### 7 NEIGHBORHOOD CHARACTER

#### GOAL PROJECTS/PROGRAMS/POLICIES

<table>
<thead>
<tr>
<th>Goal</th>
<th>Projects/Programs/Policies</th>
<th>Priority</th>
<th>Timeframe</th>
<th>Metrics</th>
<th>Coordination</th>
<th>Role</th>
<th>Resilient Houston</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1</td>
<td>Keep the Neighborhood Beautiful</td>
<td>7.1.1 Keep the Neighborhood Beautiful</td>
<td>Short (0 - 2 yrs)</td>
<td>100 Trees planted by 2025</td>
<td>Community: Alief-Westwood NST</td>
<td>Organize Assist Implement</td>
<td>Goal 11: Action 37</td>
</tr>
<tr>
<td>7.1</td>
<td>Keep the Neighborhood Beautiful</td>
<td>7.1.2 Address blight and nuisance properties</td>
<td>Short (0 - 2 yrs)</td>
<td></td>
<td>Community: Alief-Westwood NST</td>
<td>Advocate Assist Implement Assist</td>
<td>Goal 7: Action 24</td>
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<tr>
<td>7.1</td>
<td>Keep the Neighborhood Beautiful</td>
<td>7.1.3 Minimize illegal dumping</td>
<td>Short (0 - 2 yrs)</td>
<td></td>
<td>Community: Alief-Westwood NST</td>
<td>Outreach Advocate Outreach Assist Implement Assist</td>
<td>Goal 11: Action 37</td>
</tr>
<tr>
<td>7.1</td>
<td>Keep the Neighborhood Beautiful</td>
<td>7.1.4 Advocate for long-term strategies to end homelessness</td>
<td>Long (5 + yrs)</td>
<td></td>
<td>Community: Alief-Westwood NST</td>
<td>Advocate Advocate Advocate Advocate</td>
<td>Goal 3: Action 9 Goal 4: Action 12</td>
</tr>
<tr>
<td>7.2</td>
<td>Diverse, Vibrant, and Celebrated Community</td>
<td>7.2.1 Expand public art across the community</td>
<td>Long (5 + yrs)</td>
<td></td>
<td>Community: Alief-Westwood NST</td>
<td>Advocate Advocate Advocate Advocate</td>
<td>Goal 5: Action 14</td>
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<tr>
<td>7.2</td>
<td>Diverse, Vibrant, and Celebrated Community</td>
<td>7.2.2 Establish a “This is Alief” campaign</td>
<td>Long (5 + yrs)</td>
<td>5 New public art projects completed by 2025</td>
<td>Community: Alief-Westwood NST</td>
<td>Advocate Advocate Advocate Advocate</td>
<td>Goal 1: Action 4 Goal 5: Action 14</td>
</tr>
</tbody>
</table>

**PLAN Legend:**
- Complete Communities
- CoH CIP 2019-2023
- Houston Bike Plan (2017)
- METRO Next
- HPMRD Master Plan (2015)
- International District Plan
- AARP
- Southwest Mgmt District Plan
- Livable Centers Study
- Climate Action Plan

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**7 NEIGHBORHOOD CHARACTER:**

- **7.1 Green Alief and Westwood**
  - ACTION STEPS: Improve landscaping and expand tree coverage in public right-of-ways utilizing tree species that minimize future maintenance
  - **Priority:** Short (0 - 2 yrs)
  - **Timeframe:** Short (0 - 2 yrs)
  - **Metrics:** 100 Trees planted by 2025
  - **Coordination:** Community: Alief-Westwood NST Community Connectors: Trees for Houston, International District, Area Civic Clubs
  - **Role:** Organize Assist Implement
  - **Resilient Houston:** Goal 11: Action 37

- **7.1.1 Keep the Neighborhood Beautiful**
  - **Action 7.1.1 Green Alief and Westwood**
    - **Steps:** Improve landscaping and expand tree coverage in public right-of-ways utilizing tree species that minimize future maintenance
    - **Expected Outcomes:** 100 Trees planted by 2025
    - **Coordination:** Community: Alief-Westwood NST Community Connectors: Trees for Houston, International District, Area Civic Clubs
    - **Role:** Organize Assist Implement

- **7.1.2 Address blight and nuisance properties**
  - **Action 7.1.2 Address blight and nuisance properties**
    - **Steps:** Develop a plan to address blight and ensure the proper maintenance of properties
    - **Expected Outcomes:** Address blight and nuisance properties
    - **Coordination:** Community: Alief-Westwood NST Community Connectors: International District, Area Civic Clubs
    - **Role:** Advocate Assist Implement

- **7.1.3 Minimize illegal dumping**
  - **Action 7.1.3 Minimize illegal dumping**
    - **Steps:** Develop an outreach campaign to encourage residents to report illegal dumping to 311, use multiple outreach platforms such as water bills, social media, CitizensNet, and other media; Advocate for the development of long-term solutions to illegal dumping, including the installation of cameras at dumping hotspots
    - **Expected Outcomes:** Minimize illegal dumping
    - **Coordination:** Community: Alief-Westwood NST Community Connectors: International District, Area Civic Clubs
    - **Role:** Advocate Assist Implement

- **7.1.4 Advocate for long-term strategies to end homelessness**
  - **Action 7.1.4 Advocate for long-term strategies to end homelessness**
    - **Steps:** Advocate for increased funding for homeless initiatives and housing programs, including promoting the Meaningful Change Campaign, in order to address homeless encampments such as those along I-69
    - **Expected Outcomes:** Advocate for long-term strategies to end homelessness
    - **Coordination:** Community: Alief-Westwood NST City: MOHI, District F, District J
    - **Role:** Advocate Advocate Advocate Advocate

- **7.2 Diverse, Vibrant, and Celebrated Community**
  - **Action 7.2.1 Expand public art across the community**
    - **Steps:** Advocate for the expansion of public art that celebrates cultural diversity, including murals, sculptures, gateways, creative crosswalks and intersections; Identify priority locations such as area parks and public spaces, along major corridors, and adjacent to area retail centers; Engage local artists and residents, particularly children and youth, in the creation of public art through workshops
    - **Expected Outcomes:** Expand public art across the community
    - **Coordination:** Community: Alief-Westwood NST City: MOCA, District F, District J Community Connectors: International District, TXDOT
    - **Role:** Advocate Advocate Advocate Advocate

- **Action 7.2.2 Establish a “This is Alief” campaign**
  - **Steps:** Create a marketing and promotional campaign that celebrates the cultural diversity, stories, people, places, and activities in the area and advocate for the establishment of an Alief Cultural District
  - **Expected Outcomes:** Establish a “This is Alief” campaign
  - **Coordination:** Community: Alief-Westwood NST City: MDCA Community Connectors: International District, Area Civic Organizations, Alief ISD
  - **Role:** Advocate Advocate Advocate Advocate