



## NOTICE OF A MEETING

(In compliance with Sec. 551.041, Et. Seq., Tex. Gov't. Code)

Notice is hereby given of a Regular Meeting of the Comprehensive Plan Update Committee of the City of Jersey Village to be held on Thursday, October 15, 2020, at 7:00 p.m. via videoconferencing. All agenda items are subject to action. The Committee reserves the right to meet in closed session on any agenda item should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551, of the Texas Government Code.

Pursuant to Section 418.016 of the Texas Government Code, on March 16, 2020, the Governor of the State of Texas granted the Office of the Attorney General's request for the temporary suspension of certain provisions of the Texas Open Meetings Act to allow for telephonic or videoconference meetings of governmental bodies that are accessible to the public in an effort to reduce in-person meetings that assemble large groups of people, as a precautionary measure to contain the spread of novel coronavirus COVID-19.

Accordingly, the public will not be allowed to be physically present at this Regular Meeting of the Comprehensive Plan Update Committee of the City of Jersey Village, Texas, but the meeting will be available to members of the public and allow for two-way communications for those desiring to participate via telephone. To attend the meeting via telephone, please use the following toll-free number: **346-248-7799 along with Webinar ID: 927 5580 5324.**

Any person interested in speaking during the public comment item on the agenda must submit his/her request via email to the City Manager at [ableess@jerseyvillagetx.com](mailto:ableess@jerseyvillagetx.com). The request must include the speaker's name, address, topic of the comment and the phone number that will be used for teleconferencing. The request must be received no later than 12:00 p.m. on October 15, 2020.

The following will be observed by the public participating in the meeting:

- Callers will be called upon to speak by the Chairperson.
- Once called upon for public comment, speakers should state their name and address before speaking.
- Callers will mute their phone unless called upon to speak (*to eliminate background noise*).
- Callers should use handsets rather than speakerphone whenever possible.

The agenda packet is accessible to the public at the following link: [https://www.jerseyvillagetx.com/page/cpuc.ag.s\\_min](https://www.jerseyvillagetx.com/page/cpuc.ag.s_min).

For more information or questions concerning the teleconference, please contact the Public Works Administrative Assistant at 713-466-2133. The agenda items for this meeting are as follows:

ITEM(S) to be discussed/acted upon by the Committee are listed on the attached agenda.

### AGENDA

A. Call the meeting to order and announce a quorum is present. *Dr. Courtney Standlee*

## B. CITIZENS' COMMENTS

Any person who desires to address this Committee regarding an item on the agenda will be heard at this time. In compliance with the Texas Open Meetings Act, unless the subject matter of the comment is on the agenda, the City staff and Committee Members are not allowed to discuss the subject. Each person is limited to five (5) minutes for comments.

C. Consider approval of the Minutes for the Regular Meeting held on October 1, 2020. *Harry Ward, Public Works Director*

D. Discuss and take appropriate action regarding a review of the City's 2016 Comprehensive Plan in order to recommend changes to the planning and zoning commission in accordance with Section 14-23(d)(4) of the Code of Ordinances. *Austin Bleess, City Manager*

E. Adjourn.

## CERTIFICATION

I, the undersigned authority, do hereby certify in accordance with the Texas Open Meeting Act, the Agenda is posted for public information, at all times, for at least 72 hours preceding the scheduled time of the meeting on the bulletin board located at City Hall, 16327 Lakeview, Jersey Village, TX 77040, a place convenient and readily accessible to the general public at all times, and said Notice was posted on the following date and time: October 9, 2020 at 1:30 p.m. and remained so posted until said meeting was convened.



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Harry Ward  
Public Works Director

In compliance with the Americans with Disabilities Act, the City of Jersey Village will provide for reasonable accommodations for persons attending City Council meetings. Request for accommodations must be made to the City Secretary by calling 713 466-2102 forty-eight (48) hours prior to the meetings. Agendas are posted on the Internet Website at [www.jerseyvillagetx.com](http://www.jerseyvillagetx.com)

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly." posted on the Internet Website at <http://www.jerseyvillagetx.com/>

**MINUTES OF THE MEETING OF THE JERSEY VILLAGE  
COMPREHENSIVE PLANNING UPDATE COMMITTEE**

**October 1, 2020 – 7:00 p.m.**

A quorum of the Comprehensive Planning Update Committee of the City of Jersey Village, Texas, convened on October 1, 2020, at 7:00 p.m. via videoconference.

**A. The meeting was called to order by Dr. Courtney Standlee, Chairperson at 7:03 p.m. and roll was taken. The following Committee members were present for the meeting:**

Courtney Standlee	Gabriella Cole
Debra Mergel	Anthony Martin
Peter Jessup	
Judy Tidwell	

Ashley Hart, Amy Weyer, Brittany Davies, and Jennifer McCrea were not present at this meeting.

City Staff in attendance: Austin Bleess; City Manager, Harry Ward; Director of Public Works, Christian Somers; Building Official, and Danielle Cordova; Administrative Secretary.

Also in attendance: Council Liaison Drew Wasson.

**1. Designate alternate members to serve in place of any absent Committee Members.**

Judy Tidwell, Gabriella Cole and Anthony Martin were designated to serve in place of absent Committee members.

**B. Citizen's Comments**

No action was taken; there were no comments from citizens.

**C. Consider approval of the Minutes for the Regular Meeting held on September 17, 2020.**

Debra Mergel moved to approve the minutes of the meeting held on September 17, 2020 with corrections on page 3 to read as follows:

- Remove figure 4.2 and verbiage referencing highway fatalities

Additionally, the Committee expressed the desire to have City staff further modify the technical verbiage of Chapter 4; changes are to be revisited prior to making a final recommendation to the Planning and Zoning Commission.

Peter Jessup seconded the motion.

All were in favor; the motion carried.

**D. Discuss and take appropriate action regarding a review of the City’s 2016 Comprehensive Plan in order to recommend changes to the planning and zoning commission in accordance with Section 14-23(d)(4) of the Code of Ordinances.**

The Committee engaged in discussion regarding the proposed citizen survey and demographics questionnaire. City Manager Bless recommended placing the survey online, in the Jersey Village Star, and on social media. Committee members questioned the verification of individuals taking the survey. Some regarded requiring the name of the individual completing the survey while others preferred making the address optional.

Additionally, the Committee noted the following changes to the citizen survey and demographics questionnaire:

- Add the statement “please allow any residents of this household to complete this survey”
- Question 7 - change commute times to increments of 15 minutes (30-45 minutes, 45-60, etc.) and add an option for no commute
- Add comment boxes for questions that reference citizen’s perception of the city
- Gather information from police, fire, public works, etc. to incorporate into questions pertaining to their respective departments
- Add a question for the ranking/prioritization of police, fire, and public works projects to reflect how individuals think tax dollars should be spent
- Add the question “would you be willing to increase funding for repairs to (streets, sidewalks, etc.)”
- Add the question “are we investing enough in streets, sidewalks, etc.”
- Add more comment boxes for level of importance, improvement, and successes, and incorporate ranking questions throughout questionnaire allowing individuals to identify the issues they feel are the most important
- Question 39 – remove the term “challenge” and replace with “challenge(s)”
- Question 41 – separate services offered and quality of life into two different questions
- Add a question about the city website and app
- Add the subsequent question “if you disagree with the goal, please explain why” to questions that reference goals

Dr. Standlee proceeded the discussion to the 2016 Comprehensive Plan Chapter 4: Transportation and Circulation Plan. Committee members identified the following changes to Chapter 4:

- Replace figure 4.2 with a traffic count map
- Add a table reflecting the number of crashes occurring within the City
- Update figure 4.3 with new signalized intersections (Castlebridge and Eldridge)
- Rename figure 4.4 “The Complete Street Initiative”
- Clarify “the plan” on bullet point located on page 4.8
- Remove the sentence “An illustrative of how this policy would apply to a Minor Residential Collector – the example of Jersey Meadows Drive as it is proposed to connect

between Jones Road and Rio Grande Drive is shown below within a 70 foot right-of-way” in the first paragraph of page 4.9.

- Reference the requirement of sidewalks in the second paragraph of page 4.9
- Replace the term “Spencer Rd.” with “FM 529” throughout the text
- Indicate the City is an equal distance away from Bush Intercontinental and Hobby Airport on page 4.11
- Remove proposed trails and roads from figure 4.6 that are unlikely
- Replace the term “facilities” with “routes” on page 4.13
- Relocate page 4.10 Functional Classification to the beginning of Chapter 4
- Define the acronym “R.O.W.”
- Replace “part of the 2009 Comprehensive Plan effort” with “part of the 2016 Comprehensive Plan effort” on page 4.13
- Add a figure reflecting local roads, collector roads, cross sections, etc.
- Add car counts per day to Thoroughfare Design Standards section
- Reference the complete streets initiative approach in the Sidewalk System and Bicycle Accommodations section
- Update the complete streets image and utilize the term “complete streets” throughout the text
- Indicate that the City has generous streets which provide safe pathways for pedestrians, cyclists, and golf carts
- Reference design and mobility enforcement and accessibility standards as related to sidewalks in first bullet point on page 4.14
- Rephrase the sentence “The plan recommends conducting a corridor pedestrian mobility study to identify specific corridor deficiencies and potential solutions for improvement prioritization” and incorporate the phrase “studies have been conducted” on page 4.14
- Incorporate new data for transit considerations
- Remove the commuter rail section on page 4.14
- Remove the sentence “acquire/secure land needed for initial paths of trail system” and add bullet point referencing partnership with Harris County Flood Control on page 4.15

The Committee expressed the intent to begin their review of Chapter 5 during the next meeting. With no further discussion, Chairperson, Dr. Standlee proceeded to the following agenda item.

### **E. Adjourn**

Chairperson, Dr. Courtney Standlee adjourned the meeting at 9:02 p.m. The next meeting is scheduled for October 15, 2020 at 7:00 p.m.

Respectfully submitted,

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Danielle Cordova  
Administrative Secretary, City of Jersey Village

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Harry O. Ward, P.E.  
Director of Public Works, City of Jersey Village

**COMPREHENSIVE PLANNING UPDATE COMMITTEE  
CITY OF JERSEY VILLAGE, TEXAS  
AGENDA REQUEST**

**AGENDA DATE:** October 15, 2020

**AGENDA ITEM:** D

**AGENDA SUBJECT:** Discuss and take appropriate action regarding a review of the City's 2016 Comprehensive Plan in order to recommend changes to the planning and zoning commission in accordance with Section 14-23(d)(4) of the Code of Ordinances.

**Department/Prepared By:** Austin Bless, City Manager **Date Submitted:** Oct. 7, 2020

**EXHIBITS:** 2016 Comprehensive Plan  
(<https://www.jerseyvillagetx.com/page/open/1499/0/2016%20Comp%20Plan.pdf>)  
Potential Survey questions for citizen feedback  
Updated Chapter 5  
Job Growth Map

**CITY MANAGER APPROVAL: AB**

**BACKGROUND INFORMATION:**

I'm including a potential survey for citizen feedback that was modified based on our discussions last meeting. If there are questions we need to add, things to delete, or change we can do that. Once the committee gives the okay we can be pushing the survey out there to residents.

We still need to decide if we want to require name and address or not.

We need to be mindful to not make the survey so overly long that people will not take it.

I have taken a run through of Chapter 5 and provided that here for review. Things that are struck through would be removed, and things underlined would be added.

I'm also including a Job Growth Map file from HGAC that we can incorporate at least some of the information it contains into our plan.

**RECOMMENDED ACTION:**

No formal action required at this meeting.



# Jersey Village Comprehensive Plan Feedback

A city's comprehensive plan is well-defined as a long-range planning tool that is intended to be used by City staff, councils and boards, along with citizens, to guide the community's physical development for 10 to 20 years. A comprehensive plan has two primary and interrelated focuses. The first focus is to allow the City residents the opportunity to create a shared vision of what they desire for the future of their community. The second is to establish methods in which a community can effectively achieve that vision.

Originally created in 2016 the Comprehensive Plan is undergoing a revision. Please take a few minutes to answer these questions and help guide the path of the city for the years to come. You can find the 2016 Comprehensive Plan on our website: <https://www.jerseyvillagetx.com/page/city.plansandstudies>

\* Required

## Demographics and General Questions

Please take a few minutes to tell us about yourself. Name/Address is required to verify residency but is removed from results.

### 1. Name \*

### 2. Address \*

### 3. Email Address



Enter your answer

4. What is your age group?

- 0-17
- 18-21
- 22-30
- 31-40
- 41-50
- 41-60
- 61-70
- 70+
- Prefer not to answer

5. How many years have you lived in Jersey Village

- 0-4
- 5-10
- 11-15
- 16-20
- 21-25
- 26-30
- 31+
- Prefer not to answer

6. Why did you choose to live in Jersey Village? (Check all that apply)

- Good schools

- Community Character
- Access to major roads
- Affordable living costs
- City Services (Fire, Police, Utilities, etc.)
- Close to work
- Parks and Recreational Opportunities
- Originally grew up here
- Other

7. If you currently work how long is your commute to your place of employment? (If you are currently telecommuting due to COVID-19, please use your commute time from pre COVID-19)

- 10 minutes or less
- 11-15 minutes
- 16-20 minutes
- 20-25 minutes
- 26-30 minutes
- 31-40 minutes
- 41-50 minutes
- 51-60 minutes
- 61+ minutes
- I work from home
- I don't commute

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## Comprehensive Plan Goals

The following are proposed goals and strategies for the Comprehensive Plan. Please tell us your thoughts on these goals.

### 8. To what extent do you agree with this goal?

#### Goal 1

Highlight the City's image as a special community by enhancing the visual character of the City's commercial areas and community entrances.

#### Strategies To Achieve This Goal

- Improve the City's entrances With Landscaping and Monumentation
- Improve the landscape character of commercial business properties
- Reduce visual clutter. (ie: billboards)
- Improve the character of corridor character throughout the community

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

### 9. Do you have any other strategies to recommend to achieve this goal? Or if you disagree with this goal how would you change it?

Enter your answer

10. To what extent do you agree with this goal?

Goal 2

Enhance and expand parks, open spaces, trails, and recreational opportunities and experiences.

Strategies To Achieve This Goal

- Explore expanded recreational opportunities.
- Update existing pool, parks and open spaces.
- Develop strategic partnerships among schools, community groups, businesses, and individuals in order to maximize resources and opportunities.
- Encourage programs and events that engage the community.
- Improve maintenance of parks and open spaces.
- Increase community connectivity.

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

11. Do you have any other strategies to recommend to achieve this goal? Or if you disagree with this goal how would you change it?

Enter your answer

12. To what extent do you agree with this goal?

Goal 3

Protect the quality and increase existing character of residential neighborhoods.

Strategies To Achieve This Goal:

- Encourage housing and property maintenance to maintain neighborhood integrity.
- Ensure there are provisions for meeting and satisfying the needs of residents and potential residents with a variety of single family homes.
- Ensure that single-family residential neighborhoods are protected from intensive areas of development by using screening and buffering techniques.
- Enhance existing neighborhoods infrastructure when possible. (ie: sidewalks & lighting)
- Provide pedestrian connections within the neighborhoods.

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

13. Do you have any other strategies to recommend to achieve this goal? Or if you disagree with this goal how would you change it?

Enter your answer

14. To what extent do you agree with this goal?

Goal 4

Encourage quality family-oriented retail, restaurant, and entertainment opportunities to provide the goods and services valued by Jersey Village's residents.

Strategies To Achieve This Goal:

- Create Economical Development Corporation
- Market Jersey Village to targeted businesses.
- Identify the business types most likely to be successful given the surrounding demographic profile.
- Ease the processes encountered by business expansions and relocations.

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

15. Do you have any other strategies to recommend to achieve this goal? Or if you disagree with this goal how would you change it?

Enter your answer

16. To what extent do you agree with this goal?

Goal 5

Ensure that transportation, public services, utilities, and flood mitigation infrastructure are maintained and enhanced to meet the community's present and future needs.

Strategies To Achieve This Goal:

- Create policy for funding and implementation of sidewalks and connectivity with new development.
- Increase access to non-motorized transportation options to promote healthy living.
- Improve and maintain older existing street networks.
- Ensure that all storm runoff is handled in a safe and efficient manner and that streets and neighborhoods are properly drained.
- Ensure that all utilities serving city residents are of the same high standards.
- Continue efforts to implement the Long Term Flood Recovery Plan and mitigate future flooding in the city.

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

17. Do you have any other strategies to recommend to achieve this goal? Or if you disagree with this goal how would you change it?

Enter your answer

18. To what extent do you agree with this goal?

Goal 6

Provide public facilities to maintain community safety, and serve existing and new development in an efficient and cost effective manner.

Strategies To Achieve This Goal:

- Maintain, replace, or improve the quality of city-owned structures.
- Provide the necessary and appropriate technology, buildings, equipment and people for delivery of quality services now and in the future.
- Continued efforts to development of city facilities such as City Hall and Jersey Meadow Club House
- Transparency on the improvements of existing and new developments.

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

19. Do you have any other strategies to recommend to achieve this goal? Or if you disagree with this goal how would you change it?

Enter your answer

20. To what extent do you agree with this goal?

Goal 7

Invest in infrastructure, activities, and opportunities that will revitalize the Highway 290 corridor to maximize its visual appeal, sense of place, and economic value.

Strategies To Achieve This Goal:

- Create a sense of place and maximize the visual appeal of the Highway 290 corridor.
- Maximize the economic value of the Highway 290 corridor.
- Invest in infrastructure that supports the revitalization of the Highway 290 corridor.

- Strongly Agree
- Somewhat Agree
- Neutral



Somewhat Disagree

Strongly Disagree

21. Do you have any other strategies to recommend to achieve this goal? Or if you disagree with this goal how would you change it?

Enter your answer

22. To what extent do you agree with this goal?

Goal 8

Provide and enhance community access to community facilities and points of interest throughout the city.

Strategies To Achieve This Goal:

Create a consistent, identifiable signage design throughout the city.

Strongly Agree

Somewhat Agree

Neutral

Somewhat Disagree

Strongly Disagree

23. Do you have any other strategies to recommend to achieve this goal? Or if you disagree with this goal how would you change it?

Enter your answer

24. To what extent do you agree with this goal?

Goal 9

Promote infill and redevelopment of vacant or underutilized parcels.

Strategies To Achieve This Goal:

- Analyze annexation options for the ETJ property.
- Promote the highest and best use for vacant or underutilized properties.
- Create an Economic Development Corporation to....
- To promote redevelopment for residential in compliance with overall community atmosphere. the appeal and value for residential
- To promote Commercial redevelopment to provide more shopping and dining opportunities for the community and add to the tax base.
- Strengthen city ordinances and enforcement of them to promote redevelopment of underutilized properties

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

25. Do you have any other strategies to recommend to achieve this goal? Or if you disagree with this goal how would you change it?

Enter your answer

26. Are there other goals, or anything else you think the Comprehensive Plan Update Committee should consider?

Enter your answer

[Back](#)

[Next](#)

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## Your Perception of the City

Please tell us your perception of the various aspects of the city

27. What is your perception about the aesthetic (Visual) appearance and quality of development in the residential areas of the City?

- Poor
- Below Average
- Average
- Above Average
- Excellent
- No Opinion

28. Would you like to provide any additional information as to your answer?

Enter your answer

29. What is your perception about the aesthetic (Visual) appearance and quality of development in the commercial areas of the City?

- Poor
- Below Average
- Average
- Above Average
- Excellent
- No Opinion

30. Would you like to provide any additional information as to your answer?

Enter your answer

31. How would you rate the level and quality of the following City Service: Police

- Poor
- Below Average
- Average
- Good
- Excellent
- No Opinion

32. Would you like to provide any additional information as to your answer?

Enter your answer

33. How would you rate the level and quality of the following City Service: Fire

- Poor
- Below Average
- Average
- Good
- Excellent
- No Opinion

34. Would you like to provide any additional information as to your answer?

Enter your answer

35. How would you rate the level and quality of the following City Service: Water/Sewer

- Poor
- Below Average
- Average
- Good
- Excellent
- No Opinion

36. Would you like to provide any additional information as to your answer?

Enter your answer

37. How would you rate the level and quality of the following City Service: Street Maintenance

- Poor
- Below Average
- Average
- Good
- Excellent
- No Opinion

38. Would you like to provide any additional information as to your answer?

Enter your answer

39. How would you rate the level and quality of the following City Service: Sidewalk Maintenance

- Poor
- Below Average
- Average
- Good
- Excellent
- No Opinion

40. Would you like to provide any additional information as to your answer?

Enter your answer

41. How would you rate the level and quality of the following City Service: Parks

- Poor
- Below Average
- Average
- Good
- Excellent
- No Opinion

42. Would you like to provide any additional information as to your answer?

Enter your answer

43. How would you rate the level and quality of the following City Service: Recreation and Events

- Poor
- Below Average
- Average
- Good
- Excellent
- No Opinion

44. Would you like to provide any additional information as to your answer?

Enter your answer

45. How would you rate the level and quality of the following City Service: Zoning and Building

- Poor
- Below Average
- Average
- Good
- Excellent
- No Opinion



46. Would you like to provide any additional information as to your answer?

Enter your answer

47. How would you rate the level and quality of the following City Service: Code Enforcement

- Poor
- Below Average
- Average
- Good
- Excellent
- No Opinion

48. Would you like to provide any additional information as to your answer?

Enter your answer

49. How would you rate the level and quality of the following City Service: Administration

- Poor
- Below Average
- Average
- Good
- Excellent
- No Opinion

50. Would you like to provide any additional information as to your answer?

Enter your answer

51. Did you know Jersey Village has a mobile app?

Yes

No

52. What do you feel is the biggest challenge(s) facing Jersey Village?

Enter your answer

53. What do you feel is the biggest opportunity(ies) Jersey Village has?

Enter your answer

54. Please share any additional thoughts you have about the City of Jersey Village, the services it offers, quality of life issues, or anything else you would like to share.

Enter your answer

[Back](#)

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## Chapter 5, Economic Development

### Economic Development 5

#### Background and Existing Conditions

The non-residential development history of Jersey Village is largely one of “retail following rooftops” along a freeway system increasingly extending outward from Downtown Houston. Over the last three decades Jersey Village has endured significant impact to its commercial areas and enterprises as US 290 has been widened, elevated, and upgraded from highway to freeway status with changing ramp locations and access conditions. During this time, the City’s strong residential base and appeal remained constant. Over the recent past, the City’s modest approach to economic development has been to react to developer proposals, involving few requests for tax abatements and sales tax rebates.

The City’s tax structure includes both ad valorem taxes and sales tax. The ad valorem tax rate from 2006 through ~~2014–2020~~ was \$0.7425/~~\$10~~\$100. In Fiscal Year 2021 the ad valorem tax rate decreased to \$0.723466/\$100. This stable tax rate through the recessionary period beginning in 2008 reflects the stability and discipline of council leadership and city management’s budgetary practices. Additionally the City collects \$0.015 of sales tax for its general fund and \$0.005 of sales tax for its Crime Control and Prevention District.

Figure 5.1, ~~2014–2020~~ Certified ~~Estimate of~~ Taxable Value

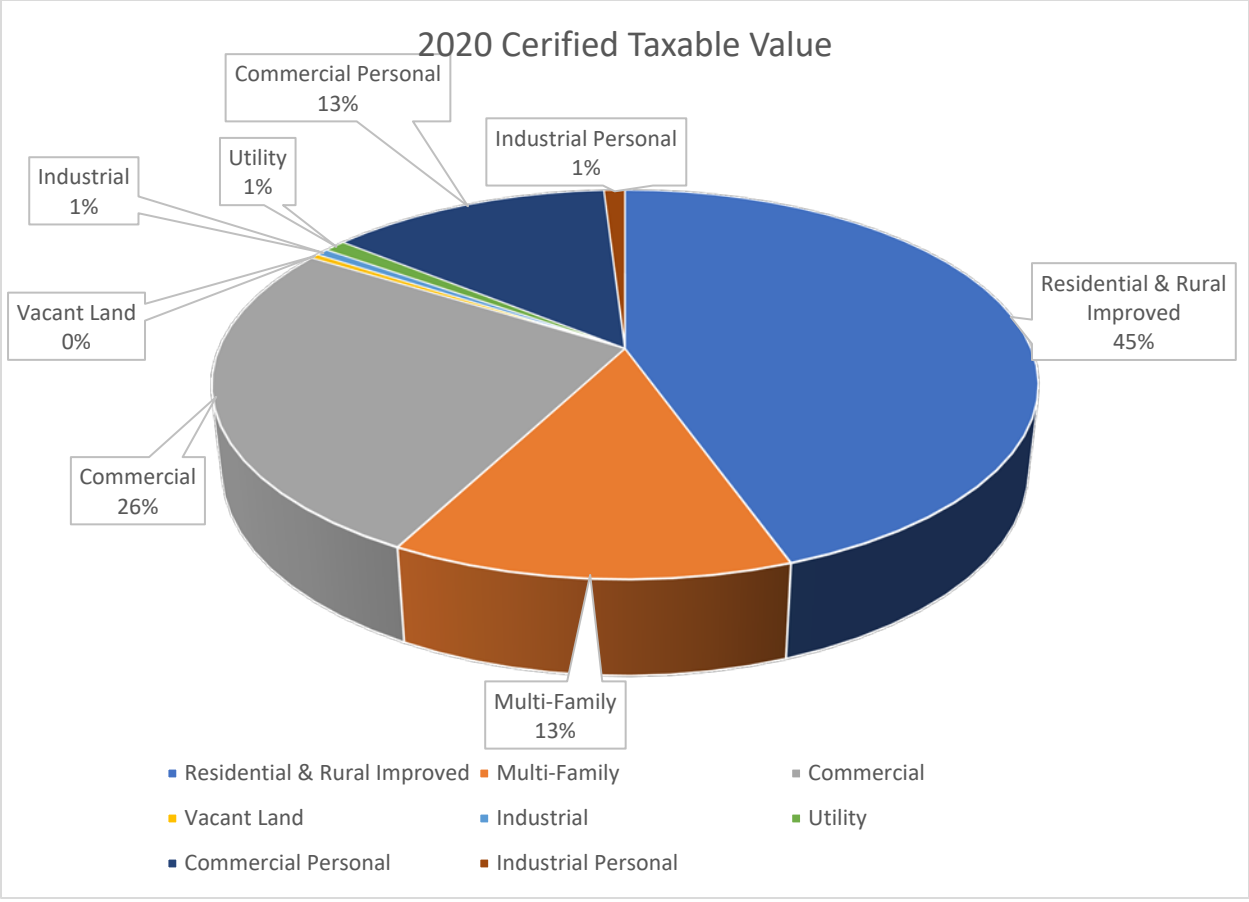
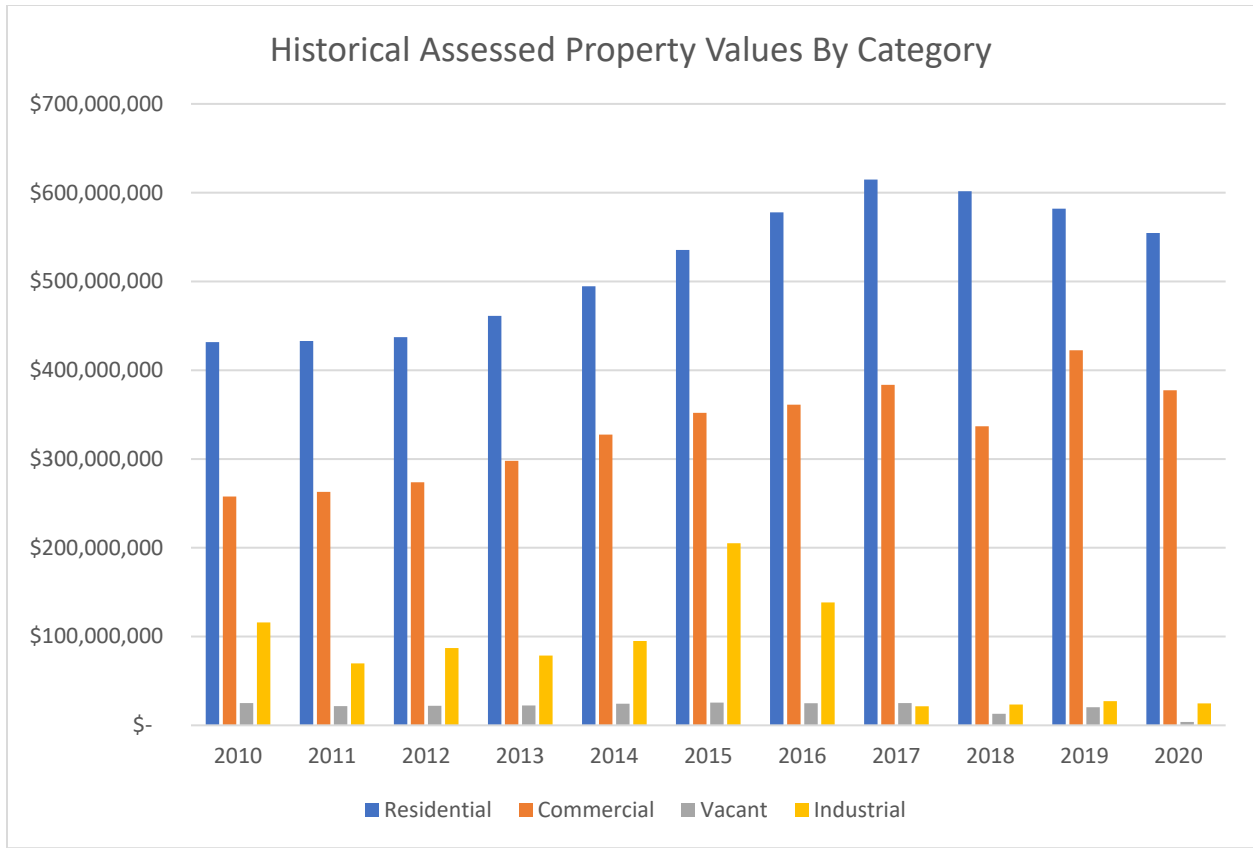


Figure 5.2, Historical Assessed Property Values By Category



The accompanying pie chart (Figure 5.1, [2014-2020 Certified Estimate of Taxable Value](#), on the previous page), [provided by the City's Finance Department](#) indicates the [breakdown of categories of properties and the percentage of the property tax revenue they make up for Fiscal Year 2021. revenues generated by land use for tax year 2014](#). It is important to note that with very little vacant land within the corporate limits, policies and programs to maximize the taxable value of existing non-residential use is critical to maintaining or reducing the percentage of revenues needed from homeowners.

[Since 2017 the City has taken a more aggressive approach to economic development. The City has entered into three Chapter 380 agreements in that time which have added to the job base and sales tax growth of the city. The City has created guidelines for property tax abatements and Chapter 380 grants. These items are actively promoted as part of the outreach efforts the city undertakes to find new businesses and developers.](#)

[The City also has taken steps to increase the marketing of the community and its businesses. The City has launched a Jersey Village Business Directory that businesses can register and promote their locations to residents. They can also offer exclusive deals to residents with promotions that can be found using the Jersey Village Mobile App.](#)

#### Economic Development Going Forward

[As part of the 2016 Comprehensive Plan the](#) ~~The~~ CPAC and public meeting processes overwhelmingly confirmed that Jersey Village residents value the residential character of their community and are eager

to maintain that character for future generations, yet they understand that the long term vibrancy of the community requires a balance of land uses and a stable or growing tax base.

The community survey set the stage for the economic development goals of the community. The largest response (over 26%) category was for the goals of promoting new development, and attracting retail, restaurant, and entertainment venues, followed closely by improvement of the City's image (20%). The greatest threat to achieving these goals cited in the survey was related to the loss of commercial base due to the Highway 290 expansion.

Since the completion of US 290 in 2018 that threat has subsided. As is shown in Figure 5.2 the commercial property values have increased from 2010 to 2020.

Therefore, the concepts of growing the tax base (both property and sales), providing locally-serving services, and improving the image of the community all have a nexus with economic development policies aimed at the revitalizing the Highway 290 corridor.

Growing the tax base in conjunction with maintaining community character and values was the focus of CPAC Meeting #4. This meeting was totally dedicated to a discussion of economic development in which the CPAC was polled on issues relating to if and how economic development should be pursued in Jersey Village. These discussions clearly indicated that the community recognizes the linkage between a strong and diverse economic base and the City's ability to provide efficient, high-quality infrastructure, municipal services, education, and responsive governance. In general, the CPAC feedback indicated that primary focus of future economic development efforts should be directed toward adding targeted non-residential locally-serving services that complement existing residential uses and that enhance the tax base.

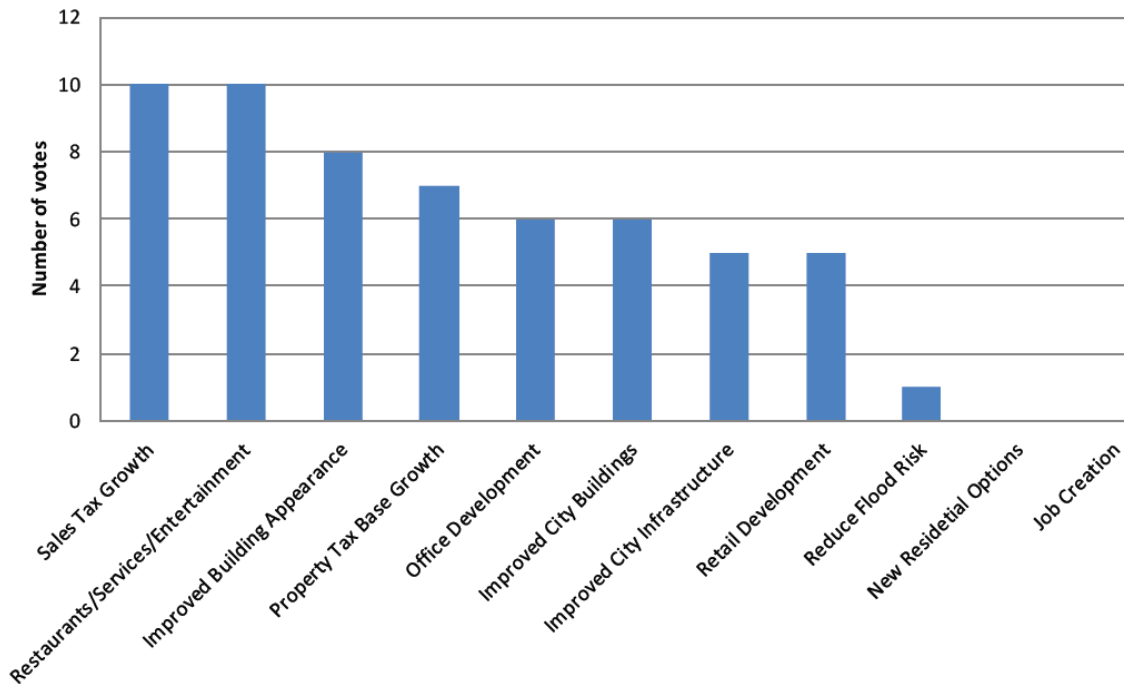
With regard to economic development, the CPAC was asked two questions:

These two questions were designed to confirm or modify data collected through the community survey and public meeting and to illicit opinions regarding the future vision of the community and the level of effort with which they are comfortable in order to achieve those goals. The ultimate balance of what is achievable is a result of the level of desire to achieve a particular goal and the public will and ability to invest toward achieving the goals.

In response to the first question, the committee's responses are tabulated below:

What do you want to achieve?

## What do you want to achieve?



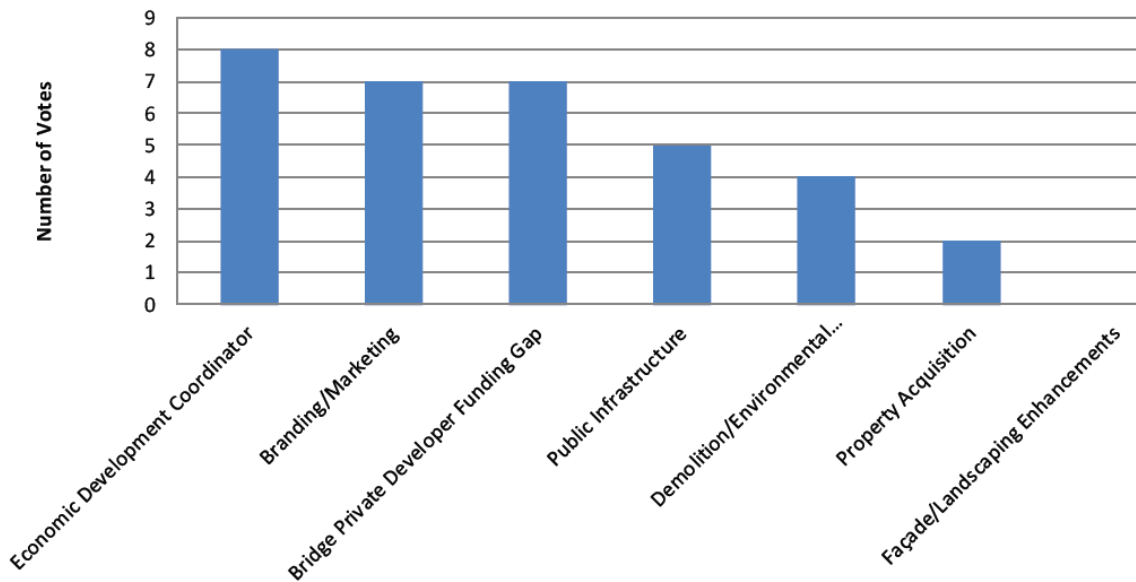
The responses illustrate an understanding by the CPAC that Jersey Village sales taxes are largely generated by non-residents; therefore an increase in sales taxes can be seen as a property tax relief for home owners. Secondly, the emphasis on sales tax and property tax growth represents a desire to see the Highway 290 corridor redeveloped in a manner that will maximize value to the community and improves the image and appearance of the corridor upon completion of the current highway construction projects. The concerns for restaurant/services/entertainment uses reflect the community's desire to have locally-serving establishments that will enhance community cohesion for the next generation of residents.

Responses related to the second question are shown below:

What are you willing to fund?



## What are you willing to fund?



Based on these responses, the CPAC sees the achievement of economic development goals to be largely a function of more coordinated activities and a more cohesive branding and marketing strategy. The economic development-related goals and priorities included in this plan are a direct result of the assimilation of these views regarding the desired priorities and the level of acceptable investments toward those priorities.

Before economic development priorities and tools can be framed, the current threats which must be addressed and the assets that can be built upon must be analyzed. These threats and assets were compiled from public meeting feedback, surveys, and comprehensive plan advisory committee comments.

### Potential Threats

In the current setting and longer term, the community has recognized several threats that may negatively impact the economic vibrancy and sustainability of the quality of life experienced by current residents. These threats are listed and described below:

- ~~Current US 290 construction: During the construction period, the ability to access and utilize the commercial services along the freeway is made more difficult.~~
- » ~~Assessment: This is a temporary condition that will improve after construction is completed.~~

• ~~Loss of US 290 commercial properties: Due to the widening of US 290, several businesses were purchased and displaced.~~

» ~~Assessment: A concerted effort is needed to replace the lost services, property tax value, and sales tax revenues.~~

• Potential legislative changes the state may pass limiting local control on municipal budgets.

o Assessment: This could reduce the amount of money Jersey Village could put towards economic development.

• Potential decline of surrounding areas: Jersey Village is surrounded by either City of Houston city limits, ~~or~~ ETJ, or unincorporated Harris County over which Jersey Village has no control.

» Assessment: Therefore, efforts to preserve the character and property values within the city are doubly important. Annexation of the ETJ would provide greater control of the growth on the southwestern side of the city.

• Competition from new master planned communities with more contemporary amenities: As the Houston metro continues to grow, newer master-planned communities draw population into newer homes with a broader range of amenities than currently available in Jersey Village.

» Assessment: Efforts need to be focused on strengthening, enhancing, and promoting the existing valuable assets of the community.

## Community Assets

Counterbalancing these potential threats is a wide range of community assets. These assets are valued by current residents and have a positive impact on the overall quality of life experienced by residents. Economic development efforts targeted toward enhancing these strengths and counteracting the potential threats will create the best opportunities for success.

• Location: The community's location at the corner of Beltway 8 and US 290 is seen as a great asset. From this location, residents have ready freeway access to other areas of Houston and access to public transit and park and ride locations.

» Assessment: In the long run, this location provides a convenient location for residents and also serves as a magnet for development and redevelopment.

» Assessment: According to a 2018 HGAC Study over 50,000 new jobs will be added to a 6 mile area surrounding Jersey Village between 2015 – 2045.

• Public Safety: The City's police and fire services are highly regarded and frequently cited as a major community asset which promotes a sense of security for residents.

» Assessment: Ensuring that these services, and other City services, can be adequately funded is a top priority.

- Schools: Jersey Village is in the Cypress Fairbanks ISD and has two public schools located within its corporate limits. Local schools are often cited as a major attraction for new residents with young families.

» Assessment: Adapting the locally available retail and services that add to tax base and appeal to the demographics of the community as an aging population turns over is critical.

### Economic Development Priorities

Inherent in the definition of economic development is the concept of improving the standard of living in a community, including enhanced quality of life assets that are valued by the community and improved public services. The economic development priorities identified through this comprehensive planning process are:

#### 1. Expanded Restaurant/Services/Entertainment Options:

The highest priority for new development in Jersey Village is focused on locally-serving restaurants, services, and entertainment venues. Residents desire to have attractions such as these located in Jersey Village so they do not have to travel to access these services.

Since 2016 the City has seen an increase in these areas. The Northwest Shopping Center has seen new restaurants, along with new restaurants on Senate Ave at Dillard Drive. The new Village Center will also serve to increase these opportunities along with the potential for entertainment options as well.

#### 2. Sales Tax Growth:

Closely related to priority #1, is the priority to grow the sales tax base. Growing and diversifying the sales tax base benefits the local economy and also provides revenue enhancements for needed services provided by the City. Since the City has a half-cent sales tax for crime prevention, increased sales tax revenues not only benefit the general fund, but also assist with funding high priority public safety services.

Since 2014 sales tax has increased for the City of Jersey Village. Figure 5.X shows the growth of sales tax over the past 7 fiscal years.

	Sales Tax
FY14	\$ 2,160,169.00
FY15	\$ 2,192,087.00
FY16	\$ 3,261,209.00
FY17	\$ 3,060,036.00
FY18	\$ 3,158,223.00
FY19	\$ 5,945,841.00
FY20	\$ 6,360,623.00

#### 3. Improved Building Appearance:

A key concern is enhancing the visual appearance of existing retail and commercial buildings in the City, especially along the US 290 corridor. The City's image as a great place to live should be bolstered by improvements to visual appeal of the commercial areas.

#### 4. Property Tax Base Growth:

A natural byproduct of attracting new retail/services/ entertainment venues and enhancing visual appearance will be property tax base growth. Being the basis for the most stable and predictable municipal revenue stream, growth of property values is a key component of an economic development strategy.

Figure 5.X shows the growth of the property tax base since 2010. Overall it has averaged a 3% increase annually. The tax base decline in 2019 was due to increased homestead exemptions provided on residential properties.

Assessed Values	
2010	\$ 830,303,009
2011	\$ 787,129,394
2012	\$ 820,200,617
2013	\$ 860,055,138
2014	\$ 941,267,101
2015	\$ 1,118,155,370
2016	\$ 1,102,521,149
2017	\$ 1,044,939,037
2018	\$ 1,086,952,212
2019	\$ 1,041,684,512
2020	\$ 1,098,106,157

#### 5. Office Development:

As the US 290 construction concludes, Jersey Village at the corner of Beltway 8 and US 290 will be located at a one of the prime freeway intersections in the Houston metro area. Employment centers, categorized by office and related development, have already occurred at the intersections of Beltway 8 with other freeways; the decentralization of employment centers away from the central Houston downtown is already a well-established trend that Jersey Village can capitalize upon. Office development has the dual benefit of providing local employment options for residents while also attracting outside workers who spend some of their earnings within the community.

With the COVID-19 pandemic the traditional office space discuss has been turned upside down. Many employers that have large numbers of employees concentrated in one building are turning to other models, including work from home and co-working spaces. This disruption of the office space model could play out for several years to come.

These five priorities have the potential to have a synergistic effect, with each component building upon and strengthening the other components. Improved locally-serving restaurants, services, and

entertainment venues not only enhance the direct quality of life for residents, they enhance the City's property and sales taxes and these new facilities will also enhance the visual appearance of the City. Employment centers supported by new office development not only support restaurants and service establishments, but also rely on those businesses in the conduct of operations within those offices. The interconnected cycle of these priorities enhances the resident's quality of life and generates critical revenue streams to support important municipal services.

### Economic Development Tools

Good public policy aims to achieve long-term, sustainable improvements through the prudent use of Economic Development tools. With very rare exceptions any public participation in an economic development project should be in the form of a reimbursement funded from the revenues created by the project. Any form of public participation should only be considered when the proposed project furthers overall City goals and implements one or more of the economic development priorities described above.

The tools most appropriate for use toward achieving the priorities described above and the recommended conditions for their use are:

- Tax Increment Reinvestment Zone (TIRZ): A TIRZ may be appropriate for the proposed mixed use development area along Jones Road south of US 290. A TIRZ could be utilized to reimburse developers for large scale water, sewer, drainage, and roadway improvements needed to

serve the area if the proposed development plan conforms to the Comprehensive Plan goals.

- Chapter 380 Agreements: Chapter 380 agreements can be structured in a variety of ways, but for Jersey Village the structure should be limited to reimbursement of a portion of the sales tax or property tax generated by a conforming project. Reimbursement for project costs under a Chapter 380 agreement could be applied to new retail/service/entertainment and office uses. Chapter 380 incentive programs could also be structured to incentivize rehabilitation of existing buildings by reimbursing owners for a portion of the costs associated with improving the appearance or landscaping of existing buildings.

- Municipal Management Districts (MMD): A MMD add an additional layer of taxation or assessment to properties

within the district. An MMD could be established along the US 290 corridor, for example, as a vehicle to fund esthetic enhancements, extra levels of maintenance, and additional security protection.

- ~~Municipal Utility Districts (MUD): A MUD also adds an additional layer of taxation for properties within the district. A MUD may be appropriate as a mechanism to reimburse water, sewer, or drainage costs associated with development or redevelopment of key properties. A MUD generally requires approximately 150-200 acres within its boundaries in order to be~~

~~cost-effective. Any MUDs should be structured so that ownership and operation of all utilities is transferred upon completion to the city such that the MUD functions solely as a financing vehicle and not as an operating entity.~~

#### Recommendations: Coordination of Economic Development Activities

The community recognizes the need for the municipal tax base to continue to grow to at least minimally keep pace with rising operating costs and to finance infrastructure maintenance and rehabilitation as the community ages. A concerted effort with a specific focal point is needed in order to effectively manage economic development programs. To that end, the following two components of an economic development program are recommended:

- **Economic Development Coordinator:** A coordinator would ensure that the City's efforts from various departments are focused in the same direction. A coordinator can also serve as a single point of contact and information clearinghouse for entities wishing to develop within the City. In this capacity, the coordinator would also be responsible for preparing and compiling demographic and real estate data that may be valuable in the decision-making process of outside entities interested in relocating to or developing within the City. This position should focus on implementing the economic development and Highway 290-related goals identified in the comprehensive plan, with a particular focus on marketing to outside businesses and coordinating Highway 290 corridor redevelopment. This position does not necessarily need to be an added staff member; an existing staff member could be designated with the additional responsibilities of the coordinator.
- **Branding/Marketing:** Residents overwhelmingly have a positive image of the community and its people. The chief concern is that the "outside world" does not recognize the assets that the community offers. As the community ages, attracting a new generation of young families is seen as vital to the long term vibrancy of the community and the school system. A branding and marketing program is seen as essential in promoting the community and making sure that Jersey Village is recognized as one of the premier first-tier suburbs of Houston.

#### Additional Economic Development Recommendations

GOAL 2. INVEST IN INFRASTRUCTURE, ACTIVITIES, AND OPPORTUNITIES THAT WILL REVITALIZE THE HIGHWAY 290 CORRIDOR TO MAXIMIZE ITS VISUAL APPEAL, SENSE OF PLACE, AND ECONOMIC VALUE.

#### STRATEGIES

Create a sense of place and maximize the visual appeal of the Highway 290 corridor.

- Establish a zoning overlay district for the Highway 290 corridor.
- Establish a 380 grant program to reimburse a portion of the costs associated with updating building facades and landscaping to new standards.

#### STRATEGIES

Maximize the economic value of the Highway 290 corridor.

- Consider the creation of a Tax Increment Reinvestment Zone (TIRZ) as a financing mechanism for upgraded public improvements in partnership with redeveloping properties.
- Consider creation of a municipal management district (MMD) to fund corridor enhancements and on-going maintenance.
- Encourage development of desired office, retail, service, and entertainment venues through the use of tax abatement, TIRZ, or 380 agreements.
- Identify and target underserved retail market segments.
- ~~Adopt guidelines regarding the appropriate use and amount of public investment for the various categories of redevelopment desired by the city. Completed!~~

GOAL 6. ENCOURAGE QUALITY FAMILY-ORIENTED RETAIL, RESTAURANT, AND ENTERTAINMENT OPPORTUNITIES TO PROVIDE THE GOODS AND SERVICES VALUED BY JERSEY VILLAGE'S RESIDENTS.

STRATEGIES

Identify the business types most likely to be successful given the surrounding demographic profile.

- Annually Conduct a retail market analysis.
- ~~Adopt guidelines regarding the appropriate use and amount of public investment for the various categories of redevelopment desired by the city. Completed!~~

STRATEGIES

Market Jersey Village to targeted businesses.

- Prepare marketing materials highlighting the assets and advantages of Jersey Village.
- Establish a program to contact targeted office, retail, service, and entertainment businesses.
- Establish working relationships with commercial brokerages.
- Expand marketing of the golf course for tournaments and other special events.

STRATEGIES

Ease the processes encountered by business expansions and relocations.

- Appoint a designated contact point and coordinator for business permitting inquiries and processes.

~~• Assemble a package detailing the Jersey Village development process and available incentives. Completed!~~

- Establish a business-owners council as a resource learning about the needs of business and communicating the City's goals to the business community.
- Prepare a job description for a full-time economic development coordinator to be considered by city management and the City Council.

#### GOAL 7. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

##### STRATEGIES

Promote the highest and best use for vacant or underutilized properties.

- As the Highway 290 construction comes to an end, encourage convenient commercial services to support neighborhood needs.

#### GOAL 8. PROMOTE THE APPROPRIATE MIX OF LAND USES WITHIN THE CITY LIMITS AND EXTRATERRITORIAL JURISDICTION.

##### STRATEGIES

Revitalize areas of opportunities to attract new investment and activity.

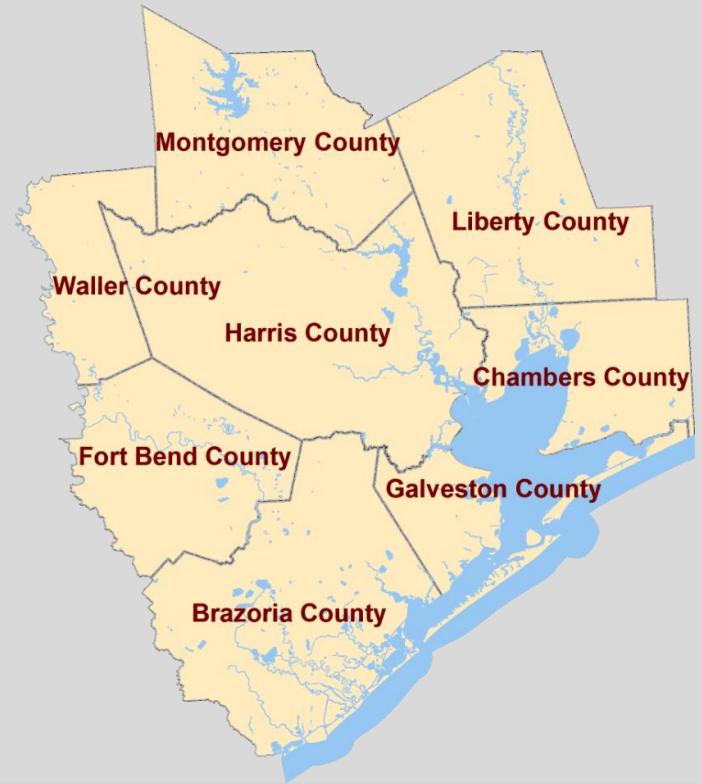
- Identify potential redevelopment sites and create proposal packages to incentivize developers.



County	Household Population (Thousands)										
	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040	2045
Brazoria	162	183	231	303	344	386	438	482	517	605	699
Chambers	18	20	26	35	38	44	48	51	52	63	84
Fort Bend	127	221	348	579	714	826	941	1,043	1,133	1,250	1,362
Galveston	193	215	246	287	323	359	384	412	442	473	504
Harris	2,389	2,789	3,358	4,048	4,444	4,810	5,189	5,567	5,959	6,212	6,434
Liberty	47	52	65	70	82	85	91	99	107	133	164
Montgomery	128	181	292	453	522	652	765	887	1,001	1,111	1,220
Waller	17	20	29	40	47	53	57	65	73	99	125
<b>Region</b>	3,082	3,681	4,596	5,814	6,513	7,215	7,913	8,605	9,282	9,946	10,593

County	Household Population Change (Thousands)									
	1980-1990	1990-2000	2000-2010	2010-2015	2015-2025	2025-2035	2035-2045	1980-2015	2015-2045	
Brazoria	21	48	72	41	94	79	182	182	356	
Chambers	2	6	9	3	10	4	32	19	47	
Fort Bend	94	127	231	134	228	191	229	586	648	
Galveston	22	31	41	36	61	58	62	130	181	
Harris	400	569	689	396	745	770	476	2,054	1,991	
Liberty	5	13	5	11	9	16	58	35	83	
Montgomery	53	111	160	70	243	236	219	394	697	
Waller	4	9	10	7	10	16	52	30	78	
<b>Region</b>	599	915	1,219	698	1,400	1,369	1,310	3,431	4,080	

County	Household Population Growth Rate (%)									
	1980-1990	1990-2000	2000-2010	2010-2015	2015-2025	2025-2035	2035-2045	1980-2015	2015-2045	
Brazoria	13%	26%	31%	14%	27%	18%	35%	112%	104%	
Chambers	8%	29%	35%	8%	27%	9%	62%	104%	124%	
Fort Bend	74%	57%	66%	23%	32%	20%	20%	460%	91%	
Galveston	11%	15%	17%	13%	19%	15%	14%	68%	56%	
Harris	17%	20%	21%	10%	17%	15%	8%	86%	45%	
Liberty	11%	26%	8%	16%	11%	18%	54%	75%	101%	
Montgomery	41%	62%	55%	15%	46%	31%	22%	308%	134%	
Waller	22%	44%	34%	19%	22%	27%	71%	179%	166%	
<b>Region</b>	19%	25%	27%	12%	22%	17%	14%	111%	63%	



Sources  
1980, 1990, 2000, and 2010: U.S. Decennial Census of Population  
2015 to 2045: H-GAC Forecast (2018)

County	Jobs (Thousands)										
	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040	2045
Brazoria	68	71	80	92	113	119	136	156	185	210	254
Chambers	7	6	8	10	16	25	26	26	26	26	31
Fort Bend	38	51	94	142	213	233	259	284	305	324	341
Galveston	73	80	93	101	130	134	136	139	140	143	147
Harris	1,381	1,538	1,944	2,107	2,481	2,662	2,853	3,039	3,213	3,394	3,544
Liberty	14	14	17	18	18	19	20	21	22	25	30
Montgomery	26	43	83	139	204	235	256	270	288	305	320
Waller	6	8	11	15	20	25	27	30	31	32	35
<b>Region</b>	1,613	1,811	2,329	2,624	3,197	3,452	3,715	3,964	4,210	4,459	4,702

County	Jobs Change (Thousands)									
	1980-1990	1990-2000	2000-2010	2010-2015	2015-2025	2025-2035	2035-2045	1980-2015	2015-2045	
Brazoria	3	9	12	20	24	49	70	45	142	
Chambers	(1)	2	3	6	10	0	5	9	14	
Fort Bend	13	44	48	71	46	46	36	176	127	
Galveston	7	13	8	29	6	4	7	58	17	
Harris	157	405	163	374	372	360	331	1,100	1,063	
Liberty	0	2	1	1	2	2	8	5	12	
Montgomery	17	40	56	65	52	31	32	178	115	
Waller	2	3	4	5	8	4	4	14	15	
<b>Region</b>	198	518	295	573	518	495	492	1,584	1,505	

County	Jobs Growth Rate (%)									
	1980-1990	1990-2000	2000-2010	2010-2015	2015-2025	2025-2035	2035-2045	1980-2015	2015-2045	
Brazoria	5%	13%	15%	22%	21%	36%	38%	66%	126%	
Chambers	-19%	25%	36%	60%	59%	0%	18%	120%	88%	
Fort Bend	35%	86%	51%	50%	22%	18%	12%	469%	60%	
Galveston	10%	16%	8%	29%	5%	3%	5%	79%	13%	
Harris	11%	26%	8%	18%	15%	13%	10%	80%	43%	
Liberty	4%	17%	5%	5%	9%	11%	37%	34%	65%	
Montgomery	64%	92%	68%	47%	25%	12%	11%	676%	56%	
Waller	29%	40%	40%	33%	38%	13%	12%	238%	75%	
<b>Region</b>	12%	29%	13%	22%	16%	13%	12%	98%	47%	

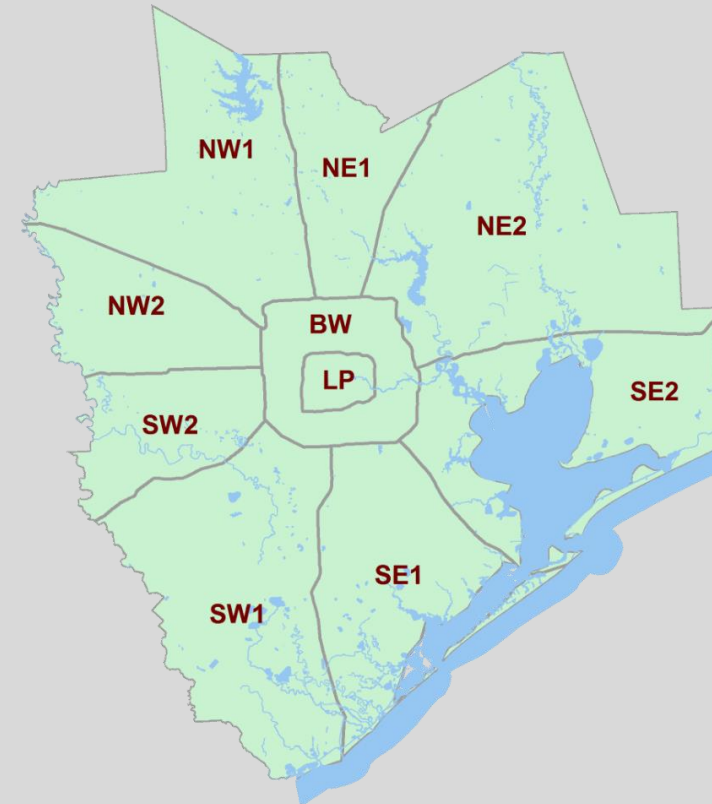


Sources  
1980, 1990, 2000, and 2010: U.S. Decennial Census of Population  
2015 to 2045: H-GAC Forecast (2018)

Section	Household Population (Thousands)										
	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040	2045
BW	1,246	1,271	1,482	1,587	1,693	1,752	1,862	1,996	2,096	2,254	2,357
LP	481	412	433	441	548	606	620	621	657	697	719
NE1	111	157	197	328	358	436	496	570	633	682	729
NE2	158	213	271	366	376	422	503	583	673	730	786
NW1	196	353	549	820	913	1,049	1,163	1,303	1,477	1,570	1,632
NW2	51	135	205	373	445	543	655	733	783	812	829
SE1	207	252	312	394	437	477	527	567	599	670	758
SE2	299	346	399	444	460	496	514	541	576	591	607
SW1	163	202	270	378	446	521	626	714	770	868	980
SW2	207	340	477	683	838	911	946	978	1,018	1,071	1,197
Region	3,119	3,681	4,596	5,814	6,513	7,215	7,913	8,605	9,282	9,946	10,593

Section	Household Population Change (Thousands)									
	1980-1990	1990-2000	2000-2010	2010-2015	2015-2025	2025-2035	2035-2045	1980-2015	2015-2045	
BW	26	210	105	106	170	233	261	447	664	
LP	(69)	21	8	107	72	36	62	67	171	
NE1	45	40	131	31	138	137	96	247	371	
NE2	55	59	95	10	127	170	113	218	410	
NW1	157	196	271	93	251	314	154	716	719	
NW2	84	69	168	71	211	128	45	393	384	
SE1	45	60	82	43	90	73	159	230	321	
SE2	47	54	44	17	53	63	30	162	146	
SW1	39	68	108	67	180	144	210	282	534	
SW2	133	137	206	155	108	72	179	631	359	
Region	562	915	1,219	698	1,400	1,369	1,310	3,394	4,080	

Section	Household Population Growth Rate (%)									
	1980-1990	1990-2000	2000-2010	2010-2015	2015-2025	2025-2035	2035-2045	1980-2015	2015-2045	
BW	2%	17%	7%	7%	10%	13%	12%	36%	39%	
LP	-14%	5%	2%	24%	13%	6%	10%	14%	31%	
NE1	41%	26%	66%	9%	38%	28%	15%	222%	103%	
NE2	35%	28%	35%	3%	34%	34%	17%	138%	109%	
NW1	80%	55%	49%	11%	27%	27%	10%	365%	79%	
NW2	163%	51%	82%	19%	47%	20%	6%	764%	86%	
SE1	22%	24%	26%	11%	21%	14%	26%	111%	74%	
SE2	16%	16%	11%	4%	12%	12%	5%	54%	32%	
SW1	24%	34%	40%	18%	41%	23%	27%	173%	120%	
SW2	65%	40%	43%	23%	13%	8%	18%	306%	43%	
Region	18%	25%	27%	12%	22%	17%	14%	109%	63%	

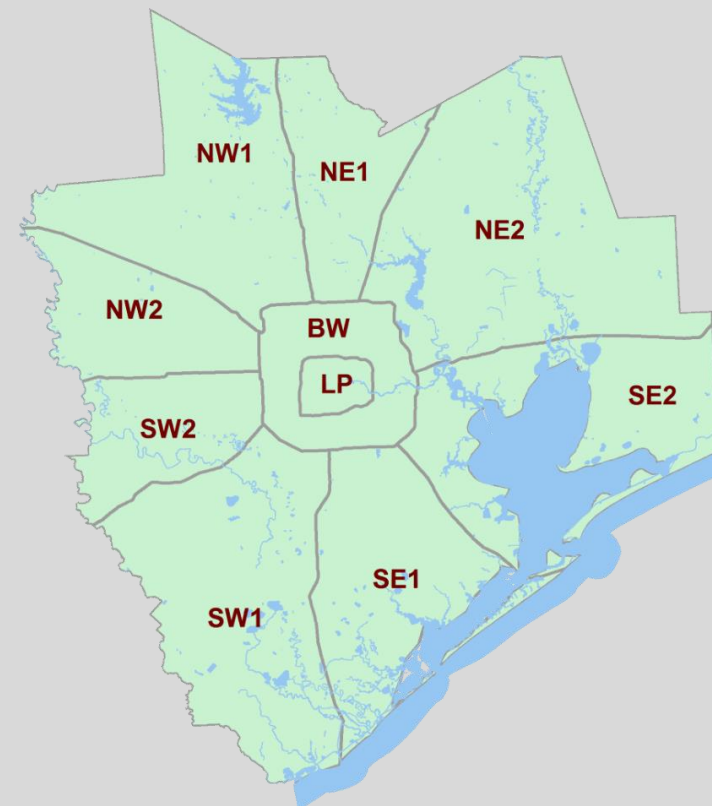


Sources  
1980, 1990, 2000, and 2010: U.S. Decennial Census of Population  
2015 to 2045: H-GAC Forecast (2018)

Section	Jobs (Thousands)										
	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040	2045
BW	n/a	583	692	696	851	911	967	1,039	1,096	1,176	1,255
LP	n/a	529	572	622	662	691	717	735	751	764	773
NE1	n/a	78	119	137	166	185	205	214	224	237	255
NE2	n/a	56	73	72	107	117	133	146	157	166	178
NW1	n/a	93	191	278	375	417	441	456	474	498	525
NW2	n/a	38	85	112	184	220	273	326	403	453	474
SE1	n/a	64	85	82	127	135	145	163	185	208	249
SE2	n/a	193	220	221	260	278	284	288	289	296	305
SW1	n/a	53	83	103	149	162	188	208	230	247	268
SW2	n/a	124	165	197	315	335	362	389	401	413	420
Region	1,613	1,811	2,284	2,519	3,197	3,452	3,715	3,964	4,210	4,459	4,702

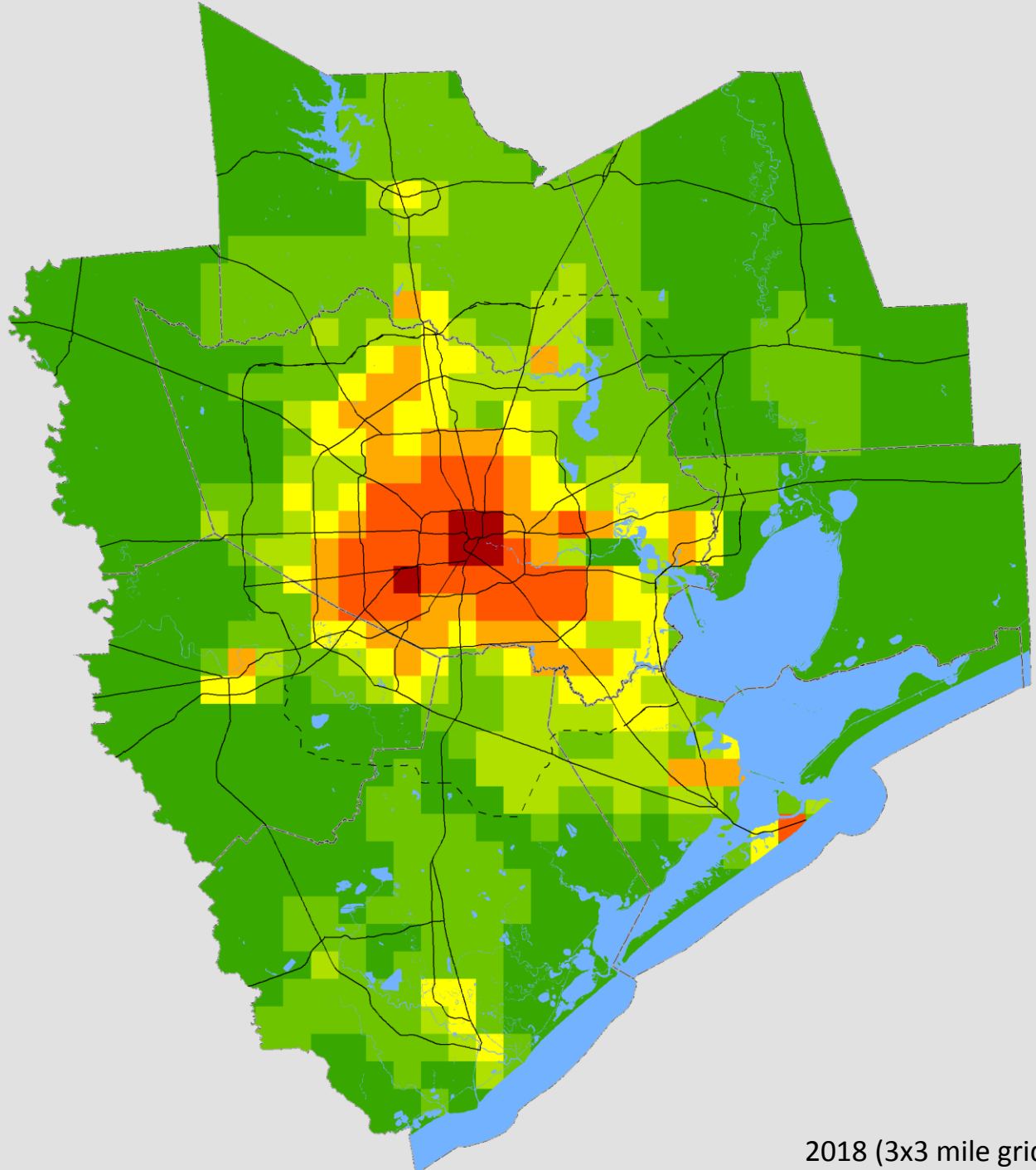
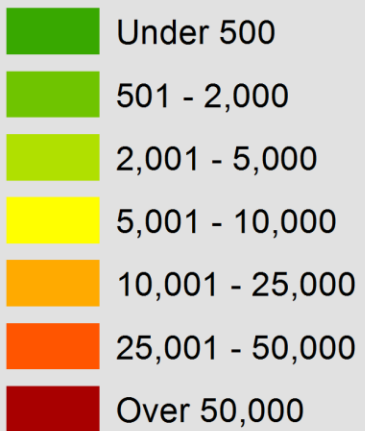
Section	Jobs Change (Thousands)									
	1980-1990	1990-2000	2000-2010	2010-2015	2015-2025	2025-2035	2035-2045	1990-2015	2015-2045	
BW	n/a	108	4	155	116	130	159	267	405	
LP	n/a	43	50	41	55	34	22	133	111	
NE1	n/a	40	18	29	39	19	30	87	89	
NE2	n/a	17	(1)	36	25	24	21	52	71	
NW1	n/a	98	87	97	65	33	51	282	149	
NW2	n/a	48	26	73	89	130	71	147	290	
SE1	n/a	21	(3)	45	18	40	64	63	122	
SE2	n/a	26	1	39	24	5	16	67	45	
SW1	n/a	30	20	46	39	42	39	96	119	
SW2	n/a	41	33	117	48	38	19	191	105	
Region	198	473	235	678	518	495	492	1,385	1,505	

Section	Jobs Growth Rate (%)									
	1980-1990	1990-2000	2000-2010	2010-2015	2015-2025	2025-2035	2035-2045	1990-2015	2015-2045	
BW	n/a	19%	1%	22%	14%	13%	14%	46%	48%	
LP	n/a	8%	9%	7%	8%	5%	3%	25%	17%	
NE1	n/a	52%	15%	21%	24%	9%	13%	112%	54%	
NE2	n/a	31%	-2%	50%	24%	18%	13%	93%	66%	
NW1	n/a	105%	45%	35%	17%	8%	11%	302%	40%	
NW2	n/a	127%	31%	65%	48%	48%	18%	390%	157%	
SE1	n/a	32%	-4%	56%	14%	28%	34%	98%	96%	
SE2	n/a	14%	1%	18%	9%	2%	6%	35%	17%	
SW1	n/a	57%	24%	45%	26%	22%	17%	182%	80%	
SW2	n/a	33%	20%	59%	15%	11%	5%	154%	33%	
Region	12%	26%	10%	27%	16%	13%	12%	76%	47%	



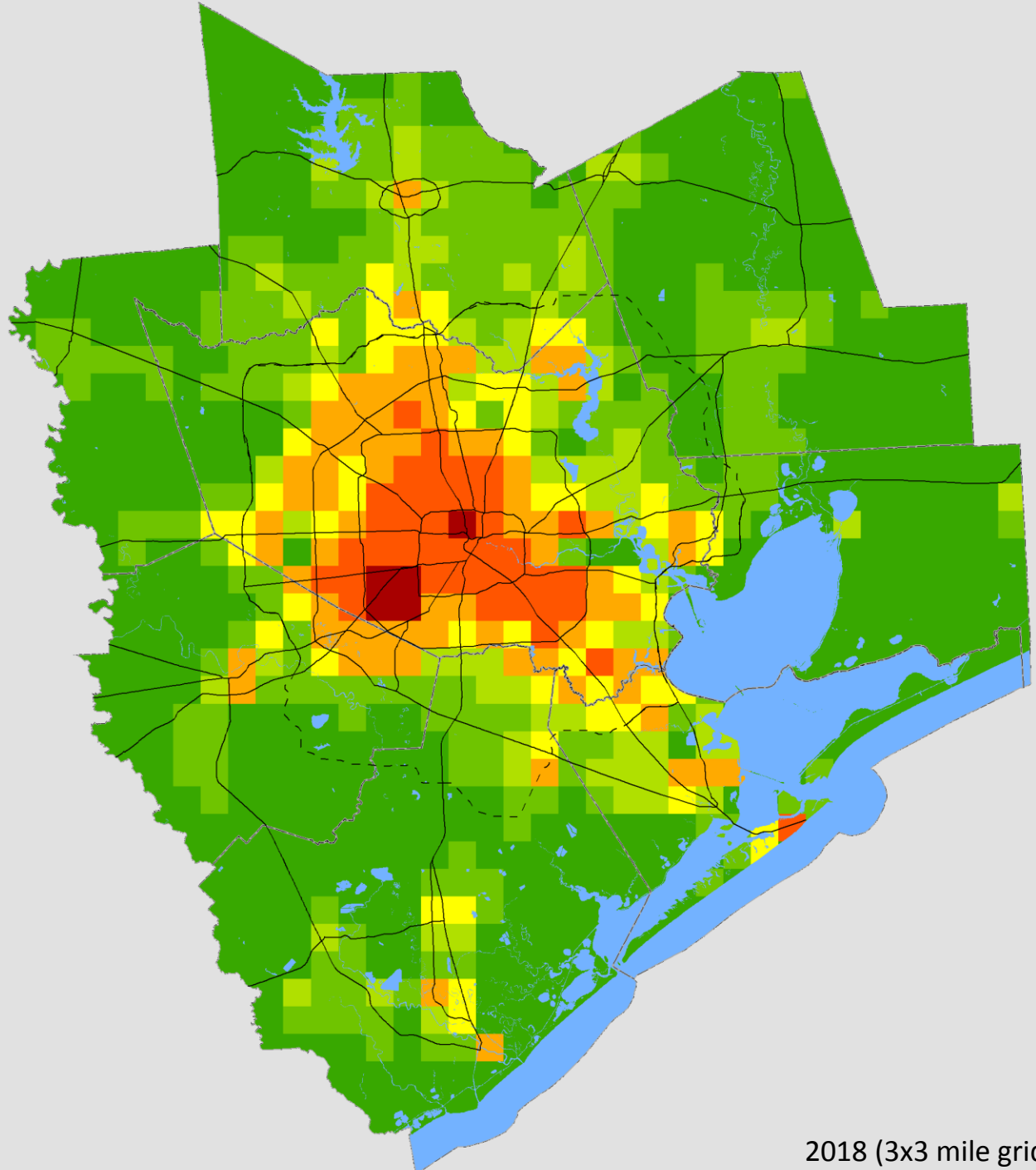
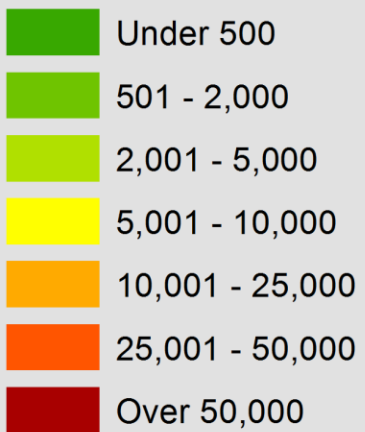
Sources  
1980, 1990, 2000, and 2010: U.S. Decennial Census of Population  
2015 to 2045: H-GAC Forecast (2018)

## 1980 Population



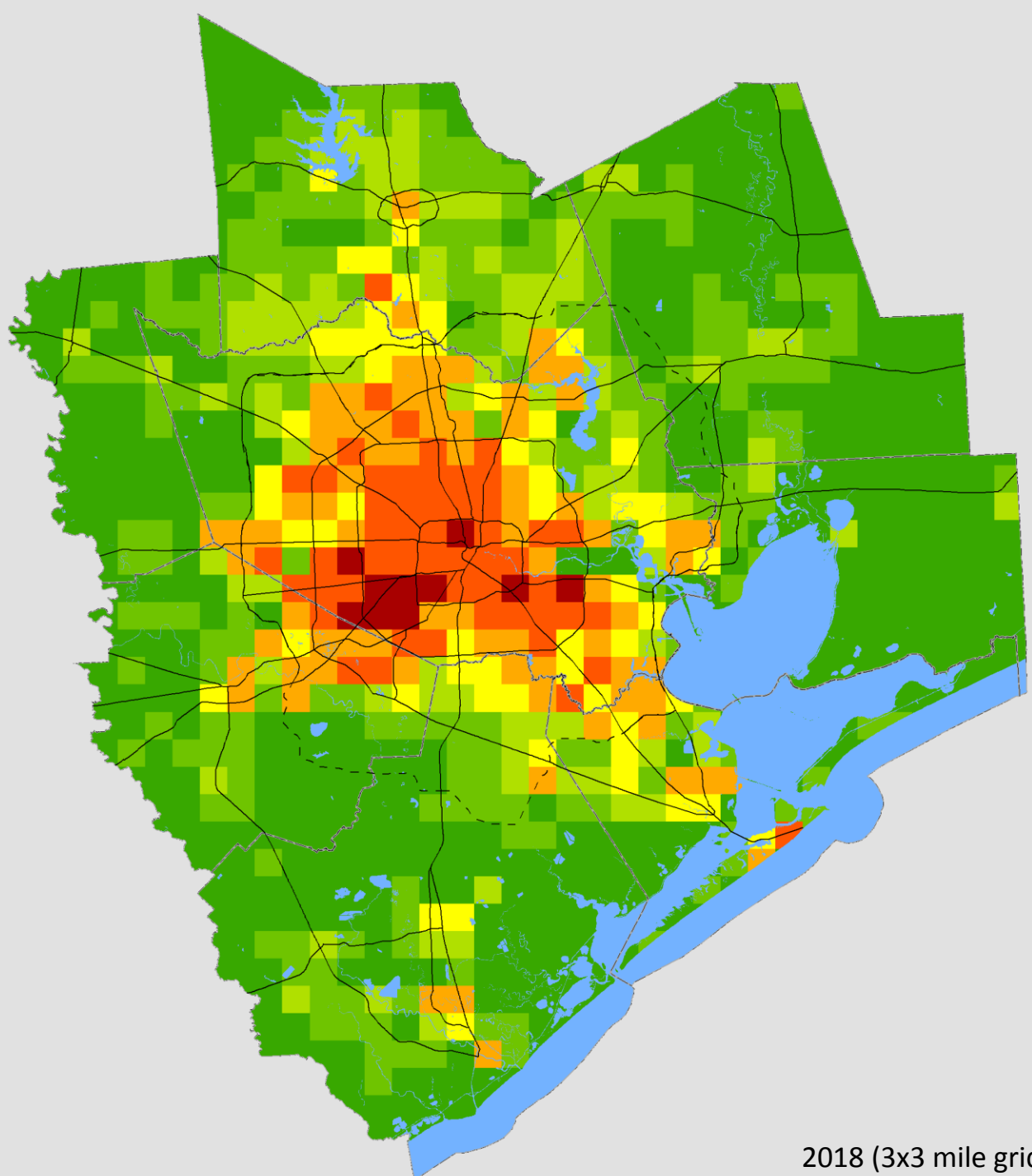
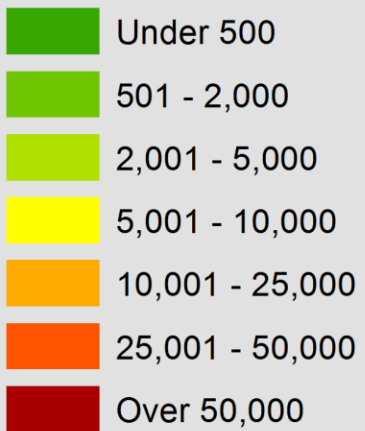
2018 (3x3 mile grid)

## 1990 Population



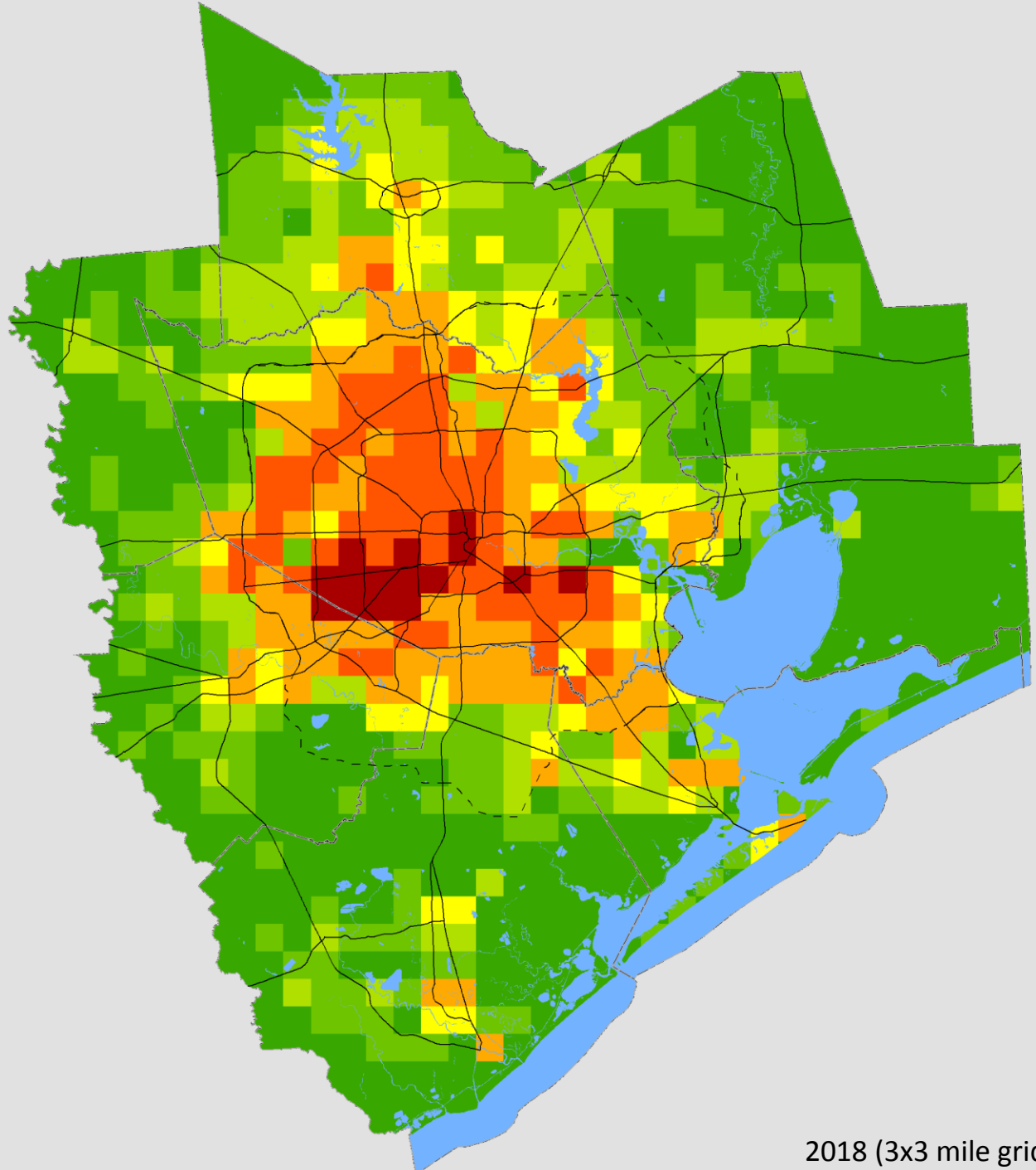
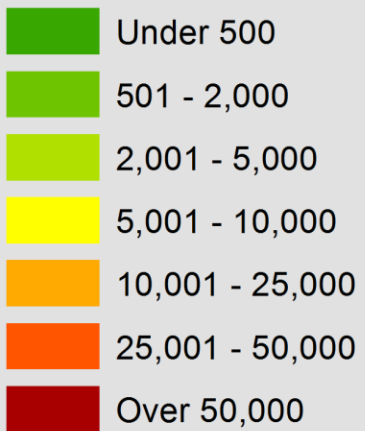
2018 (3x3 mile grid)

## 2000 Population



2018 (3x3 mile grid)

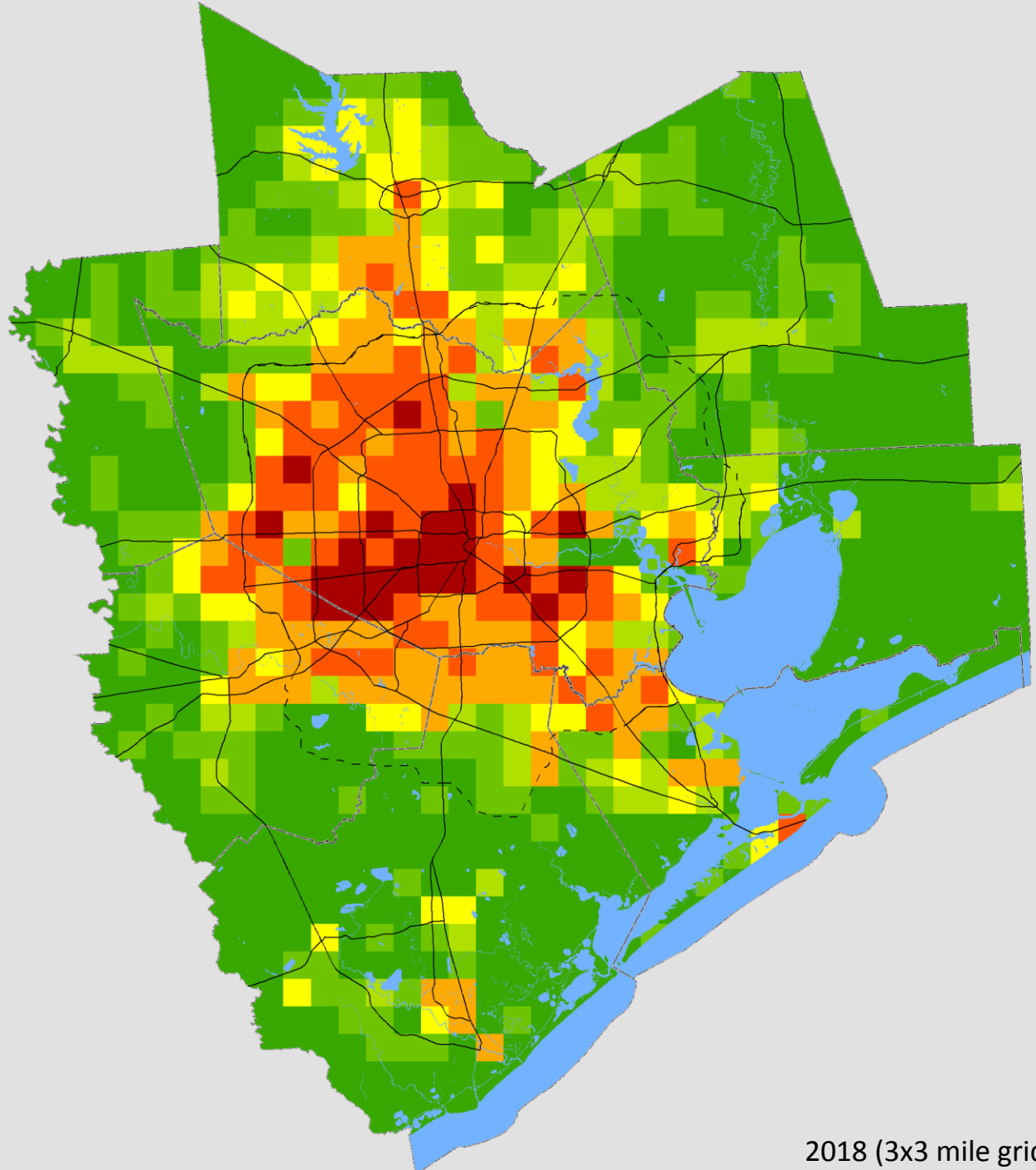
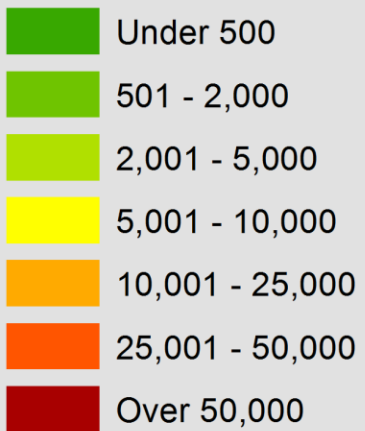
## 2010 Population



2018 (3x3 mile grid)

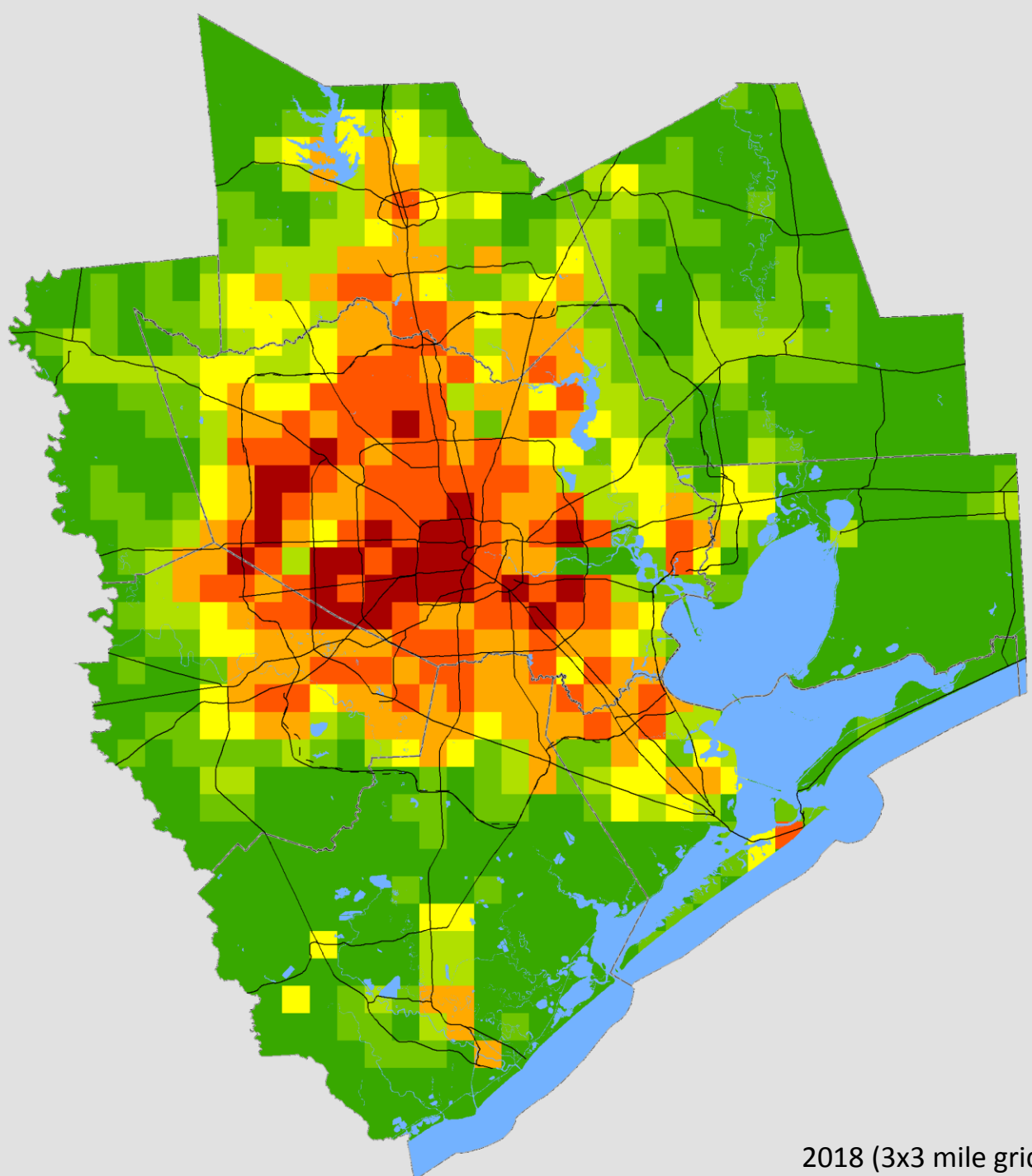
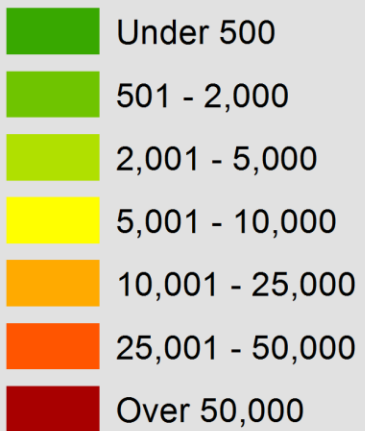


## 2015 Population



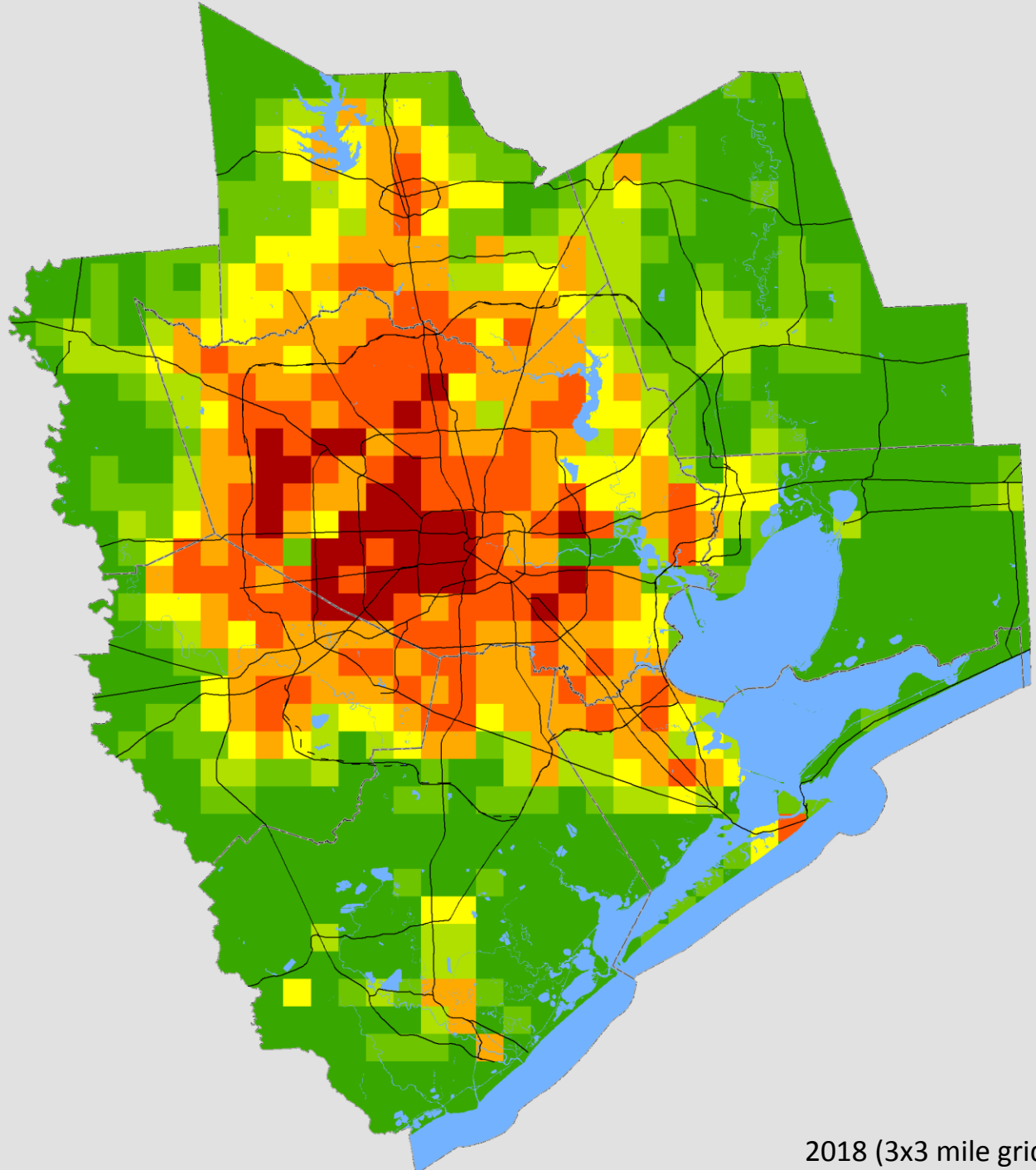
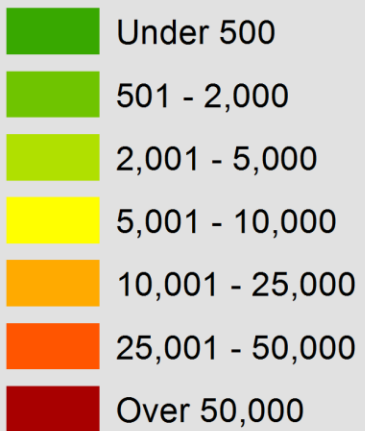
2018 (3x3 mile grid)

## 2025 Population



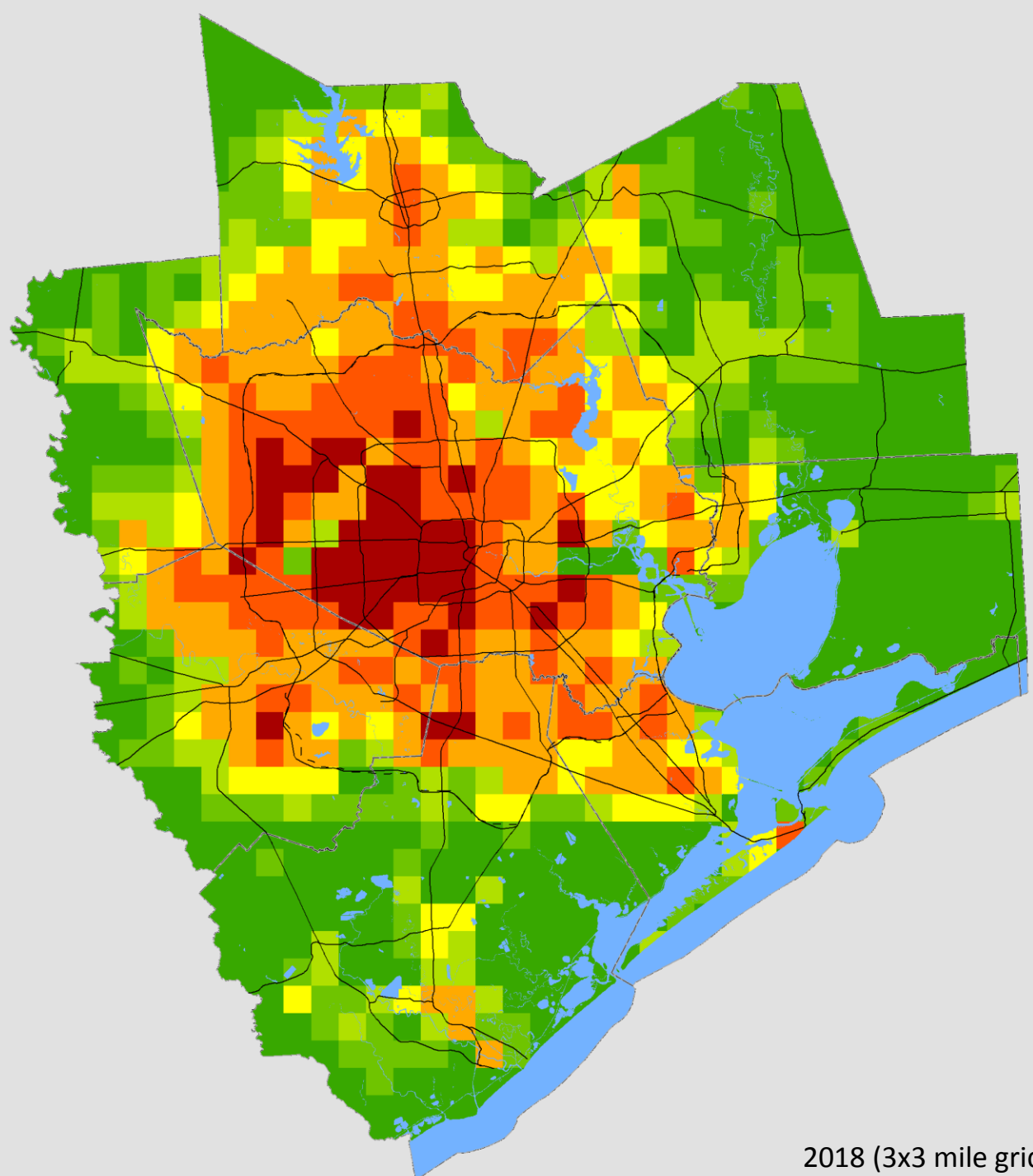
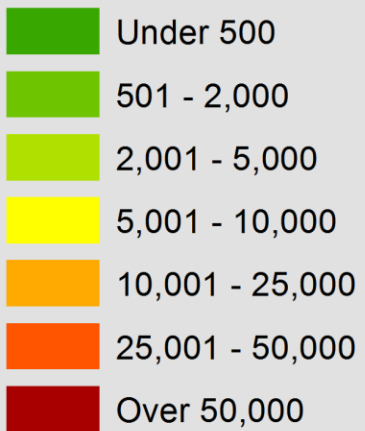
2018 (3x3 mile grid)

## 2035 Population



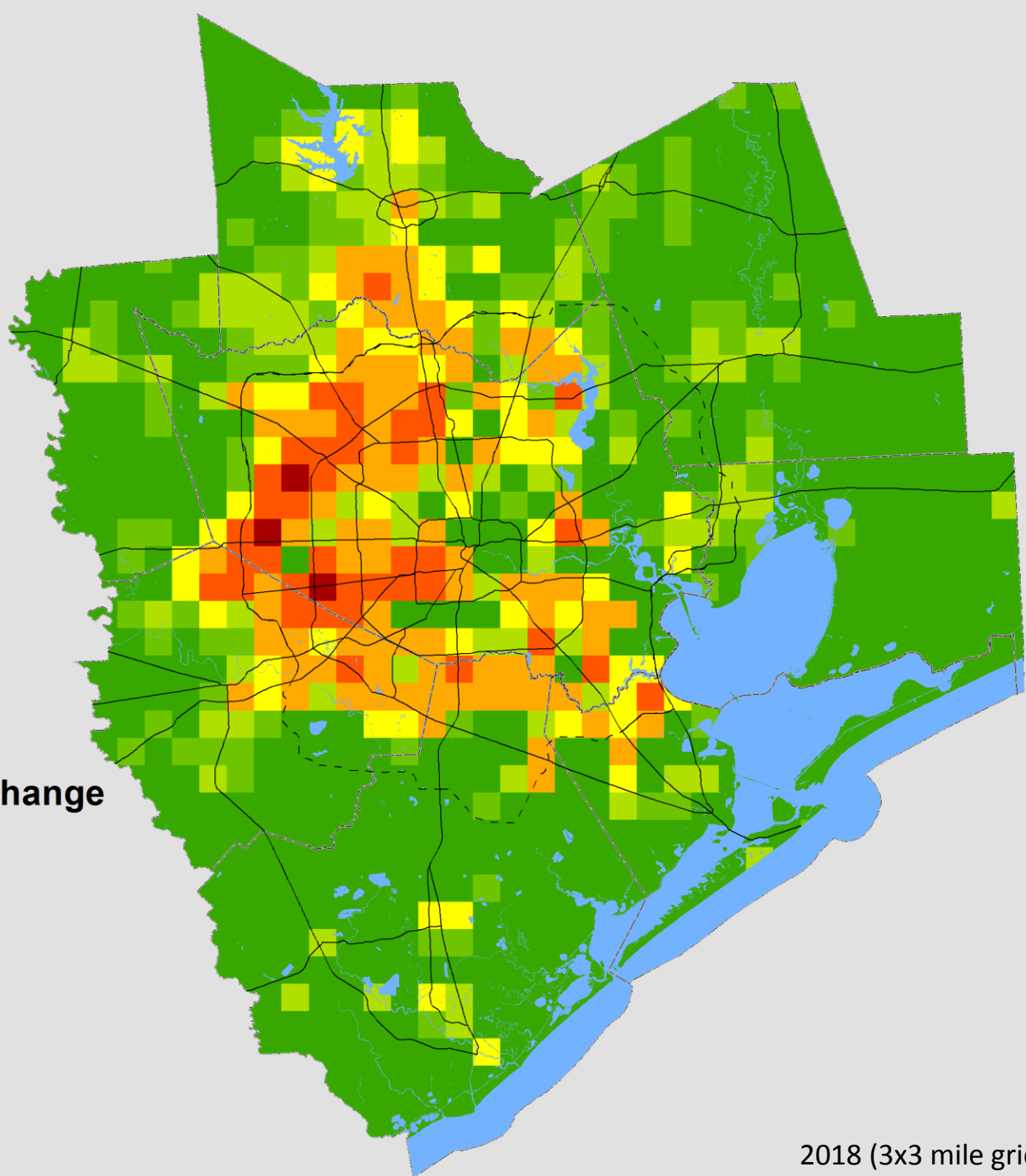
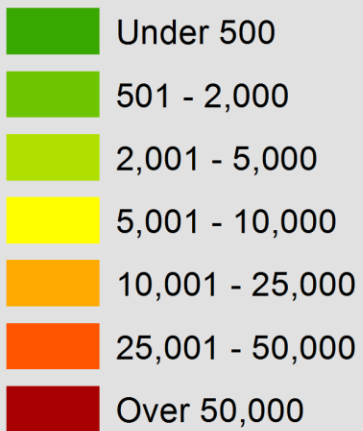
2018 (3x3 mile grid)

## 2045 Population



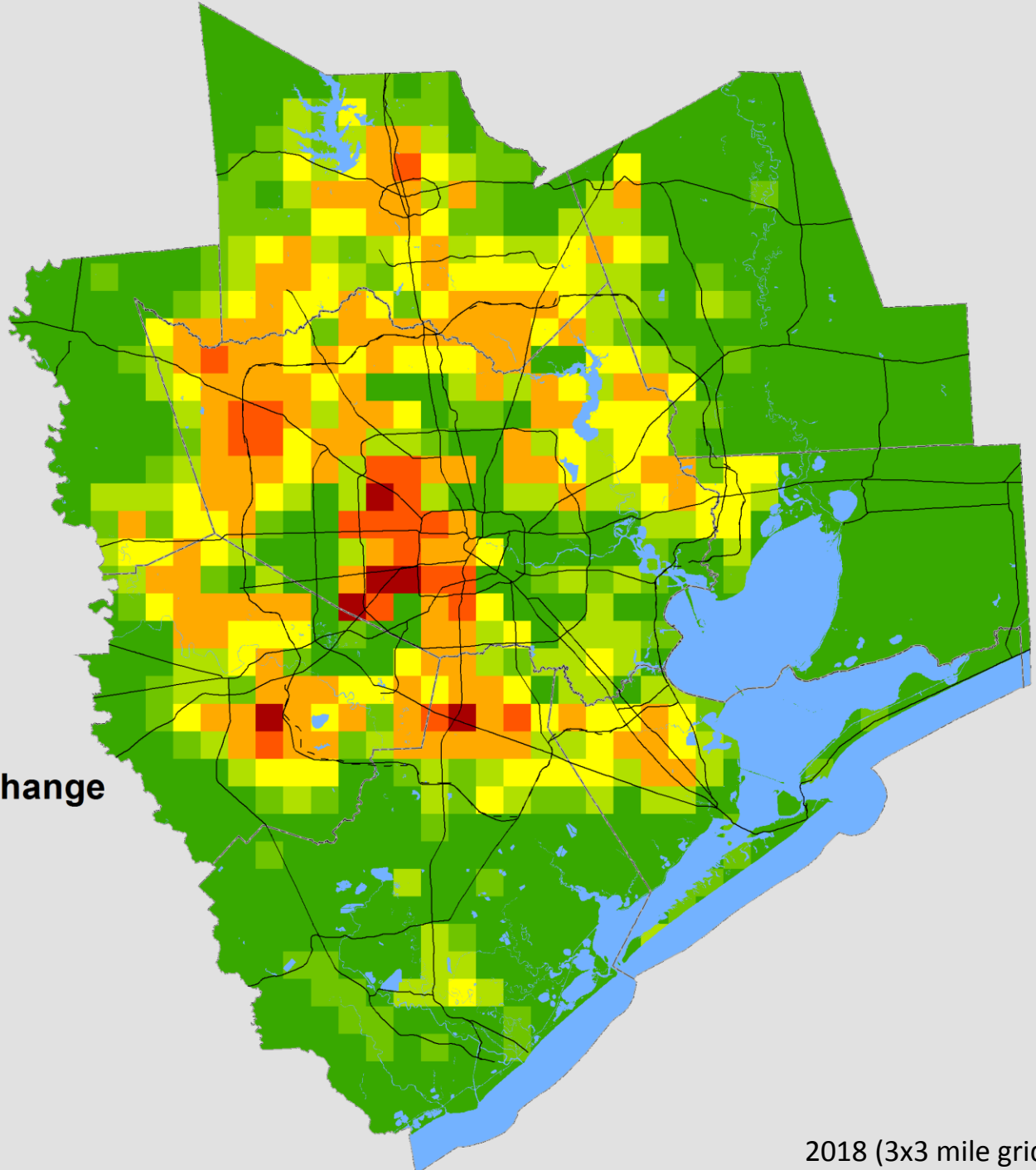
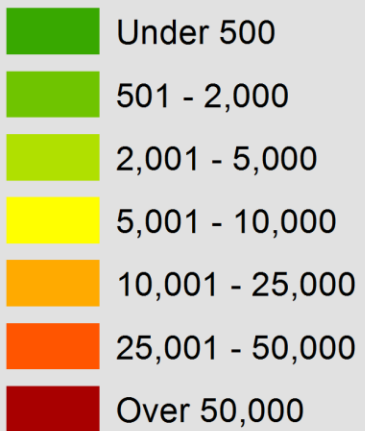
2018 (3x3 mile grid)

## 1980-2015 Population Change



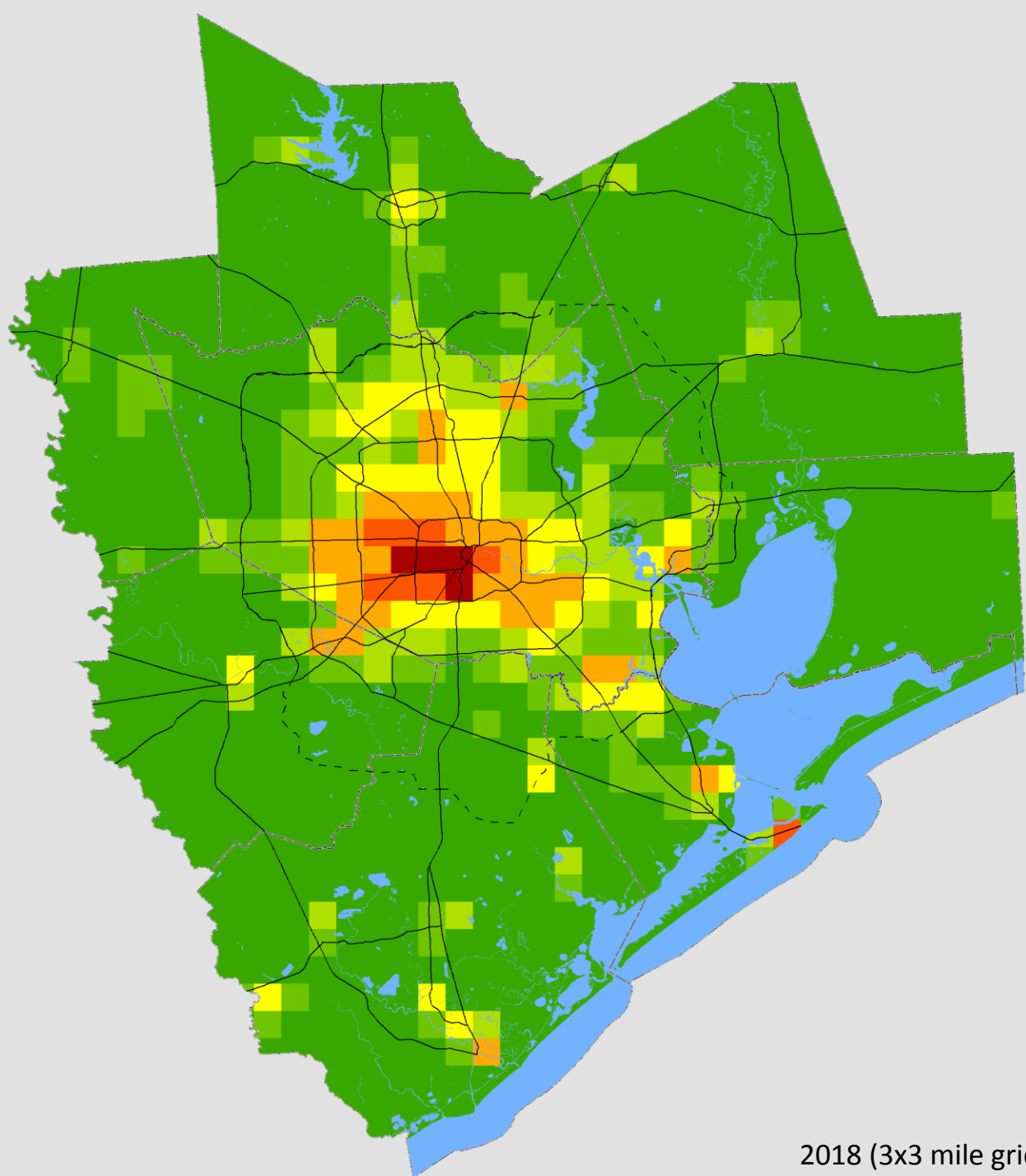
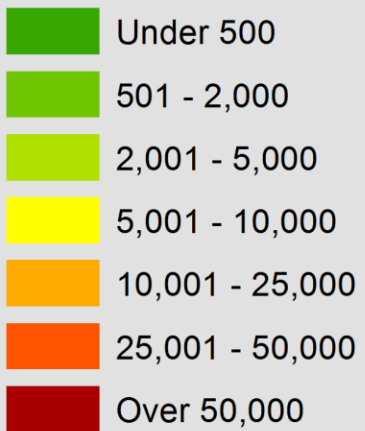
2018 (3x3 mile grid)

## 2015-2045 Population Change



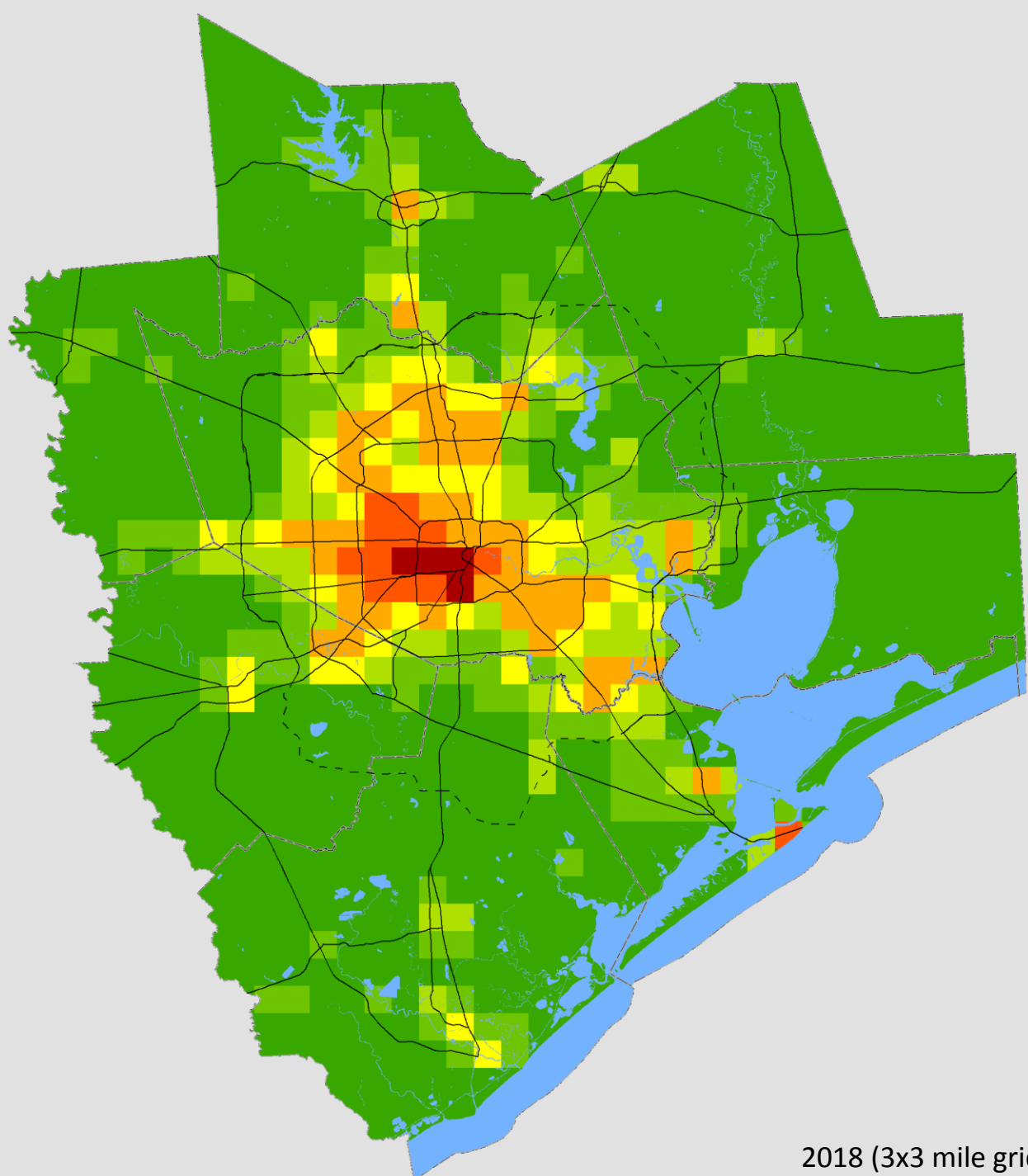
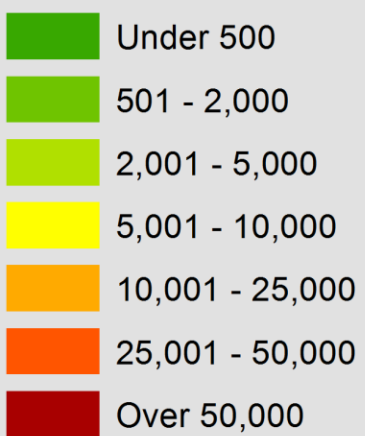
2018 (3x3 mile grid)

## 1990 Jobs



2018 (3x3 mile grid)

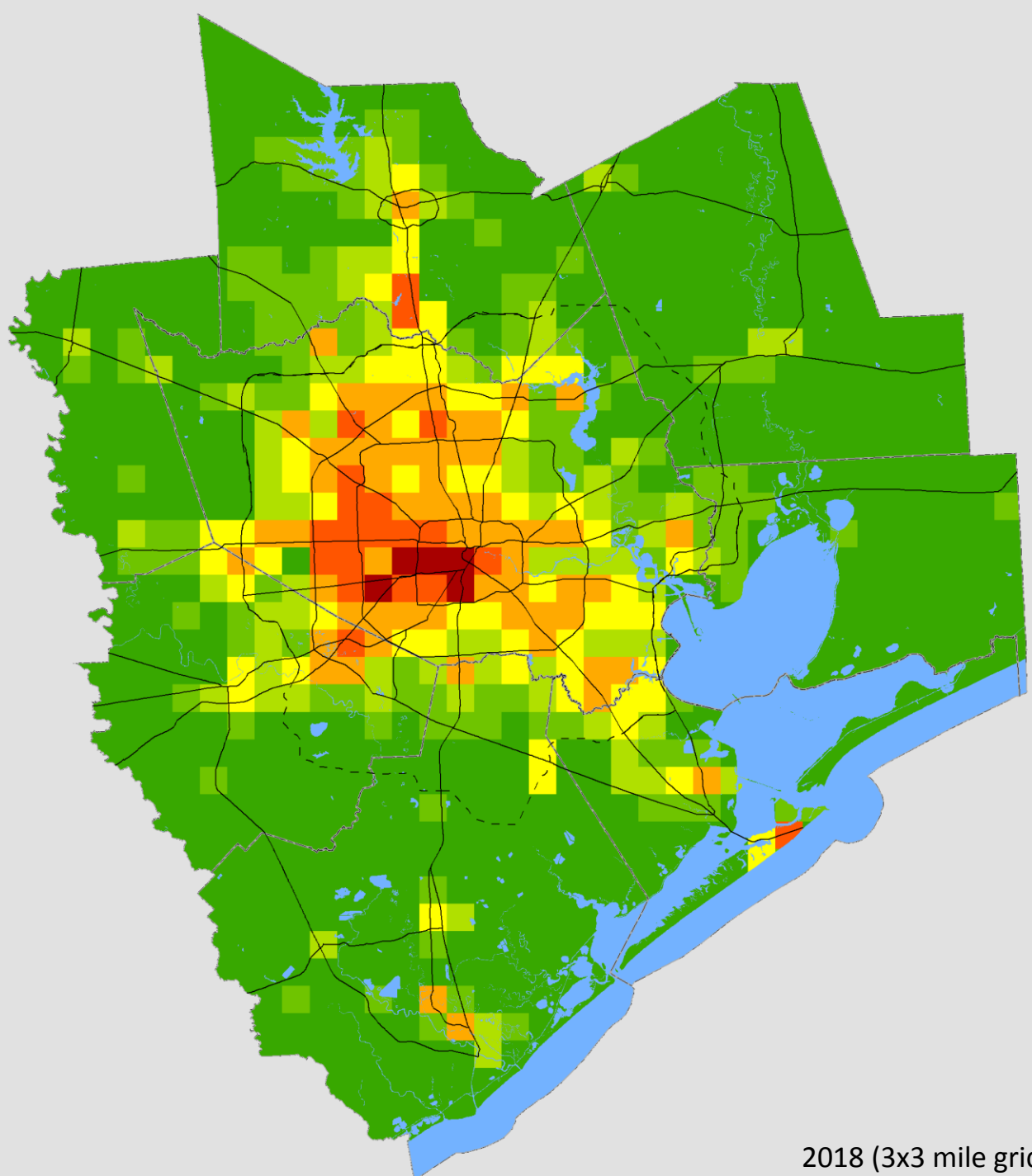
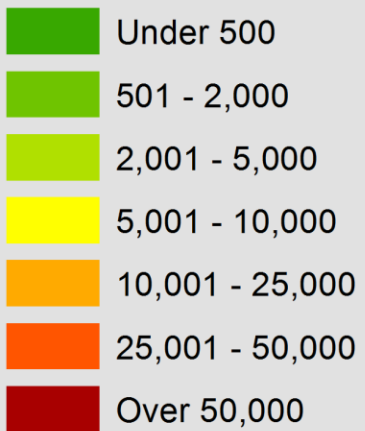
## 2000 Jobs



2018 (3x3 mile grid)

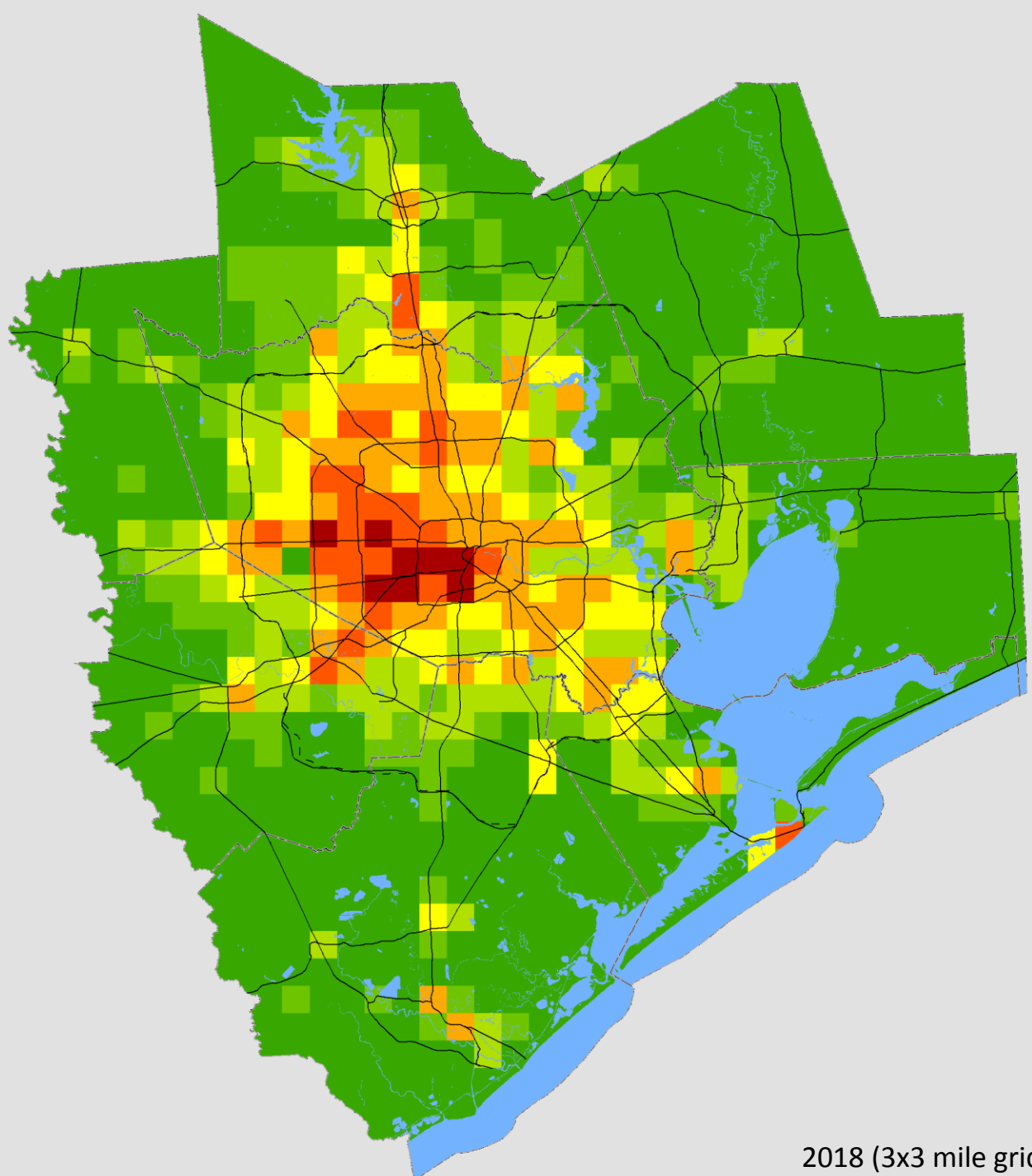
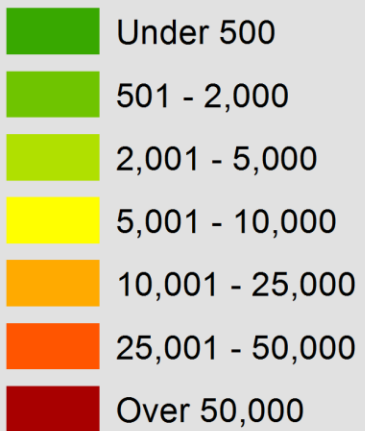


## 2015 Jobs



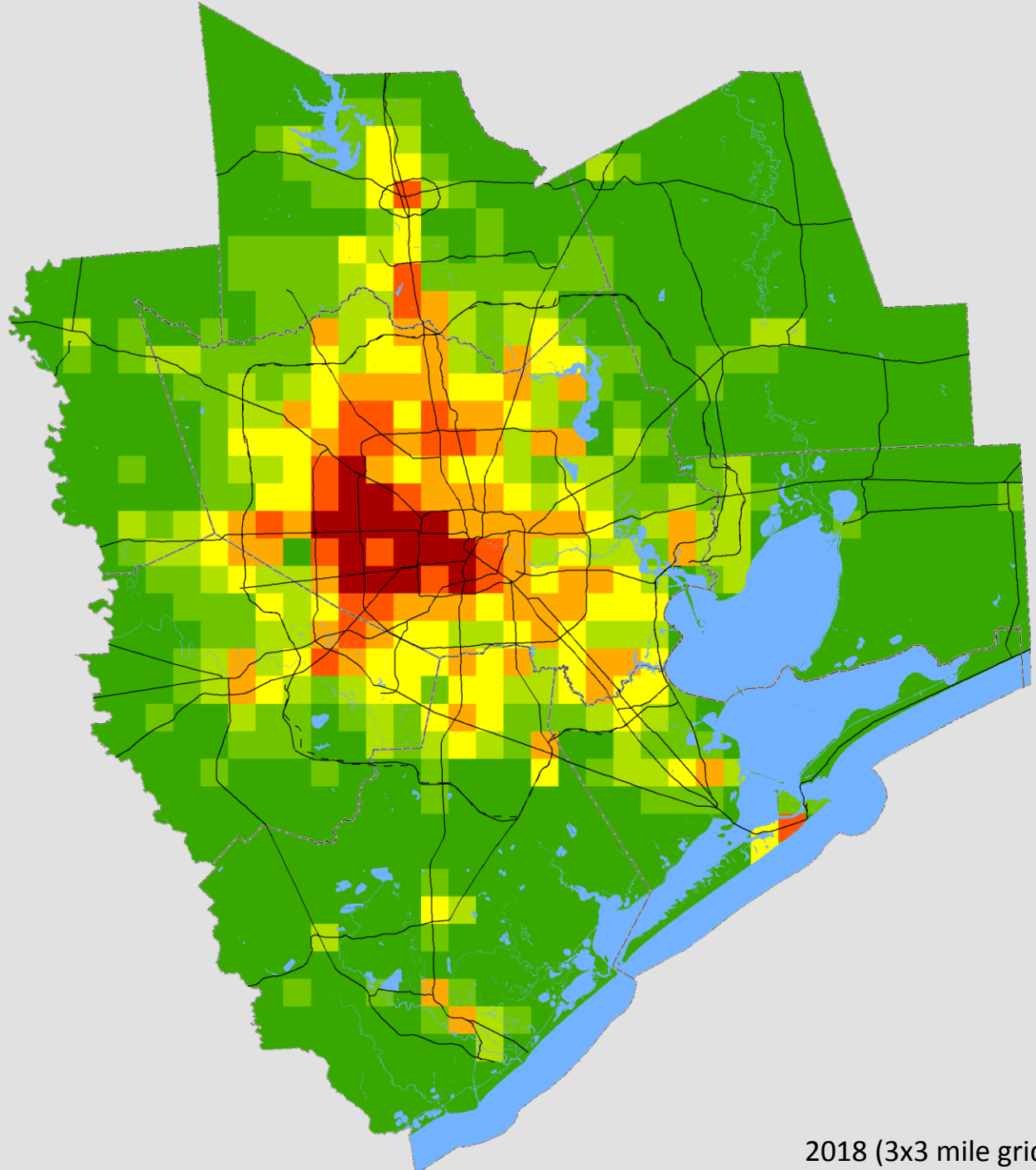
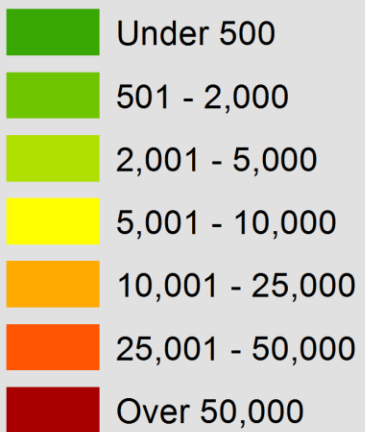
2018 (3x3 mile grid)

## 2025 Jobs



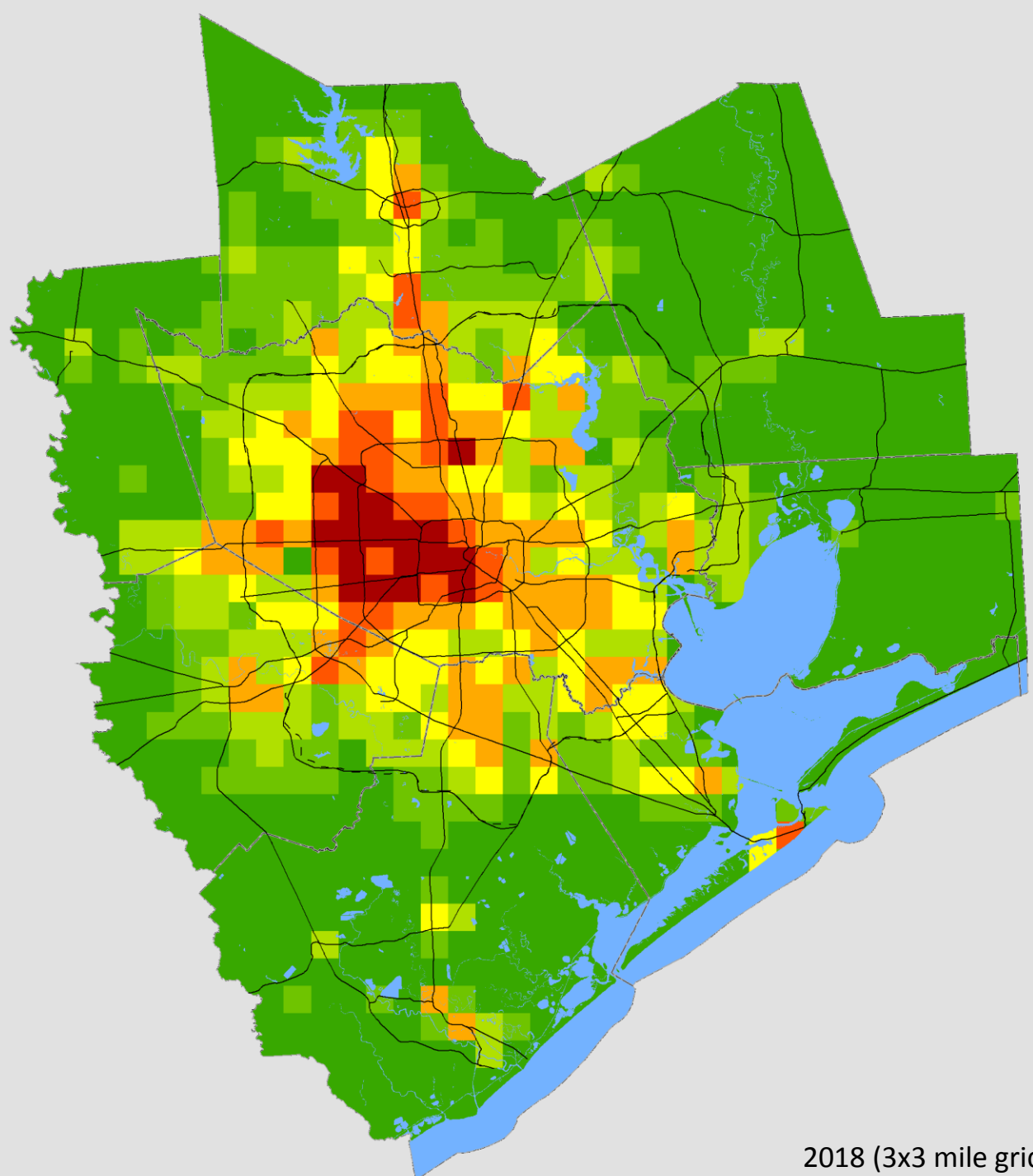
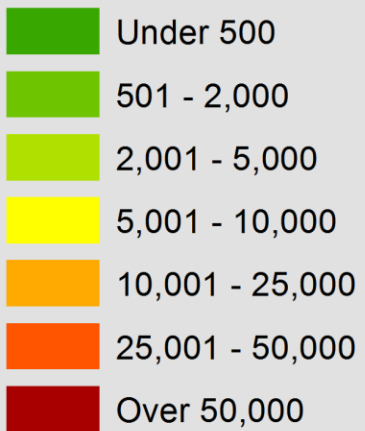
2018 (3x3 mile grid)

## 2035 Jobs

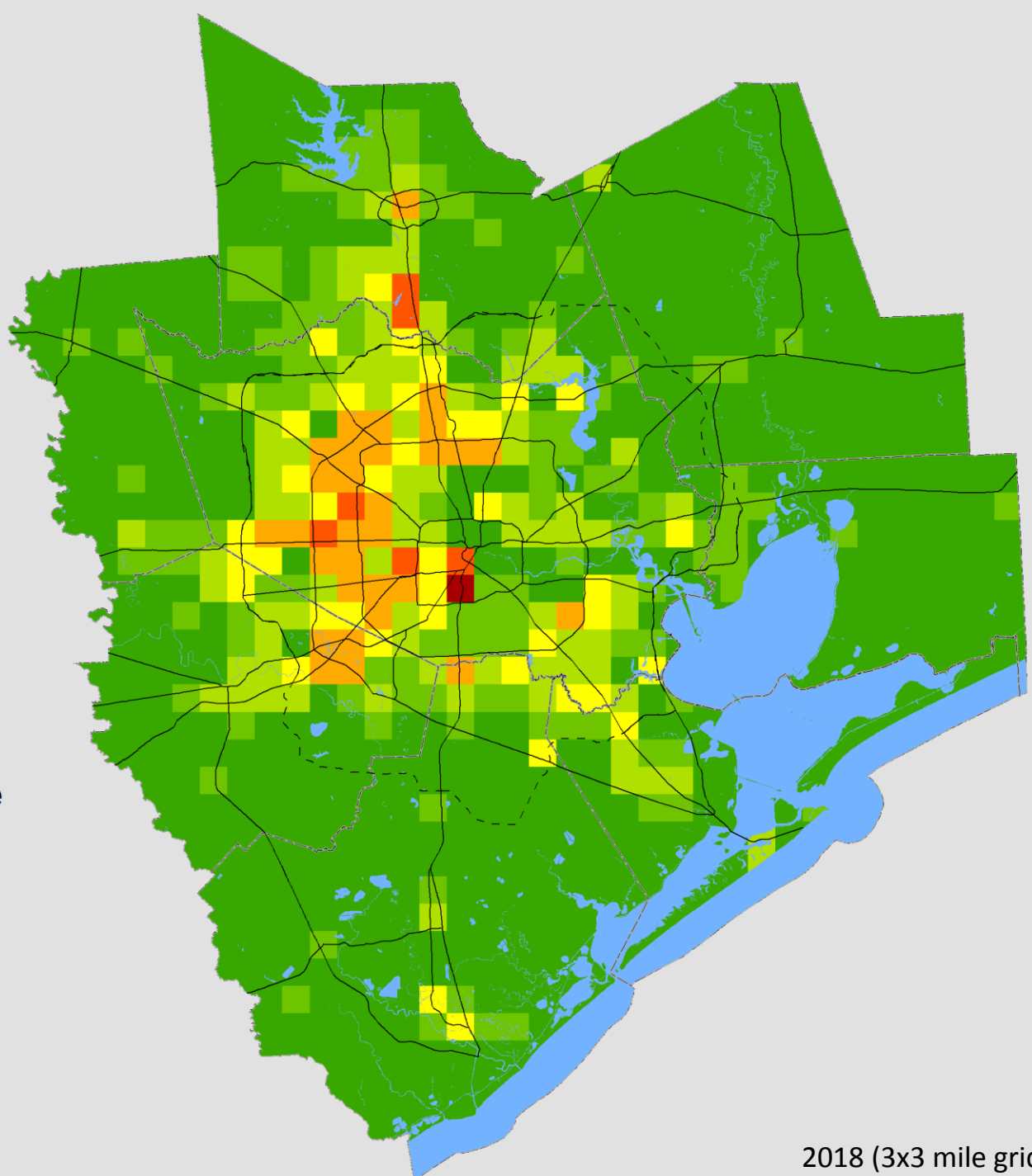
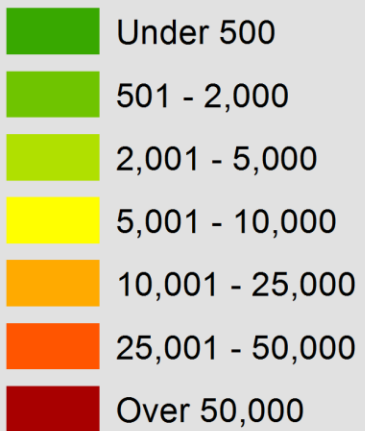


2018 (3x3 mile grid)

## 2045 Jobs

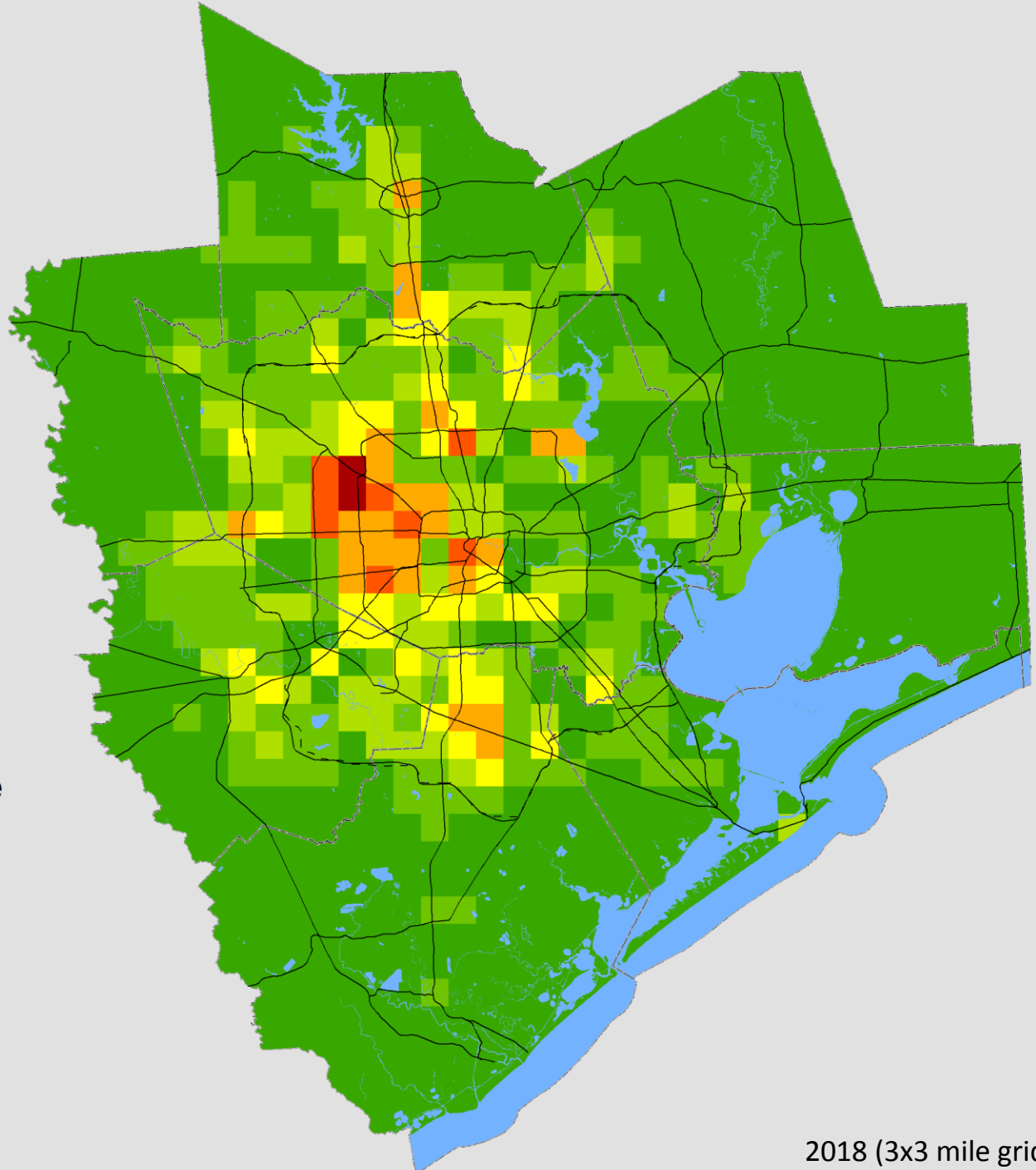
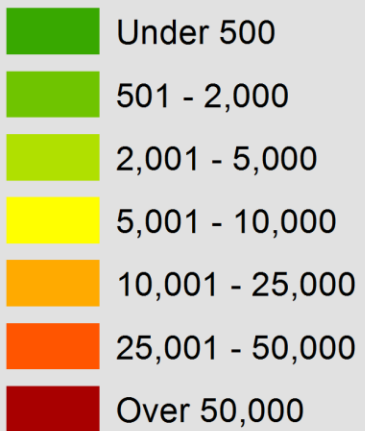


## 1990-2015 Jobs Change



2018 (3x3 mile grid)

## 2015-2045 Jobs Change



2018 (3x3 mile grid)