

**November 2009**

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**Greenspoint Uses Social Media to Share Information**

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**North Park Apartments Earn Blue Star Certification**

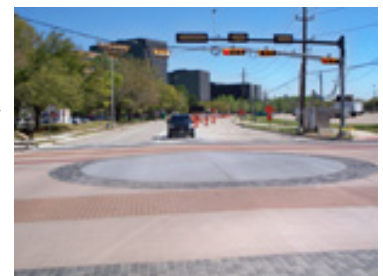
Greenspoint's North Park apartments earned Blue Star certification last month. It's not an easy task. In fact, less than 50 apartment complexes in Houston have done it. The process can be challenging, but the end result makes the community safer. And if that isn't enough, Greenspoint property managers can get an incentive check for completing the process.



*Click here for the full story*

**Update: Greenspoint Drive Reconstruction Project**

The road has been paved and the sidewalks are in place, but there's still more changes ahead for Greenspoint Drive. Decorative pavers and lush landscaping are just a few of the features scheduled for completion next month.



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There is no denying the power of social media. Millions of people now use Facebook and Twitter to stay informed and in touch with the news and people they care about. Now the Greenspoint District is using social media to share updates with you.



The District has been posting to Twitter and Facebook for about one month. Topics have ranged from traffic alerts and lunch ideas to aerial photo galleries and new real estate developments.

While we are currently focusing on social media, Greenspoint e-news articles remain a top priority. There are benefits to doing both. Social media allows us to update you when a new restaurant opens or a street closes the day it happens, not six weeks later, and e-news articles gives us the chance to provide a little more detail about things happening in our community.

As with most new initiatives, we are learning as we go. Social media often sparks conversation, and we hope our Facebook and Twitter posts engage readers and spark comments and dialogue. We'd love to hear from you if you have ideas or suggestions on the types of information you want to receive. We hope you'll join us and the conversation.

To become a fan of our Facebook page, go to: [www.facebook.com/greenspoint](http://www.facebook.com/greenspoint) or search for Greenspoint District once you've signed into your Facebook account.

Or you can follow us on Twitter at: [www.twitter.com/greenspointTX](http://www.twitter.com/greenspointTX).

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## North Park Apartments Earn Blue Star Certification

Greenspoint's North Park apartments received Blue Star certification last month, becoming one of only 49 Houston complexes to garner the elite ranking.

The Blue Star Multi-Housing Program is designed to reduce crime in apartment communities. To become certified, apartment owners or managers must complete a three-stage process, which involves an eight-hour crime prevention training course, an inspection by the Houston Police Department and a residential safety event held on the apartment's property. During this final stage, residents learn about public safety and their community's commitment to the Blue Star program.



"As our community continues to grow, participation in programs like Blue Star are imperative to maintaining lower crime rates," said Al Aranda, director of public safety for the Greenspoint District.

North Park Apartments, which are located at 90 Northpoint Drive, began the Blue Star Certification process on February 10, 2009. They completed the final stage February 24, 2010.

North Park Property Manager Theresa Sickels led the initiative.

"This is not an easy task," she said. "It not only takes a commitment from the property management, but also from its residents."

To earn certification, Sickels had to make property improvements that were identified in a Crime Prevention through Environmental Design inspection. During the inspection, public safety officials recommended ways to deter crime by making changes to the complex's physical environment. Things like trimming bushes surrounding the complex to less than four feet high, securing pedestrian gates and enhancing the property's outdoor lighting were accomplished to provide more security and greater visibility around the apartment grounds.

North Park became the third Greenspoint apartment community to gain Blue Star certification, and in so doing, earned financial rewards provided by a Greenspoint District Community Incentive Program that encourages and assists area managers going through the Blue Star process. For apartments that apply in advance and qualify, the incentive program matches 100 percent of the costs spent on improvements. However, the incentive money can only be spent on projects along

public rights-of-way associated with the property. Sickels used the money to improve landscaping outside the complex. In addition to the funds for improvements, the District rewards the property manager/owner undertaking the Blue Star effort by providing them with a personal check for \$250.

“The district has various public safety initiatives designed to catch criminals and put them in jail,” said Aranda. “However, I firmly believe crime prevention is key to maintaining a safe community. This is why we strongly support and encourage involvement with the Blue Star Program. Law enforcement alone is not enough. It takes a commitment from our residents, employees and businesses to do their part. We congratulate North Park and Theresa Sickels on their outstanding accomplishment.”

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## Update: Greenspoint Drive Reconstruction Project

The Greenspoint Drive reconstruction project is getting closer to completion.

Construction began in 2009 and the majority of the work will be complete this spring. Construction crews finished paving the street a few weeks ago, which means the biggest inconvenience for drivers is now behind us.



The project is improving vehicle and pedestrian access and laying the groundwork for future development along the street. The Greenspoint Drive reconstruction project is funded by the Greater Greenspoint Redevelopment Authority.

Crews are currently installing decorative signal poles and mast arms to Greenspoint Drive intersections. During this process, police officers will be in intersections to control traffic.

The final phase of the project includes irrigation improvements, the installation of decorative pavers, and the addition of lush landscaping and new bus stops and benches. This phase of the project, weather permitting, should be complete in the next six weeks.

One component of the project will not be complete by the end of spring. The unsightly utility lines along the road will be buried by the end of the year. The Greenspoint Redevelopment Authority does not anticipate the process to have a major impact on commuters.

Both the Greenspoint District and the Redevelopment Authority look forward to the finished project and the opportunities that come with having a vibrant thoroughfare in the heart of Greenspoint.

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