

UPTOWN HOUSTON TAKES ACTION TO MINIMIZE TRAFFIC DISRUPTION, KEEP HOUSTONIANS INFORMED

Uptown initiates public information, traffic management programs

HOUSTON (March 7, 2002) – To assist Houstonians during the transformation to improve accessibility inside and outside of Uptown Houston, the Uptown Houston District recently announced its plans and commitment to serve as a key information source as well as to manage mobility to ensure that traffic disruption is minimized.

For the next five years, Uptown and its surrounding highways will undergo a vital transformation that ultimately will ease congestion and provide direct and exclusive access in and out of the area. The Uptown Houston District and the Uptown Tax Increment Reinvestment Zone (TIRZ) are working with local and state transportation agencies to improve accessibility in two critical areas – regional highway improvements such as the West Loop and the Westpark Tollway and a \$235 million Uptown Street Improvement Program.

Realizing the magnitude of this reconstruction project and the importance of its role as an information source for those who live, work and play in the area, Uptown Houston is implementing its own public information and traffic/construction management programs.

PUBLIC INFORMATION PROGRAM

“The primary goal of the public information program is to provide people with the knowledge and tools that will make traveling to work or home or even to their favorite Uptown restaurant or shop as easy and convenient as possible,” said Delia Mizwa, director of communications for the Uptown Houston District.

UPTOWN HOUSTON DISTRICT INITIATES PROGRAMS/add 1

Uptown Houston is taking a proactive role to help minimize traffic disruption by keeping Houstonians informed through a variety of ways including:

- Creating a new Web site, [**www.uptown-houston.com**](http://www.uptown-houston.com), with a section devoted specifically to regional and local mobility projects with information on closures, detours and maps.
- Partnering with TxDOT to distribute a flyer for West Loop ramp closures and detours to thousands of Houstonians.
- Partnering with the *Houston Business Journal* to produce a Special Report on Transportation Improvements that will be included in the March 8 issue of the *Houston Business Journal*.
- Speaking with businesses, organizations, brokers, retailers and media to brief them on the various projects.
- Distributing regular e-updates on mobility projects to subscribers.

TRAFFIC/CONSTRUCTION MANAGEMENT PROGRAM

Working in conjunction with the City of Houston and the Texas Department of Transportation (TxDOT), Uptown Houston recently initiated the first step in its traffic/construction management program by installing a traffic surveillance system. The program consists of visual monitoring technology and on-site traffic management police officers under contract with Uptown Houston. As part of this surveillance system, traffic video surveillance cameras are mounted on buildings within Uptown, and focus on three main areas where congestion is most troublesome, including:

- The intersection of Westheimer and Post Oak Boulevard
- The intersection of San Felipe and Post Oak Boulevard
- The north and south-bound lanes of the West Loop between Post Oak Boulevard and Richmond

“Through surveillance and communication, we’re able to significantly improve traffic flow and security,” said Robert Taube, director of construction and engineering for the Uptown Houston District. “For instance, a stalled car backing up traffic is easily identified on the monitors and a wrecker is immediately dispatched to clear the roadway within five minutes. This program allows us to identify a problem, real time, and quickly solve it.”

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UPTOWN HOUSTON DISTRICT INITIATES PROGRAMS/add 2

Uptown Houston also is looking at future enhancements to the system that will better serve the needs of the area to achieve even greater benefits.

For more information on Uptown Houston or mobility improvement projects, visit **www.uptown-houston.com** or call (713) 621-2011.

Created in 1987, The Uptown Houston District occupies 500 acres in the heart of the Uptown Houston/Galleria area and provides a variety of services and improvements for the area including traffic operations, public maintenance and beautification, infrastructure improvements, economic development and marketing. The mission of the District is to continually refine and enhance its unparalleled amenities and exceptional beauty by improving accessibility, enhancing identity and sustaining the vibrant community that is Uptown Houston.

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