

The Changing Houston Region and Fort Bend's Role In It



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Fort Bend EDC
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What Is The Kinder Institute?

The Kinder Institute for Urban Research builds better cities and improves people's lives by bringing together data, research, engagement, and action.

A translational research mission

What We Do

- Originally based on Steve Klineberg's Houston Area Survey
- Research-to-Action agenda on such topics as:
 - K-12 education
 - Resilience and Governance of the Region
 - Housing and Transportation
 - Workforce/Economic Development



Houston Community Data Connections

www.datahouston.org

Mission

The Kinder Institute's HCDC program seeks to facilitate the practical use of data by community leaders for decision-making and capacity building in Houston's communities.



Dashboard



Data Analytics

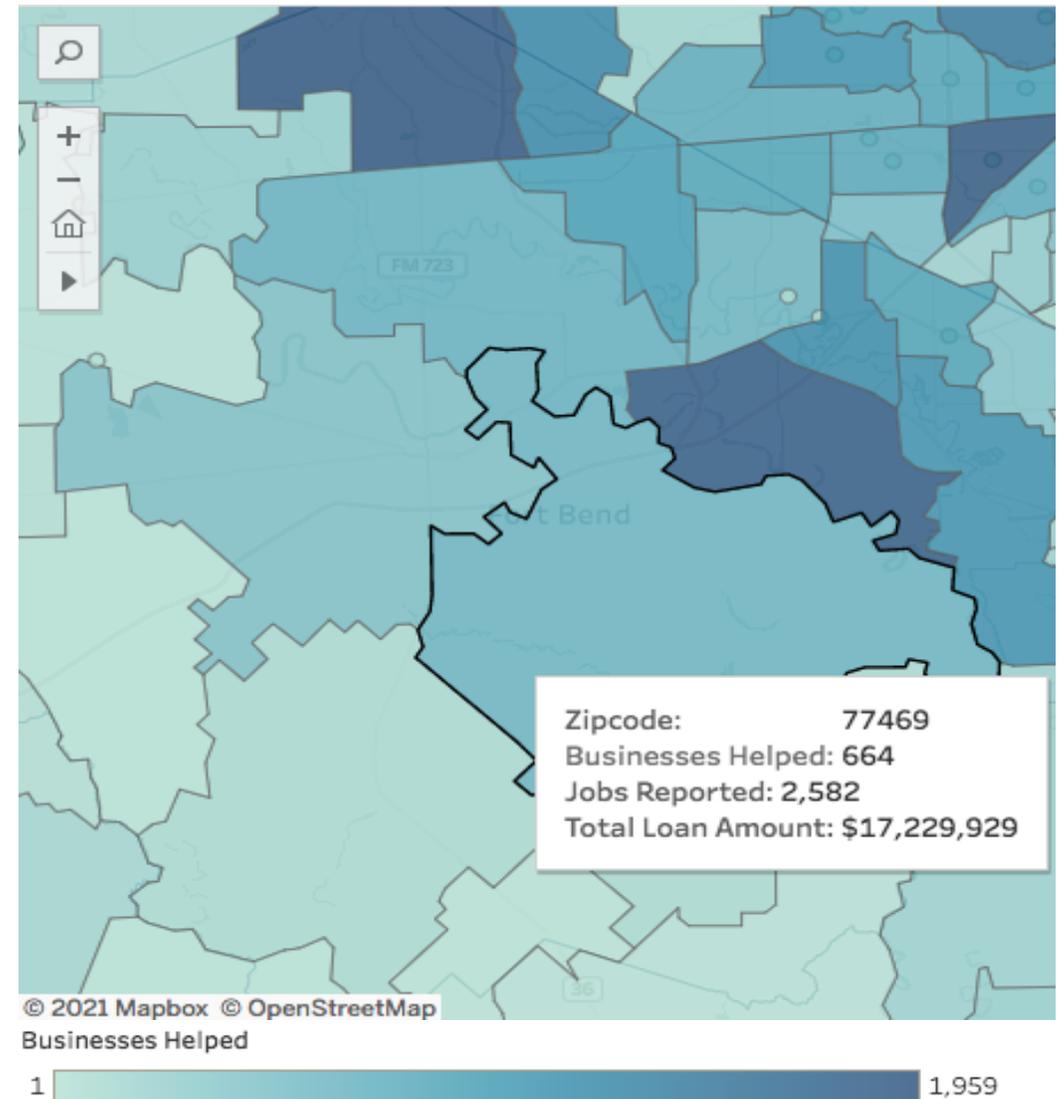


Training

Example

Paycheck Protection Program (PPP)
loans and the amount approved by ZIP
code for loans under \$150,000
(April-August 2020)

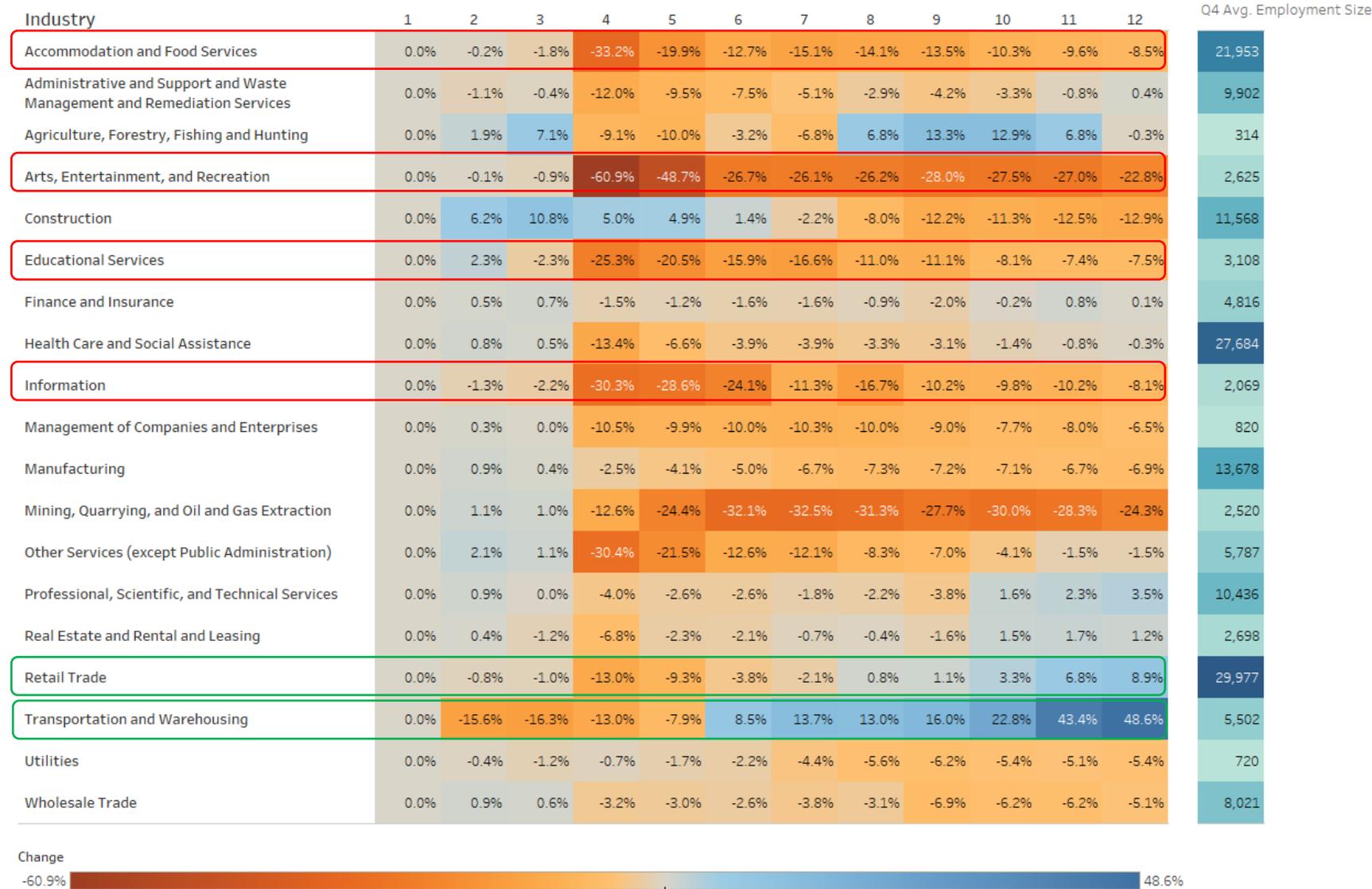
Data Source: U.S. Small Business Administration.
View more at
<https://www.hcdc.datahouston.org/ppploan>



Example

2020 Fort Bend County employment trends by industry

- Monthly percent change in employment by industry
- Q4 average employment size



The Fortieth Year of the Kinder Houston Area Survey: Into the Post-Pandemic Future

STEPHEN L. KLINEBERG | ROBERT BOZICK MAY 11, 2021

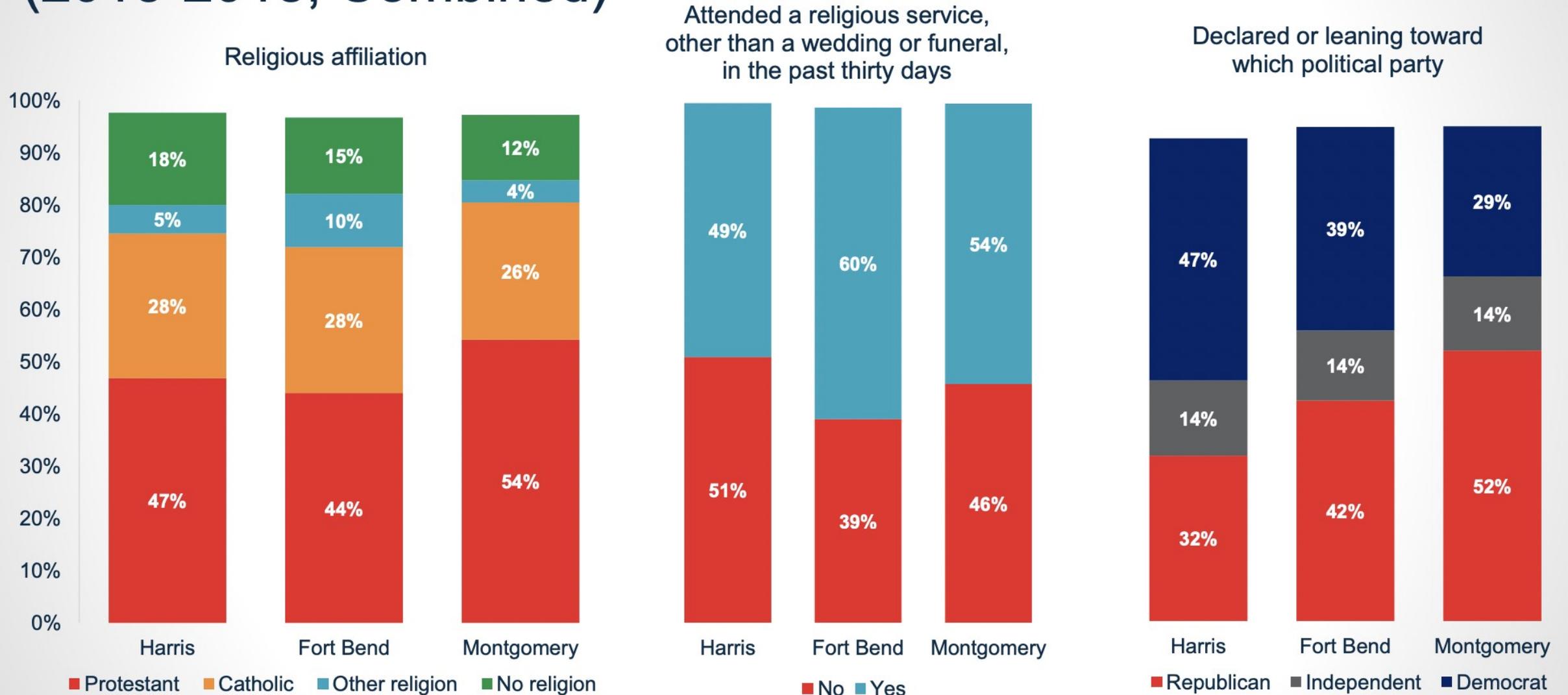


Welcome to the Greater Houston Community Panel

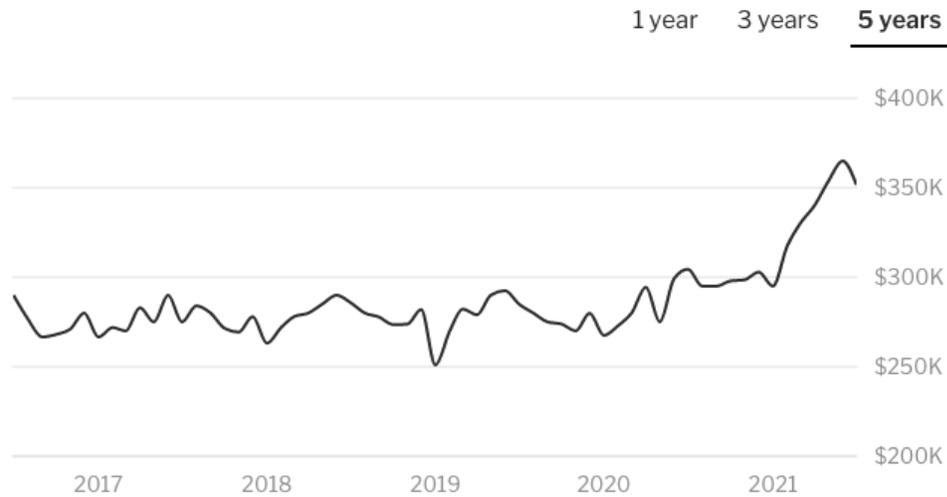


HELP SHAPE THE FUTURE OF THE CITY

County Differences in Religiosity and Party Affiliation (2015-2018, Combined)



Growing Concern About Housing



HARRIS COUNTY HOUSING SURVEY

What We Heard

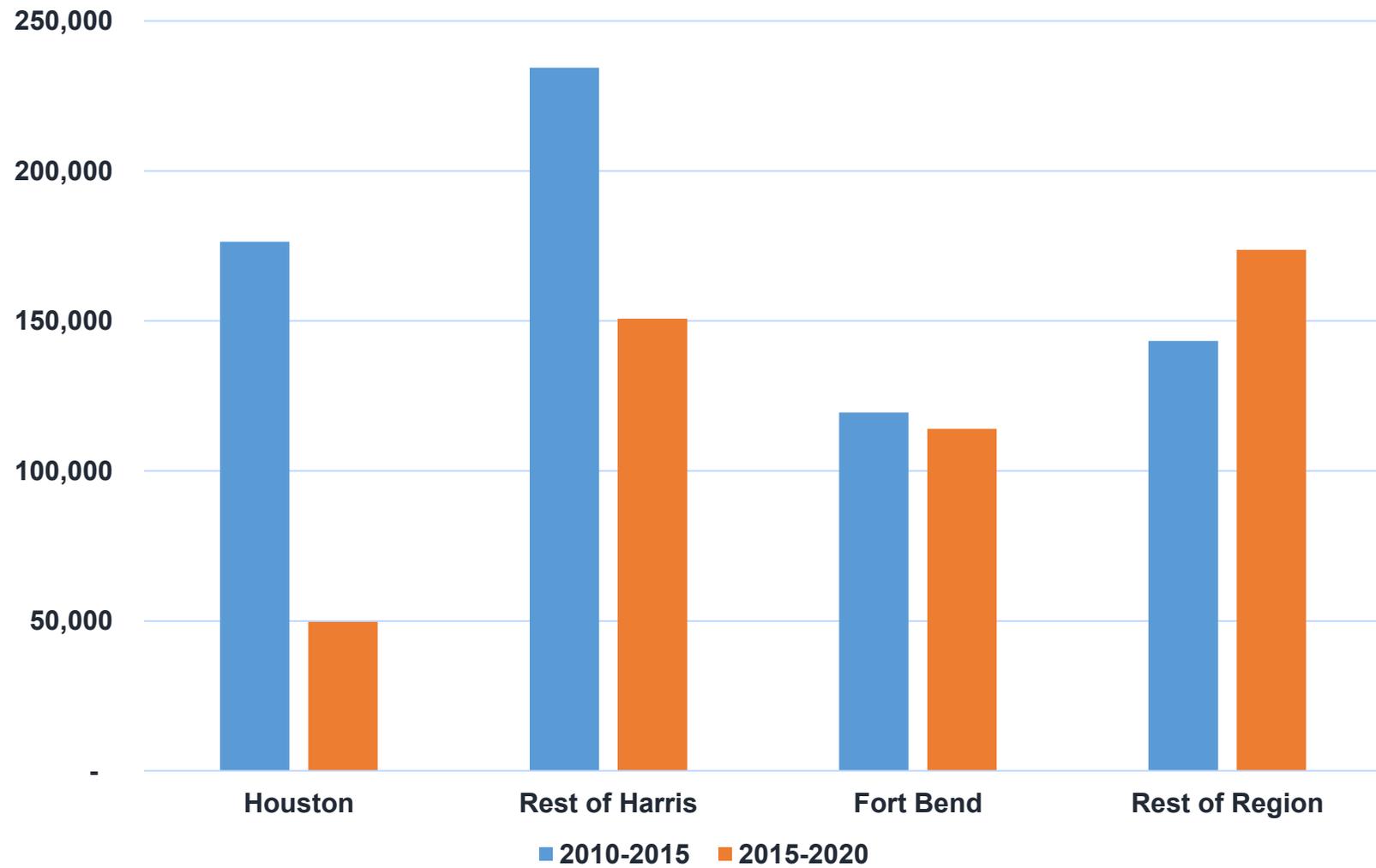
[Sitio web en español aquí](#)



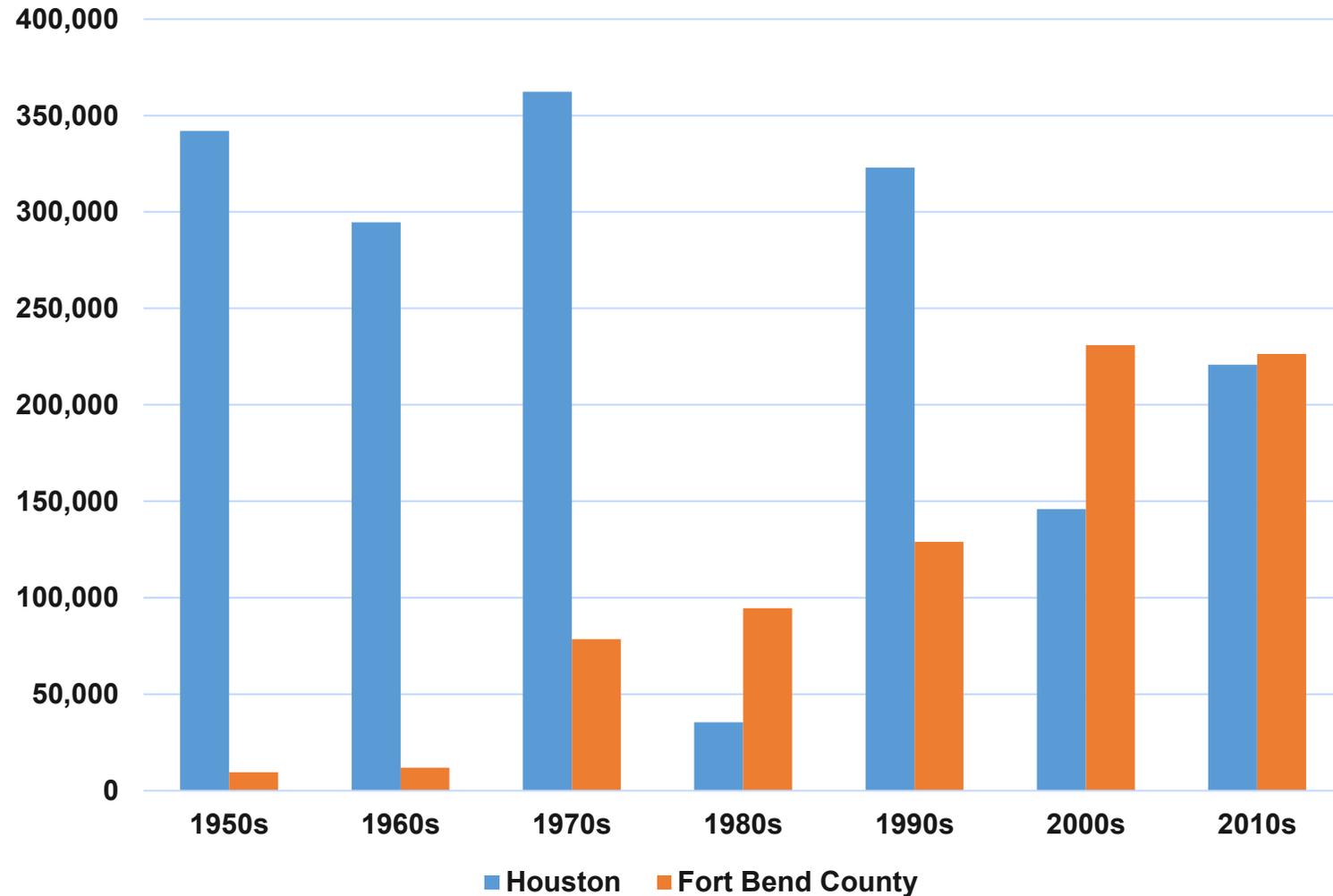
- **People**
- **Land**
- **Economy**



Population Growth, Houston Region, 2010-2020

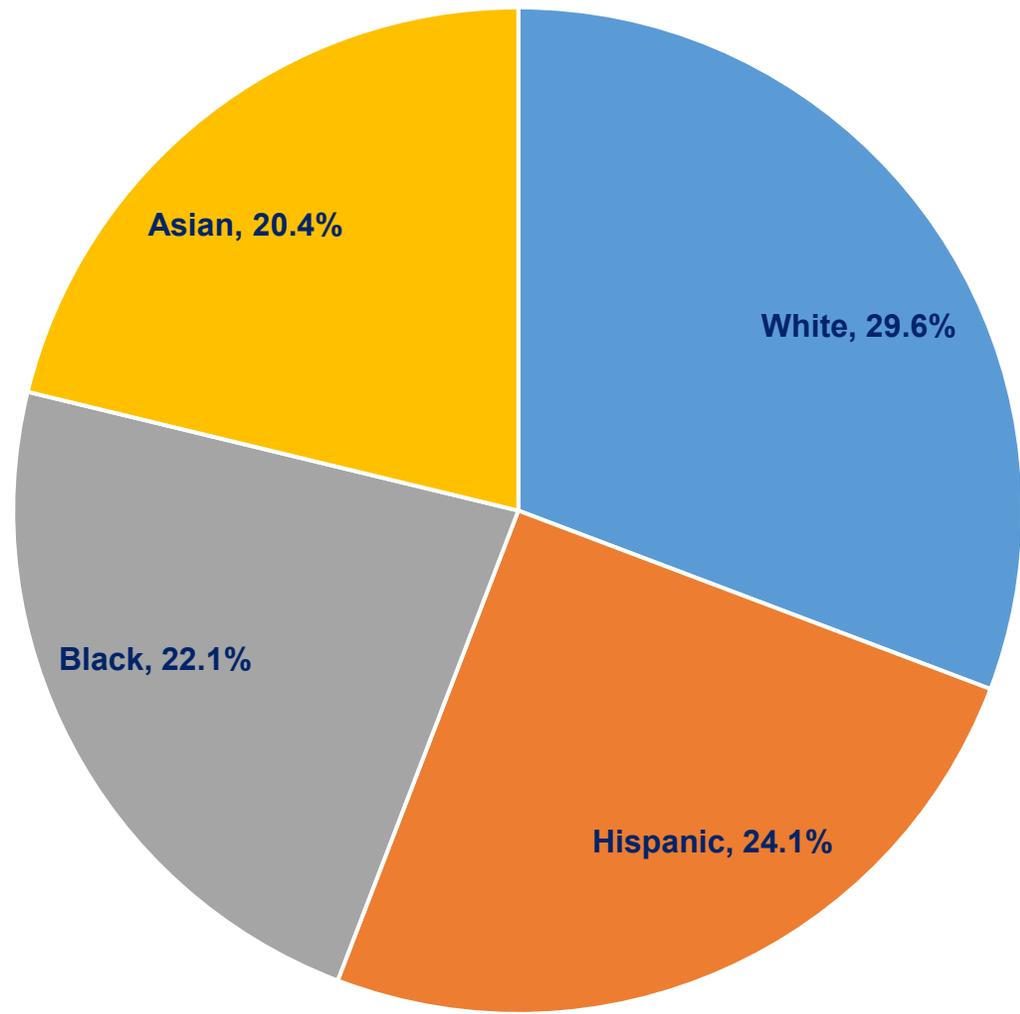


Population Growth, Houston and Fort Bend County, 1950-2020

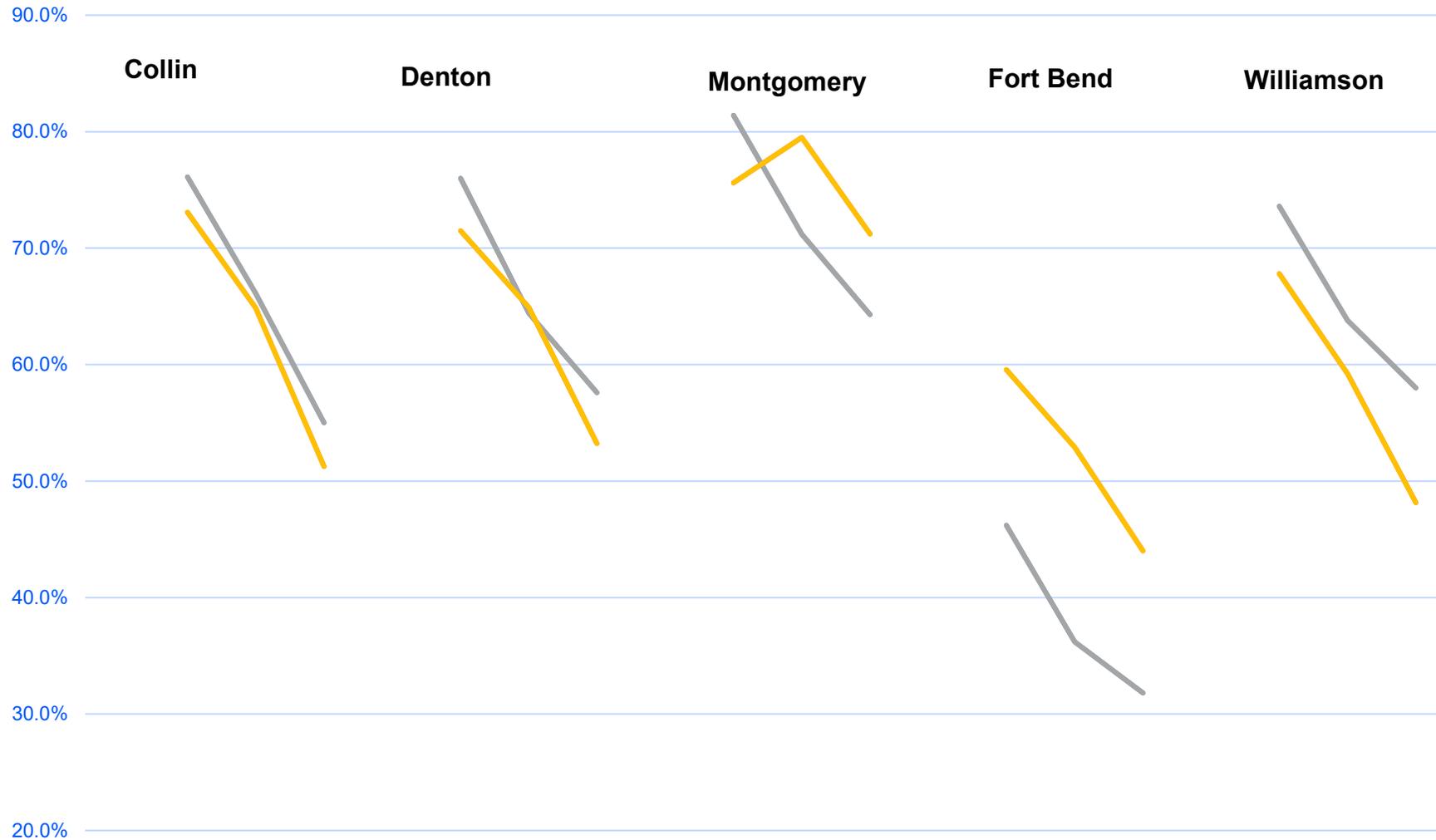


The Most Diverse County in America

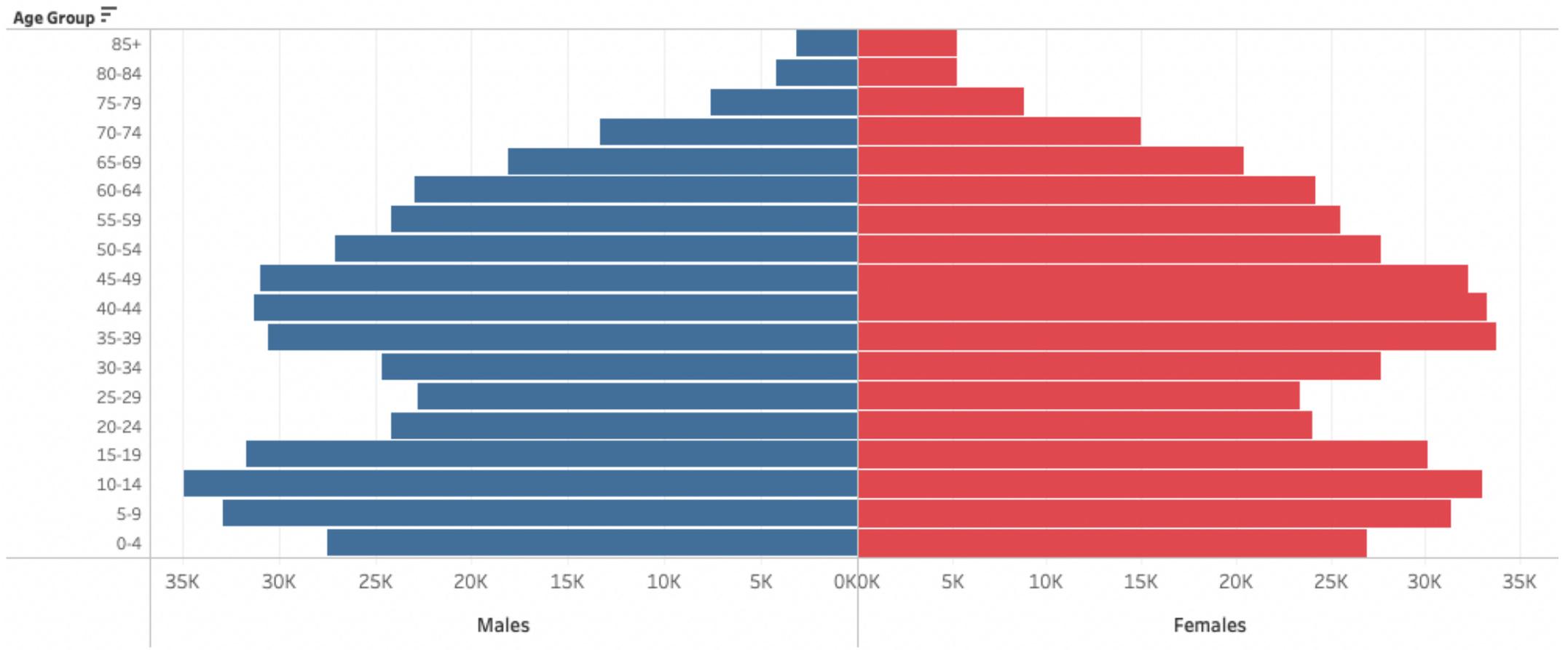
“You can’t get much closer to $\frac{1}{4}$, $\frac{1}{4}$, $\frac{1}{4}$, $\frac{1}{4}$ than Fort Bend County!”



White Population and Republican Vote, 2012-2020



Fort Bend's Age Pyramid



- As more people come to Fort Bend after COVID to raise their families, what will they want?
- Will big houses, big lots, and good schools be enough?

Every indication suggests:

Yes, they want bigger houses,
bigger lots, and good schools.

But they ALSO want

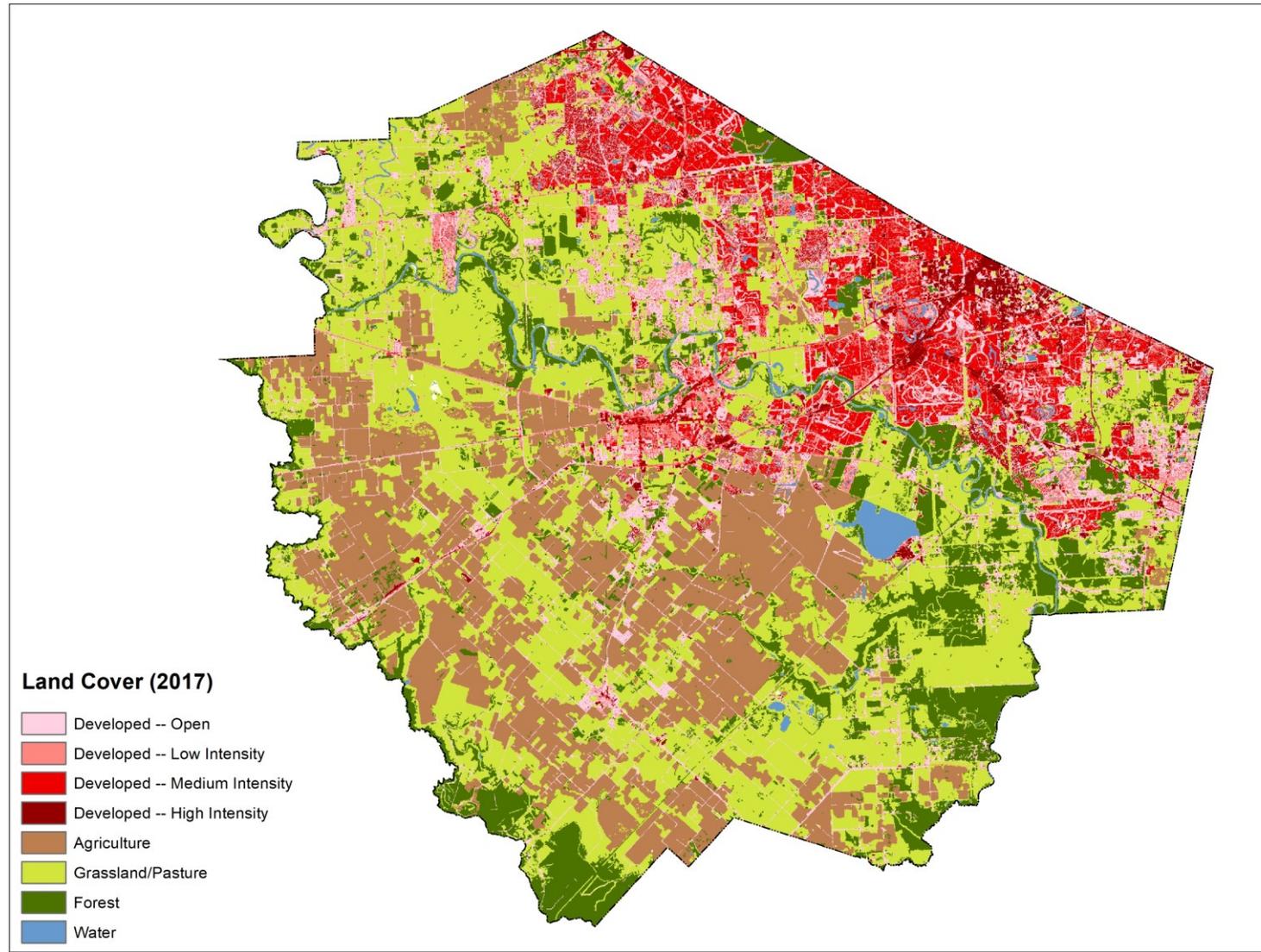
- Urban amenities
- Easy access to nature

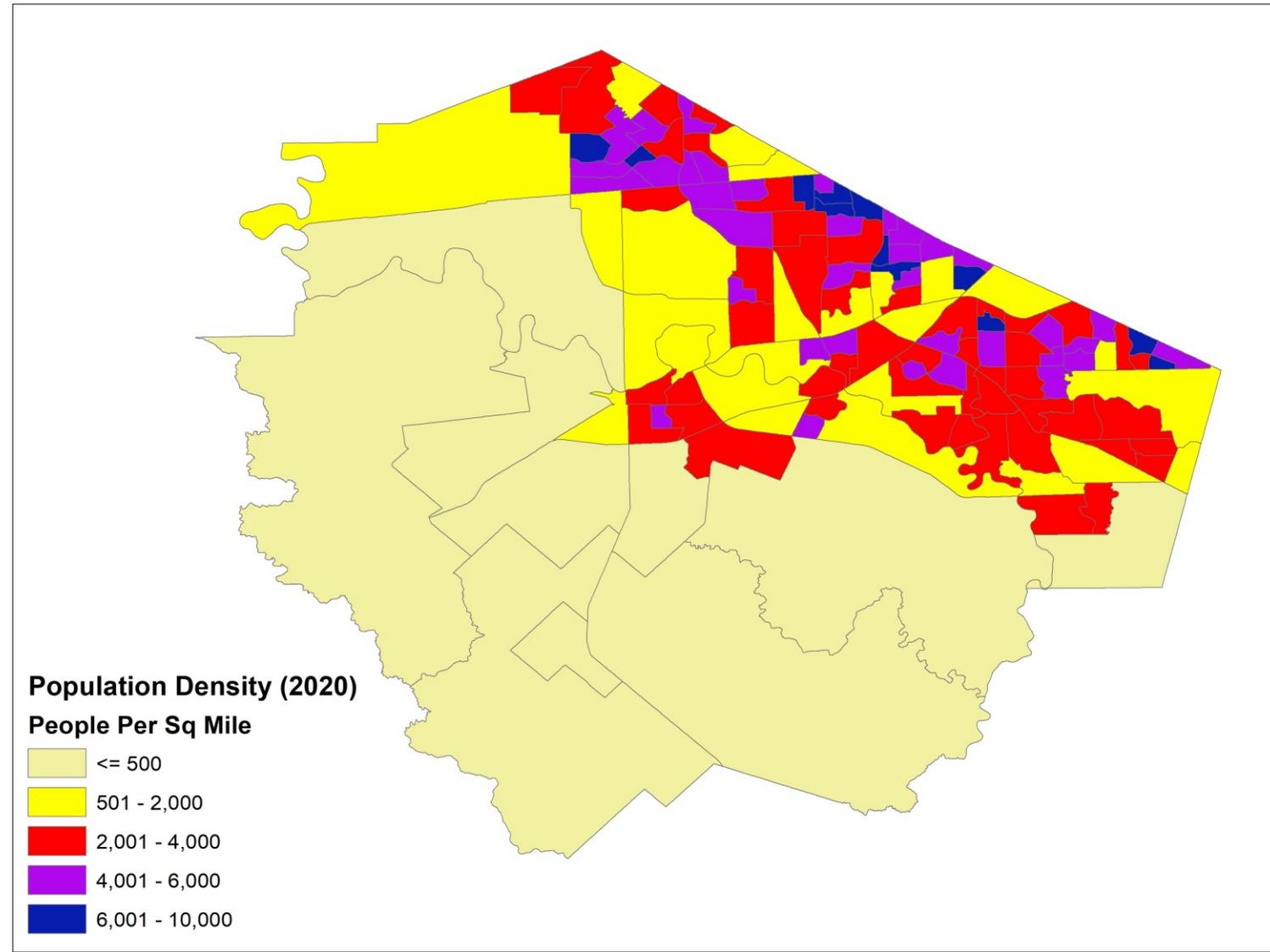


Land

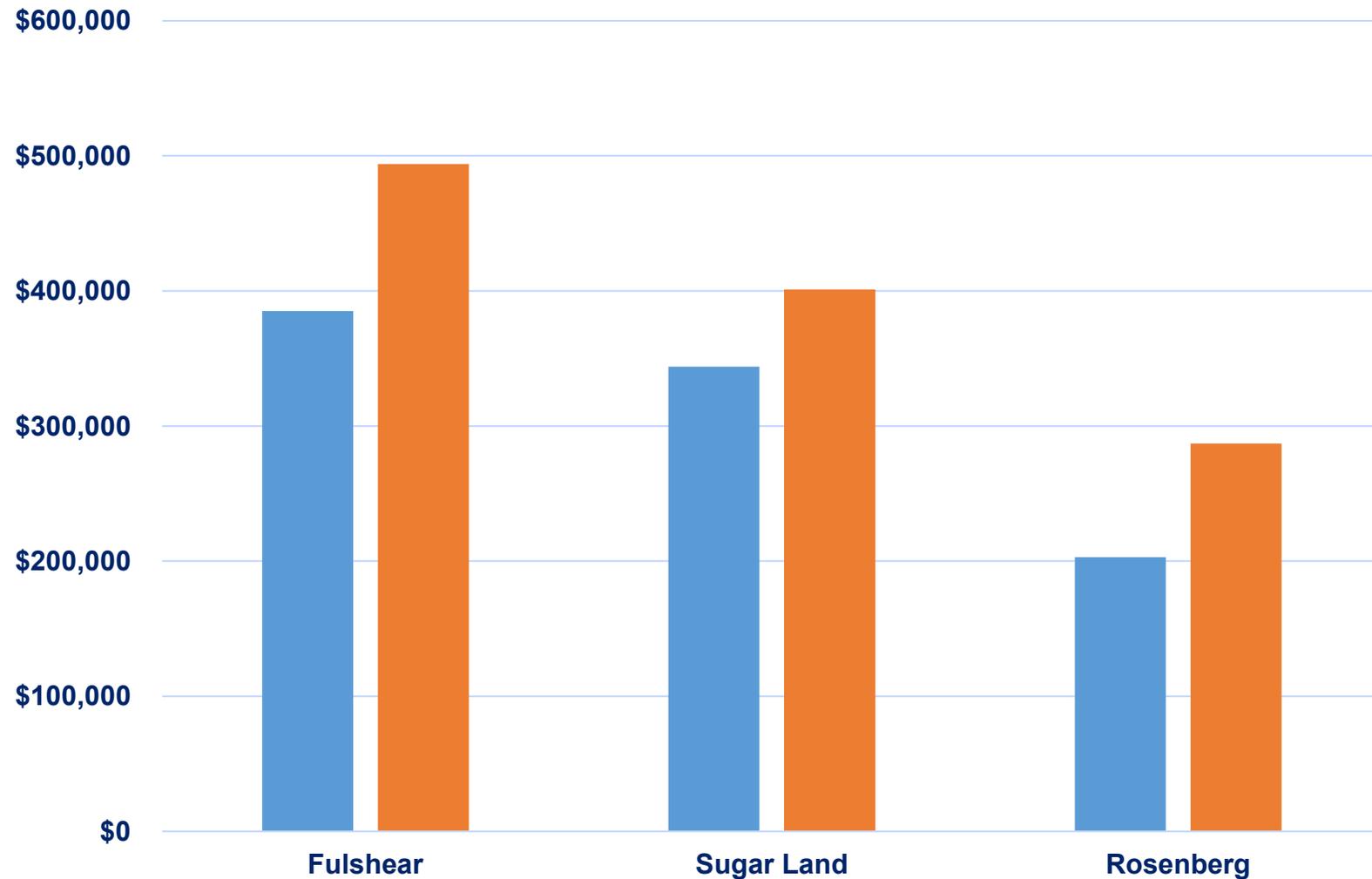


Developed and Undeveloped Land





Median Home Price, 2016 and 2021

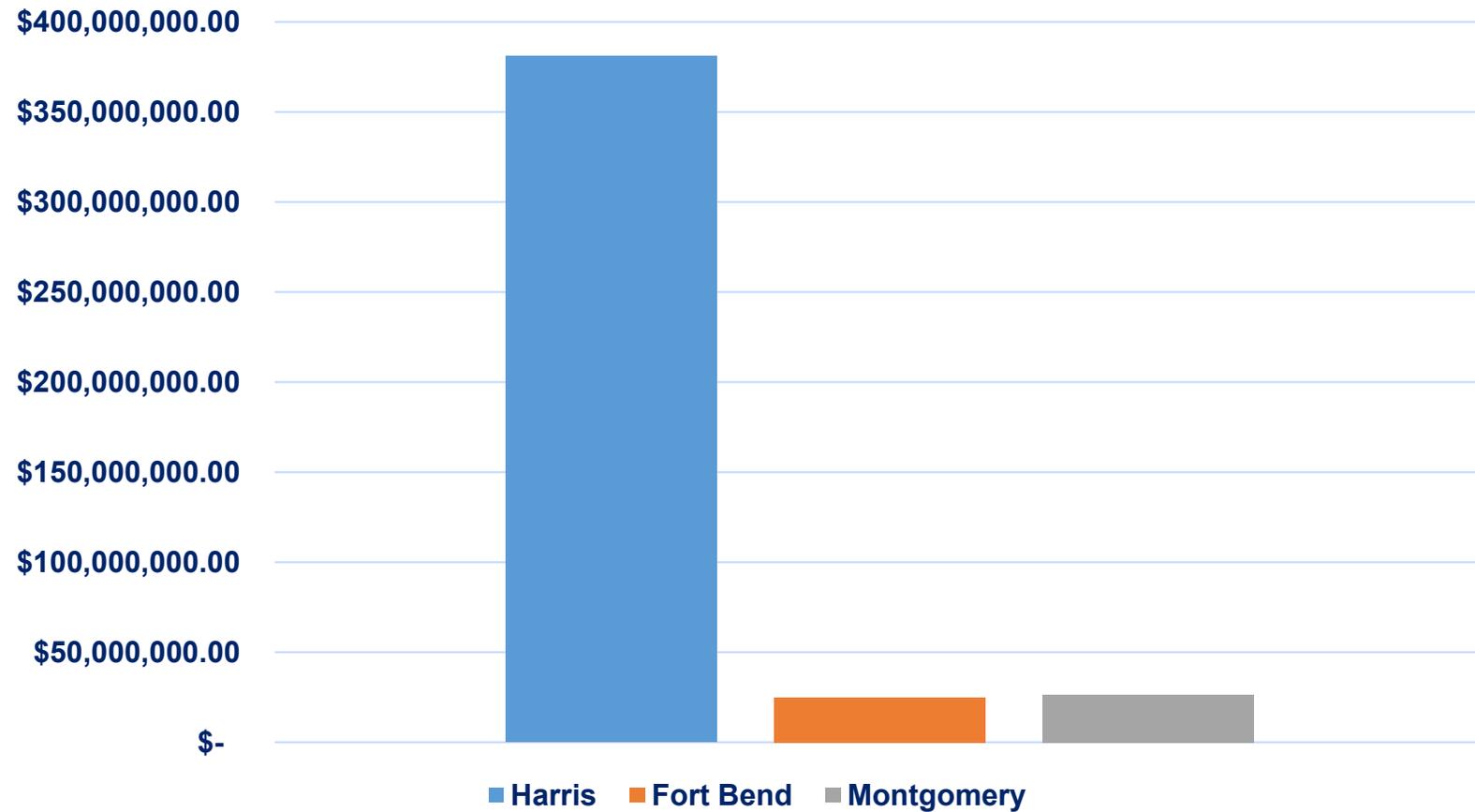


Source: Redfin

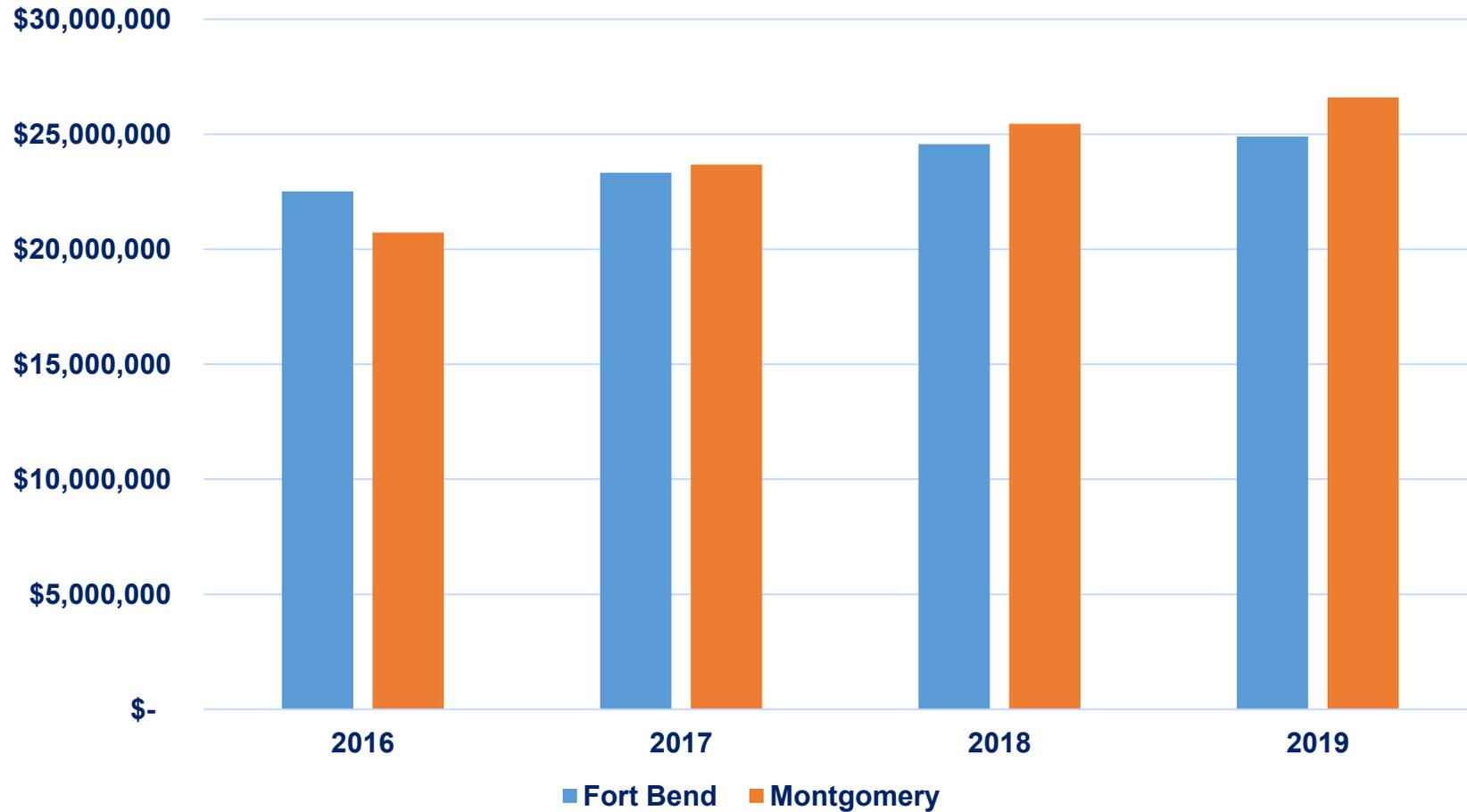
- Your population will continue to grow a lot
 - But population growth will move gradually west.
- Home prices will continue to go up in some parts of the county
 - The variation from one part of the county to another may grow.
- Can you husband your land resources for maximum benefit for your residents and your economy?



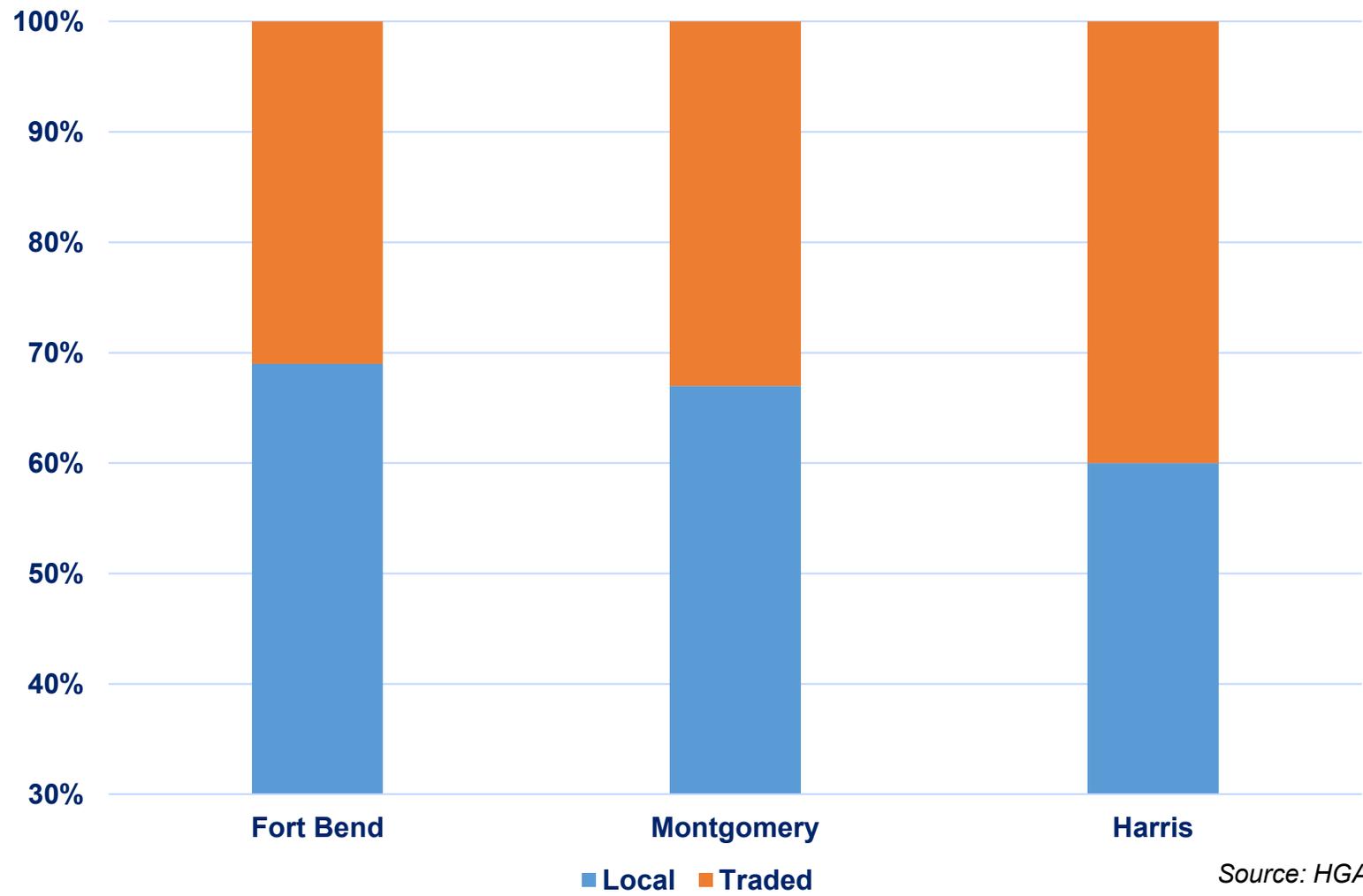
County GDP, 2019 (In Millions)



GDP, Fort Bend and Montgomery Counties, 2015-2019 (In Millions)



Local v. Traded Economy, by County, 2014



Source: HGAC

- Jobs in the region are going West and North in the region as opposed to Southwest
- How to increase traded goods jobs?
- Recruit or grow or both?
- Think not what businesses you are recruiting but what assets you are building
 - Are you using your people and your land wisely to do it?

- One of America's great demographic success stories
- Significant assets: People, land, businesses
- Can you use those assets to build a truly powerful economy?

