



BOLDFUTURE VISION SUMMIT

VISION IDEAS

Based on Input from
Thousands of Residents
Participating in the
"BoldFuture for the Coastal Bend"
Community Visioning Initiative

MARCH 13, 2009

(Revised to include 50 new ideas
at end of each focus area section)

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1. VIBRANT ECONOMY

ECONOMY AND ECONOMIC DEVELOPMENT

- 1.1 **Growing, Thriving Economy.** The Coastal Bend has a thriving, growing economy that provides economic and job opportunities for everyone.
- 1.2 **Economic Diversity.** We have a diverse economy built on high-tech research and development, port industries and tourism, with a balance of local businesses and services providing stability and resiliency.
- 1.3 **Entrepreneurship.** The Coastal Bend is forward thinking and open to growth, fostering local entrepreneurship and developing infrastructure that facilitates business growth.
- 1.4 **Leadership for Economic Development.** Government, business and community leaders cooperate to implement a shared vision for economic development.
- 1.5 **Regional Economic Cooperation.** Coastal Bend communities are connected through economic development and regional economic cooperation, with a long-term view for the common good.

BUSINESS AND INDUSTRY

- 1.6 **Corporate Recruitment.** Corporations are enticed to move to the Coastal Bend by our business-friendly environment, skilled workforce, and abundant natural resources.
- 1.7 **Big Industry / Small Business Mix.** A vital mix of big industry and small local businesses provides greater economic opportunities and consumer options for Coastal Bend residents.
- 1.8 **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.
- 1.9 **Thriving Commercial Center.** The Coastal Bend is a thriving commercial center, with a diverse and competitive business community that caters to both residents and tourists.
- 1.10 **Thriving Small & Local Businesses.** Small and local businesses thrive in an environment where entrepreneurship and ingenuity are encouraged and facilitated.
- 1.11 **Changing Refinery Industry.** Refineries continue to be a major part of the local economy, adapting to changing needs by developing new, clean fuels.
- 1.12 **An International Port.** Our port 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

- 1.13 **Diversified Employment Market.** The Coastal Bend has a strong, diversified employment market, with low unemployment and opportunities for anyone to train for and secure meaningful employment.
- 1.14 **Jobs for All Skill Levels.** Jobs exist for Coastal Bend residents of all education and skill levels, including jobs that provide opportunities for advancement and long-term careers.
- 1.15 **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.

- 1.16 **Clean, High-Tech Industry Jobs.** Clean, high-tech industries in the Coastal Bend provide an abundance of jobs for qualified college graduates.
- 1.17 **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

- 1.18 **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.
- 1.19 **Family Wage Jobs.** The Coastal Bend has an adequate number of family wage jobs, enabling anyone with appropriate training and skills to secure a good job affording a good quality of life.
- 1.20 **High-Tech and Corporate Jobs.** There are more opportunities for higher paying jobs in the Coastal Bend due to an increase in high-tech and corporate employers moving into the region.
- 1.21 **Competitive Salaries in Health and Education.** Teachers and medical workers enjoy more competitive salaries that in turn attract and retain more qualified workers in the Coastal Bend.

TAXES

- 1.22 **Tax Incentives for Economic Development.** Tax incentives attract businesses and industry to the region, bringing new jobs and spurring economic development.
- 1.23 **Expanded Tax Base.** With an improved economy and increase in jobs, Nueces and San Patricio Counties have expanded and diversified tax bases, providing for well-funded infrastructure and education.
- 1.24 **Tax Revenues from Tourism.** Revenues from tourism and other forms of economic development have reduced taxes paid by Coastal Bend residents.
- 1.25 **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.
- 1.26 **Expanded Community College Access.** Access to community college educational opportunities is maximized through lower tuition and fees and a tax base appropriate to serve the region.

REGIONAL IDENTITY AND PROMOTION

- 1.27 **Living Up to Our Name.** Corpus Christi is a leading city in Texas that lives up to its name as the "Sparkling City by the Sea," known for its friendly, laid-back community atmosphere.
- 1.28 **World-Renowned Destination.** The Coastal Bend is a world-renowned destination that attracts people as a place to visit, study, live, work and play.
- 1.29 **Protecting Unique Community Assets.** The Coastal Bend protects and stewards its unique community assets to continue to attract tourists, talent and business.

TOURISM

- 1.30 **Major Tourist Destination.** The Coastal Bend is a major tourist destination for visitors from Texas, other states and around the world, including vacationers, conventions and cruise lines.
- 1.31 **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.
- 1.32 **Tourism as Economic Development.** Tourism plays an important role in our economy and tax base, while being sensitive to the needs of local residents and our environment.
- 1.33 **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.
- 1.34 **Balanced Tourist Development.** We have planned our tourism development, with a variety of major attractions and events, to balance with small businesses and cultural opportunities for residents.

IDEAS ADDED AT VISION SUMMIT

- 1.35 **Regional economic stimulus activities, including regional (angel-network) venture capital fund and technology making use of regional resources**
- 1.36 **Business friendly, development services to promote growth and development**
- 1.37 **Emphasize family benefits when recruiting new businesses, executives and employees**
- 1.38 **Eliminate drug use/abuse as a major employment barrier—drug-free community/work force**
- 1.39 **Expand services at CC International Airport to accommodate more commercial air service and as a major air cargo center for region**
- 1.40 **Character development within the workforce**
- 1.41 **Decrease government spending**
- 1.42 **Develop a strong economic recovery plan, post-hurricane**
- 1.43 **Denser mixed-use development around future transportation nodes.**
- 1.44 **Engage youth and young adults more effectively in economic development planning**
- 1.45 **Focus growth and expansion of existing business and industry**
- 1.46 **Harbor Bridge replacement**

2. THRIVING EDUCATION AND ENTERTAINMENT

K-12 EDUCATION

- 2.1 **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.
- 2.2 **Pride in Our Schools and Facilities.** Coastal Bend residents take great pride in our educational system and facilities, with new or improved educational facilities that foster successful learning.
- 2.3 **Smaller Student-Teacher Ratios.** Our educational system is known for its 'learning communities' with smaller student-teacher ratios.
- 2.4 **Higher Graduation Rates.** The Coastal Bend has substantially increased high school graduation rates and decreased the number of dropouts.
- 2.5 **Well Educated, Prepared Students.** Coastal Bend students are well educated, achieve high test scores and are well prepared for their future in the community.
- 2.6 **Preparing Youth for Higher Education or Trades.** A seamless K-16 educational system prepares students for higher education or professional trades – resulting in a better future for all our youth.

LIFE-LONG LEARNING

- 2.7 **An Educated Community.** Coastal Bend residents place high value on an educated community and support quality education for all community members as the basis of a socially and economically thriving population.
- 2.8 **Support for Life-Long Learning.** Our community strongly supports education based on real world experiences that occurs throughout the lifespan of our residents.

UNIVERSITY, COLLEGE, PROFESSIONAL AND JOB TRAINING

- 2.9 **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.
- 2.10 **Expanded Higher Education System.** Our higher education system has expanded greatly, with greater selection of programs/ majors and larger campuses, supporting more students, programs, degrees and research.
- 2.11 **Expanded Campuses.** New campus locations developed through business/higher education partnerships has made downtown Corpus Christi and other areas of the Coastal Bend centers of education and college life.
- 2.12 **Accessible, Affordable Higher Education.** Higher education and job training are accessible and affordable, such that everyone who wants to can be educated and prosper because of it.
- 2.13 **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.
- 2.14 **Higher Education-Business Partnerships.** Higher education/business and industry partnerships help prepare students for available jobs through joint research and job development programs.

- 2.15 **Skilled, Qualified Workforce.** The education level of local residents has increased, resulting in a skilled and qualified workforce that meets the needs of existing industry and attracts new industry.

INTELLECTUAL CAPITAL

- 2.16 **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.
- 2.17 **Well-Educated Citizens.** The Coastal Bend has more bright, well-trained and well-educated citizens who choose to remain in the community, supporting advancements that help our region thrive.

ARTS AND ENTERTAINMENT

- 2.18 **Vibrant Arts and Culture Downtown.** 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.
- 2.19 **Arts Support Our Economy.** The Coastal Bend's wide variety of arts and entertainment offerings attracts tourists to visit and support our regional economy.
- 2.20 **Entertainment Venues and Options.** Coastal Bend residents of all ages, including families, have a wider variety of quality entertainment venues and options that enrich our lives and gives us pride in our area.

ACTIVITIES, EVENTS AND AMENITIES

- 2.21 **More and Better Things To Do.** The Coastal Bend has a greater number and variety of quality things to do, including festivals, restaurants, community parks, water sports, museums, large and small shops, camping and local celebrations.
- 2.22 **Water-Related Attractions.** The Coastal Bend has a diversity of water-related attractions – world-class beach resorts, theme parks, and water parks – that attract people from all over the world.
- 2.23 **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.

IDEAS ADDED AT VISION SUMMIT

- 2.24 Promote natural resources, outdoor adventure-wellness (“outdoor wellness”)
- 2.25 Accessible, innovative education
- 2.26 Increase parent education and involvement, early-childhood (0-4 years), strengthening family
- 2.27 Big attractions
- 2.28 Free child care for students pursuing education
- 2.29 Promoting citizenship through more constitutional education
- 2.30 Split CCISD into five units

- 2.31 Alternative education programs for over-aged 5th-8th graders-- trade, vocational programs
- 2.32 Develop "Edu-tainment" opportunities
- 2.33 Add medical and law schools
- 2.34 Top 100 best/brightest high school

3. WELL-PLANNED REGION

REGIONAL GROWTH AND LAND USE

- 3.1 **Balanced Growth.** The Coastal Bend encourages growth but is mindful of the balance between growth and quality of life, and maintains its hometown appeal by staying “true to itself.”
- 3.2 **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.
- 3.3 **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

- 3.4 **Clean, Quality Beaches.** The Coastal Bend takes responsibility for its shorelines and coastal assets, maintaining clean, quality beaches that are convenient for all to use and enjoy.
- 3.5 **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.
- 3.6 **Coastal Tourism Development.** The responsible development of our coastal areas has attracted more tourists, while providing our residents and families with quality entertainment.
- 3.7 **Island Vacation Development.** The islands of the Coastal Bend have been carefully developed with well-planned resorts, year-round vacationing and other tourist-based business while preserving their natural beauty.

URBAN DEVELOPMENT

- 3.8 **Balancing Big City and Small Town.** Corpus Christi balances its attraction of big city business and tourist dollars with maintaining a small town feel.
- 3.9 **Downtown Redevelopment.** Corpus Christi has redeveloped and rebuilt the downtown area, transforming it into a thriving district for residents and tourists to congregate.
- 3.10 **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.
- 3.11 **Downtown Attractions.** Downtown Corpus Christi has a variety of attractions, including civic centers, big hotels, convention centers, a farmers market, museums, shops and restaurants.
- 3.12 **Parking for Public Attractions.** Corpus Christi has ample parking to support the influx of people into the city who wish to attend events or get out of their cars to walk through all of the city’s many attractions.
- 3.13 **Smart, Green City Planning.** The entire Coastal Bend emphasizes city planning that emphasizes ‘smart growth,’ mixed-use development and ‘green’ building practices.

- 3.14 **Capitalizing on Our Weather.** The Coastal Bend has capitalized on its great climate and weather, developing new buildings, venues and public amenities accordingly.
- 3.15 **Parks and Open Spaces.** The Coastal Bend has preserved and protected open spaces, parks and pedestrian areas.
- 3.16 **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

- 3.17 **Interconnected Parks and Open Spaces.** The Coastal Bend has an interconnected system of walkable, bikeable parks, greenspaces, open spaces and beaches for people to gather, appreciate nature, and enjoy the arts, concerts and cultural attractions.
- 3.18 **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.
- 3.19 **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 INFRASTRUCTURE

- 3.20 **Expanded Port.** Corpus Christi has expanded port operations and capacity that handle a wide variety of cargo, support international trade and serve as a greater economic force for the city.
- 3.21 **Adequately Funded Infrastructure.** The Coastal Bend's urban infrastructure (e.g., streets, water, sewer systems, etc.) has improved and is adequately funded to support population and industrial growth.

ROADS, BRIDGES AND TRAFFIC

- 3.22 **Improved Road System.** The Coastal Bend has greatly improved its road system, with safe, well-maintained streets and roads that have good drainage, attractive landscaping, sidewalks and other pedestrian-friendly amenities.
- 3.23 **Minimally Disruptive Road Construction.** Road construction in the Coastal Bend is efficient, well managed and minimally disruptive of resident travel and daily routines.
- 3.24 **Efficient Traffic Management.** The Coastal Bend has avoided the traffic congestion of other regions through well-engineered traffic control, ample parking and free-flowing highways.
- 3.25 **Bike Lanes.** Major roads and arterials in the Coastal Bend have been redeveloped to incorporate bike lanes and increased bicycle traffic.
- 3.26 **Improved Harbor Bridge.** Harbor Bridge has been replaced to better accommodate water traffic and facilitate the safety of bridge travel.
- 3.27 **New Bridges and Roads.** New bridges and traffic arterial roads have been constructed in the Coastal Bend to make traffic in and around the region safer, efficient and more convenient.

- 3.28 Improved Airline Connections.** Corpus Christi International Airport has upgraded its service levels, with enhanced, more accessible airline connections and more direct flights.

PUBLIC TRANSPORTATION

- 3.29 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.
- 3.30 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.
- 3.31 Bike and Pedestrian Friendly City.** Corpus Christi is a bike- and pedestrian-friendly city, with bike lanes and pedestrian paths that connect downtown with neighborhoods, allowing for alternative movement throughout the city.

IDEAS ADDED AT VISION SUMMIT

- 3.32 Improve marina facility including small boats, south end**
- 3.33 Create voluntary committee to beautify Coastal Bend region, using natural resources**
- 3.34 Create comprehensive interagency regional planning authority, i.e., to redevelop in-fill**
- 3.35 Commercialize our natural resources, i.e. desalination plant**
- 3.36 Improve images of smaller communities**
- 3.37 Long-term harbor transit**
- 3.38 More effective COG (Council of Governments)**
- 3.39 Redevelop North Beach downtown, i.e. arts and entertainment**
- 3.40 Expand to include rail transportation for port**

4. SAFE, HEALTHY COMMUNITIES

CRIME AND SAFETY

- 4.1 **A Safe Region for All.** The Coastal Bend is a safe region for all its residents and visitors at all times, with safe streets, schools, neighborhoods, parks and urban areas.
- 4.2 **Enhanced Law Enforcement Presence.** The Coastal Bend has enhanced its law enforcement presence to uphold the law, hold people accountable and respond to all parts of the region.
- 4.3 **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.
- 4.4 **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.
- 4.5 **Safe Roads for Biking.** The Coastal Bend has improved its road system to safely accommodate an increasing number of bicyclers.
- 4.6 **Improved Animal Control.** There are fewer stray animals in our communities, with more animal “cops” and improved animal control facilities.

POVERTY AND SOCIAL WELFARE

- 4.7 **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.
- 4.8 **Well-Funded, Accessible Social Services.** Public and private social services in the Coastal Bend are well funded and accessible, ensuring available assistance for a decent quality of life for all.
- 4.9 **Reduction of Poverty and Homelessness.** Coastal Bend communities respond to their most needy residents, with continual efforts to reduce or eliminate poverty and homelessness.
- 4.10 **Food, Shelter and Treatment Services.** The Coastal Bend has appropriate food, shelter and treatment services available for the indigent, ensuring no one has to sleep on the streets.
- 4.11 **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

- 4.12 **Clean, Affordable, Livable Communities.** All Coastal Bend communities are clean, livable and affordable places, where people meet their economic, educational, health and cultural needs.
- 4.13 **Vibrant, Accessible Downtown Area.** Corpus Christi has a vibrant and accessible downtown where increasing numbers of people enjoy living, working, shopping and socializing.
- 4.14 **Abundance of Culture, Entertainment and Shopping.** Choices abound for cultural events, entertainment and shopping at local businesses throughout the region.
- 4.15 **Fun, Laid-Back Atmosphere.** Corpus Christi has a fun, laid-back atmosphere, where parks, trails and public spaces allow everyone to enjoy the benefits of the local climate.

HEALTH AND WELLNESS

- 4.16 **Healthy Lifestyles.** Coastal Bend communities encourage and promote healthy lifestyles for people of all ages, incomes and backgrounds.
- 4.17 **Improved Health Care Access.** The Coastal Bend has greatly improved healthcare that is available and accessible to all its residents.
- 4.18 **Comprehensive Regional Healthcare Center.** Corpus Christi has a comprehensive regional healthcare center with a complete range of services so residents rarely travel to other cities for needed care.
- 4.19 **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.
- 4.20 **Support for Special Need Groups.** Coastal Bend communities provide support for special needs groups, including our aging population and residents with mental health or rehabilitation needs.

RECREATION

- 4.21 **Exercise, Fitness and Outdoor Activities.** Coastal Bend communities place a stronger emphasis on exercise, fitness and outdoor activities to support a healthier lifestyle.
- 4.22 **Recreational Facilities.** Coastal Bend communities increased the number of recreational facilities and playing fields, including hiking and biking trails located throughout the region.
- 4.23 **Recreation for Children and Families.** Coastal Bend communities have increased opportunities to accommodate the special recreational needs of children and families.
- 4.24 **Water-Based Recreational Opportunities.** The Coastal Bend has a wide range of water-based recreational opportunities capitalizing on our abundant water resources.
- 4.25 **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

- 4.26 **Welcoming to Families.** Coastal Bend communities are welcoming, supportive places for families and children, where kids grow up safe, well educated and invited to remain in the community.
- 4.27 **Activities for Families.** The Coastal Bend has a wide variety of entertainment and activities for families, children and young adults.
- 4.28 **Safety of Children.** Coastal Bend communities are especially safe places for children to grow, thrive and play.
- 4.29 **Life Education for Youth.** Our educational systems in the Coastal Bend prepare our youth for the future, teaching them responsibility, keeping them stimulated and reducing truancy and dropouts.
- 4.30 **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.
- 4.31 **Supportive Lifestyle for Seniors.** The Coastal Bend offers a supportive lifestyle for its senior citizens, including quality health care, affordable housing and related services and amenities.

4.32 Senior Centers and Retiree Activities. Senior centers are numerous with large and active member communities throughout the Coastal Bend, as well as a variety of services and activities for retirees.

IDEAS ADDED AT VISION SUMMIT

4.33 Support citizens throughout their entire life cycle; disability, education, mentoring

4.34 Establish a higher sense of health, safe, and strong neighborhood pride, leading to responsible ownership in our community (Neighborhood health, safety, and pride)

5. COMMUNITY IDENTITY AND LEADERSHIP

GOVERNANCE

- 5.1 **Responsive Local Government.** Local governments in the Coastal Bend are responsive to constituent needs and operate with transparency and accountability.
- 5.2 **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 our common vision.
- 5.3 **Forward-Thinking Government.** Local government in the region is open-minded and forward thinking, always working to facilitate innovation, progress and inclusivity.
- 5.4 **Balanced Community Representation.** Coastal Bend governance is well balanced in the way it fairly represents and reflects all segments of our communities.
- 5.5 **Listening to Resident Needs.** Government leaders listen to the voices and needs of all our residents, making decisions for the common good and acting on those decisions efficiently and expeditiously.
- 5.6 **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

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

CIVIC ENGAGEMENT

- 5.12 **Public Ownership and Civic Pride.** There is strong public ownership of our region's future and civic pride in what we have accomplished together in making it more beautiful and prosperous.
- 5.13 **Active Citizen Participation.** Coastal Bend citizens actively participate in local government, working together for the common goals and excellence for the city.

COMMUNITY INVOLVEMENT

- 5.14 **Citizen Involvement in Local Communities.** Coastal Bend citizens are highly engaged and involved in the civic life of their communities.

- 5.15 **Increased Volunteerism and Community Service.** Community service and volunteerism have increased in the Coastal Bend and are highly valued, encouraged and supported.
- 5.16 **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.
- 5.17 **Outreach to the Disadvantaged.** Local businesses, residents, leadership and community organizations work together to support programs that reach out to engage disadvantaged citizens.

COOPERATION

- 5.18 **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.
- 5.19 **Intergovernmental Cooperation.** Cities and communities in the Coastal Bend cooperate to share resources and promote social, community and economic development.
- 5.20 **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.
- 5.21 **Cooperation to Benefit Youth.** Coastal Bend governments, schools and businesses cooperate to support youth education, activities and development.

DIVERSITY

- 5.22 **Celebrating Our Diversity.** The Coastal Bend has increased its diversity and celebrates this diversity as a unique and valuable community asset.
- 5.23 **Unified in Our Diversity.** People from all backgrounds in the Coastal Bend respect one another and celebrate their differences – while remaining a unified community with a common vision.
- 5.24 **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

- 5.25 **A Cohesive Community.** The Coastal Bend is increasingly a unified, cohesive region that works toward the achievement of a common vision and goals.
- 5.26 **Strong Civic Pride.** There is an abundance of civic pride in Coastal Bend communities, with residents who are proud of their communities, their city and the region.
- 5.27 **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.
- 5.28 **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.
- 5.29 **Positive Attitude and Friendly People.** Corpus Christi has become a more dynamic and vibrant city, while still maintaining a positive attitude and friendly people.
- 5.30 **Inclusive, Family-Friendly Communities.** The Coastal Bend is a region of inclusive, family-friendly communities, where everyone feels welcome and safe.

IDEAS ADDED AT VISION SUMMIT

- 5.31 Metro Government
- 5.32 A fully funded regional vision commission
- 5.33 A Coastal Bend Brand
- 5.34 Pro-Business image
- 5.35 Leadership Institute

6. SUSTAINABLE ENVIRONMENT

POPULATION GROWTH

- 6.1 **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.
- 6.2 **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

- 6.3 **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.
- 6.4 **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.
- 6.5 **Sustainable Energy Production.** The Coastal Bend has become a leader in wind and solar energy technology, utilizing the local environment to generate sustainable energy.
- 6.6 **Alternative Energy in Local Government.** Local government is a leader in alternative energy sources, utilizing solar collectors on government buildings and creating policies that encourage alternative energy use in the community.
- 6.7 **Alternative Energy and Fuel Options.** The Coastal Bend promotes the development of alternative energy and fuel options in the region that are both more affordable and sustainable.
- 6.8 **Restructured Petrochemical Industry.** The petrochemical industry has restructured to respond to a changing world by developing new fuels and fuel sources.

COAST AND NATURAL SURROUNDINGS

- 6.9 **Preservation of Natural Environment.** Our natural assets and environment have been conserved and capitalized on in a responsible way, improving local quality of life and attracting visitors.
- 6.10 **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.
- 6.11 **Protected Island Natural Habitats.** Our region has protected areas on the coast and islands that preserve the natural habitat while helping to minimize the risks from severe weather.

POLLUTION, AIR AND WATER QUALITY

- 6.12 **Reduction of Air & 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.
- 6.13 **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.
- 6.14 **Protection of Coastal Water Quality.** Our region's coastal waters have been maintained in pristine condition, to both sustain aquatic life and promote their enjoyment by human populations.

- 6.15 **Clean Drinking Water from Local Sources.** The Coastal Bend utilizes technology to ensure that an abundance of clean drinking water from regional resources can be provided to accommodate both current and future needs.
- 6.16 **Clean Industrial Development.** New non-polluting industries have brought economic development to the Coastal Bend without compromising its environmental quality.

SUSTAINABILITY, RECYCLING AND CONSERVATION

- 6.17 **A 'Green' Minded Community.** The Coastal Bend is a "green-minded" region where residents and businesses value the environment and sustainability.
- 6.18 **Conservation Plans for Natural Environment.** Our region has implemented conservation plans to protect the beaches, wildlife and natural ecology of the region for future generations.
- 6.19 **Planning for Sustainability.** Sustainability has been integrated into local city planning, with energy conserving buildings and development that preserves open space and natural habitats.
- 6.20 **Recycling Leader.** The Coastal Bend is a leading region for recycling, where residents participate in a user-friendly recycling program that reduces waste sent to landfills and provides local jobs.
- 6.21 **Small Scale Energy Production.** Local governments provide incentives for businesses and homeowners to install small-scale, sustainable technology such as rooftop solar panels.

COMMUNITY APPEARANCE AND CLEANLINESS

- 6.22 **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.
- 6.23 **Visual Improvement of Roadways.** City planners have improved landscaping and maintenance along roadways and in public spaces, improved signage and lighting and reduced visual pollution like utility lines.
- 6.24 **Building Renovation and Clean Up.** Coastal Bend cities have appealing architecture, cleaned up or re-used abandoned and historic buildings and enforced building codes to prevent eyesores.
- 6.25 **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.

IDEAS ADDED AT VISION SUMMIT

- 6.26 **Zero consumption community, Corpus Christi is self-reliant, creating its own water and electricity and recycling 100 percent waste**
- 6.27 **Desalination creates industry that provides resources and exports**
- 6.28 **Smart Coastal growth protecting wild areas, habitats from construction**
- 6.29 **Create mariculture industry to support shrimp and fish farms**
- 6.30 **Create environmental clearing house and think tank**

- 6.31 Promote eco-tourism
- 6.32 Build a comprehensive effective recycling plant in the region for use in the region
- 6.33 Elect "green" politicians
- 6.34 Promote environmental education
- 6.35 Environmental Sustainability Commission city and region, established by public, reports annually to public on status