DOWNTOWN AT A GLANCE

Overview 3
Living 5
Office Market & Employment 12
Hospitality, Tourism, Culture & Entertainment 16
Restaurants & Retail 19
Transit 21
Downtown Houston Overview

An eclectic mix of historic and contemporary infrastructure, convenient transit options, convention and sports venues, an active cultural and arts scene, fine dining and shopping, and thriving residential communities, Downtown Houston is one of the region’s most dynamic and vibrant mixed-use urban centers.

The Downtown Core measures 1.84 square miles, bounded by Interstate I-10 on the north, U.S. 59 on the east and I-45 on the south and west, but has the largest concentration of employment in the region, with an estimated 150,000 jobs. It remains the desired business location for prominent companies, offering competitive advantages such as proximity to customers, business and service providers and transit options. A well-established, but constantly evolving business center, Downtown has a wide industry mix and a collaborative, entrepreneurial and innovative environment.

Over the past two decades, more than $9 billion in public and private investments have been made towards achieving Downtown’s vision of a creative and vibrant place to live, work and play. Downtown residents grew by almost 200% between 2000 and 2014, spurred by the increasing desire to be closer to work and at the heart of Houston’s premier destination for culture and entertainment. Responding to market demand, developers have
Delivered over 1,400 residential units in the last two years, and will add more than 2,000 units within the next year. This growth is not limited to the core, with Greater Downtown (a 2 mile radius from the center of downtown), home to 65,297 household residents, recording an increase of 33% from 2000 to 2014. This urban neighborhood continues to attract families and children: over 50 percent of households are in family households, and more than 11,000 children call the Greater Downtown area home. Walkable, accessible, central, and vibrant, Downtown is poised to remain a competitive and sustainable regional economic hub and mixed-use urban center.

Key Facts

**LIVING**

Greater Downtown (2 mile radius)
- Household Population: 65,297
- Residents with a Bachelor’s or higher degree: 43%
- Average Home Sale Price: $475,254

Downtown Core
- Housing Units Completed: 3,991
- Housing Units Under Construction/Planned: 3,722
- Transit Score: 93
- Bike Score: 77
- Walk Score: 74

**HOSPITALITY, TOURISM, CULTURE & ENTERTAINMENT**

- Hotel Rooms: 6,132
- Hotel Room Occupancy: 70%
- Average Daily Room Rate: $183
- Theater District seats: 12,000
- Major Sports/Concert Venue seats: 81,000
- Convention seats: 99,135
- Convention square feet: 1.8 million

**OFFICE MARKET & EMPLOYMENT**

- Office Square Feet: 49,952,318
- Office Occupancy (Class A): 86.6%
- Average Class A Lease Rate: $42.14
- Fortune 500 Companies: 8
- Total Wage & Salary Jobs (2014): 148,938

**RESTAURANTS & RETAIL**

- Retailers: 342

Downtown Living

DOWNTOWN AT A GLANCE

Downtown residents are located at the epicenter of activity, steps away from Houston’s best entertainment, dining and shopping.

With 4,000 residential units in the Downtown Core and another 3,722 units under construction and planned, residents have a variety of options to call home, ranging from historical to contemporary, mid to high-rise luxury apartments and condos. Downtown has experienced exponential growth in residential development, and is expected to add about 7,500 new residents over the next three to five years. Over 33 percent of residential units were built within the last two years and in 2016 alone, Downtown will deliver 85 percent of the total number of units delivered in the last 100 years. Between 2014 and 2019, the number of units is set to increase by 166 percent (from 2,899 units in 2014 to 7,717 units in 2019), making Downtown one of the fastest growing residential neighborhoods in Houston. High population growth, competitive rental and occupancy rates, and home values are indicative of Downtown’s growing residential appeal.

Downtown attracts young professionals, executives, empty nesters, and those seeking proximity to their jobs, pedestrian-friendly lifestyles, and a

QUICK FACTS

Greater Downtown (2 mile radius)
65,297
Household Population

$475,254
Average Home Sale Price

$3,051
Average Apartment Rental Rate

43%
Percent Bachelor’s Degree or Higher

Downtown Core
4,578
Household Population

3,991
Housing Units Completed

3,722
Housing Units Under Construction/Planned

93
Transit Score

77
Bike Score

72
Walk Score
Most residents have to look no further than their front door for entertainment. Downtown’s central location and well-developed public transit system provide easy access to top employers and businesses, the city’s major airports, and sports and entertainment venues. Downtown’s walkability means that residents are only minutes away from dining at their favorite restaurant, attending a concert or sports event, or taking their dog for a walk in the park. Most residents have to look no further than their front door for entertainment, as many residential buildings feature street-level retail and restaurants. Residents enjoy the tranquil setting provided by more than 10 parks including the newly transformed Buffalo Bayou Park. Complemented by robust pedestrian infrastructure (bike lanes and sidewalks), this makes for a green and safe community where individuals and families can enjoy high quality of life and work.

Hike, bike or kayak along the Buffalo Bayou; attend a fitness class at Discovery Green or play Bingo at Market Square Park; watch a Broadway show, ballet production, or jazz concert in the Theater District; attend weekly events that bring residents, children, and visitors together. Residents never have a dull moment.
Downtown has a very young population; over 50 percent of the population is under 35 years.
Demographics Greater Downtown (2 mile radius)

**POPULATION BY AGE**

- Under 4 years: 6%
- 5 to 9 years: 4%
- 10 to 14 years: 4%
- 15 to 17 years: 2%
- 18 to 24 years: 12%
- 25 to 34 years: 15%
- 35 to 44 years: 12%
- 45 to 54 years: 11%
- 55 to 64 years: 4%
- 65 to 74 years: 2%
- 75 to 84 years: 1%
- 85+ years: 1%

**POPULATION BY SEX**

- Male: 57%
- Female: 43%

**POPULATION BY RACE**

- White: 67%
- Black/African American: 22%
- American Indian/Alaskan: 5%
- Two or more races: 4%
- Other Race: 1%
- Native Hawaiian/Pacific Islander: 0.3%
- Asian: 0.08%
Income & Education Greater Downtown (2 mile radius)

**$91,523**

**Average Household Income**

With a difference of almost $20,000, Downtown households have significantly higher average income levels than those in Houston, which average $73,063.

**$475,254**

**Average Home Price**

Home prices in Downtown Core average $475,254 or $313 per square foot compared to $445,927 or $170 per square foot in Houston.

**$3**

**Average Rent per Square Foot**

Rental rates in Downtown Core average $3,051 or $3 per square foot compared to $2,144 or $1.25 per square foot in the city.

**63%**

**Some College Degree or Higher**

Almost two in three adults Downtown have completed some college (including an associate’s degree) or hold a Bachelor’s or higher degree, compared to 54% in Houston and the national average of 58%.

**57%**

**Household Income > $50,000**

Compared to 46% in Houston, more than half of Downtown Households have incomes exceeding $50,000. 45% of households have incomes of $75,000 or more, compared to 30% in Houston.

**43%**

**Bachelor’s or Higher Degree**

Downtown residents have higher levels of education than the average for the city and the nation, with 43% holding a Bachelor’s or higher degree compared to 30% in Houston and the national average of 29%.
Income & Education Greater Downtown (2 mile radius)

HOUSING TENURE

- 34% Renter Occupied
- 66% Owner Occupied

HOUSEHOLD INCOME

- $200,000 or higher: 10%
- $125,000 – $199,000: 14%
- $75,000 – $124,999: 21%
- $50,000 – $74,999: 12%
- Less than $49,000: 43%

HOUSING UNITS – OCCUPANCY RATE

- 15% Vacant
- 85% Occupied

EDUCATIONAL ATTAINMENT

- Bachelor’s degree or higher: 43%
- Master’s degree or higher: 18%
- Bachelor’s degree: 25%
- Some college: 20%
- High School diploma or equivalent: 17%
### Demographics Downtown Core

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<th>Value</th>
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<td>Total Population</td>
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<tr>
<td>Household Population</td>
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<tr>
<td>Number of Households</td>
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<td>Average Household Size</td>
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### Demographics 3 Mile Radius

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### Demographics 5 Mile Radius

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## Residences Downtown

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<th>PROPERTY (EXISTING)</th>
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<td>1414 Congress</td>
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<tr>
<td>500 Crawford</td>
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<tr>
<td>Bayou Lofts</td>
<td>108</td>
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<td>Block 334</td>
<td>207</td>
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<td>Beaconsfield Condos</td>
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<td>Byrd's Lofts</td>
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<td>Capitol Lofts</td>
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<td>CityView Lofts</td>
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<td>Commerce Tower</td>
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<td>Dakota Lofts</td>
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<td>D’George at Union Station</td>
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<td>Four Seasons Condominium</td>
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<td>Franklin Lofts</td>
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<td>Marquis Lofts on Sabine</td>
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<td>One Park Place</td>
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<td>Plaza &amp; Peacock Apartments</td>
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<td>SkyHouse Main</td>
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<td>St. Germain Lofts &amp; Condos</td>
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<td>The Hamilton</td>
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<td>White Oak Lofts</td>
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<td>Eighteen25</td>
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<td>Marlowe</td>
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<td>The Star</td>
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<tr>
<td>Block 114—Marquette Companies</td>
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<tr>
<td>Block 330 &amp; 346—Camden</td>
<td>550</td>
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<tr>
<td>Block 98—Trammel Crow</td>
<td>314</td>
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Sources: U.S. Census Bureau, American Community Survey (ACS) 2014; Walkscore.com; HDMD/CHI, 2016.
Downtown’s skyline features architecturally distinctive buildings that showcase the works of world-renowned architects such as I.M. Pei and Philip Johnson.

A Downtown Houston business address means you are in the region’s largest Central Business District (CBD), home to local, regional and multinational companies, and industry leaders in energy, finance and professional services. Downtown is headquarters to several prominent firms, including eight Fortune 500 companies. One of the biggest contributors to the region’s economy, Downtown’s 3,000 plus businesses are housed in almost 50 million square feet of office space, distributed across several of Houston’s most iconic historic and modern office buildings. Downtown’s skyline features architecturally distinctive buildings that showcase the works of world-renowned architects such as I.M. Pei and Philip Johnson. Recognizable landmarks include the Italian renaissance-style Neils and Mellie Esperson Buildings and The JP Morgan Chase & Co building, which is listed on the National Register of Historic Places, is a City of Houston Landmark, the tallest building in Texas and the world’s tallest pentagonal building. One of the 10 largest CBDs in the nation, Downtown accounts for close to a third of Houston’s Class A office space.

From traditional office floors to contemporary co-working spaces, the Downtown office market features a...
variety of options to suit different corporate cultures. Downtown remains a top competitor in the regional office market, constantly evolving with demographic and workforce trends. Downtown’s growing co-working space demonstrates its commitment to create a community of entrepreneurs and innovators. New construction and renovations emphasize flexibility, innovation, collaboration and sustainability. Downtown leads green efforts in the region, with more than 58 LEED certified projects totaling 46.62 million square feet, including two LEED Certified Core and Shell Platinum buildings, and 42 Energy Star Certified buildings.

Downtown has the largest concentration of workers in the Houston region, attracting some of the most qualified employees from around the nation and the globe. Compared to the city and national averages of 28 percent and 29 percent, respectively, 30 percent of Downtown employees have a Bachelor’s degree or higher, and almost 70 percent have some college or higher degree. Downtown currently boasts about 150,000 employees, 82 percent of which work in the private sector, but also lead entrepreneurial ventures and small businesses. Regional offices of US government agencies, and federal and municipal courthouses, draw over 26,000 employees daily, and millions of users of public services to Downtown, making it one of the city’s largest public administration centers. About 73 percent of the Downtown workforce earns more than $3,333 a month, compared to regional and national averages of 52 and 44 percent, respectively. As the region continues to experience the nation’s largest influx of millennials, Downtown is set to welcome a growing number of entrepreneurs, independent professionals, and small business owners, further diversifying its employee and industry base.

Business executives, young professionals and their clients are only walking distance from an array of business support services and much coveted quality of life amenities, including high-end and fast casual restaurants, luxury hotels, and event centers. Well-established public transit, innovative mixed-use spaces, acres of landscaped and programmed outdoor spaces, and the live-work-play and 24-7 vibrancy of Downtown make it the top choice for businesses and their employees.
Employment Downtown Core

148,938
**Total Wage & Salary Jobs**
Downtown has the largest concentration of employees in the Houston region.

73%
**Workforce Earning > $3,333/month**
Over 70% of the Downtown workforce earn more than $3,333 per month, compared to the city and national averages of 54% and 44% respectively.

82%
**Percent Private Sector Jobs**
The private sector employs over 80% of the Downtown workforce. Downtown is also a major government center, providing over 26,000 public sector jobs.

68%
**Workforce with some College or higher**
68% of the Downtown workforce have completed some college, or have a Bachelor’s or higher degree, compared to 59% in Houston and the national average of 61%.

36%
**Workforce with Bachelor’s or advanced degree**
More than a third of the Downtown workforce have a Bachelor’s or higher degree or higher, compared to 28% in Houston, and the national average of 29%.
**Employment Downtown Core**

**Workforce by Age**
- Age 29 or younger: 22.6%
- Age 30 to 54: 61.1%
- Age 55 or older: 16.3%

**Workforce by Industry**
- Professional & Business Services: 31.4%
- Public Administration: 17.7%
- Mining, Quarrying, Oil & Gas: 10%
- Trade, Transportation & Utilities: 7%
- Financial Services: 6.7%
- Utilities: 6.1%
- Educational & Health Services: 5.5%
- Construction: 5.4%
- Leisure & Hospitality: 3.8%
- Manufacturing: 3.2%
- Other Services (excl. Public Admin.): 1.9%
- Information: 1.4%

**Workforce by Earnings**
- $1,250 per month or less: 8.3%
- $1,251 to $3,333 per month: 18.8%
- More than $3,333 per month: 72.9%

**Workforce by Educational Attainment**
- Bachelor’s degree or advanced degree: 36%
- Some college or Associate degree: 32%
- High school or equivalent, no college: 21%
- Less than high school: 11%

Hospitality, Tourism, Culture & Entertainment

DOWNTOWN AT A GLANCE

Downtown is Houston’s prime entertainment district. Over 10 million people visit Downtown annually, for conventions, meetings, baseball and basketball games, theater, concerts and Houston’s massive civic events. Downtown is home to the 1.8 million square feet George R. Brown Convention Center, one of the 10 largest convention centers in the nation, that draws close to a half a million attendees annually for conventions, meetings, trade shows, and other events. Three major sports and entertainment venues draw millions of major league sports fans, and local and international visitors for concerts and touring shows. Toyota Center, home to the NBA’s Houston Rockets, seats up to 19,000 and hosts about 100 events annually; Minute Maid Park, home to the Astros, has a seating capacity of 40,963; and BBVA Compass Stadium, home to MLS’s Houston Dynamo, Houston Dash and Texas Southern University Tigers football team, seats 22,039. The convenience of their Downtown location means that fans and event attendees are only walking distance from hotels, restaurants and entertainment.

Downtown’s Theater District is the second largest performing arts district in the nation, next to New York City.

QUICK FACTS

- ~10 million Visitors—Downtown
- 17 million Visitors—Houston
- 1.8 million Convention square feet
- 433,965 Convention Center Attendees
- $203,414,324 Economic Impact of Convention Center
- 20 Hotels
- 6,132 Hotel Rooms
- 12,000 Theater District seats
- 81,000 Major Sports/Concert Venue seats
- 9 Major Performing Arts Organizations
- 65.8 million Houston Airports Passenger Traffic
Whether travelling for business or leisure, visitors enjoy the genuine southern hospitality and feel right at home in one of Downtown’s 6,302 luxury rooms in 21 hotels. In response to the high demand for hotel rooms, boasting an average occupancy rate of 70 percent, developers are set to deliver another 1,478 rooms by 2017, with another 185 plus rooms planned for 2018. Downtown will have almost 8,000 rooms in 26 hotels by 2018. Downtown caters to both short and extended stay visitors in a variety of hotel types and styles, ranging from some of the largest global 5-star brands, including Hilton, JW Marriott, and Hyatt, to boutique hotels, such as Aloft, Hotel Icon and The WhiteHall.

A record number of 732,976 convention nights were booked in 2015 for future years, an increase of 29% from 2014. Robust convention activity and Downtown’s increasing attraction as the location of choice for major sporting events and cultural attractions have contributed to the significant increase in Houston’s domestic and international airport passenger traffic, and Houston’s position as the second-fastest growing destination in the U.S. for overseas travelers. Domestic and international traffic in Houston’s airports increased by 3.7% and 9.5%, respectively, from 2014 to 2015, bringing in over 17.4 million domestic and international visitors in 2015 (up from 14.8 million in 2014), $17.2 billion in travel spending and $1.4 billion in tax receipts.

Downtown’s Theater District is the second largest performing arts district in the nation, next to New York City, featuring nine award-winning and
The Museum District is home to 19 museums plus Hermann Park and the Houston Zoo.

Internationally acclaimed performing arts organizations and several smaller ones, and over 12,000 seats. Audiences enjoy performances in theater, opera, ballet, and symphony at the four major performing arts venues—Jones Hall, Wortham Theater Center, Alley Theatre and the Hobby Center for the Performing Arts.

Thanks to the tremendous growth of Downtown over the past 20 years, thriving adjacent neighborhoods have developed and are within walking distance or an easy ride away on METRORail from Downtown. The Museum District is home to 19 museums plus Hermann Park and the Houston Zoo; EaDo is a quirky neighborhood with a mix of ethnic grocery stores, restaurants, bars, breweries and the famous Ninfa’s on Navigation; and Washington Avenue and Midtown are both booming commercial and residential neighborhoods.

Spend a day touring Houston’s outdoor history museum at Sam Houston Park or Saint Arnold Brewing Company (Texas’ oldest craft brewery); watch a performance in the Theater District; visit the aquarium with the kids; enjoy a meal and a concert at Bayou Place, there is certainly no shortage of things to do or attractions to see around Downtown.

Sources: GHCVB, 2016; HDMD/CHI, 2016.
Restaurants & Retail

Whether you are grabbing a quick bite or dining formally with business associates, Downtown’s variety of cuisine choices suit individual tastes, schedules and lifestyles.

Featuring award-winning restaurants, Downtown offers some of the best dining in the city. From contemporary French to Vietnamese, Southern, Italian, Japanese, South African and American cuisines, and some of the best steak houses in Houston, Downtown’s booming culinary scene celebrates international flavors. Downtown boasts over 300 restaurants, coffee shops and bars in 1.4 million square feet of retail space. Whether you are grabbing a quick bite or dining formally with business associates, Downtown’s variety of cuisine choices suit individual tastes, schedules and lifestyles.

Visitors, residents and employees can also enjoy outdoor seating available in over 20 percent of restaurants and cafes. Many convenience and fast casual restaurants and shops are also located in Downtown’s intricate 6.5-mile tunnel system that connects over 65 buildings.

Phoenicia Specialty Foods Grocery Store, a 35,000 square foot gourmet food market in the heart of Downtown, features over 10,000 products from more than 50 countries, in addition to offering prepared foods, catering and delivery services to downtown residents and visitors. Hundreds of other

6.5 mile tunnel system connects over 65 buildings

300 + restaurants, coffee shops and bars
retailers and service providers are within walking distance, and several major grocery stores are also available within a 2-mile radius.

The Shops in Houston Center and GreenStreet, located in Downtown’s Shopping District, are home to major retail brands like BCBGMAXAZRIA, Forever XXI, JoS. A. Banks, Dress Barn and several smaller merchandise retailers. GreenStreet’s three block mixed-use shopping, entertainment and dining center provides visitors, employees and residents with a complete experience and includes blockbuster tenants such as House of Blues, Lucky Strike Lanes, McCormick & Schmicks and local eatery Guadalajara del Centro. Ground floor retail, including boutique stores and restaurants are located at street level in both commercial and residential buildings throughout Downtown.

Two additional retail activity centers in Downtown worth mentioning are Historic Market Square and the up-and-coming Avenida Houston. A favorite destination for downtowners and visitors alike, Historic Market Square is located on the northern edge of downtown. Historic building facades line the streets, and with a high concentration of residential buildings, Historic Market Square feels like a neighborhood despite the skyscrapers just a few blocks away. Local restaurants, bars, small live music venues and boutique hotels round out this quaint district. The neighborhood surrounding the George R. Brown Convention Center is being transformed into a pedestrian-friendly place called Avenida Houston.

The neighborhood surrounding the George R. Brown Convention Center is being transformed into a pedestrian-friendly place called Avenida Houston.

Sources: HDMD/CHI, 2016.
Transit

A network of integrated multi-modal transit systems provides convenient travel options for several hundred thousand employees and visitors commuting in and out of Downtown daily. A major transit hub for METRO Bus and Light Rail, approximately 104,000 passengers transit through Downtown on a daily basis. Downtown is strongly committed to environmental sustainability. ‘Green’ transportation options, including Houston’s BCycle bike share program and Downtown’s free circulator Greenlink, along with an extensive network of sidewalks and a growing number of bicycle lanes, provide commuters with alternative transit options and reduce car dependency.

A 2013 commuter survey revealed that approximately 32 percent of Downtown employees use public transit and another 11.2 percent use alternative modes to get to work, compared to only 2.4 percent public transit users in the Houston region. The Greenlink monthly ridership averaged 19,752 in 2015.

Getting around Downtown has never been easier and safer. Rent a bicycle for an hour or a day from Houston’s BCycle to explore Downtown, ride along the Bayou, or run errands. Hop on a Greenlink bus a free, environmentally-friendly bus fleet that runs on Compressed Natural Gas and connect to dozens of attractions and destinations. Walk around Downtown on the wide, beautifully paved and landscaped sidewalks, using wayfinding signs for easy navigation.

Sources: METRO, 2016; HDMD/CHI, 2016.