



VISION STATEMENTS AND IDEAS

- Overarching Vision Statement
 - Six Focus Area Visions
 - 146 Specific Vision Ideas

Bold Future Initiative

July 2009

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OUR VISION FOR THE COASTAL BEND

WE ENVISION a vibrant, prosperous Coastal Bend that balances its growth and quality of life, blending big city attractions with a small town feel. Building on a diverse mix of industry and small businesses, our economy provides an abundance of family wage jobs and opportunities for our youth. Access to excellent education, from early childhood to graduate programs, prepares our students for learning, for work and for life. The 'best and brightest' are increasingly drawn to--and remain--in our community.

Coastal Bend growth is well planned, with vital urban areas, ample parks and open spaces, excellent transportation and modern infrastructure. We have great pride of place in our redeveloped downtowns, revitalized Bayfront, lively commercial centers across the region, and safe, clean neighborhoods. Our region is more 'green-minded' and sustainable than ever, committed to conservation and recycling; protecting our natural resources, coastline and beaches; and producing alternative energy.

Our residents enjoy active, wholesome lifestyles, increasing individual and community wellness. We celebrate our diverse heritage and enjoy a culture rich in music, arts and entertainment. Citizens are engaged in and proud of their communities. Forward-thinking elected officials and business and community leaders work together for the best interests of the region. Together, we are unified behind a shared vision and have forged greater collaboration in achieving our BoldFuture for the Coastal Bend.

BoldFuture for the Coastal Bend Supporters:

City of Corpus Christi

Coastal Bend Community Foundation

Del Mar College

Metropolitan Planning Organization

Nueces County

San Patricio County

San Patricio County Economic Development Corporation

Texas A&M University-Corpus Christi

1. Our Vision for a VIBRANT ECONOMY

WE ENVISION a vibrant economy for the Coastal Bend that builds on a diverse mix of industry and thriving small and local businesses to provide an abundance of family wage jobs and employment opportunities for young people. The Coastal Bend is open to growth, promoting a unified direction for the ongoing economic development of our region. Governments, businesses and higher educational institutions collaborate to provide incentives and opportunities that support local entrepreneurship, corporate recruitment and the creation of jobs, including those in high technology and green industry. The region has developed a skilled and highly educated workforce while a more diversified employment market provides job opportunities for residents of all education and skill levels. The Coastal Bend has a unique “brand” identity that promotes our region as both a world-class tourist destination and a great place to live, work and play.

Economy and Economic Development

- 1 **Growing, Thriving Economy.** The Coastal Bend has a thriving, growing economy that provides economic and job opportunities for all while building and sustaining an appropriate population base.
- 2 **Economic Diversity.** We have a diverse economy built on existing and emerging industries, including high-tech, research and development, port-related industries, healthcare, agriculture, military and related services, retail and tourism, with a balance of local businesses and services providing stability and resiliency.
- 3 **Entrepreneurship.** The Coastal Bend is forward thinking and open to growth, fostering local entrepreneurship and developing infrastructure that facilitates business growth.
- 4 **Leadership for Economic Development.** Government, business and community leaders cooperate to implement a shared vision for economic development.
- 5 **Regional Economic Cooperation.** Coastal Bend communities are connected through regional economic development and cooperation, taking a long-term regional view for the common regional good that addresses major economic trends and forces.

Business and Industry

- 6 **Corporate Recruitment.** Corporations are enticed to move to the Coastal Bend by our business-friendly environment, skilled workforce, and abundant natural resources.
- 7 **Business-Friendly Development Services.** Coastal Bend governments provide more business-friendly development services to promote growth and development in the region.
- 8 **Retention/Expansion of Business and Industry.** The Coastal Bend continues to support the retention and expansion of its existing businesses and industry.
- 9 **High-Tech, Green Industry Leader.** The Coastal Bend is a leader in high-tech, “green” industry and a center for clean energy research and development.
- 10 **Thriving Small and Local Businesses.** Small and local businesses thrive in an environment where entrepreneurship and ingenuity are encouraged, providing greater economic opportunities and consumer options for Coastal Bend residents.
- 11 **An International Port.** The Port of Corpus Christi is an even more robust center for international trade, attracting shipping and cruise lines and building stronger economic ties with other countries.

Jobs and Employment

- 12 **Diversified Employment Market.** The Coastal Bend has a strong, diversified employment market that attracts population growth, with low unemployment and opportunities for anyone to train for and secure meaningful employment.
- 13 **More Jobs for All Skill Levels.** More jobs exist for Coastal Bend residents of all education and skill levels, including jobs that provide opportunities for advancement and long-term careers.
- 14 **Workforce Development and Higher Education.** Higher education connects the community and industry, educating people to fill local jobs and creating a skilled workforce that draws employers to the region.
- 15 **Local Career Options for Youth.** Our youth and new college graduates have a variety of available job and career options, enabling them to remain and thrive in the Coastal Bend.

Wages and Salaries

- 16 **Increased Wages and Salaries.** Local wages and salaries have increased to reflect a better prepared and educated workforce, increasing the region's average wages and per capita income.
- 17 **High-Tech and Corporate Jobs.** More opportunities exist for higher paying jobs in the Coastal Bend due to an increase in high-tech and corporate employers moving into the region.
- 18 **Competitive Salaries in Health and Education.** Teachers and medical workers enjoy more competitive salaries that attract and retain more qualified workers in the Coastal Bend.

Taxes

- 19 **Tax Incentives for Economic Development.** Tax incentives attract businesses and industry to the region, bringing new jobs and spurring economic development.
- 20 **Expanded Tax Base.** With a growing population, improved economy and more jobs, Nueces and San Patricio Counties have expanded and diversified tax bases, providing for well-funded infrastructure and education.
- 21 **Fair and Affordable Property Taxes.** Property taxes in the Coastal Bend are affordable, fair, and shared by all neighborhoods, so no single segment of the community bears an unfair burden.

Regional Identity and Promotion

- 22 **World-Class Communities.** The Coastal Bend is renowned as a region of world-class communities that attract new residents as a place to live, work, study, play and shop.
- 23 **Protecting Unique Community Assets.** The Coastal Bend protects and stewards its unique community assets to continue to attract tourists, talent and business.
- 24 **Coastal Bend Brand.** The Coastal Bend has developed and marketed an integrated brand that promotes stronger regional identity, business recruitment, and community and economic development across the region.

Tourism

- 25 **Major Tourist Destination.** The Coastal Bend is a major tourist destination for visitors from Texas, other states and around the world, including vacationers, convention and cruise lines guests.
- 26 **Premier Eco-Tourism Destination.** The Coastal Bend is a premier eco-tourist destination, where visitors explore a protected natural environment and enjoy outdoor recreation, sunshine and fresh air.
- 27 **Tourist-Friendly Downtown and Waterfront.** Corpus Christi has a vibrant, tourist-friendly downtown and waterfront amenities that entice people to visit and stay for more than our beaches.

2. Our Vision for **THRIVING EDUCATION, ARTS AND ENTERTAINMENT**

WE ENVISION thriving education and opportunities in the Coastal Bend that prepare our region's residents for learning, for work and for life. Our top quality schools provide improved facilities and smaller student-teacher ratios, producing more high school graduates who are well educated and ready for the future. Accessible higher education and job training prepare Coastal Bend residents for new opportunities in a changing economy, ensuring a skilled and qualified workforce for local industry. Life-long learning opportunities result in a more literate, educated and informed community. Educational excellence and appealing attractions help retain our existing population while drawing new residents to the region. The Coastal Bend has a flourishing arts and cultural scene, along with quality entertainment venues and family-friendly activities that enrich our lives and increase community pride.

Early Childhood-Grade 12 Education

- 1 **Quality Public Schools.** The Coastal Bend has top quality public school systems with highly trained, sufficiently rewarded teachers that attract businesses and families to the region.
- 2 **Pride in Our Schools and Facilities.** Coastal Bend residents take great pride in our educational system, with new or improved educational facilities and technologies that foster successful learning.
- 3 **Smaller Student-Teacher Ratios.** Our educational system is known for its 'learning communities' with smaller student-teacher ratios.
- 4 **Higher Graduation Rates.** The Coastal Bend has substantially increased high school graduation rates and decreased the number of dropouts through innovative programs and services developed to serve individuals from diverse educational, cultural or special needs backgrounds.
- 5 **Well Educated, Prepared Students.** Coastal Bend students are well educated, achieve high test scores and are well prepared for the future in their community and the world.
- 6 **Preparing Youth for Higher Education or Careers.** A seamless PK-16 educational system prepares students for higher education or professional careers or trades – resulting in a better future for all our youth.

Life-Long Learning

- 7 **An Educated Community.** Coastal Bend residents place high value on an educated community and support quality education for all community members as the basis for a socially and economically thriving population.
- 8 **Support for Life-Long Learning.** Our community strongly supports education based on real world experiences that occurs throughout the lifespan of our residents.
- 9 **Life Education for Youth.** Coastal Bend families and educational systems prepare our youth for the future, teaching them character and responsibility, keeping them stimulated and reducing truancy and dropouts.

University, College, Professional and Job Training

- 10 **World Class Higher Education.** Higher education in the Coastal Bend offers highest quality programs in expanded subject fields and is recognized throughout the world for its excellence.
- 11 **Expanded Higher Education System.** Our higher education system has expanded greatly, with an expanded selection of programs/majors, larger campuses, and more delivery locations and options supporting more students, programs, degrees and research.

- 12 **Accessible, Affordable Higher Education.** Higher education and job training are accessible and affordable, such that everyone who wants to can be educated and prosper as a result.
- 13 **Higher Education and Employment.** Higher education in the Coastal Bend specifically prepares students for and helps them get jobs, with the goal of retaining college graduates in the area.
- 14 **Higher Education-Business Partnerships.** Higher education/business and industry partnerships help prepare students for available jobs through joint research and job development programs.
- 15 **Skilled, Qualified Workforce.** The education level, knowledge and skills of local residents have increased, resulting in a qualified workforce that meets the needs of existing industry and attracts new industry.

Intellectual Capital

- 16 **Retaining and Attracting Community Members.** The Coastal Bend has good jobs, a strong educational system and appealing activities and attractions that keep people from leaving our city, while attracting educated, forward-thinking people to relocate here.
- 17 **Well-Educated Citizens.** The Coastal Bend has bright, well-trained and well-educated citizens who choose to remain in the community, supporting advancements that help our region thrive.

Arts, Events and Entertainment

- 18 **Vibrant Arts and Culture.** Corpus Christi and other areas of the Coastal Bend are alive with vibrant, unique and modern communities and centers that blend art exhibits, local and big name entertainers and cultural attractions.
- 19 **Arts Support Our Economy.** The Coastal Bend's wide variety of arts and entertainment offerings attracts tourists to visit and support our regional economy.
- 20 **Entertainment Venues and Options.** Coastal Bend residents have a wide variety of quality entertainment venues and options that enrich our lives and give us pride in our community, including museums, restaurants, shops, community parks, water-based parks and attractions, camping, festivals and local celebrations.
- 21 **Affordable, Family-Friendly Activities.** Affordable family-oriented, child-friendly, and youth-enticing activities are available throughout the region, supporting family life and positive youth socialization.

3. Our Vision for a WELL-PLANNED REGION

WE ENVISION a well-planned region with vital urban areas, ample parks and open spaces, an excellent transportation system, expanded public transit, and modern, well-maintained infrastructure. The Coastal Bend welcomes new growth – but balances growth with our continued quality of life. Local planning throughout the region fosters ‘smart growth’ policies, transit-oriented development and green building practices. We have great “pride of place” in our redeveloped downtown areas, revitalized Bayfront, lively commercial centers, and safe, clean neighborhoods. Vacant and abandoned buildings have been renovated or replaced; and our neighborhoods have been revitalized, attracting new homeowners and promoting reinvestment. We offer more affordable housing options, especially for families, and support them with clean, well-maintained community parks, recreational options, and pedestrian and bicycle amenities.

Regional Growth and Land Use

- 1 **Balanced Growth.** The Coastal Bend encourages growth that is in balance with its quality of life, fostering the attractions and tourist revenues of a big city while maintaining its small town feel.
- 2 **Interagency Regional Planning Authority.** Coastal Bend local governments have created a comprehensive interagency regional planning authority to better coordinate planning for the future development of the region.
- 3 **Protection of Natural Resources.** The Coastal Bend protects its natural resources and assets and uses them as a focal point of future growth, including the promotion of eco-tourism.
- 4 **Maintaining Agricultural Areas.** The Coastal Bend pays attention to the needs of maintaining rural life, agriculture and farming while allowing for growth necessary for the area to flourish.

Coastal Development

- 5 **Clean, Quality Beaches.** The Coastal Bend takes responsibility for its shorelines and coastal assets, maintaining clean, quality beaches that are safe and convenient for all to use and enjoy.
- 6 **Vibrant, Active Waterfront.** Corpus Christi and other Coastal Bend communities have vibrant, active waterfronts that are pedestrian-friendly, with a boardwalk, shops, water activities and nature events.
- 7 **Coastal Tourism Development.** The responsible development of our coastal areas has attracted more tourists, while providing our residents and families with quality entertainment.
- 8 **Island Vacation Development.** Mustang Island and Padre Island have been carefully developed with well-planned resorts, year-round vacationing, and other tourist-based business while preserving their natural beauty.

Urban Development

- 9 **Downtown Redevelopment.** Corpus Christi has redeveloped its downtown area, transforming it into a thriving district that attracts both residents and visitors, including housing, shops, restaurants and entertainment along with convention facilities, museums and a farmers market.
- 10 **Corpus Christi Beach Redevelopment.** Corpus Christi Beach has been comprehensively redeveloped, including an arts and entertainment district.
- 11 **Neighborhood Revitalization.** Close-in and older neighborhoods throughout the region have been revitalized, attracting new homeowners, creating pride of place, and promoting reinvestment, recreational and commercial activities.

- 12 **Elimination of Vacant Buildings.** Corpus Christi and other regional commercial centers have renovated or replaced vacant, boarded-up buildings, including the Coliseum and old Courthouse, redeveloping those areas with thriving attractions such as a new farmer's market, various shops or water park.
- 13 **Parking for Public Attractions.** Corpus Christi has ample parking to support the influx of people attending events or enjoying the city's many attractions as pedestrians.
- 14 **Smart, Transit-Oriented, Green City Planning.** The entire Coastal Bend emphasizes city planning that fosters 'smart growth,' mixed-use development around future transportation modes, and 'green' building practices.
- 15 **Affordable Housing Options.** The Coastal Bend has developed a wide range of new and improved, affordable housing options for local residents, especially for families.

Parks and Public Spaces

- 16 **Interconnected Parks and Open Spaces.** The Coastal Bend has an interconnected system of walkable, bikeable parks, green spaces, preserved and protected open spaces, pedestrian areas and beaches where people can gather, appreciate nature, and enjoy the arts, concerts and cultural attractions.
- 17 **Community Parks.** Coastal Bend neighborhoods have more clean, well-maintained multi-use community parks with biking, hiking and walking paths, and a variety of recreational options.
- 18 **Recreation for Children, Families and Youth.** The Coastal Bend has more outdoor recreational activities for children, families and youth, including clean, safe beaches, swimming pools, skate parks, playgrounds and sports fields.

Port and Other Infrastructure

- 19 **Expanded Port.** The Port of Corpus Christi has expanded its capacity and infrastructure to handle a wider variety of cargo and diversified international trade.
- 20 **Expanded Commercial Transportation.** Commercial transportation infrastructure, including air cargo, rail access, trucking, and highways, have been expanded to serve the needs of the growing economy.
- 21 **Urban Infrastructure.** The Coastal Bend's urban infrastructure -- streets, water systems, storm drainage and sewer systems -- has improved and is adequately funded to support population and industrial growth.
- 22 **Replaced Harbor Bridge.** Harbor Bridge has been replaced to better accommodate water traffic and facilitate the safety of bridge travel.
- 23 **Water and Power Supplies.** The region has secured long-term supplies of water and power, while implementing conservation measures to ensure sustainability of those resources.

Transportation

- 24 **Regional Transportation Connections.** The Coastal Bend transportation system connects all parts of the city, islands and the region, increasing accessibility and facilitating residential, commercial and tourist travel.
- 25 **Expanded Public Transportation.** The Coastal Bend has greatly expanded public transportation, including alternative modes, for more accessible and environmentally friendly service that supports both commuters and visitors.
- 26 **Bike- and Pedestrian-Friendly City.** Corpus Christi's traffic arterials and major roads are bike- and pedestrian-friendly, with safe bike lanes and pedestrian paths that connect downtown with neighborhoods, allowing for alternative movement throughout the city.
- 27 **Improved Airline Connections.** Corpus Christi International Airport has upgraded its service levels, with enhanced, more accessible airline connections and more direct flights to serve residents, businesses and visitors.

4. Our Vision for a SUSTAINABLE ENVIRONMENT

WE ENVISION a sustainable environment in a region that is more 'green-minded' than ever. The Coastal Bend manages its natural resources responsibly to ensure their continued access for future generations. We promote environmental conservation that improves our quality of life and attracts visitors to the region. Coastal Bend governments have implemented long-range plans to keep our air and water clean, preserve open space and natural habitats, and integrate sustainability goals into local city plans and operations. Our clean coastline and beaches continue to provide scenic vistas and pristine waters that are enjoyed by residents and tourists alike. Local industries have reduced pollution levels while economic development has attracted new, non-polluting forms of industry to the region. The Coastal Bend is a national leader in waste reduction and recycling, and uses local alternative energy sources to further its energy self-reliance.

Population Growth

- 1 **Steady Population Growth.** The population of Corpus Christi and the region has grown steadily and sustainably, as more people choose to stay and new people are attracted from other places.
- 2 **Sustainable Infrastructure Growth.** The Coastal Bend has well-maintained infrastructure that has grown to support an expanded population in a sustainable manner.

Natural Resources and Alternative Energy

- 3 **Managing Natural Resources.** Natural resources in the Coastal Bend are responsibly managed, ensuring access for future generations and improving our quality of life without harm to the environment.
- 4 **Energy Self-Reliant Region.** The Coastal Bend region not only meets all of its own energy needs, but also exports locally-generated solar, wind and geothermal energy.
- 5 **Sustainable Energy Production.** The Coastal Bend has become a leader in wind, solar and Gulf current energy technologies, utilizing the local environment to generate sustainable energy.
- 6 **Alternative Energy in Local Government.** Local governments are leaders in utilizing alternative energy sources and in creating policies and incentives that encourage alternative energy use in the community.

Coast and Natural Surroundings

- 7 **Preservation of Natural Environment.** Our natural assets and environment have been conserved and capitalized on responsibly, improving local quality of life and attracting visitors.
- 8 **Clean Coastline and Beaches.** The Coastal Bend enjoys clean coastlines and beaches that provide scenic views and are enjoyed responsibly by residents and tourists alike.

Pollution, Air and Water Quality

- 9 **Reduction of Air and Water Pollution.** The Coastal Bend and local industries have successfully reduced pollution levels, ensuring that residents and visitors continue to enjoy clean air and water.
- 10 **Planning for Air and Water Quality.** Coastal Bend governments have proactively enforced pollution regulations and implemented long-term plans to keep our air and water clean.
- 11 **Protection of Coastal Water Quality.** Our region's coastal waters have been maintained in pristine condition, sustaining aquatic life and ensuring their continued enjoyment by residents and visitors.

- 12 **Clean Industrial Development.** New non-polluting industries have brought economic development to the Coastal Bend without compromising its environmental quality.

Sustainability, Recycling and Conservation

- 13 **A 'Green' Minded Community.** The Coastal Bend is a "green-minded" region where residents and businesses value and take responsibility for the environment and sustainability.
- 14 **Planning for Sustainability.** Sustainability has been integrated into local city planning, with green buildings and development that preserves open space and natural habitats.
- 15 **'Zero Consumption' Community.** Corpus Christi has become a self-reliant, "zero-consumption" community, recycling 100 percent of its waste and developing its own sustainable sources for water and energy.
- 16 **Recycling Leader.** The Coastal Bend is a leading region for recycling, where residents participate in a comprehensive, user-friendly recycling program including a major recycling facility that processes materials from across the region, reducing waste sent to landfills and providing local jobs.

5. Our Vision for **SAFE, HEALTHY COMMUNITIES**

WE ENVISION safe, healthy people in the Coastal Bend where residents enjoy active, wholesome lifestyles that increase community wellness and wellbeing. The Coastal Bend is well prepared for major emergencies and is a safe and secure place for all its residents and visitors. Improved law enforcement programs have greatly reduced crime, enhancing the safety of neighborhoods, schools, streets, parks and urban areas. Education, prevention and treatment programs have helped reduce poverty, homelessness and untreated mental illness. All Coastal Bend neighborhoods have a greater sense of safety and pride, promoting litter control, building renovation and cleanup, while fostering greater ownership in and responsibility for our community. We nurture and support our families, youth and seniors. Parental education and improved activities for children and young people make the Coastal Bend a wonderful place for our kids to grow and thrive.

Crime and Safety

- 1 **A Safe Region for All.** The Coastal Bend is a safe region for all its residents and visitors, with safe streets, schools, neighborhoods, parks and urban areas.
- 2 **Emergency Preparedness.** Coastal Bend institutions and residents are well-prepared for major emergencies, including natural disasters, pandemic illness, industrial accidents or other crises.
- 3 **Enhanced Law Enforcement.** The Coastal Bend has enhanced its law enforcement presence and training to uphold the law, hold people accountable and respond to all parts of the region.
- 4 **Reduced Crime Levels.** Crime in the Coastal Bend has been significantly reduced with much lower rates of illegal drug use, domestic violence, child abuse, graffiti and gang activity.
- 5 **Alternatives to Gangs.** The Coastal Bend has successfully developed and promoted alternative activities for children and youth to keep them from being drawn to gangs and crime.

Poverty and Social Welfare

- 6 **No Neighborhood Left Behind.** Every neighborhood in the Coastal Bend is developed and supported, ensuring that all residents enjoy the benefits of living in a thriving, prosperous region.
- 7 **Reduction of Poverty, Homelessness and Mental Illness.** Coastal Bend communities respond to their most needy residents, with continual efforts to reduce or eliminate poverty, homelessness and untreated mental illness.
- 8 **Food, Shelter and Treatment Services.** The Coastal Bend has appropriate food, shelter and treatment services available for the indigent and domestic violence victims, ensuring no one has to sleep on the streets.
- 9 **Poverty Prevention Education.** Enhanced educational programs and economic development activities in the Coastal Bend have helped reduce and prevent conditions that create poverty.

Quality of Life and Livability

- 10 **Clean, Affordable, Livable Communities.** All Coastal Bend communities are clean, livable and affordable places, where people are able to meet their economic, educational, health and cultural needs.

Community Pride, Appearance and Cleanliness

- 11 **Neighborhood Health, Safety and Pride.** Coastal Bend neighborhoods have established a greater sense of health, safety and pride, promoting ownership in and responsibility for our community.

- 12 **Elimination of Litter.** Coastal Bend communities have virtually eliminated litter in our streets and on our beaches, with accessible public trash cans and responsive residents who dispose of trash properly.
- 13 **Visual Improvement of Roadways.** Communities have improved and continue to maintain landscaping along roadways and in public spaces, improved signage and lighting and reduced visual pollution such as utility lines.
- 14 **Building Renovation and Cleanup.** Coastal Bend cities have appealing architecture, cleaned up or re-used abandoned and historic buildings and enforced building codes to prevent eyesores.
- 15 **Clean Beaches and Parks.** Coastal Bend beaches, paths and parks are clean, well maintained and inviting to use, with natural landscaping and an abundance of shade trees and greenery.

Health and Wellness

- 16 **Healthy Lifestyles.** Coastal Bend communities encourage and promote healthy lifestyles for people of all ages, incomes and backgrounds.
- 17 **Improved Health Care Access.** The Coastal Bend has greatly improved healthcare that is available and accessible to all its residents, including pre-natal care for all expectant mothers.
- 18 **Comprehensive Regional Healthcare Center.** Corpus Christi is a comprehensive regional healthcare center with a complete range of services so residents rarely travel to other cities for needed care.
- 19 **Reduced Teen Pregnancy, Drug Use and STDs.** The Coastal Bend has successfully reduced the incidence of teen pregnancy, drug use, sexually transmitted diseases, and related disease and illness.
- 20 **Critical Health Trends.** High rates of diabetes, obesity and other critical health issues in the Coastal Bend have been comprehensively addressed and reduced.

Recreation

- 21 **Exercise, Fitness and Outdoor Activities.** Coastal Bend communities place a stronger emphasis on exercise, fitness and outdoor activities to support a healthier lifestyle.
- 22 **Recreational Facilities.** Coastal Bend communities increased the number of recreational facilities and playing fields, including hiking and biking trails located throughout the region.
- 23 **Outdoor Adventure Opportunities.** Coastal Bend residents take full advantage of the wellness opportunities based on outdoor adventures and our natural environment.
- 24 **Dog Parks.** Coastal Bend communities have created more dog parks that address the recreational needs of pet owners and non-pet owners alike.

Seniors, Youth and Families

- 25 **Increased Parent Education and Involvement.** Coastal Bend parents and families are educated for greater involvement with their children, promoting healthy early childhood development and strengthening local families.
- 26 **Activities for Children, Families and Youth.** The Coastal Bend has a wide variety of entertainment and activities for children, families and young adults, including increased opportunities to accommodate their recreational needs.
- 27 **Safety of Children.** Coastal Bend communities are especially safe places for children to grow, thrive and play.
- 28 **Youth Activities and Activity Centers.** Safe, appropriate activities and places for youth to go are available throughout the Coastal Bend, keeping them active, engaged and off the streets.
- 29 **Supportive Lifestyle for Seniors.** The Coastal Bend offers a supportive lifestyle for its senior citizens and retirees, including quality health care, affordable housing, active senior centers throughout the region, and related amenities, services and activities.

6. Our Vision for COMMUNITY IDENTITY AND LEADERSHIP

WE ENVISION strong community identity and leadership in the Coastal Bend, where citizens are engaged in -- and proud of -- their communities. Greater unity and harmony exists among Coastal Bend governments and other entities who work together to achieve our common vision and cooperate to share resources and promote community development. Our elected officials listen to the voices of residents and make decisions for the common good, delivering effective, efficient, well-managed urban services. Coastal Bend citizens actively participate in government and are engaged in civic life. Community service and volunteerism has increased and is highly valued and supported. We recognize our growing diversity as a valuable community asset and celebrate our differences while remaining a unified community with a common vision. Together, forward-thinking government, citizens, business and community leaders work for the best interests of our region.

Governance

- 1 **Effective Metropolitan Governance.** The Coastal Bend has enhanced governance at the metropolitan level for more effective and efficient governmental programs and services.
- 2 **Responsive Local Government.** Local governments in the Coastal Bend are responsive to constituent needs and operate with transparency and accountability.
- 3 **Unity and Harmony in Governance.** Unity and harmony exist among local governments in the Coastal Bend, with service-minded leaders who work together to achieve a common vision.
- 4 **Forward-Thinking Governance.** Coastal Bend leaders are unified by a common vision, always working to facilitate positive innovation, progress and inclusivity.
- 5 **Listening to Resident Needs.** Government leaders listen to the voices and needs of all residents, making decisions for the common good and acting on those decisions efficiently and expeditiously.
- 6 **Well-Managed Urban Services.** Urban services in the Coastal Bend are effective, efficient and well managed, reflecting the wise use of public tax dollars.

Leadership

- 7 **Unified by a Common Vision.** Coastal Bend community and political leaders are unified by a common vision and work together toward shared goals.
- 8 **Forward-Thinking Political Leaders.** Coastal Bend political leaders are forward thinking and open to positive growth and progress.
- 9 **Communication with Stakeholders.** Local leaders communicate with key stakeholders in the community – neighborhoods, schools, businesses – and work for the good of the community.
- 10 **Citizen Leadership.** More citizens in the Coastal Bend are interested and willing to take the initiative to become leaders in their community.
- 11 **Developing Youth Leaders.** Coastal Bend youth are educated and increasingly prepared to take the reins of leadership in moving their community forward.

Civic Engagement and Community Involvement

- 12 **Public Ownership and Civic Pride.** Strong public ownership of our future and civic pride in what we have accomplished together have made the region more beautiful and prosperous.
- 13 **Active Citizen Participation.** Coastal Bend citizens actively participate in local government, working together for the common goals and excellence for the city.
- 14 **Citizen Involvement in Local Communities.** Coastal Bend citizens are highly engaged and involved in the civic life of their communities.
- 15 **Increased Volunteerism and Community Service.** Community service and volunteerism have increased in the Coastal Bend and are highly valued, encouraged and supported.
- 16 **Faith-Based and Civic Involvement.** Faith-based groups, schools, non-profits and businesses in the Coastal Bend are strongly engaged and involved in giving back to their community.

Cooperation

- 17 **United by a Shared Vision.** The Coastal Bend is a cohesive and united region, where people and communities respect one another and work toward achievement of a shared regional vision.
- 18 **Intergovernmental Cooperation.** Cities and communities in the Coastal Bend cooperate to share resources and promote social, community and economic development.
- 19 **Reduction of Political Divisiveness.** There is less political divisiveness in the Coastal Bend, as governments and politicians work together with business and community leaders for the common good.
- 20 **Cooperation to Benefit Youth.** Coastal Bend governments, schools and businesses cooperate to support youth education, activities and development.

Diversity

- 21 **Recognition of Increased Diversity.** The Coastal Bend has increased its social, cultural, intellectual, and economic diversity, and recognizes this diversity as a unique and valuable community asset.
- 22 **Unity in Our Diversity.** People from all ethnic backgrounds in the Coastal Bend respect one another and celebrate their differences – while remaining a unified community with a common vision.
- 23 **Community-Based Role Models.** Coastal Bend youth have role models and leaders from within their own communities from whom they can learn and be mentored.

Local Culture

- 24 **Innovation, Creativity and Youth.** Innovation and creativity are a hallmark of the Coastal Bend, with educated and involved young people invested in their community's future.
- 25 **Progressive City, Small Town Feel.** Corpus Christi is a forward-thinking and progressive city that still manages to maintain its unique identity and "small-town" feel.
- 26 **Fun, Laid-Back Atmosphere.** The Coastal Bend has a fun, laid-back atmosphere where parks, trails and public spaces allow everyone to enjoy the benefits of the local climate.