APPENDIX C
DEMOGRAPHIC AND ECONOMIC INFORMATION

Demographic Information

Community Profile

Converse City, TX 4
Converse City, TX (4816468)
Geography: Place

esri
THE SCIENCE OF WHERE

Population Summary	Converse city...
2010 Total Population	21,512
2020 Total Population	27,712
2020 Group Quarters	197
2025 Total Population	32,083
2025 Group Quarters	206
2030 Total Population	33,020
2025-2030 Annual Rate	0.58%
2025 Total Daytime Population	24,250
Workers	8,234
Residents	16,016

Household Summary	
2010 Total Households	7,210
2010 Average Household Size	2.96
2020 Total Households	9,268
2020 Average Household Size	2.97
2025 Total Households	10,920
2025 Average Household Size	2.92
2030 Total Households	11,463
2030 Average Household Size	2.86
2025-2030 Annual Rate	0.98%
2025 Families	8,187
2025 Average Family Size	3.43
2030 Families	8,538
2030 Average Family Size	3.38
2025-2030 Growth Rate	0.8%

Community Profile | Converse City, TX 4 | Geography: Place

Housing Unit Summary	
2010 Total Housing Units	7,654
Owner Occupied Housing Units	71.2%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	5.8%
2020 Housing Units	9,751
Owner Occupied Housing Units	70.2%
Renter Occupied Housing Units	29.8%
Vacant Housing Units	5.0%
2025 Housing Units	11,414
Owner Occupied Housing Units	74.8%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	4.3%
2030 Total Housing Units	11,936
Owner Occupied Housing Units	76.6%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	4.0%

Median Household Income	Converse city...
2025	$92,885
2030	$102,783

Per Capita Income	
2025	$34,949
2030	$39,222

2025 Households by Income	
Household Income Base	10,920
<$15,000	2.7%
$15,000 - $24,999	6.4%
$25,000 - $34,999	3.7%
$35,000 - $49,999	10.8%
$50,000 - $74,999	16.9%
$75,000 - $99,999	12.4%
$100,000 - $149,999	29.9%
$150,000 - $199,999	8.9%
$200,000+	8.2%
Average Household Income	$102,578

Community Profile | Converse City, TX 4 | Geography: Place

2025 Affordability, Mortgage and Wealth	
Housing Affordability Index	108
Percent of Income for Mortgage	19.2%
Wealth Index	75

Median Home Value	
2025	$284,240
2030	$342,726

2025 Home Value	Converse city...
Total Owner Occupied Housing Units	8,165
<$50,000	1.6%
$50,000 - $99,999	1.5%
$100,000 - $149,999	5.3%
$150,000 - $199,999	11.0%
$200,000 - $249,999	15.4%
$250,000 - $299,999	22.2%
$300,000 - $399,999	28.7%
$400,000 - $499,999	7.3%
$500,000 - $749,999	6.2%
$750,000 - $999,999	0.5%
$1,000,000 - $1,499,999	0.1%
$1,500,000 - $1,999,999	0.2%
$2,000,000 +	0.1%
Average Home Value	$304,836

2025 Population by Sex	
Males	15,595
Females	16,488

Median Age	
2010	32.2
2020	34.1
2025	34.9
2030	35.6

Community Profile | Converse City, TX 4 | Geography: Place

2025 Population by Age	Converse city...
Total	32,083
0 - 4	6.9%
5 - 9	7.2%
10 - 14	7.2%
15 - 24	14.3%
25 - 34	14.6%
35 - 44	15.1%
45 - 54	12.6%
55 - 64	10.2%
65 - 74	7.9%
75 - 84	3.5%
85 +	0.8%
18 +	74.3%

2025 Pop 25+ by Educational Attainment	
Total	20,641
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	3.9%
High School Graduate	18.2%
GED/Alternative Credential	6.7%
Some College, No Degree	21.6%
Associate Degree	13.3%
Bachelor's Degree	21.8%
Graduate/Professional Degree	11.8%

2025 Population 15+ by Marital Status	
Total	25,243
Never Married	32.9%
Married	50.8%
Widowed	4.2%
Divorced	12.2%

Community Profile | Converse City, TX 4 | Geography: Place

2020 Population by Race/Ethnicity	Converse city...
Total	27,712
White Alone	39.5%
Black Alone	22.3%
American Indian Alone	1.0%
Asian Alone	2.9%
Pacific Islander Alone	0.6%
Some Other Race Alone	11.9%
Two or More Races	11.9%
Hispanic Origin	42.8%
Diversity Index	86.3

2025 Population by Race/Ethnicity	
Total	32,083
White Alone	37.0%
Black Alone	23.0%
American Indian Alone	1.1%
Asian Alone	3.2%
Pacific Islander Alone	0.6%
Some Other Race Alone	12.8%
Two or More Races	22.4%
Hispanic Origin	45.0%
Diversity Index	87.0

2025 Employed Pop 16+ by Occupation	
Total	16,300
White Collar	63.8%
Management/Business/Financial	17.5%
Professional	24.2%
Sales	11.1%
Administrative Support	11.0%
Services	15.8%

Community Profile | Converse City, TX 4 | Geography: Place

2025 Employed Pop 16+ by Occupation	Converse city...
Total	16,300
Blue Collar	20.4%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.4%
Installation/Maintenance/Repair	3.9%
Production	4.5%
Transportation/Material Moving	9.6%

2025 Civilian Population 16+ in Labor Force	
Civilian Population 16+	16,300
Population 16+ Employed	97.0%
Population 16+ Unemployment rate	3.0%
Population 16-24 Employed	12.7%
Population 16-24 Unemployment rate	4.6%
Population 25-54 Employed	67.1%
Population 25-54 Unemployment rate	2.9%
Population 55-64 Employed	13%
Population 55-64 Unemployment rate	1.6%
Population 65+ Employed	5%
Population 65+ Unemployment rate	2.9%

2025 Employed Population 16+ by Industry	
Total	15,812
Agriculture/Mining	1.0%
Construction	3.6%
Manufacturing	6.3%
Wholesale Trade	2.7%
Retail Trade	13.5%
Transportation/Utilities	7.5%
Information	2%
Finance/Insurance/Real Estate	9.9%
Services	43.7%
Public Administration	10.1%

Community Profile | Converse City, TX 4 | Geography: Place

2025 Consumer Spending	Converse city...
Apparel & Services: Total $	$24,329,789
Average Spent	$2,228.00
Spending Potential Index	91
Education: Total $	$14,870,325
Average Spent	$1,361.75
Spending Potential Index	76
Entertainment/Recreation: Total $	$38,715,763
Average Spent	$3,545.40
Spending Potential Index	86
Food at Home: Total $	$70,767,288
Average Spent	$6,480.52
Spending Potential Index	87
Food Away from Home: Total $	$41,215,829
Average Spent	$3,774.34
Spending Potential Index	91
Health Care: Total $	$73,959,501
Average Spent	$6,772.85
Spending Potential Index	88
HH Furnishings & Equipment: Total $	$28,523,565
Average Spent	$2,612.05
Spending Potential Index	90
Personal Care Products & Services: Total $	$10,338,569
Average Spent	$946.76
Spending Potential Index	90
Shelter: Total $	$254,485,099
Average Spent	$23,304.50
Spending Potential Index	88
Support Payments/Gifts in Kind: Total $	$34,793,404
Average Spent	$3,186.21
Spending Potential Index	96

Community Profile | Converse City, TX 4 | Geography: Place

2025 Consumer Spending	Converse city...
Travel: Total $	$33,207,771
Average Spent	$3,041.00
Spending Potential Index	84
Vehicle Maintenance & Repairs: Total $	$13,395,387
Average Spent	$1,226.68
Spending Potential Index	91

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

ⓘ Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

© 2025 Esri

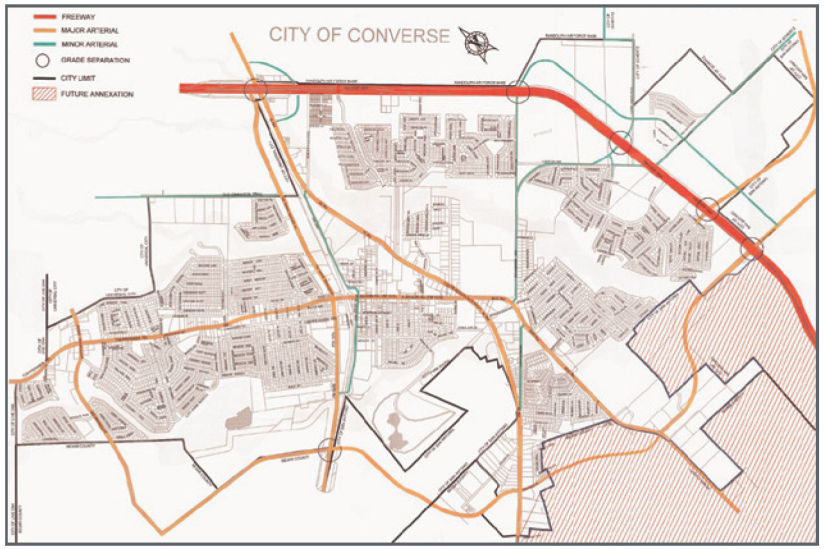
Previous Planning Efforts

Municipal Planning Efforts

Major Thoroughfare Plan (2012)

The City of Converse Major Thoroughfare Plan (MTP) was developed and approved by the Converse City Council in 2012. It is a long-range plan for identifying needed roadway connections as well as for classifying existing thoroughfares for future improvements and adequate right-of-way reservation.

The plan focuses primarily on major thoroughfares and connections throughout the City and Extraterritorial Jurisdiction (ETJ), including the identification of freeways and major/minor arterial roadways.



Map 23. Major Thoroughfare Plan (2012)

1604 Commercial Corridor Plan (2014)

The 1604 Commercial Corridor Plan was initiated by the Converse Economic Development Corporation (EDC) in 2014. In this plan, parcels along Loop 1604 from FM-78 to IH-10 were identified for commercial, residential, multi-family, industrial, recreational and institutional development.

The primary objective of this plan was to serve as a policy document to guide design, improvements and economic strategy to revitalize the Loop 1604 corridor within the City limits and ETJ. Some of the recommendations for Converse included:

- The development of a 1604 Commercial Corridor Overlay District.
- The acquisition of proposed future ETJ from the City of San Antonio.
- The creation of development incentives for anchor tenants within the corridor.
- The implementation of a marketing strategy to lure commercial businesses to the area.

Park Vision Study (2016)

In 2016, the City carried out a Recreational Vision Study prepared with the Center for Urban and Regional Planing at the University of Texas at San Antonio (UTSA) to assess the condition of its parks, review demographic and population growth trends, and outline improvements to better serve the community. The report documented the existing inventory of parkland, conducted a level-of-service (LOS) analysis, and identified strategies to strengthen recreational opportunities. Key priorities focused on planning for long-term growth, creating stronger park connectivity, and broadening both cultural and recreational amenities to meet the needs of a diverse and expanding population. Key recommendations included:

- Develop a 17-mile citywide hike-and-bike trail network utilizing drainage corridors and sidewalks.
- Construct an amphitheater at City Park Lake to provide cultural programming opportunities.
- Add new recreational facilities, including soccer fields, a campground and a dog park.
- Enhance lake recreation by improving fishing access at North Park and boating and paddle craft access at City Park.
- Expand park infrastructure with additional parking, upgraded softball fields, community gardens and a skate park.

Converse 2040 Study (2017)

In 2017, the Center for Urban and Regional Planning Research (CURPR) at the University of Texas at San Antonio (UTSA) conducted a study to develop a vision for the future, as Converse's population was anticipated to nearly triple with the 2017 ETJ annexation agreement with the City of San Antonio. In this plan, the research team came to several recommendations, including:

- Establishing a Converse Planning Department.
- Creating a Downtown District to serve as the cultural center of Converse.
- Implementing a Unified Development Code (UDC) to tie together various City codes and regulations.
- Creating three distinct overlay districts targeting the downtown, historic preservation and commercial corridors.
- Developing a City brand using formal City gateways, signage and wayfinding.
- Upgrading existing City facilities to account for the population growth.

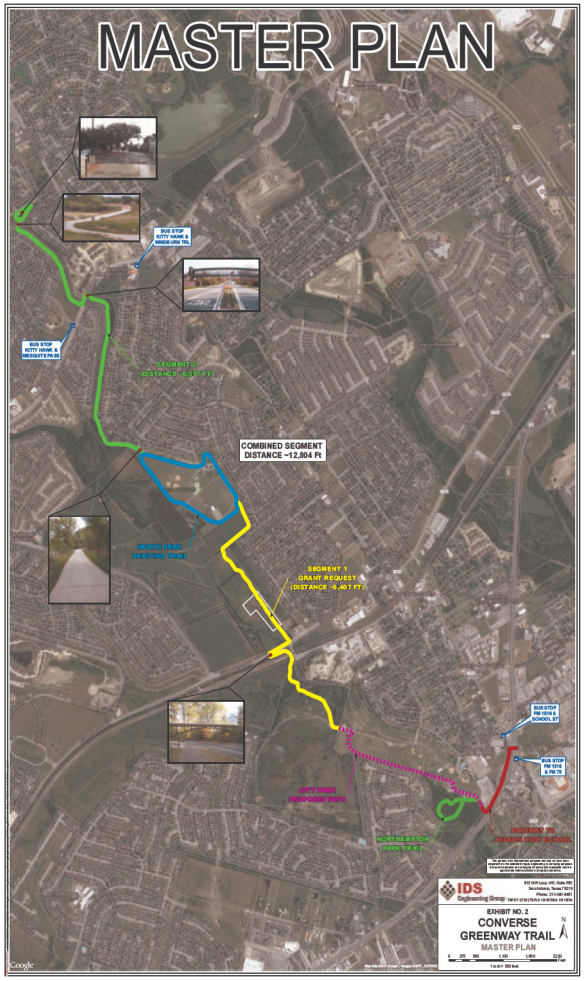
5-Year Strategic Plan (2019)

In 2019, the City Council, City Manager, and department heads of the City of Converse participated in a strategic planning process to develop a five-year strategic plan. This plan identified department successes and challenges and proposed initiatives to address them. Within each initiative was an associated cost and year for implementation. The central priorities for the City Council in the Strategic Plan were:

- Replace Outdated Infrastructure
- Improve Department Efficiency
- Revise Municipal Code
- Address Local Resident's Perception of Increased Crime
- Increase Resident Awareness of City Resources
- Improve City Appearance

Greenway Trail Master Plan

The Greenway Trail Master Plan shows existing and proposed trails along the Greenway on the west side of the City. Connections to Judson High School and Converse City Park are proposed.



Map 24. Greenway Trail Master Plan

Americans with Disabilities Act (ADA) Transition Plan (Underway as of 2025)

In 2025, the City of Converse kicked off its ADA Transition Plan, which fulfills the requirements outlined in Title II of the ADA. The ADA states that a public entity must reasonably modify its policies, practices, or procedures to avoid discrimination against people with disabilities. This report will assist the City of Converse in identifying policy, program, and physical barriers to accessibility and developing barrier removal solutions that will facilitate access for all individuals.

The purpose of the Transition Plan is to identify physical barriers that may limit access to City programs and services. Many potential barriers are associated with facilities with accessible features such as designated parking, accessible restrooms, access ramps, accessible door hardware, and other code-compliant and usable features. The needs of the community of persons with disabilities will be driving factors and incorporated into plans to create more access.

Regional Planning Efforts

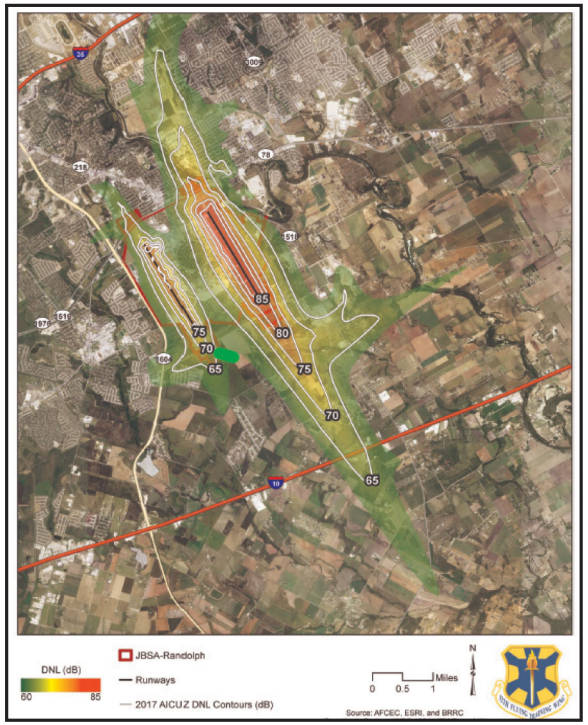
JBSA-Randolph Joint Land Use Study (2015)

In 2015, Joint Base San Antonio-Randolph (JBSA-R) entered a land use study with cities and counties surrounding JBSA-R to guide planning and development to verify future land use compatibility. This resulted in strategy recommendations in legislation, policy, planning and zoning, coordination and communication, acquisition, and outreach. In the study, it was advised that the City of Converse:

- Update City code to limit height, artificial lighting, and developments that generate dust, smoke or steam within the approach or departure zone of JBSA.
- Create a Military Overlay District surrounding JBSA-R to coordinate local development outcomes.
- Involve JBSA-R in long-range utility infrastructure and capacity planning efforts to minimize military operational impacts.
- Amend local zoning to prohibit the clustering of residential land uses in APZ I and APZ II.
- Address sound attenuation surrounding JBSA-R in existing and new construction through updated building techniques, codes and the creation of a noise easement.

JBSA-Randolph AICUZ Study (2017)

The Randolph Air Force Base updated the region's 2008 Air Installations Compatible Use Zones (AICUZ) study due to anticipation of operational changes and improvements in noise modeling software.



Map 25. Existing JBSA-Randolph Airfield Noise Contours

Alamo Area MPO Mobility 2050 Plan (2022)

In 2022, the Alamo Area MPO, which includes Bexar County, which Converse is a part of, released its strategic plan to account for area growth while preserving the region's quality of life and standard of living. In the Mobility 2050 Plan, current trends are identified, progress over the previous three years is outlined, future projects are explored, and project funding is addressed.



Alamo Area MPO FY 2023-2026 TIP Plan (2022)

The Transportation Improvement Plan (TIP) outlines several significant projects for Converse, aimed at enhancing road capacity, safety, and accessibility. Key projects include a proposed expansion of Topperwein Road from a two- to four-lane roadway, featuring a continuous center turn lane, sidewalks, and a bike lane/multi-use path. Similarly, FM 1516 will be upgraded from a two-lane to a four-lane divided highway, complete with bike lanes and sidewalks.

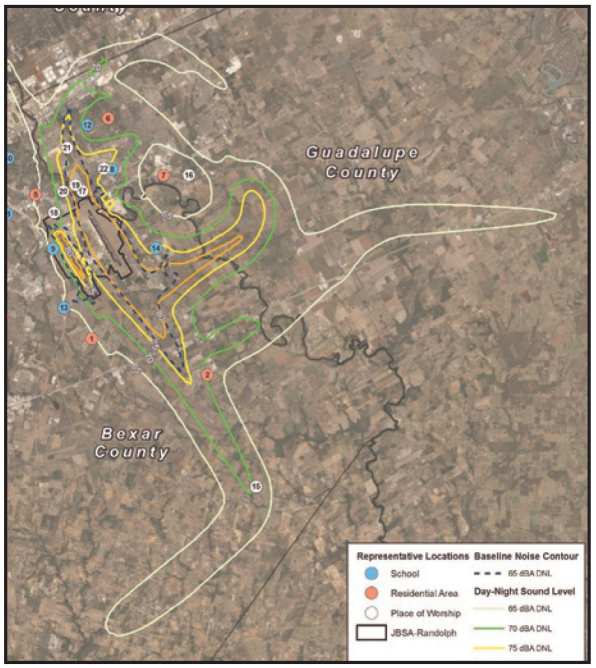
Recently, Rocket Lane was expanded with the addition of a center turn lane, sidewalks, and a multi-use path. Additionally, Crestway Road reconstruction improved operations with new bike lanes and sidewalks.



Map 26. AAMPO TIP and MTP Projects in Converse

Final Environmental Impact Statement (FEIS) for T-7A Recapitalization at JBSA-Randolph

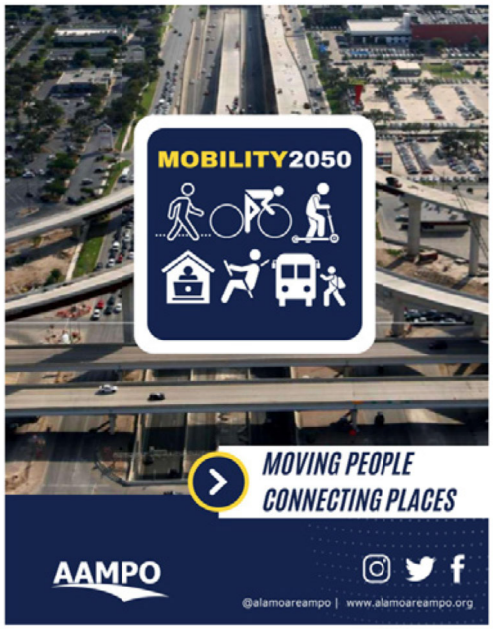
The FEIS supports the Secretary of the Air Force's plan to upgrade T-38A training sites, starting with JBSA-Randolph, and considers improvements for T-7A training at JBSA. It evaluates options, including taking no action, and uses existing data plus early T-7A test results to estimate noise and air quality impacts. Since T-7A aircraft haven't yet flown in San Antonio, the FEIS relies on T-38A parameters and initial T-7A test data, with plans to refine projections as training begins and more data is collected.



Map 27. Proposed Action Noise Contours

Alamo Area MPO Mobility 2050 Plan (2022)

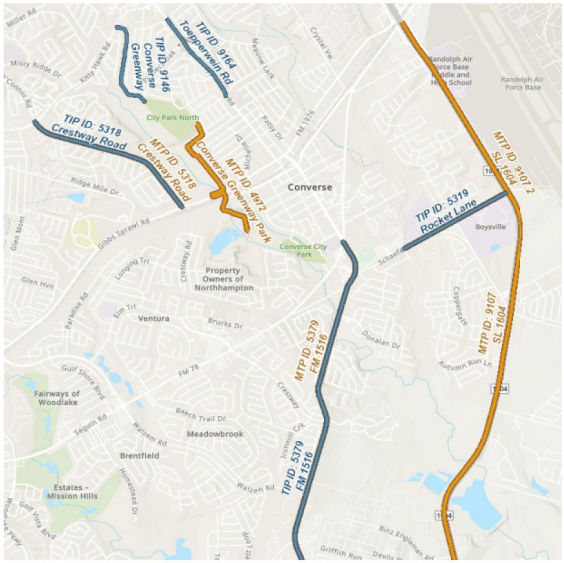
In 2022, the Alamo Area MPO, which includes Bexar County, which Converse is a part of, released its strategic plan to account for area growth while preserving the region's quality of life and standard of living. In the Mobility 2050 Plan, current trends are identified, progress over the previous three years is outlined, future projects are explored, and project funding is addressed.



Alamo Area MPO FY 2023-2026 TIP Plan (2022)

The Transportation Improvement Plan (TIP) outlines several significant projects for Converse, aimed at enhancing road capacity, safety, and accessibility. Key projects include a proposed expansion of Topperwein Road from a two- to four-lane roadway, featuring a continuous center turn lane, sidewalks, and a bike lane/multi-use path. Similarly, FM 1516 will be upgraded from a two-lane to a four-lane divided highway, complete with bike lanes and sidewalks.

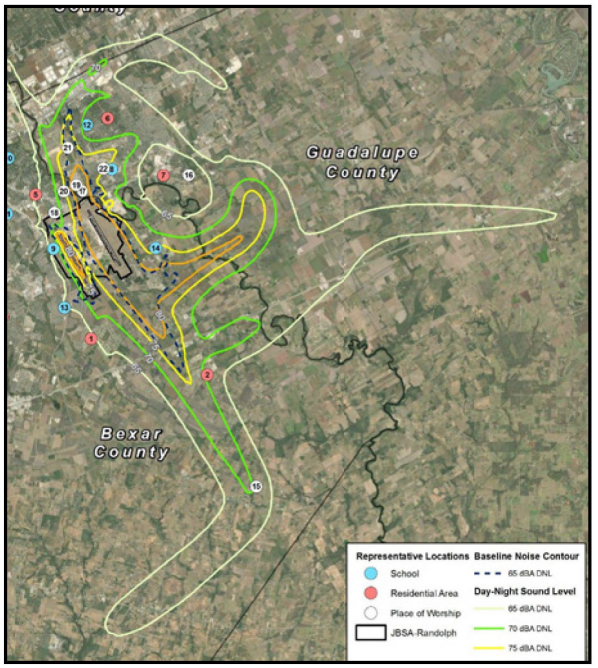
Recently, Rocket Lane was expanded with the addition of a center turn lane, sidewalks, and a multi-use path. Additionally, Crestway Road reconstruction improved operations with new bike lanes and sidewalks.



Map 29. AAMPO TIP and MTP Projects in Converse

Final Environmental Impact Statement (FEIS) for T-7A Recapitalization at JBSA-Randolph

The FEIS supports the Secretary of the Air Force's plan to upgrade T-38A training sites, starting with JBSA-Randolph, and considers improvements for T-7A training at JBSA. It evaluates options, including taking no action, and uses existing data plus early T-7A test results to estimate noise and air quality impacts. Since T-7A aircraft haven't yet flown in San Antonio, the FEIS relies on T-38A parameters and initial T-7A test data, with plans to refine projections as training begins and more data is collected.



Map 28. Proposed Action Noise Contours