yrs)		Community: Neighborhood SWAT Team City: PDD Community Connectors: Area Civic Organizations	Organize, Prioritize, Advocate Assist  Assist	 Goal 3: Action 8.3  Goal 11 Action 35.3
Medium (3 - 5 yrs)	1  Sensor will be installed to monitor the length of time intersections are blocked by trains	Community: NST City: PDD, HPW Community Connectors: BAC, BBP, EED, HCP2	Organize, Advocate Assist, Implement Advocate, Assist, Implement	 Goal 3: Action 8.2  Goal 11: Action 35.3, 48.2
Long (5 + yrs)		Community: NST City: HPW Community Connectors: Area Railroad Companies	Organize, Advocate Assist Implement	
Long (5 + yrs)		Community: NST City: HPW Community Connectors: Area Railroad Companies, Gulf Coast Rail District, EED	Organize, Advocate Assist Assist, Implement	 Goal 3: Action 8.3  Goal 11: Action 35.3
Long (5 + yrs)		Community: NST City: HPW, PDD Community Connectors: Area Railroad Companies	Outreach, Advocate Assist Implement	 Goal 3: Action 8.3  Goal 11: Action 35.3

# NEIGHBORHOOD CHARACTER

## Introduction

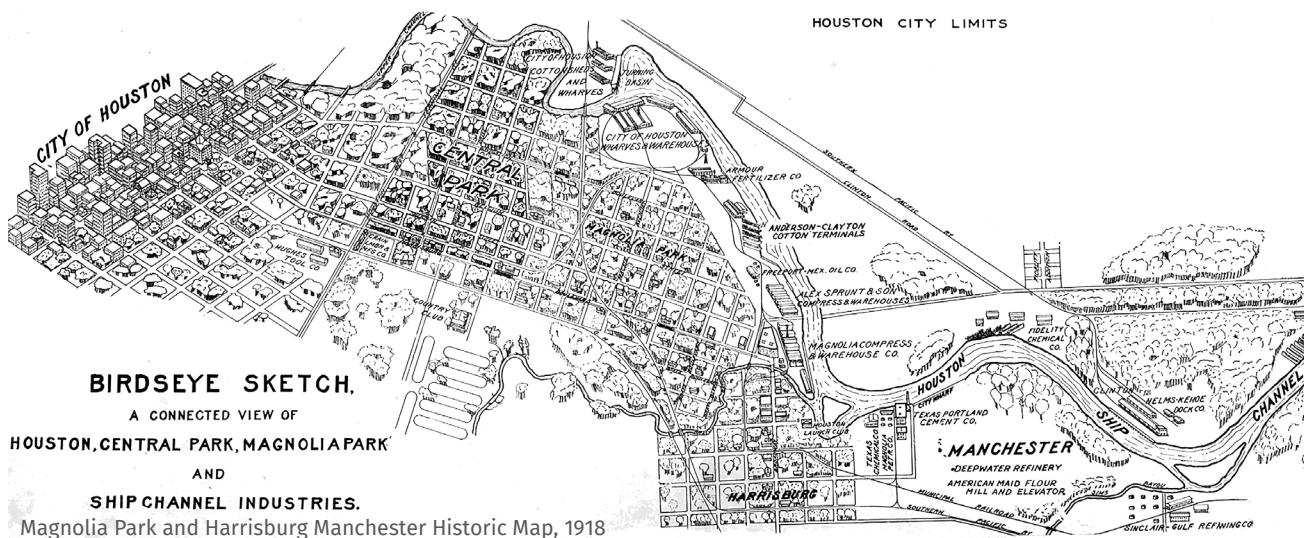
Magnolia Park-Manchester is a vibrant community with a long and rich history. The area began developing in the middle of the 19th century with the founding of Harrisburg at the confluence of Brays and Buffalo Bayous. The development of the Houston Ship Channel in the early 20th century sparked more growth, including the founding of Magnolia Park, which was established as an independent city. Today, the area continues to thrive, historic buildings and sites are prevalent across the neighborhood and public art celebrates both the history and future of the community.

## Neighborhood Character Goals

The two goals for neighborhood character focus on creating a beautiful neighborhood and celebrating the character, culture, and history of the community. The goals are summarized here and provided in more detail on the following pages. The neighborhood character goals are:

## Beautiful Neighborhood

One of the most important legacies of the Magnolia Park-Manchester area are the political, social, educational, and cultural organizations that originated in the neighborhood and brought people together around shared goals. Honoring this legacy by ensuring that the community is beautiful is an important goal. Projects to achieve this goal include organizing and implementing community clean-ups in partnership with Keep Houston Beautiful, promoting proper trash collection, and encouraging residents to report illegal dumping, graffiti, noise, signs in the public right-of-way, and other nuisances to 311. In addition, developing a partnership with Trees for Houston to plant trees in the public right-of-way as a means to green the neighborhood, clean the air, and screen residential development from industrial facilities will beautify area streets and places. The objective is to plant at least 100 trees in the community over the next five years.

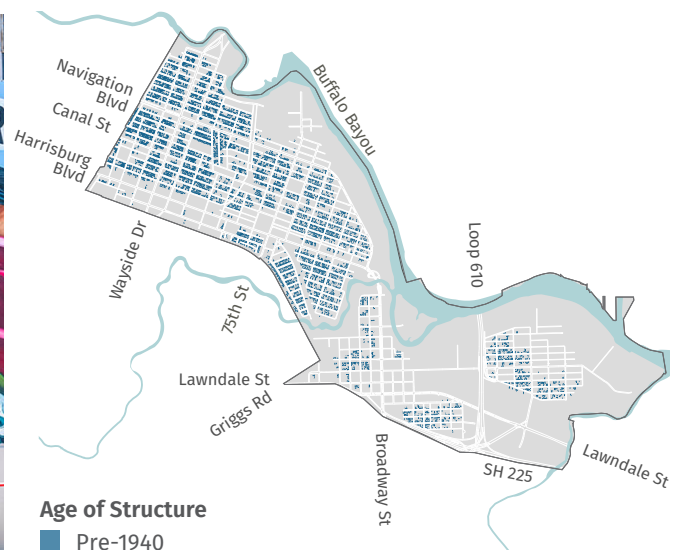
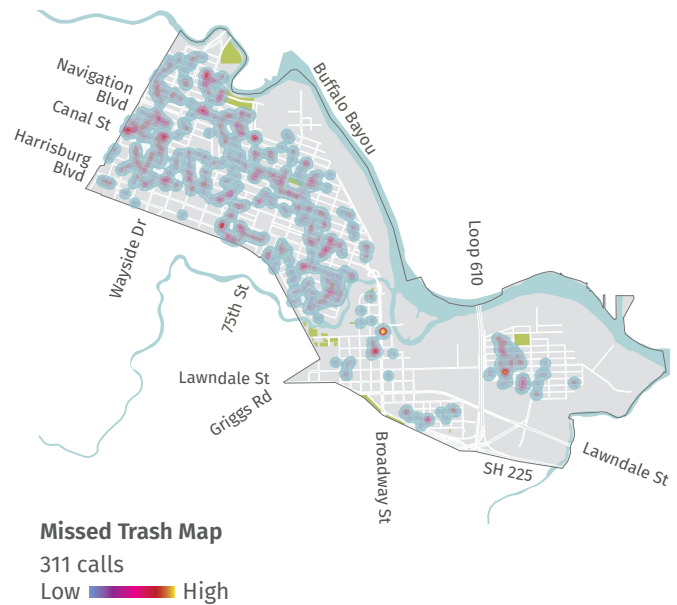




**A complete community is a beautiful community**  
where culture and history are celebrated

### Neighborhood Character, Culture and History are Celebrated

Magnolia Park-Manchester has a strong neighborhood character and culture, and is home to a wealth of historic buildings and sites. To celebrate both the past and the future of the neighborhood plans will be developed to re-purpose historic structures as cultural and community resources. In addition, historic buildings and sites will be surveyed to develop preservation strategies and identify locations for historical markers or National Historic Landmark status, such as the Harrisburg-Jackson Cemetery (1883), Glendale Cemetery (1826), Brady's Island, Magnolia Park City Hall, the Port Authority building, and "The Rebirth of Our Nationality" mural. Transforming historic sites and buildings into cultural and community resources that celebrate Mexican and Chicano history will reinforce the identity, culture, and character of the neighborhood. The objective is to receive historical landmark designations for two sites in the neighborhood by 2025.



# 7 NEIGHBORHOOD CHARACTER

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY
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## 7.1 Beautiful Neighborhood

### 7.1.1 Organize community cleanups

**ACTION STEPS:** Organize neighborhood cleanup events, including along Buffalo Bayou. Collaborate with neighborhood schools and civic organizations to establish neighborhood volunteer teams.



### 7.1.2 Promote proper trash placement and collection

**ACTION STEPS:** Develop a campaign to publicize heavy trash schedules and policies to ensure residents are well-informed and facilitate proper trash collection.



### 7.1.3 Increase the tree canopy

**ACTION STEPS:** Partner with Trees for Houston, the East End District, civic organizations, and others to plant trees across the neighborhood. Prioritize screening industrial facilities adjacent to residential land uses, such as along 73rd St, 74th St, and 75th St between Harrisburg Blvd and Canal St. Identify areas to plant Magnolia trees to honor the history of the neighborhood.



### 7.1.4 Create a 311 campaign

**ACTION STEPS:** Create a bilingual outreach campaign to encourage residents to report potholes, illegal dumping, graffiti, noise, signs (including political signs) and other nuisances to 311. Include information on how to use 311.



#### PLAN:



## 7.2 Neighborhood Character, Culture and History are Celebrated

### 7.2.1 Preserve and re-purpose historic buildings

**ACTION STEPS:** Establish partnerships with public and private entities to develop strategies and plans to support and fund the acquisition, rehabilitation, and re-purposing of historic structures in the neighborhood as cultural and community resources that celebrate Mexican/Mexican American history, such as the Magnolia Park City Hall building or Rufus Cage Elementary School.



### 7.2.2 Celebrate historic sites

**ACTION STEPS:** Survey the historical buildings and sites in the neighborhood to develop preservation strategies and identify locations for historical markers or National Historic Landmark status, such as the Harrisburg-Jackson Cemetery (1883), Glendale Cemetery (1826), Brady's Island, Magnolia Park City Hall, the Port Authority building, Rebirth of Our Nation mural, and historic buildings along Harrisburg Blvd.



#### PLAN:



#### PLAN Legend:

Complete Communities  
 City of Houston CIP 2019-2023

Houston Bike Plan (2017)  
 METRO Next

HPARD Master Plan (2015)  
 Buffalo Bayou East Sector Master Plan



TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
Short (0 - 2 yrs)	100 Trees will be planted in the neighborhood by 2025	<b>Community:</b> NST <b>City:</b> DON, SWD <b>Community Connectors:</b> KHB, BBP, EED	Organize, Advocate Organize, Assist Assist	 <b>Goal 1:</b> Action 4
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> DON, SWD <b>Community Connectors:</b> Area Civic Organizations	Outreach, Organize Assist Outreach	 <b>Goal 1:</b> Action 4
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> PDD <b>Community Connectors:</b> Trees for Houston, EED, Youth Organizations	Outreach, Organize, Advocate, Implement Assist Assist, Implement	 <b>Goal 6:</b> Action 16.2
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> DON, OIC, ARA <b>Community Connectors:</b> Area Civic Organizations, District I	Outreach, Organize, Advocate Outreach, Assist Outreach, Advocate	 <b>Goal 1:</b> Action 4, 40
Short (0 - 2 yrs)	2 Buildings or sites will have historic landmark designations by 2025	<b>Community:</b> NST <b>City:</b> PDD, MOCA, HCDD <b>Community Connectors:</b> District I, EED, East End Cultural District, Preservation Houston, TIRZ #23	Organize, Advocate Assist Assist	 <b>Goal 5:</b> Action 14
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> PDD <b>Community Connectors:</b> EED, East End Cultural District, Harris County, Glendale Cemetery Association	Organize, Advocate Assist Advocate, Assist	 <b>Goal 5:</b> Action 14

# PARKS and COMMUNITY AMENITIES

## Introduction

Proximity and access to open spaces and parks encourage healthy and active lifestyles. Magnolia Park-Manchester is home to five public parks: Buffalo Bend Nature Park, Hidalgo Park, De Zavala Park, Hartman Park, and Woodruff Park. Peiser Park once served the neighborhood but the park has been closed and the property sold. In addition, J.R. Harris Park remains undeveloped. The developed parks in the neighborhood total 31 acres, which is below the recommended standards of 2.5 acres of pocket, neighborhood, and community parks per 1,000 people, as established by the Houston Parks and Recreation Department in the 2015 Master Plan. The plan identifies the need for over four acres of pocket parks in Park Sector 11, which includes Magnolia Park and large gaps of park-served areas in Park Sector 5 which includes Harrisburg/Manchester. The study area is also served by Mason Park, which encompasses over 100 acres of green space on the banks of Brays Bayou, and the recently restored Gus Wortham Park Golf Course, both located just south of the community.

## Parks and Community Amenities Goals

The two goals for parks and community amenities were identified through existing Magnolia Park-

Manchester plans as well as a series of community meetings. The goals focus on ensuring that existing parks are well-maintained and receive necessary improvements, while also developing new park spaces and activating bayous. The goals are summarized here and provided in more detail on the following pages. The parks and community amenities goals are:

## Beautiful Parks

Magnolia Park and Harrisburg/Manchester are very different neighborhoods. Magnolia Park is densely populated and walkable, with three neighborhood parks that total 24 acres, and easy access to Mason Park. In contrast, Harrisburg/Manchester has experienced significant loss of population and built fabric over the decades as industrial land uses have expanded into the community. Hartman and Woodruff Parks serve Harrisburg/Manchester, and total just over six acres. Combined, the neighborhoods have a park deficit of 18 acres, and many existing parks are in need of improvement and maintenance. To achieve the goal of beautiful parks a coalition of community members will be established to advocate for improved maintenance at existing parks and to encourage area groups, civic clubs, and businesses to participate in the Adopt-a-Park program. In addition,



A **complete community** is a **green community** with beautiful parks, a network of trails, and active outdoor spaces

basic improvements such as better lighting, public art, and updated playgrounds and facilities are needed at existing parks, including Hidalgo, De Zavala, Hartman, and Woodruff parks. The final project is to bring together civic leaders, local artists, and arts organizations to create an “Arts in the Parks” plan with broad participation of community members that includes both temporary and permanent works.

### New Parks and Active Bayous

Buffalo Bayou and Brays Bayou define the northern and southern boundaries of Magnolia Park-Manchester, and provide opportunities for enhanced public green spaces and recreational amenities. To support this development residents will advocate for expanded active recreation, connectivity, and amenities along the bayous while also supporting the proposals in the Buffalo Bayou East Master Plan. Other opportunities include exploring vacant land to develop as new public green spaces, including the proposed transformation of Pineview Triangle into a pocket park, and providing new amenities, such as installing outdoor exercise equipment, in existing public spaces. The objective is to ensure that all Magnolia Park-Manchester residents are within a ten-minute walk of a park.

### Early Successes

The City of Houston recently announced that the Valero Energy Foundation has committed over \$600,000 to be a founding member of the 50/50 Park Partners initiative, a public-private partnership of the Office of the Mayor, Houston Parks and Recreation Department, Houston Parks Board, and the Greater Houston Partnership. Valero has been working with the City to develop a plan to improve Hartman Park, including completely replacing park equipment and planting new trees in the park. In addition to the financial support, Valero is also committing to additional park improvements through volunteer resources and in-kind support.



#### Parks

- 1 Buffalo Bend Nature Park
- 2 Hidalgo Park
- 3 De Zavala Park
- 4 Hartman Park
- 5 Woodruff Park
- 6 Peiser Park (Closed)
- 7 John R. Harris Park (Undeveloped)
- 8 Gus Wortham Park Golf Course
- 9 Mason Park

#### Amenities

- Library
- Community Center
- Multi-Service Center

**31 Acres**

Existing Magnolia Park-Manchester park acres

**49 Acres**

Recommended park area based on 2015 Parks Master Plan standards

**18 Acres**

Total Magnolia Park-Manchester park deficit

Data Sources: City of Houston GIS; HPARD 2015 Master Plan



# 8 PARKS and COMMUNITY AMENITIES

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY
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## 8.1 Beautiful Parks

### 8.1.1 Advocate for improved maintenance at existing parks

**ACTION STEPS:** Advocate for improved maintenance at existing parks. Organize area civic clubs, businesses, youth, and other groups to join the Adopt-a-Park program, which is a commitment to provide long-term support for the maintenance and aesthetic quality of a park for a minimum term of two years.



### 8.1.2 Identify and prioritize improvements at existing parks

**ACTION STEPS:** Identify, plan, and prioritize new or improved amenities at existing parks, including identifying partners and funding strategies. Potential projects include lighting, public art, and exploration of a community center and outdoor movie theater at Hidalgo Park, public art at Hartman Park, public art and exploration of expansion at Woodruff Park, and accessibility improvements, facility updates including to the basketball court, the installation of playground equipment, lighting improvements, and a new B-Cycle station at De Zavala Park.



### 8.1.3 Create an “Art in the Parks” program

**ACTION STEPS:** Work with local artists and arts organizations to create a participatory public art plan for area parks including both temporary and permanent works. Identify funding strategies and partners. Engage residents in the public art process.



#### PLAN:



## 8.2 New Parks and Active Bayous

### 8.2.1 Expand active recreation, connectivity, and amenities along Buffalo and Brays Bayous

**ACTION STEPS:** Expand amenities adjacent to Buffalo and Brays Bayous, such as additional recreational boating and kayaking, storm water and environmental learning areas, wayfinding, and waterfront food truck stations. Enhance connectivity from area neighborhoods to the bayous.



### 8.2.2 Advocate for the development of new parks in underserved areas

**ACTION STEPS:** Advocate for the development of new parks, such as the undeveloped JR Harris Park at the intersection of Lawndale St and Highway 225 which could include a graffiti wall or other art installations, and in Smith Addition where the former Pieser Park was located.



#### PLAN:












#### PLAN Legend:

Complete Communities  
 City of Houston CIP 2019-2023


Houston Bike Plan (2017)  
 METRO Next

HPARD Master Plan (2015)  
 Buffalo Bayou East Sector Master Plan



TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
Short (0 - 2 yrs)	5 New public art installations in area parks by 2025	<b>Community:</b> NST <b>City:</b> HPARD, District I <b>Community Connectors:</b> HPB, EED, Area Civic Organizations and Businesses	Organize, Advocate, Implement Assist Assist	 <b>Goal 6:</b> Action 18
Long (5 + yrs)		<b>Community:</b> NST <b>City:</b> HPARD, District I, GSD <b>Community Connectors:</b> HPB, EED, B-Cycle, MOCA	Organize, Advocate Assist Assist	   <b>Goal 3:</b> Action 11 <b>Goal 5:</b> Action 14 <b>Goal 6:</b> Action 18
Long (5 + yrs)		<b>Community:</b> NST, Local Artists <b>City:</b> MOCA, District I, HPARD <b>Community Connectors:</b> EED, Area Civic Organizations and Businesses, HAA	Organize, Implement Assist Assist	  <b>Goal 5:</b> Action 14 <b>Goal 6:</b> Action 18
Long (5 + yrs)	1 Outdoor gym by 2025	<b>Community:</b> NST <b>City:</b> HPARD <b>Community Connectors:</b> BBP, HPB, EED, Bayou City Adventures, Paddle with Style, Southwest PaddleSports, Gulf Coast Kayak Adventures, Austin Canoe and Kayak	Organize, Advocate Assist Assist, Implement	  <b>Goal 6:</b> Action 18 <b>Goal 9:</b> Actions 28, 29, 30
Long (5 + yrs)		<b>Community:</b> NST <b>City:</b> HPARD <b>Community Connectors:</b> HPB, HCP2, TxDOT, EED	Outreach, Organize, Advocate Assist, Implement Assist, Implement	 <b>Goal 6:</b> Action 18


# 8 PARKS and COMMUNITY AMENITIES


GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY
8.2 New Parks and Active Bayous	<b>8.2.3 Advocate for outdoor exercise equipment at public facilities and open spaces</b> <i>ACTION STEPS:</i> Identify and prioritize locations for outdoor exercise equipment, including trails, parks, or other public spaces.	
	<b>8.2.4 Develop Pineview Triangle Park as a pilot pocket park</b> <i>ACTION STEPS:</i> Design and develop Pineview Triangle Park as a pilot pocket park, and explore other areas for new pocket parks such as along Buffalo and Brays Bayous, and adjacent to Canal St and Harrisburg Blvd corridors (Community identified priorities include 100 block of Glendale St and 71st St, 900 block of Kenmore St, 6600 block of Harrisburg Blvd, 66th St between Harrisburg Blvd and Avenue B, Canal St at Hedrick St, Harrisburg Blvd at 75th St, Harrisburg Blvd at 78th St, and area underneath the Wayside Dr/Sgt Macario Garcia Dr bridge).	
	<b>8.2.5 Support and Advocate for the Buffalo Bayou East Master Plan</b> <i>ACTION STEPS:</i> Advocate for the acquisition of new parkland, trails, pedestrian bridges, and other amenities along Buffalo Bayou. Participate in public meetings to plan for the extension of amenities east to Brady's Island, and advocate for additional community resources such as affordable housing, neighborhood connections, and support of local businesses.	



**PLAN:**





**PLAN Legend:**






 Complete Communities

 City of Houston CIP 2019-2023

 Houston Bike Plan (2017)
  METRO Next

 HPARD Master Plan (2015)
  Buffalo Bayou East Sector Master Plan



TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
Medium (3 - 5 yrs)		<b>Community:</b> NST, Local Artists <b>City:</b> HPARD, HHD <b>Community Connectors:</b> ECDC HPB, HCP2, EED	Outreach, Organize, Advocate Assist, Implement Assist, Implement	 <b>Goal 6:</b> Action 18
Medium (3 - 5 yrs)	<b>1</b> Outdoor gym by 2025	<b>Community:</b> NST <b>City:</b> District I, HPARD <b>Community Connectors:</b> BBP, HPB, EED, TIRZ #23	Organize, Advocate Assist Assist, Implement	 <b>Goal 6:</b> Action 18
Long (5 + yrs)		<b>Community:</b> NST <b>City:</b> District I, HPARD <b>Community Connectors:</b> BBP, Port of Houston, Area Civic Organizations, EED	Organize, Advocate Assist Assist, Implement	 <b>Goal 6:</b> Action 18  <b>Goal 8:</b> Actions 25.3, 26.3  <b>Goal 9:</b> Actions 28, 29, 30

# SAFETY

## Introduction

Safety is an important key to building a healthy and thriving community. The Magnolia Park-Manchester complete community is served by Houston Police Department's Eastside Division. Magnolia Park is located in Beat 11H10, and Harrisburg/Manchester in 11H20. In 2019, the violent crime rate in the study area was just slightly higher than the rate in Houston overall, while the property crime rate was lower. Reported crime is concentrated in the Magnolia Park neighborhood, along Wayside Drive.

## Safety Goals

The four safety goals focus on improving relationships between the police, residents, and other law enforcement agencies, connecting those impacted by human trafficking, homelessness, or domestic violence to necessary resources, managing stray animals to create a safe environment, and preparing for disasters. The goals are summarized here and provided in more detail on the following pages. The safety goals are:

## Safe and Secure Community

The Magnolia Park-Manchester is a relatively safe community as compared to Houston. To further reduce crime and support the sense of well-being across the community, stakeholders identified a

series of projects, with the highest priority being to improve communication and relationships between the community and law enforcement agencies. This includes encouraging residents to participate in HPD's Positive Interaction Program (PIP), hosting regular events that bring residents together with law enforcement agencies, and developing outreach materials for the community. In addition, developing alternative community-based safety strategies, including targeted programs to address higher crime areas, and identifying challenges that are better addressed by social service professionals, such as substance abuse or sex trafficking, will enhance safety. Fostering relationships based on trust between the community and law enforcement, is one step towards creating a safer neighborhood.

## Caring Community

Magnolia Park-Manchester is a close-knit community where residents care for one another. This quality will be further strengthened by developing a campaign to increase awareness of the programs and services available for people in crisis, including the victims of human trafficking and domestic violence. In addition, advocating for policies that deter human and sex trafficking across the City of Houston, such as ordinances that prohibit hourly rates at hotels, can be effective tools to reduce these issues.



Complete Communities Meeting

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**2,614** Violent Crime Rate per 100,000 in  
Magnolia Park-Manchester, 2019

**2,573** Violent Crime Rate per 100,000 in  
Houston, 2019

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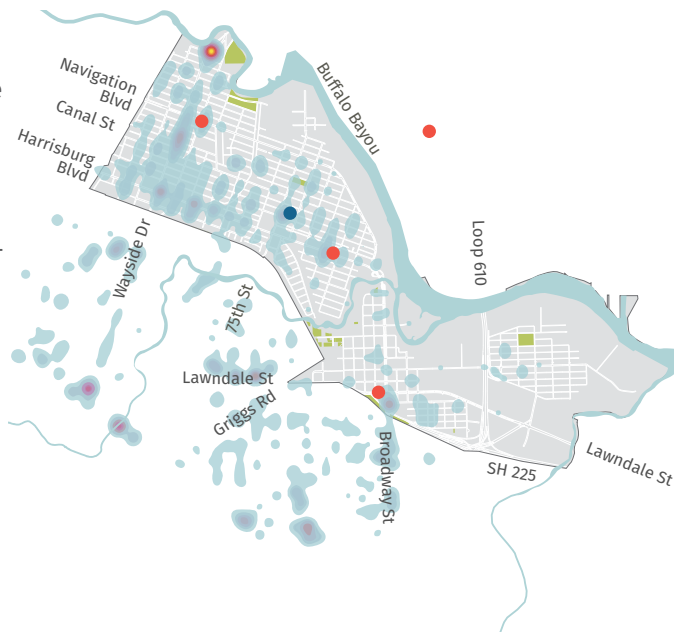
**A complete community is a safe community**  
where residents look out for one another

### Safe Environment

Stray animals, particularly dogs, can impact resident's sense of safety and discourage walking or other active recreation. To address stray animals in Magnolia Park-Manchester, partnerships will be developed between community leaders, BARC, and other animal welfare organizations to provide resources and services to reduce stray animals, including expanding free or low-cost spay and neuter programs.

### Resilient and Prepared Community

Developing strategies to ensure that community members are prepared for a disaster, and also have the resources to recover, are key to a complete community. Magnolia Park-Manchester is located at the confluence of Brays and Buffalo Bayous and surrounded by heavy industry. Two projects were identified to ensure residents are prepared for a natural or man-made disaster. The first project is to develop a bilingual outreach campaign to encourage residents to enroll in disaster notification systems at the city and county level, including flood warning systems, hurricane and weather notifications, environmental risks and hazard notifications. The second project is to provide Community Emergency Response Team (CERT) training for area leaders.



**Crime Map Legend**  
Crime  
Low High  
● HPD Station  
● HFD Station

**4,504** Property Crime Rate per 100,000 in Magnolia Park-Manchester, 2019

**6,348** Property Crime Rate per 100,000 in Houston, 2019

Data Sources: Beat 11H10 and 11H20 Crime Statistics 2019, NBIRS Statistics for Houston, 2019



Complete Communities Meeting

# 9 SAFETY

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY
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## 9.1 Safe and Secure Community

### 9.1.1 Improve communication and relationships between the community and law enforcement agencies

**ACTION STEPS:** Strengthen communication and relationships between the community and law enforcement agencies by encouraging broad participation in the Positive Interaction Program, by hosting regular events, such as meet and greets, with HPD, Harris County Constable Office Precinct 2, and other law enforcement agencies, and developing and distributing bilingual information and outreach materials that, for example, provide information on how to report suspicious activity and submit non-emergency requests.



### 9.1.2 Advocate for community-based safety strategies

**ACTION STEPS:** Develop a coalition of community and citywide leaders, advocates, and organizations, including law enforcement, to identify and implement alternative safety strategies that provide services to those experiencing a crisis, such as addiction, domestic violence, or sex or human trafficking, that are better addressed by social workers and other support professionals.



### 9.1.3 Develop community-based actions to target crime hot spots

**ACTION STEPS:** Advocate for the Houston Police Department's Vice Unit and United Against Human Trafficking to address the challenges of drug activities and human trafficking in partnership with social service providers, focus along Harrisburg Blvd from 75th St to 78th St, Navigation Blvd, and Woodruff St, De Zavala, and Mason Parks.



#### PLAN:



## 9.2 Caring Community

### 9.2.1 Increase awareness of programs and services for people in crisis, including the victims of human trafficking and domestic violence

**ACTION STEPS:** Improve outreach, information, and service delivery for the victims of human trafficking and domestic violence, including information on the national human trafficking hotline (888-373-7888). Continue developing service delivery strategies for victims. Advocate for HPD's "no arrest" program to protect sex workers in need of services.



### 9.2.2 Advocate for policies that reduce human trafficking

**ACTION STEPS:** Advocate for additional citywide policies that reduce human trafficking, such as hot sheet ordinances that prohibit hourly rates at motels.



#### PLAN:



## 9.3 Safe Environment

### 9.3.1 Manage stray animals

**ACTION STEPS:** Advocate for resources and services, including those provided by non-profit animal welfare organizations, to reduce stray dogs and cats, including expanding outreach efforts to educate and inform residents of spay and neuter resources available.



#### PLAN:





#### PLAN Legend:

● Complete Communities  
● City of Houston CIP 2019-2023




● Houston Bike Plan (2017)  
● METRO Next

● HPARD Master Plan (2015)  
● Buffalo Bayou East Sector Master Plan







TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> HPD, District I  <b>Community Connectors:</b> HCSO, HCCP2	Advocate, Outreach Outreach, Assist, Implement Outreach, Assist, Implement	 <b>Goal 1:</b> Action 4   <b>Goal 12:</b> Action 40
Short (0 - 2 yrs)	<b>25%</b> Reduction in the violent crime rate by 2025 (In 2019, the rate of violent crime was 2,604 per 100,00)	<b>Community:</b> NST <b>City:</b> HPD, District I <b>Community Connectors:</b> HCCP2, UAHT, HAWC, Harris Health, YMCA, Ben Taub Hospital, CFC, HCDVC	Outreach, Organize, Advocate Assist Assist	
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> HPD, MOAHT, District I <b>Community Connectors:</b> UAHT	Outreach, Advocate Outreach, Assist Outreach, Assist	
Short (0 - 2 yrs)	<b>1</b> Outreach campaign delivered by 2025	<b>Community:</b> NST <b>City:</b> HPD, MOAHT <b>Community Connectors:</b> HAWC, HCDVC ,UAHT, Harris Health, YMCA, Ben Taub Hospital	Assist Outreach, Assist Outreach, Assist	
Medium (3 - 5 yrs)		<b>Community:</b> NST <b>City:</b> HPD, MOAHT, District I <b>Community Connectors:</b> UAHT	Advocate Advocate, Assist Advocate, Assist	
Medium (3 - 5 yrs)	<b>25%</b> Reduction in the number of calls to 311 to report stray animals	<b>Community:</b> NST <b>City:</b> BARC <b>Community Connectors:</b> Barrio Dogs, Emancipet, Houston Humane Society	Outreach, Advocate Advocate, Assist Advocate, Assist	



# 9 SAFETY

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY
9.4 Resilient and Prepared Community	<b>9.4.1 Improve disaster preparedness and outreach</b> <i>ACTION STEPS:</i> Develop a multilingual outreach strategy and campaign to ensure residents are aware of, and signed up for, disaster notification systems at the city and county level, including flood warning systems, hurricane and weather notifications, environmental risks and hazard notifications. Organize a smoke alarm distribution program in the community.	
	<b>9.4.2 Prepare for a disaster through Community Emergency Response Team (CERT) training</b> <i>ACTION STEPS:</i> Train and prepare residents for a disaster through Community Emergency Response Team (CERT) training, focus on sheltering in place emergencies.	
<b>PLAN:</b> 		



**PLAN Legend:**

-  Complete Communities
-  City of Houston CIP 2019-2023

-  Houston Bike Plan (2017)
-  METRO Next

-  HPARD Master Plan (2015)
-  Buffalo Bayou East Sector Master Plan



TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
Short (0 - 2 yrs)	10 Residents receive Community Emergency Response Team training by 2025	<b>Community:</b> NST <b>City:</b> OEM, HFD  <b>Community Connectors:</b> Area Civic Organizations, HCOEM, HCFCD, TEJAS	Outreach, Advocate Outreach, Assist, Implement Outreach, Assist	 <b>Goal 1:</b> Action 1, 1.1, 1.3, 1.8
Short (0 - 2 yrs)		<b>Community:</b> NST <b>City:</b> City of Houston Community Emergency Response Team <b>Community Connectors:</b> Area Civic Organizations	Outreach, Implement Assist  Outreach, Implement	 <b>Goal 1:</b> Action 1.2



# OUR THANKS

## Complete Communities

The Complete Communities initiative would not have been possible without the commitment and dedication of the Magnolia Park-Manchester Neighborhood Support Team (NST). The NST provided guidance, conducted outreach, and shaped the planning process. Moving forward, Magnolia Park-Manchester working groups will be established to oversee implementation for each of the focus areas. We thank everyone for their time and commitment to the Complete Communities initiative, both over the last year and in the coming years.

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# Appendix: Resilient Houston Plan Matrix

GOAL	DESCRIPTION
	<p><i>GOAL 1: We will support Houstonians to be prepared for an uncertain future</i></p> <ol style="list-style-type: none"> <li>1. Ensure Houstonians have the information, skills, and capacity to prepare for any emergency</li> <li>2. Mobilize Houstonians to adapt in the face of climate change</li> <li>3. Support small businesses to better withstand any disruption</li> <li>4. Encourage community leadership, stewardship, and participation</li> </ol>
	<p><i>GOAL 2: We will expand access to wealth-building and employment opportunities</i></p> <ol style="list-style-type: none"> <li>5. Maximize access to economic opportunity and prosperity for all Houstonians</li> <li>6. Provide opportunities for more Houstonians to start, maintain, and grow small businesses</li> <li>7. Prepare Houston's workforce and all young Houstonians for the jobs of the future</li> </ol>
	<p><i>GOAL 3: We will improve safety and well-being for all Houstonians</i></p> <ol style="list-style-type: none"> <li>8. Make our streets 100% safe for all Houstonians</li> <li>9. Shelter and house any Houstonian in need</li> <li>10. Proactively care for Houstonians' mental health</li> <li>11. Create a city where Houstonians of different ages and accessibility needs can thrive</li> </ol>
	<p><i>GOAL 4: We will ensure that all neighborhoods have equitably resourced plans</i></p> <ol style="list-style-type: none"> <li>12. Support equitable neighborhoods through community planning and programs</li> <li>13. Accelerate investments in inclusive housing and neighborhood development</li> </ol>
	<p><i>GOAL 5: We will invest in arts and culture to strengthen community resilience</i></p> <ol style="list-style-type: none"> <li>14. Invest in local arts and culture to build community cohesion and to celebrate neighborhood identity</li> <li>15. Leverage arts and culture to creatively engage Houstonians in risk awareness</li> </ol>
	<p><i>GOAL 6: We will ensure all neighborhoods are healthy, safe, and climate ready</i></p> <ol style="list-style-type: none"> <li>16. Make Houston neighborhoods greener and cooler to combat extreme heat</li> <li>17. Develop "Lily Pads" to serve as Neighborhood Resilience Hubs</li> <li>18. Ensure all neighborhoods have access to quality parks and nature</li> <li>19. Grow equitable access to quality food to nourish Houston's status as a culinary capital</li> <li>20. Prevent, mitigate, and recover from the effects of environmental injustice in our communities</li> </ol>
	<p><i>GOAL 7: We will build up, not out, to support smart growth as Houston's population increases</i></p> <ol style="list-style-type: none"> <li>21. Create a citywide comprehensive housing study with neighborhood-specific recommendations</li> <li>22. Promote the need for safe, secure, and affordable homes and transportation access for all Houstonians</li> <li>23. Invest in transit-oriented and trail-oriented development</li> <li>24. Protect and strengthen neighborhoods through appropriate infill development</li> </ol>
	<p><i>GOAL 8: We will live safely with water</i></p> <ol style="list-style-type: none"> <li>25. Make room for water</li> <li>26. Clean Houston's bayous and waterways</li> <li>27. Advance research and technology to improve water management</li> </ol>
	<p><i>GOAL 9: We will embrace the role of our bayous as Houston's front yard</i></p> <ol style="list-style-type: none"> <li>28. Respect bayous and natural floodplains as an integral part of Houston's urban nature</li> <li>29. Increase access to our bayous for recreational, health, and other community benefits</li> <li>30. Encourage inclusive growth and economic development along bayou corridors</li> </ol>

GOAL	DESCRIPTION
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*GOAL 10: We will demonstrate leadership on climate change through action*

31. Adopt and implement the Climate Action Plan goals and actions
32. Conduct a climate impact assessment to inform City policies and programs
33. Holistically manage our water resources to be climate ready



*GOAL 11: We will modernize Houston's infrastructure to address the challenges of the future*

34. Integrate green stormwater infrastructure into Houston's built environment
35. Equitably advance complete streets implementation to build resilient roads
36. Advance and modernize building codes and standards
37. Advance and modernize Houston's integrated resource recovery management
38. Develop and improve partnerships that create and incentivize infrastructure maintenance



*Goal 12: We will advance equity and inclusion for all*

39. Promote equity through citywide policies and programs
40. Reach all Houstonians through equitable community engagement



*GOAL 13: We will transform city government to operationalize resilience and build trust*

41. Make resilience a permanent part of Houston's systems and services
42. Prioritize resilience in city budgeting, procurement, and capital improvements
43. Leverage smart cities investments to address our most critical resilience challenges
44. Advance open data policies



*GOAL 14: We will continue to invest in the region's diverse economy*

45. Leverage Houston's energy capital role to lead innovation in the global energy transition
46. Incubate, connect, and support established and emerging industries
47. Partner with anchor institutions to further resilience innovation that strengthens and protects the region



*GOAL 15: We will increase regional transportation choice*

48. Work with regional partners to invest in an integrated mobility network
49. Improve first- and last-mile connections
50. Enable Houstonians to make mobility choices that improve well-being and reduce the cost of living



*GOAL 16: We will manage our land and water resources from the prairie to the bay*

51. Conserve regional undeveloped land for flood mitigation, environmental health, and recreation
52. Develop long-term strategies with County partners to build the resilience of areas within Houston's extraterritorial jurisdiction



*GOAL 17: We will enhance regional emergency preparedness and response*

53. Enhance regional preparedness
54. Increase protection of critical digital assets from cyber attacks
55. Improve emergency response and post-disaster recovery coordination
56. Develop a regional critical infrastructure catalogue
57. Fortify greater Houston's lifelines and supply chains



*GOAL 18: We will leverage existing and new investments and partnerships*

58. Leverage disaster recovery efforts to accelerate the implementation of resilience measures
59. Leverage planned and proposed transformative regional projects to maximize resilience benefits
60. Address legal and legislative barriers to resilience building with local, state, and federal partners
61. Update Plan Houston to integrate resilience goals
62. Lead and partner nationally and globally to build resilience



