

North Houston Experiences Growth, Changes in 1994

The north Houston area experienced positive growth in population in 1994 while achieving successful results in areas of education, transportation and the environment.

percentage of white collar workers and residents with some college and bachelor's or master's degrees. Median age of both areas are relatively the same. (See accompanying

academic, occupational and community education programs and services through its four member institutions — North Harris, Kingwood, Tomball and Montgomery Colleges.

CATEGORY	NORTH HOUSTON	HOUSTON MSA
Avg. Household Income ('94)	\$ 53,000	\$ 48,542
Median Age of Population ('94)	31	31.7
Median Family Income ('94)	\$ 49,607	\$ 43,285
Median Home Value ('90)	\$ 74,185	\$ 64,755
% of White Collar Workers ('90)	66.9%	62.5%
% of Blue Collar Workers ('90)	21.3%	23.9%
% of High School Grad./Some College ('90)	55.8%	50.1%
% Bachelors/Graduate Degree ('90)	26.7%	25.0%

Source: Strategic Mapping, Inc.

Demographics provided by Strategic Mapping Inc., a national demographic firm, show a 21 percent growth in north Houston's population from 1990 to 1994, compared to an 11.4 percent increase in the Houston Metropolitan Statistical Area's (MSA) population during the same period. The numbers of households also showed a similar jump, increasing 21.7 percent from 1990 to 1994 compared to the Houston MSA's increase of 11.5 percent. The north Houston area is defined as Conroe city limits to the north, S.H. 249 to the west, Lake Houston to the east, and Aldine Bender Road to the south. The Houston MSA is comprised of six counties: Harris, Montgomery, Waller, Fort Bend, Liberty and Chambers.

Other areas of comparison show north Houston with more impressive statistics than the MSA in average household size, median home value,

table for actual numbers.)

North Houston is the first choice for many wanting to make their home in the Houston area. Many families are especially attracted to the area's two master-planned communities, Kingwood and The Woodlands. According to Friendswood Development Company, in 1994, Kingwood recorded a 12 percent increase in new home sales over the previous year. The Woodlands was ranked number one in Houston and seventh in terms of unit sales out of all master-planned communities in the country in 1993, according to the Arthur Anderson Real Estate Services Group.

Educational facilities in north Houston offer a myriad of classes at a number of levels. The North Harris Montgomery Community College District (NHMCCD), a publicly supported, comprehensive community college district, offers a variety of

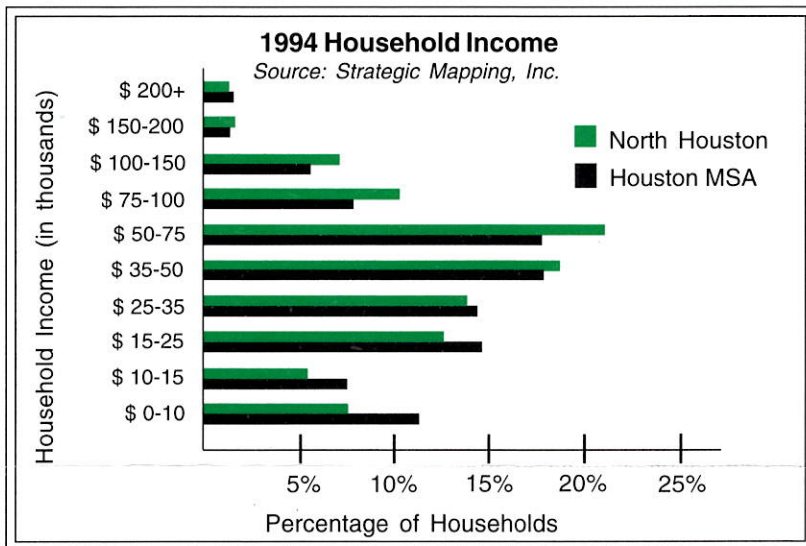
In the 1990s, there has been continued district-wide student population growth. The number of students grew from 15,800 in 1990 to 18,800 students in 1994. Because of the continuing demand for quality education, the newest campus, Montgomery College, will open in August 1995 with 3,500 students. Given demographic and programmatic growth, the college will double in size in five to seven years. Its location is 1/2 mile west of I.H. 45 on S.H. 242.

Education is not by any means the only area that has seen changes in 1994. Last year, the Clean Air Act and its amendments brought with it a bumpy road regarding Employee Trip Reduction (ETR). In 1993, Harris County companies with greater than 100 employees were told to increase

(Continued on next page)

INSIDE...

- ◆ The Green Line Express rolls into north Houston.
- ◆ NHA committees set goals for 1995.
- ◆ NHA Transportation Committee to publish a Transportation Improvement Plan.
- ◆ NHA welcomes two new members to the Association.



1994 Overview

(Continued from page 1)

their Average Passenger Occupancy (APO) to 1.47, and to have a plan to achieve this target by fall of 1994. In response to this charge from the federal government, the North Houston Association came to the aid of area employees.

NHA began the year by hosting two Employee Trip Reduction breakfasts. The first addressed the basics of ETR and another focused on educating Employee Trip Coordinators (ETCs) on ways to market the program to employees. In May, NHA held ETC certification classes where area employees, as well as NHA's executive director and project director, were trained as ETCs. Commissioner Pam Reed with the Texas Natural Resource Conservation Commission (TNRCC) addressed the NHA membership at the July luncheon. It was an information-filled meeting that gave attendees a rare opportunity to speak one-on-one with the commissioner about trip reduction issues.

The year ended on a busy note with a transportation fair in November. The purpose of the fair was to educate area employees about alternative means of transportation. More than 1,000 people attended the

event, which was underwritten by six area companies and featured 14 information booths.

In addition to alternative forms of transportation, the fair introduced a new means of travel from the Greenspoint area to Kingwood, the Green Line Express. A park and ride service sponsored by five Greenspoint-area companies, the Green Line Express offers employees a way to get to work without the hassles of traffic, construction and automobile wear and tear. The Green Line Express began on January 3, 1995.

Whether employees ride a bus, a van or drive their own car, they were sure to notice the major transportation projects completed in 1994. The east met the west with completion of State Highway 242, a 22-mile road which connects U.S. 59 to I.H. 45 with an extension to F.M. 1488. Prior to S.H. 242, the only east-west routes in north Houston were S.H. 105, from Conroe to Cleveland, and F.M. 1960, north of Houston, both heavily traveled thoroughfares.

S.H. 242 is a true example of public and private cooperation. The major landowners along the route donated right-of-way and engineering costs; Montgomery County provided project coordination and engineering costs; and the Texas Department of

Transportation paid for the construction. This new road not only opens up the eastern part of Montgomery County for development, but provided access to Houston from U.S. 59 north during the October 1994 floods.

In addition to S.H. 242, construction work continues on I.H. 45 from Greenspoint to Conroe; West Lake Houston Parkway was completed, providing another means to cross the San Jacinto River; and improvements are continuing on U.S. 59 between Beltway 8 and Humble.

Improvements were also made at Houston Intercontinental Airport in 1994. NHA, in conjunction with the Department of Aviation, was able to continue with additional airport entrance enhancements at J.F.K. Blvd. and Greens Road. More is planned for 1995.

The North Houston Association was involved in a myriad of projects in 1994, and experienced many changes in the area. NHA will continue to address those issues that are important to our membership in order to fulfill its purpose — to maintain and improve the overall quality of life in the north Houston area. ■

DID YOU KNOW...

Persons aged 39 and under are most likely to try ridesharing.

The North Harris Montgomery Community College District has expanded its concurrent/dual credit enrollment to 12 high schools.

The Texas Department of Transportation has cleaned up the medians and parkways along Greens Road. Now you see grass instead of trash.

Professional/technical, clerical and production workers are most likely to change modes of transportation.

Transportation

NHA's transportation committee set the following goals for 1995: (1) develop a "top 10" list of roadway projects, and help assist county government in obtaining funds for these projects; (2) address the TIP process; and (3) remain active in the Employee Trip Reduction (ETR) program and auto emissions testing, to ensure they are implemented as reasonably as possible.

Employees in the Greenspoint area that live in Kingwood now have an alternative means of transportation available in their daily commute. The North Houston Association, in cooperation with five Greenspoint-area companies, kicked off the "Green Line Express" park and ride route on January 3, 1995. Passengers are picked up at one of two locations in Kingwood, and drop off points in Greenspoint include Exxon Exploration on Benmar, the Wyndham Greenspoint Hotel on Greenspoint Drive, Mobil Exploration & Producing U.S., Inc. on Greenspoint Drive and Star Enterprise on Northborough. The morning runs begin at 5:25 a.m. and run until 7:25 a.m.; afternoon runs begin at 3:30 p.m. and run until 6:20 p.m. Individual one-way tickets cost \$2.50, and books of 20- and 40-ride tickets are available. For more information, please contact Becky Daniels at the NHA office.

The North Houston Association is in the process of publishing a Transportation Improvement Plan (TIP) for 1995. The TIP will update the status of transportation projects in the north Houston area that are

underway, as well as identify other projects that are important to the membership. If you have any input for recommended transportation projects or would like to join the TIP subcommittee, please contact Marlisa Stanley at the NHA office.

Environment

The NHA environment committee set its goals for 1995: (1) to remain current on pertinent environ-

in October 1994. NHA Chairman, Gary Montgomery, and Mike Byers, executive director of the Humble Area Chamber of Commerce, recently met with Congressman Jack Fields to discuss the situation. Fields suggested a task force be formed by the two organizations to discuss possible solutions to the problem. Fields will investigate federal funds available and assist the task force in getting permits for remediation project(s).

Regarding environment subcommittees, the infrastructure subcommittee is providing input on the current storm water system design criteria for the city of Houston. The NHA beautification subcommittee

is beginning 1995 with a full slate. The subcommittee's goals for the year include: (1) creating a rose garden at Houston Intercontinental Airport; (2) planting trees at an area school; (3) continuing to improve JFK Boulevard; (4) organizing street planting; and (5) creating scenic districts in specified areas. Those interested in joining the subcommittee may call Marlisa Stanley at the NHA office.

Economic Development

The North Houston Association is currently in the process of forming an economic development committee. The committee program of work includes activities previously assigned to the education, research and image committees. Committee goals are (1) marketing north Houston; (2) assisting in job and employee retention; (3) monitoring education issues; and (4) attracting new companies and families to the area. ■

NHA COMMITTEE STRUCTURE

Environment Committee

Co-chairmen: Sharon Mattox, Vinson & Elkins, L.L.P.
Alan Potok, Turner, Collie & Braden, Inc.

Transportation Committee

Co-chairmen: Robert Heineman, The Woodlands Corporation
Jim Royer, Turner, Collie & Braden, Inc.

Economic Development Committee

Interim Chairman: Tom Wussow, Friendswood Development Company

mental issues as they relate to the north Houston business community, and to communicate this information and its potential impact to NHA's board of directors; (2) to be aware of regional infrastructure issues that need to be addressed in the north Houston area, and to recommend action on these issues, specifically regarding water supply and floodplain management; and (3) to address issues relating to quality of life, and encourage proper coordination between city and county officials to enhance implementation of these features in north Houston, specifically regarding multi-use open space policies, scenic and greenbelt areas.

The North Houston Association is participating in a task force to address the large amount of silt that has built up in the San Jacinto River. This build up has taken place over a period of years, but the problem significantly worsened after the flood

Upcoming Events

Welcome, New Members

During the first quarter of 1995, two members were added to the North Houston Association. JNS Consulting Engineers, Inc. joined NHA in January, and provides civil engineering and land surveying services for private and public sector clients. In February, Johnson, Radcliffe & Petrov, L.L.P. became our newest member. The law firm primarily represents municipal utility districts and finance corporations as well as general litigation.

NHA Area Land Use Maps Available

The North Houston Association Area Land Use maps are still available. The maps are available in two sizes. Prices for members are \$5 for the small map (22" x 25 1/2") and \$10 for the larger (37 1/2" x 41 1/2"). The non-member prices are \$10 and \$25, respectively. For more information, call 875-0660.

Special Thanks...

to **Espey, Huston & Associates, Inc. and Friendswood Development Company** for their generous underwriting of the first issue of "NHA VISION".

NHA Committee Meetings

Transportation

The Transportation Committee will meet at 11:30 a.m. on April 19, May 17, and June 21. Contact the NHA office (875-0660) for meeting location.

Environment

The Environment Committee will meet at 11:30 a.m. at Swift Energy Company on April 13, May 11, and June 8.

Economic Development

Call the NHA office (875-0660) for more information.

Subcommittee Meetings

Beautification Subcommittee meetings will take place immediately following the regularly scheduled Environment Committee meetings.

Call the NHA office for information on the TIP subcommittee meetings.

North Houston Association Board of Directors

R. Gary Montgomery, Chairman
Espey, Huston & Associates, Inc.
Thomas R. Wussow, Vice Chairman
Friendswood Development Company
**Michael Richmond, Secretary/
Treasurer**
The Woodlands Corporation
James Curry
Hines Interests Limited Partnership
David G. Daleiden
Weingarten Realty Investors
Dan Daniels
Champion Realty Corporation
Jack Drake
*Greater Greenspoint Management
District*
David W. Hightower
Wolff Companies
John Kuschman
Shell Oil Company
Charles G. Manley
Anadarko Petroleum Corporation
Sharon M. Mattox
Vinson & Elkins, L.L.P.
Betty L. Moore
Star Enterprise
Robert T. Moore
Compaq Computer Corporation
James R. Royer
Turner, Collie & Braden, Inc.
Virgil N. Swift
Swift Energy Company

Staff:

Connie G. Elston
Executive Director
Marlisa Stanley
Project Director/NHA Vision Editor
Becky Daniels
Transportation Manager



NORTH HOUSTON ASSOCIATION

16825 Northchase Dr., Ste. 650
Houston, Texas 77060

Bulk Rate
U.S. Postage
PAID
Houston, TX
Permit #3111