

Your Future, Our Future, BoldFuture!

BoldFuture for the Coastal Bend Final Community Progress Report October 2012

BoldFuture for the Coastal Bend, a vision initiative by and for the people of the Coastal Bend, was launched with the mission of creating a shared, preferred vision of the future and developing a comprehensive vision action plan -- in short, to change the conversation and the trajectory of the Coastal Bend. In fall 2007, Coastal Bend leaders sought direction to address community concerns. At the request of then City of Corpus Christi staff, Del Mar College and Texas A&M University-Corpus Christi agreed to provide leadership for a community visioning and action initiative.

The guiding principles for BoldFuture were to be positive, inclusive, comprehensive, informed and professional. Government, institutional, corporate and private funding supported the initiative, which involved thousands of citizens and the dedication of nearly 60 BoldFuture Lead Partners and many more Supporting Partners, Advisors and Ambassadors.

Phase I, completed in September 2008 included designing the visioning process, creating a community profile and conducting a telephone survey to answer the question: ***Where are we now?*** Phase II involved creating and validating the vision by collecting and analyzing input from almost 2,000 citizens on the question: ***Where do we want to be?*** Once the vision was completed in May 2009, Phase III answered the question: ***How are we going to get there?*** In the fall of 2009, six Vision Action Teams volunteered their time and expertise to develop the Vision Action Plan. For the past two and one-half years, close to 60 Lead Partners and many more Supporting Partners have been working in Phase IV to enact the vision and report annually on ***How are we doing?***

Research conducted in 2008 for the BoldFuture initiative indicated Coastal Bend residents' primary concerns for the region were low paying jobs, the state of the economy, crime, education and leadership for the region. * Nearly half of those employed in the region earned wages that placed them in the bottom quarter of wage earners in the state—near or below the poverty line. Governmental entities made up the largest segment of employers in the region. The region's rate of residents age 25 and older with less than a ninth grade education was twice average. The death rate for diabetes and obesity-related illness neared twice the state average.

What a difference two years—and the commitment of hundreds of BoldFuture Lead and Supporting Partners made!

Two years after launching the Vision Action Plan, the Corpus Christi economy is ranked 49th strongest among the top 366 metro areas nationwide.** Unemployment dipped to 6.2% and job growth is among the highest in the state. Crime control initiatives are stronger than ever and the educational fabric of the region continues to develop with more accessibility to high-quality learning experiences.

BoldFuture Lead Partners and Coastal Bend leaders reported progress on nearly 90 percent of the 270 action items included in the Vision Action Plan. Progress on individual actions highlighted in

this document was reported by Lead Partners and other BoldFuture leaders as part of two annual surveys compiled by Del Mar College, Texas A&M-Corpus Christi and City of Corpus Christi officials.

* Research conducted by the Social Science Research Center at Texas A&M University-Corpus Christi

** Policom Corp. independent economic research analysts

VIBRANT ECONOMY

Growing, Thriving and Diverse Economy

- **Economic Analysis.** The web site, coastalbendinnovation.com/eda continues to provide centralized economic information for the region.

Retention/Expansion of Business and Industry

- **Primary Job Organizations.** Eagle Ford Shale petroleum boom was credited with 32% job growth, slated to generate \$5 billion in annual economic impact for South Texas. Corpus Christi was ranked sixth in the latest state list for job growth. Coastal Bend unemployment dropped to 6.2%, lowest in three years, with a net increase of 12,000+ jobs. Susser Holdings Corp. made the *Fortune 500* list of top companies. KVA Aerospace added precision-made aircraft components to its inventory. Development of the Tainjin Pipe Co. installation continued. Southcross Energy expanded to serve Eagle Ford Shale petroleum industry. Wal-Mart hired 450 employees for three new Superstores. M&G Polymers planned two local resin-making factories with 250 full-time jobs. Baker Hughes oil field service company announced \$20 million investment in local operations. Cheniere Energy, Inc. initiated plans for \$10 billion investment along Ship Channel with 160 permanent jobs. Gulf Marine Fabricators added 500 jobs.
- **Regional Military Economic Development Alliance.** Corpus Christi Army Depot (CCAD) celebrated its 3,000th helicopter engine overhaul, saving taxpayers millions. The Strategic Military Alliance consolidated military-related efforts involving area Economic Development Corporations, CCAD and leaders from the Coastal Bend, Kingsville and Beeville.
- **Military Recognition and Engagement.** The Congressional Veterans Summit at Del Mar College offered free services to hundreds of veterans, active duty service members and their families. The U. S. Pentagon reports indicated Naval Air Station Corpus Christi was not slated for closure.
- **Medical/Health Sciences Education Funding.** Corpus Christi Chamber of Commerce and Del Mar College supported Texas A&M-Corpus Christi's efforts to secure Legislative funding for a Life Science Building, additional health occupations programming, faculty and benefits.

Expanded Port

- **Strategic Needs Analysis.** Port of Corpus Christi signed deal to link Eagle Ford Shale products with Panama Canal transportation opportunities.
- **Naval Station Ingleside Redevelopment.** Del Mar College joined with Texas State Technical College to offer an Association Degree in Renewable Energy–Wind Generation, at Naval Station Ingleside (NSI). Zoning changes designated the former military base for industrial/commercial use. Occidental Chemical Corp. (OxyChem) initiated purchase of NSI, and the barge mooring facility was expanded.
- **Port Corpus Christi Funding.** U. S. Army Corps of Engineers awarded \$4.4 million to maintain Corpus Christi Ship Channel.
- **La Quinta Terminal.** The La Quinta Channel expansion was initiated with \$33 million for improvements.
- **Rail Service Support of Port Industries.** Port of Corpus Christi received \$10 million for rail yard expansion.
- **Enhanced Port Relations.** Port of Corpus Christi signed the deal to expand Panama Canal linkages.

Corporate Recruitment

- **Targeted Recruitment Initiatives.** Corpus Christi Regional Economic Development Corp. developed a targeted list of organizations for recruitment efforts by identifying regional assets (buildings, support companies, the Port) and infrastructure to attract specific primary job employers.
- **Targeted Marketing for Corporate Site Selectors and Commercial Real Estate Executives.** CCREDC developed targeted marketing efforts focused on high-interest corporate site selectors and commercial real estate executives through personal interactions and participation in existing major industry marketing events.
- **Gap Analysis.** CCREDC Identified “job-multiplier” employers such as retail, local distributors or restaurants, that might be attracted to the Coastal Bend area and develop marketing initiatives to attract, inform and/or incentivize their entry into this market.

Entrepreneurship

- **Business Incubator.** Coastal Bend Innovation Center reported 60 participants representing additional annual salary growth to the community over \$1.7 million, creation of 43 new jobs and over \$4 million in grants/grant applications.
- **Commercialization of University Research.** Texas A&M-Corpus Christi established an office for technology commercialization.
- **Funding for Entrepreneurs.** Coastal Bend Innovation Center attracted more than \$600,000 in revenue from outside the region last year and targeted \$20 million this year and is establishing an angel investor network.

Regional Leadership for a Growing Economy

- **Engaged Regional Leadership.** CCREDC initiated monthly Infrastructure Committee meetings for Nueces and San Patricio County leadership and the Regional Marketing Alliance to promote the area as an economic engine. CCREDC published ads in statewide publications organized the *Images* magazine to promote the region area.
- **Local Economic Forums.** The *PowerOn* Conference attracted 500, focused on film, interactive media, travel and tourism for Coastal Bend.

Business-Friendly Development Services

- **Expedited Development Services Process.** City of Corpus Christi initiated a project classification program for city services. Texas A&M-Corpus Christi students refined the Early Assistance function and further classification needs.
- **Project Classification and Prioritization.** City of Corpus Christi Development Services Dept. initiated a project management process and developed educational and promotional literature to inform public. Planned development will include creating project category guides, bridging communication with project managers and the Small Business Development Corp. so that all elements of a project are addressed.
- **Accountability Scorecard.** City of Corpus Christi Development Services Dept. initiated an online survey to gather feedback on performance and address any shortfalls.
- **Staff Development.** City of Corpus Christi staff retreat focused on teamwork and customer service. In 2011, Developmental Services Dept. utilized/created the customer service in action class led by Del Mar College and the City's Human Resources Department, using specific topics and case studies.
- **Department Recognition.** City of Corpus Christi publicized dual track program for Wal-Mart development and various services through flyers and airing of a local commercial. Media covered continued City service despite power outage. Staff members were honored with the President's Award from the Association of General Contractors.
- **Utilities Master Plan.** Multiple utility master plans have been approved or in the process of being updated.

Alternative Energy Industry Leader

- **Training Programs.** Del Mar College partnered with Texas State Technical College on an associate's degree in wind energy technology at the former Naval Station Ingleside, collaborated with Texas A&M-Corpus Christi to expand their engineering degree programs, and initiated collaborations with Corpus Christi and other independent school districts on technology training in current and emerging energies.

Thriving Small and Local Businesses

- **Resource Information Portal.** The Corpus Christi Chamber of Commerce initiated a "Small Business Tool Box" on its web site at <http://www.corpuschristichamber.org/SmallBusinessToolbox.php>.
- **User Guide for Small Business.** The Corpus Christi Chamber of Commerce printed a supplement guide to the "Small Business Tool Box" web site.

Higher Education and Workforce Development

- **Youth Job-Seeking Skills Development.** Workforce Solutions of the Coastal Bend focused its Investment Youth Services Program to offer youth, both in school and out-of-work, mentoring, work experience, career exploration and career preparation. Workforce Solutions instituted a Workforce Investment Act Youth Services Program focused on out-of-school youth. Services to all youth cover leadership, mentoring, work experience, career exploration, and job readiness. The successful Workforce Solutions Soft Skills program, designed for unemployed adults, was targeted for adaptation to youth for delivery through area independent school districts.
- **Workforce Analysis.** Both Workforce Solutions and the Corpus Christi Regional Economic Development Corp. provided workforce analyses regularly.
- **Expanded Degree Identification.** Texas A&M-Corpus Christi graduated its first engineering students and secured a grant to support a military veterans nursing program. Del Mar College developed a new Associate of Applied Science in Medical Informatics, combining computer applications, networking and health information technology in the medical field, an Associate in Applied Science in Engineering Mechanics, and an Associate in Arts degree focused on the Mexican-American culture.

Local Career Options for Youth

- **Post-College Graduation Job Placement Assessment.** Texas A&M University-Corpus Christi surveys alumni and receives data from the Texas Higher Education Coordinating Board on local graduates.
- **Brain Drain Solutions.** Local NextGen Survey identified factors to attract and retain young talent in the area. Survey results indicated increasing the percentage of Coastal Bend residents with a bachelor's degree by only 1 percent could have a positive impact equivalent to \$327 million per year. Young Business Professionals organized the first Ideas Week for Oct. 2012. The Coastal Bend P-16 Council engaged regional high school students to identify problems and solutions.

Tax Incentives for Economic Development

- **Growth Policies.** Corpus Christi Regional Economic Development Corp. targeted \$224 million in local tax incentives to net \$2.2 billion in investment and new jobs. Corpus Christi City Council approved revised city incentives for more aggressive recruitment of new and development of existing businesses.

Fair and Affordable Property Taxes.

- **Competitive Tax Structure.** The Corpus Christi Chamber of Commerce continued work with local, county and state government officials on this action, planning strategic discussions during the 83rd Legislative Session.

World-Class Communities

- **Cultural Diversity Initiatives.** World Affairs Council initiated aggressive program of speakers and visits of international leaders to the community, introducing concepts and perspectives rarely found within the Coastal Bend.
- **"Quality of Life" Assessment.** NextGen Survey determined possible areas of improvements to the community to attract and retain young, talented, degreed professionals.
- **Benefits of Living in the Coastal Bend.** Beaches Plus marketing campaign of the Convention and Visitors Bureau highlighted benefits of visiting and living in the Coastal Bend.
- **Regional Marketing Alliance.** Corpus Christi Regional Economic Development Corp. spearheaded efforts to launch *Images* magazine that highlights the Coastal Bend region to a worldwide market.
- **National Marketing Collaboration.** CCREDC contracted with Development Counselors International, a New York media/marketing firm engaged to spread Coastal Bend news to the national and international level.
- **"Beaches Plus" Brand.** Marketing campaign was initiated to highlight benefits of visiting and living in the Coastal Bend.

Major Tourist Destination

- **Barrier Island Casinos.** *PowerOn*, a film, interactive and gaming summit focused on benefits and opportunities of gaming in the Texas Coastal Bend.
- **Tourism Benefits Public Awareness Campaign.** Corpus Christi named "Birdiest City" destination for 10th year. Convention and Visitors Bureau launched a "Culture and Heritage" web site portal, part of \$1.7 million awareness campaign.
- **Not Just for Tourists.** Corpus Christi earned national accolades for First Weekend arts and cultural events, Arts in the Park and Cole Park Concert/Cinema Series. First Weekend Bay Jammin' event grew in popularity. Harbor Ferry ridership topped 2011 record.
- **Convention Hotel.** Corpus Christi City staff, Chamber and Convention and Tourism Bureau collaborated to promote legislation favorable to attracting a convention hotel.
- **Convention Center Expansion.** Convention and Visitors Bureau continued efforts to expand current facilities.
- **Facilities and Amenities.** Inventory of local attractions previously revealed the need for waterparks and other attractions. Hurricane Alley opened in May 2012 and incentives for Schlitterbahn on Padre Island were approved. Walkability Audit supported plans for sidewalk development/restoration and hike and bike trails.
- **Major Tourist Destination Resort Attraction.** Corpus Christi Municipal Marina selected as a "Hot Spot" for the boating industry by *Discover Boating*, nonprofit association. Coastal Bend emerged as a major tourist destination resort designed to attract leisure and high-end business travelers for professional conventions and meetings. Hotel occupancy tax collections increased by 6%.

Premiere Nature Tourism Destination

- **Regional Directory of Tourism Assets.** Convention and Tourism Bureau continued providing the inventory of tourism assets on the web at <http://visitcorpuschristitx.org/>
- **Guides and Outfitters Marketing Initiative.** Convention and Tourism Bureau continued publishing the inventory of area guides and outfitters and published on the web at <http://visitcorpuschristitx.org/search.cfm?s=outfitters>
- **Guides and Outfitters Certification Curriculum.** Convention and Tourism Bureau developed and continues to provide the only Certified Wildlife Guide Program incorporating skills for fishing, hunting and birding.

Tourist-Friendly Downtown and Waterfront

- **Downtown and Waterfront Awareness Campaign.** Downtown Corpus Christi was branded "DTown." American Bank Center marquee was installed to display events in the museum district, Heritage Park and other Bayfront venues. Bayfront Park opened with SEA Town signage. Chaparral Street redevelopment moved forward.
- **Customer Service Training Program.** Del Mar College offered Retail Customer Service and Managing Customer Service training for the City of Corpus Christi that included online course options. College certified Workforce Solutions Soft Skills Training for unemployed persons stressing teamwork and service to both internal and external customers.

THRIVING EDUCATION, ARTS & ENTERTAINMENT

Quality Public Schools

- **Promoting Success.** Corpus Christi American Federation of Teachers joined with Corpus Christi Independent School District to honor 138 seniors - first in their families to graduate from high school. CCAFT surveyed Nueces County Jail inmates revealing a majority did not have early education, indicating a correlation between access to early education and productive citizenship.
- **Community Support for Education.** Corpus Christi Chamber Government Relations Committee set education funding one of two top priorities for the 83rd Legislative Session.

Higher Graduation Rates

- **Student Mentoring Programs.** Corpus Christi Independent School District established the Guidance + Partnership = Success (GPS) program to mentor 500 students 7th through 9th grade toward completing 9th grade on track for graduation. Area school districts researched potential effect of state budget cuts on Pre-Kindergarten education.
- **Regional Retention Program.** Education Service Center Region 2 schools implemented annual Drop-Out Recovery Walks, expanding the KEYS - Keep Every Youth in School program throughout the Coastal Bend, identifying students who had, or were in danger of, dropping out of school.
- **Dual Credit Opportunities.** Del Mar College cut dual credit fees by 50% for out of district students, leading to new collaborations with 20 area school districts. Texas A&M University-Corpus Christi and Del Mar College continued numerous Dual Credit arrangements with area independent school districts.
- **Flexible Educational Scheduling Options.** Educational options expanded through initiatives such as Metropolitan School of Design and the Harold T. Branch High School and other area schools in partnership with Del Mar College and Craft Training Center.
- **Education on Career Choices.** Workforce Solutions of the Coastal Bend research led to developing a pipeline of workers for key industry clusters i.e. petro-chemical, health and education, construction, hospitality and training for industrial trade workers for relevant industry through Del Mar, Craft Training Center and area school districts. Coastal Bend P-16 Council received a \$150,000 grant for College and Career Readiness marketing campaign and held conference for undecided high school seniors exposing them to career choices.
- **Legislative Support for Alternative Completion Programs.** Corpus Christi Chamber of Commerce and area higher education institutions adopted this issue as key for the 83rd Legislative Agenda.
- **Expanded Adult Basic Education/GED Program Offerings.** Education is our Freedom initiative established a \$100,000 scholarship endowment to fund GED scholarships in perpetuity and distributed more than \$100,000 in direct scholarships in recent years. Del Mar College opened Northwest Center to serve residents in Calallen, Tuloso-Midway, West Oso and Robstown focused on GED recruitment and instruction: CCISD supported efforts with a \$25,000 grant.
- **Small learning Communities.** Corpus Christi ISDs new high school--first in 40 years--and middle school used small learning communities as core principles. Both will open in 2014.
- **Annual School Student Retention Report.** Corpus Christi ISD publishes an Academic Excellence Indicator System (AEIS) report with completion rates annually.
- **Annual School Student Retention Report.** Coastal Bend P-16 Council is developing a format for annual high school retention report.

Seamless PreK-16 Education

- **Educator Peer-Community Dialogues.** Coastal Bend P-16 Council (a group led by Citizens for Educational Excellence and Texas A&M-Corpus Christi College of Education) held quarterly business and education luncheons. Also, the P-16 Council and ESC2 provided professional development for educators.
- **College and Career Readiness Standards.** Education Service Center-Region 2, independent school districts and higher education institutions cooperated on the College and Career Readiness Standards. Regional P-16 Council focused on college and career readiness through Feria Para Aprender, an educational fair to help parents navigate educational options; the Ready 4 College & Career Conference for 150 undecided high school seniors.
- **Regional P-16 Council Support.** Regional P-16 Council was recognized by the Texas Higher Education Coordinating Board and received \$150,000 grant for the Generation Texas College and Career Readiness marketing campaign; CCISD honored 138 seniors as first in their families to graduate from high school as part of campaign.

An Educated Community

- **Regional Education Awareness Campaign.** Plans were developed to open a comprehensive educational and career opportunity access center, the Coastal Compass at La Palmera Mall. \$150,000 Generation Texas grant fueled marketing campaign. Corpus Christi Independent School District honored 138 seniors as first high school graduates in their family. Del Mar College expanded GED instruction to its Northwest Center.
- **Regional Literacy Coalition.** Corpus Christi Literacy Council coordinated new joint ventures to enhance and encourage education, including training with participants from Kingsville, Sinton, Rockport, Corpus Christi, Beeville, and Portland: on-going programs in churches; financial literacy sessions; classes for adult learners; work with HEB Read3 Early Bird Reader. Plans are underway to involve the Food Bank with the Literacy Council.

Life Education for Youth

- **Parent Support and Child Development Tools.** Education Service Center-Region 2 organized parent sessions and opening of the Early Scholars Academy. Regional P-16 Council developed a parent guide.
- **Male Parental Involvement.** Fathers Active in Children's Education (FACE) expanded its initiative to additional schools.
- **Faith-Based Outreach.** Del Mar College distributed Pell Grant information through area churches and non-profit institutions in the region.
- **Students as Community Volunteers.** Calallen Independent School District piloted a student volunteer inventory system that showed impressive participation and focus.

Excellence and Choice in Higher Education

- **Responsive Educational Programming.** Del Mar College and Texas A&M University-Corpus Christi worked with industry to identify needed programs and committed to expanding collaborative degree programs, including bachelors of applied science, university studies, and an articulation agreement for mechanical engineering.
- **Partnerships for Expanded Degree Offerings.** Del Mar partnered with Texas State Technical College to offer Wind Technology programs and manage technology grant of \$500,000 for wind industry, focused on Eagle Ford Shale training opportunities for Commercial Drivers Licenses, and credentialing graduates of the Workforce Solutions Soft Skills training for the chronically unemployed and offered expanded training for Corpus Christi Army Depot employees in computer skills, public speaking and personnel management. Texas A&M University-Corpus Christi partnered with Texas Woman's University to expand Ph.D. degree opportunities in nursing and with Texas A&M and Texas A&M-Galveston on Ph.D. degree in marine science.
- **Strategic Investment.** City of Corpus Christi invested in higher education initiatives including engineering and truck driving training, and Business Innovation Center. A&M-Corpus Christi earned Title V Grant to promote Hispanic math and science majors.

Education-Business Partnerships

- **Business Role Models.** Junior Achievement involved business leaders in presenting information in public schools, serving as role models and mentors. A Higher Education/Public Education Summit scheduled this month will focus on emerging employer needs and the education community's ability to meet those needs.
- **Internship Program.** Corpus Christi ISDs Metro Prep School of Design integrates internships into the curriculum.
- **Expanded Work-Study Learning Opportunities.** All five Corpus Christi ISD schools will incorporate signature internships programs into curriculum for 2014-2015 school year.

Skilled, Qualified Workforce

- **Scholarships.** Coastal Bend Community Foundation provided comprehensive scholarship listing on web site and links from area educational and other institutions at <http://www.cbcbfoundation.org/page27486.cfm>

Vibrant Arts and Culture

- **Regional Arts Commission.** Arts and Cultural Commission initiated involvement of Texas Commission on the Arts in the Cultural District designation program and explored increasing utility bill contributions.
- **Regional Arts Support.** The Arts and Cultural Commission initiated request for inclusion in Texas Cultural Arts District Program.

Entertainment Venues and Options

- **Designated Special Events Site.** Memorial Coliseum site cleared for redevelopment as a designated special events site. Organized Community Group announced detailed plans for Destination Bayfront, coordinated with redevelopment of the Bayfront/waterfront areas.
- **Water Park and Water Sports Venue.** City of Corpus Christi worked to develop Schlitterbahn's proposed \$552 million master plan for Padre Island; city approved \$5 million incentive for Schlitterbahn; Hurricane Alley, downtown water park, opened May 2012; Young Business Professionals adopted city water park on Shoreline.

WELL-PLANNED REGION

Awareness and Protection of Natural Resources

- **Environmental Awareness Program.** Harte Research Institute committed to education programs focused on maintaining a sustainable environment in the Gulf of Mexico, freshwater inflows to the estuaries, invasive species, law of the sea and Marine Protected Areas in the Gulf of Mexico. Phase One of multimillion-dollar reclamation began on 160 acres of Indian Point marshland. Kemp's Ridley turtle nests reached record levels.

Beaches and Shorelines

- **Monthly Beach Clean-Ups.** City of Corpus Christi organized multiple volunteer beach cleanups for the Gulf and Bay Beaches resulting in a significant increase of beach maintenance funding including signage, staffing, equipment and trash cans.
- **Increased Beach Trash Collection.** *See report above.*

Vibrant, Active Waterfronts

- **Development Options and Incentives.** Corpus Christi Regional Economic Development Corp. revised incentive policies and identified North Beach as a catalyst for more aggressive incentives. Downtown Management District improvements led to 20% jump in central-city tax appraisals, while city code modifications promoted more mixed-use development.
- **Nature Tourism Development Options and Incentives.** Corpus Christi Regional Economic Development Corp. worked with City to develop specific incentive package for certain types of development in the Downtown area.
- **Corpus Christi Beach Development Options and Incentives.** Incentives were identified through the City's revised Incentives Policies. Corpus Christi Beach (now North Beach) was identified as a catalyst area to focus more aggressive incentives for further development.
- **Packery Channel Development Options and Incentives.** The \$2.4 million in Packery Channel upgrades included Phase 2 parking and overlook improvements, pedestrian walkways, storm water structures, lighted bollards,

landscaping concrete benches, shoreline repairs, channel maintenance dredging and beach nourishment. The contract for Park Road 22 Bridge design and permitting is underway.

Island Vacation Development

- **Packery Channel Recreational Improvements.** Construction began for Packery Channel Phase 2 Parking and Overlooks with seven overlook structures, parking lots, access road, pedestrian walkways, storm water structures, lighting, electrical outlets, landscaping, and benches. Shoreline protection efforts relocated sand. Projects included Packery Channel Monitoring Program, maintenance dredging and beach nourishment. Improvements for Park Road 22 were initiated.
- **Storm Water Drainage Improvement for Mustang Island.** The Mustang Island Storm Water Master Plan was reviewed.

Downtown Redevelopment

- **Downtown Bayfront Land Utilization.** Organized community group announced detailed plans for Destination Bayfront, coordinated with redevelopment of the Bayfront/waterfront areas. Shoreline realignment is underway, made possible through the demolition of Memorial Coliseum.
- **Downtown Marketing Plan.** Downtown Corpus Christi was branded "DTown."
- **Downtown Beautification.** Downtown improvements included demolition of Memorial Coliseum, continued planning for Destination Bayfront, Ritz Theater renovation and planning for Chaparral Street realignment and improvements. Downtown improvements on Chaparral Street between Williams and Schatzel were modified and moved toward construction.
- **Design Code Standards.** Corpus Christi City Council passed ordinances to facilitate design code standards.
- **Vacant Buildings.** Positive Action Toward Cultural Heritage (PATCH) event kicked off efforts to restore Ritz Theatre. Developers acquired long-vacant Lichtenstein Building and Centre Theatre for adaptive reuse according to 2011 ordinance. City Code enforcement targeted other vacant downtown buildings.
- **Market-Oriented Adaptive Reuse Strategies.** Regional Transportation Authority initiated plans to revitalize uptown area by revitalizing vacant building sites.

Well-Managed Urban Services

- **Illegal Dumping Elimination.** City implemented monthly solid waste fee--\$1 for residential and \$2 for commercial customers-- to support Citizen's Collection Center at the J.C. Elliott Transfer Station.
- **Wastewater Services Billing.** Free irrigation meters for sprinklers on large lawns allowed residents to bypass wastewater fees for irrigation water.
- **Combined City and County Law Enforcement Services.** Nueces County Sheriff initiated topic of combining services to improve communication, coordination and cost efficiency.

Corpus Christi Beach Redevelopment

- **Family-Oriented Development.** Plans are underway for a public/private partnership project to include recreational, family-oriented uses consistent with the Corpus Christi (now North Beach) Beach Development.
- **Family-Oriented Attractions Development Program.** City Engineering timeline targeted Corpus Christi Beach (now North Beach) North Entrance development sidewalks, bathhouse, and promenade. Utility conduits for the Ship Channel were re-sized to support future Corpus Christi Beach (now North Beach) development.
- **Infrastructure Analysis.** Water lines were realigned for the Joe Fulton Trade Corridor.
- **Parking Capacity Analysis.** Regional Transportation Authority planned expanded Harbor Ferry to promote tourism and reduce parking congestion in major North Beach attractions, re-introduced Harbor Ferry service to promote tourism and began conversion to compressed natural gas for vehicles.
- **Visitor-Friendly Trolley Routes.** Trolley routes were modified to improve customer understanding and connections with the Harbor Ferry service resulting in increased ridership.

Neighborhood Revitalization

- **Neighborhood Sidewalks.** Neighborhood sidewalk replacement program continued.
- **Storm Water Park System.** Corpus Christi City Council initiated studies of storm water drainage in La Volla Creek area. Hike and Bike Master Plan initiated with community meetings.
- **Neighborhood Master Plan.** City Neighborhood Services focused on Northside, City Hall and Tierra Grande Colonia areas for cleanup and building code enforcement.
- **Housing Code and Non-Conforming Lots Provision in Zoning Ordinances.** Development Services Dept. of the City administered the Unified Development Code to address these concerns.

Smart, Transit-Oriented Green City Planning

- **Smart, Transit-Oriented, Green City Plan.** City funded Sustainability Plan. City bus routes were extended to Agua Dulce, Banquete and Robstown. Texas Department of Transportation proposed Weber overpass to improve transportation planning and La Palmera Mall installed electric car plug-ins as part of Livability and Sustainability Plan. Regional Transportation Authority began conversion to natural gas-powered buses. The Texas State Aquarium converted to electric vehicles.

Affordable Housing Options

- **Affordable Housing Initiative.** Cottage Housing District initiated first cluster of homes for low-income families offering a \$20,000 forgivable loan to assist in lowering the purchase price.

- **More Habitat for Humanity Homes.** Bryn Mawr school students dedicated Spring Break to build a Habitat Home for a deserving family.

Interconnected Parks and Open Spaces

- **Parks Master Plan.** Parks, Recreation and Open Space Master Plan was completed for Corpus Christi and Nueces County Parks. The Oso Bay Wetlands Preserve and Learning Center Master Plan was completed last year.
- **Community Parks/Green-Spaces Development.** Re-purposing of 27 neighborhood parks was planned and Shell Oil provided a \$500,000 grant to aid Shamrock Island restoration.
- **Neighborhood Parks Support Groups.** The Adopt-a-Park initiative grew to 45 parks, and Cole Park received \$2.8 million renovation.
- **Community Parks Awareness Events.** Bay Jammin' concert series re-opened Cole Park after \$2.5 million improvements. More than 65,000 supporters enjoyed the Texas Jazz Festival, the largest free jazz festival in the country.
- **Dog Parks.** As a result of community interest, seven community parks listed dog parks facilities in their planning. *CC Dogs* found a large donor for the first dog park and construction began summer 2012.

Recreation for Children, Families and Youth

- **Recreational Business Park.** Corpus Christi Regional Economic Development Corp. worked with the City of Corpus Christi on specific incentives targeted around the area of Destination Bayfront planning.

Expanded Commercial Transportation

- **US 77 Upgrades.** Federal Highway Administration placed the first I-69 sign at the intersection of U.S. 77 and SH 44 in Robstown. Robstown overpass was completed.
- **Air Cargo, Warehouse and Apron Space.** Funding was secured to design a 1000-foot extension for main runway at Corpus Christi International Airport. A new FedEx Ground Warehouse was completed and a Federal Aviation Administration Runway alternative study was launched.

Urban Infrastructure

- **Infrastructure Maintenance Funding.** Corpus Christi City Council identified fixing streets as top priority, with cost estimated up to \$1.2 billion, as part of a FY2013 Capital Improvement Plan.
- **Compact Urban Design.** Corpus Christi City staff developed policy recently adopted.
- **Redevelopment Infrastructure Funding.** Corpus Christi City staff drafted policy currently under review.
- **Visual Improvement of Roadways.** New Texas Dept. of Transportation highways and overpasses included architectural designs highlighting Coastal Bend nature and culture. Roadway mowing and weed controlled returned to regular maintenance schedule.
- **Building Renovation and Cleanup.** City adopted 2009 International Building Codes including more stringent standards for vacant buildings. Citgo Refinery committed \$1.6 million to revitalize Hillcrest neighborhood.

Harbor Bridge Replacement

- **Replacement of Harbor Bridge.** More than \$290 million identified for Harbor Bridge replacement and the Texas Legislature considered options to fast track this project.

Water and Power Supplies

- **Long-Term Water Rights Availability.** Design and right-of-way acquisition for long-term water rights were 50% complete.
- **Wind Power Opportunities.** Corpus Christi Regional Economic Development Corp. developed a list of potential partners for wind power and initiated contacts.
- **Reliable Power Supplies.** San Patricio Environmental Summit explored clean energy opportunities and options.

Expanded Public and Regional Transportation Connections

- **Transportation Needs Assessment for the Coastal Bend.** Regional Transportation Authority planned new downtown service center. The 2010 - 2035 Metropolitan Transportation Plan was completed preparing for 2015 - 2040. The City renewed focus on bicycle and pedestrian needs.
- **Collaborative Transportation Plan Development.** Regional Transportation Authority initiated a Long Range System Plan.
- **Rural Transportation Options.** Coastal Bend Regional Transportation Coordination Plan was completed.
- **Regional Public Transportation Marketing.** Regional Transportation Authority reported record ridership of 6 million trips, citing increased marketing initiatives distributed to social service agencies, medical facilities and other agencies.

Bike and Pedestrian-Friendly City

- **Bicycle Safety Program.** Plan to improve bike and jogger-friendly roads gained support. 1,500+ cyclists rode in Conquer the Coast trek. BekindtoCyClists worked with Bay Area Bicycles to create a Traffic Skills 101 cycling class for adults and children.
- **Bicycle Lane Improvement.** City ordinance improved road safety for cyclists, walkers. Required bike lane signs were installed on Ocean Drive.

Improved Airline Connections and Non-Stop Air Service

- **Gateway and International Services Improvements.** Southwest Airlines implemented direct flights from Corpus Christi

to Atlanta via Houston and designated Corpus Christi as a “vacation destination city.”

SUSTAINABLE ENVIRONMENT

Sustainable Infrastructure Growth

- **Comprehensive Infrastructure Assessment.** City of Corpus Christi Engineering completed Annual Capital Infrastructure Assessment. Developed proposed FY 2013 Capital Improvement Plan for review and approval that includes options for road rehabilitation.
- **Critical Locations for Environmental Health.** City of Corpus Christi Department of Planning and Environmental Services developed plan for the Sanitary Sewer Overflow Initiative requirements and submitted to TCEQ. Gathered information for a full hydraulic review of systems. Worked with Coastal Bend Bays and Estuaries Program to rank water research proposals for coastal water quality, productivity and erosion sediment loads. Held meeting on regional water quality sampling locations, responsibilities and parameters. Highlight was Environmental Protection Agency Region 6 Environmental Summit with Storm Water, Waste Water, Coastal Bend Bays Foundation, Environmental Services, South Texas Colonias Initiative and private citizens to create long-term and short-term goals.
- **Infrastructure Public Awareness Plan.** City completed five video productions and posted on YouTube at www.youtube.com/CCTVCorpusChristi
- **Infill Incentives.** Ordinance to allow infill and redevelopment incentive passed in 2011. Corpus Christi City Council supports plan to redevelop Sunrise Mall to expand commercial, residential and public transportation options.
- **Existing Infrastructure.** Land-use planning ordinances and regulations to improve efficient and cost-effective use of existing infrastructure capacity passed in 2011.

Sustainable Energy Production

- **Sustainable Energy Resources.** Corpus Christi Regional Economic Development Corp. worked to identify, map and prioritize specific sites within the Coastal Bend most suitable for sustainable energy development projects; completed marketing piece and discussions continue with various sustainable energy resources on site considerations. Texas A&M-Corpus Christi established the largest vertical axis wind energy project in the United States on its campus. Nueces County placed solar arrays atop the courthouse and jail, estimating an annual energy savings of \$500,000.
- **National Sustainable Energy Expo.** CCREDC hosted National Sustainable Energy Expo with representatives from sustainable energy companies, associations, and advocacy organizations throughout the United States. Three Expos hosted to date.
- **Tax Incentives for Local Sustainable Energy Projects.** Incentives for sustainable energy projects passed.
- **Residential and Commercial Incentives.** City of Corpus Christi passed ordinance allowing residential wind turbine installation in 2011, the first local ordinance of its kind in the state.

Alternative Energy in Local Government

- **Renewable Energy Policy.** Policy adopted, although finding and funding the right project partnerships will remain a challenge. The City of Corpus Christi allocated \$2.75 million through the Energy Efficiency and Conservation Block Grant Program (EECBG) and Nueces County allocated \$8 million to support policy revisions.
- **Alternative Vehicle Fuels Study.** Regional Transportation Authority dedicated \$2.1 million to convert its bus fleet to natural gas fuel. Texas State Aquarium is using electric vehicle and joined La Palmera mall in offering public charging stations for electric vehicles.

Clean Coastlines and Beaches

- **Community-Supported Beach Stewardship.** Nueces County Parks Department and the City of Port Aransas signed an inter-local agreement for Beach Maintenance Service. Efforts led to \$270,000 increase in the City of Corpus Christi's Hotel Occupancy Tax (HOT) Fund budget for the Beach Operations Division of the Parks and Recreation Department. Local Girl Scouts led a fishing line recycling effort.
- **Storm Water Pollution Reduction.** Total Maximum Daily Load Program and Implementation Plan is in development, involving input from the public. Construction of new Broadway Waste Water Treatment Plant was completed in 2011.
- **Beach Pollution Regulations.** Coastal Bend storm water, beach water quality and beach cleaning programs are fully operational. Total Maximum Daily Load policies and planning are underway.
- **Public Awareness Campaign.** City of Corpus Christi Storm Water Dept. created and trademarked the "Think Blue South Texas" educational campaign. Storm water quality public service announcements (If Pollution Were Rubber Duckies) aired over 1,000 times on KIII TV 3 and KORO - Univision Spanish channels.

Pollution Regulation Enforcement

- **Air Pollution Sources.** Modeling of ozone pollution was completed with documentation that ozone action days are the result of pollutants transported from other regions by weather patterns. Average annual benzene load was reduced to .72 for winter 2011-12, the lowest since 1998. The city remains the largest industrial complex in ozone attainment in the United States. Funding received will continue monitoring through August 2013. Consideration continues toward an Environmental Protection Agency Ozone Advance Program.
- **Air Pollution Prevention Education.** Pollution Prevention Partnership (PPP) held media briefings about ozone action days resulting in numerous positive media reports. Clean air science fair was held for 200 elementary school students.

AutoCheck vehicle emission sensing program continues at public events and for business fleets, including Nueces County and Port of Corpus Christi.

- **Water Pollution Sources.** Studies showed Eagle Ford Shale no threat to regional water supply and City of Corpus Christi held two stakeholder meetings, appointed steering committee and subcommittees to continue efforts.
- **Water Pollution Prevention Education.** An Environmental Summit covered wind, water, air and other environmental quality issues. **City of Corpus Christi** created and trademarked the “Think Blue South Texas” educational campaign, storm water quality public service announcements (If Pollution Were Rubber Duckies). Storm water outreach and education efforts touched more than 94,000 people with pollution prevention messages. South Texas Water Authority worked with petroleum industry to address water quality.

Planning for Air and Water Quality

- **Corpus Christi Air Quality Group.** The Corpus Christi Air Quality Group, a technical-based collaboration between the City, area counties, industry and Texas A&M-Corpus Christi, submitted a response to TCEQ and EPA on changing ozone standards and is pursuing the Corpus Christi 8 O3 Flex program. Website providing background information, meeting dates and agendas, opportunities to provide input and copies of presentations can be found at www.corpuschristi-mps.org/airquality.html
- **Storm Water Capital Improvements.** City met with Coastal Bend Bays and Estuaries to rank water research proposals for coastal water quality, productivity and erosion sediment loads. Storm Water Capital Improvements underway included installation of erosion control matting near existing storm water outfall at Ropes Park, assessment of Master Channel 31 to address side slope erosion, and design of improvements along Schanen Ditch Phase 2 to assess existing side-slope erosion.
- **Storm Water Quality Standards.** City of Corpus Christi encouraged more than 90,000 children and the general public in daily storm water awareness activities through various media.
- **Construction Pollution Mitigation.** City of Corpus Christi improved compliance with construction pollution mitigation guidelines. Worked with the Corpus Christi Home Builders Association to revise construction inspection procedures. Established two annual training seminars for the construction and development industry, one for creating and implementing storm water pollution prevention plans and one for implementing erosion and sediment controls at construction sites. Conducted seven workshops for construction industry and municipal staff from the region. Established semi-annual construction site inspector training. Saw a significant increase in obtaining TCEQ construction general permits.
- **Storm Water Pollution Enforcement.** Partner agencies conducted 245 industrial storm water inspections, more than 850 construction site inspections and 623 storm water complaint investigations. The region increased inter-agency cooperation and communication among enforcement agencies. Coastal Bend Council of Governments coordinated the Coastal Bend Environmental Task Force, which includes state and local agencies from the entire region. City of Corpus Christi performed two clean-ups at Banquete Creek and the Oso Bay turnaround, resulting in more than five tons of construction and other debris being disposed of properly.

Protection of Coastal Water Quality

- **Water Quality Monitoring.** Texas A&M-Corpus Christi tested quality of water used for hydraulic fracturing in Eagle Ford Shale oilfield. U. S. Department of Agriculture allocated \$50 million to Gulf Coast water quality improvement.
- **Low-Water Quality Improvement.** Geographic Information Systems studies were conducted to monitor Oso Creek drainage.
- **Non-Point Contamination Management.** City of Corpus Christi initiated Total Daily Maximum Load program to continue management practices that ensure protection of coastal waters and increased storm drainage maintenance and cleaning to minimize debris run-off. Storm Water and Texas Agrilife provided free soil analysis to Corpus Christi residents as part of educational campaign to limit amount of fertilizer used in residential landscapes.
- **Compliance Support.** TCEQ Small Business and Local Government Assistance Section provided compliance assistance and support for the National Pollutant Discharge Elimination System and Non-Point Source Control to the region, including on-site assistance and educational workshops in partnership with the City of Corpus Christi.
- **Drainage and Dumping.** City of Corpus Christi created a pet waste pollution campaign and fertilizer reduction campaign that reached more than 90,000 residents, businesses and visitors with storm water pollution prevention message.

Clean Industrial Development

- **Economic Development “Clean Industry” Marketing.** Corpus Christi Regional Economic Development Corp. marketed the Coastal Bend to clean industry entrepreneurs, such as sustainable energy production, recycling, and desalination. Collaboration efforts promoted Naval Station Ingleside property to clean industry, and added the Coastal Bend Business Innovation Center as a partner for clean energy entrepreneurial start-ups.
- **Sustainable Development Tax Incentives.** Sustainable tax incentives approved in 2009 are now being awarded as appropriate.

Planning for Sustainability

- **Green Building Code.** Coastal Bend Green Built efforts developed standards to recognize green buildings processes. The development of green building codes for the city is underway.

Recycling Leader

- **Major Recycling Facility.** City successfully completed first year of single-stream recycling in January 2012 at modern facility.
- **Recycling Rewards Program.** Recycling rewards program initiated in 2011 is operating successfully.
- **Recycling Campaign.** City of Corpus Christi kicked off single-stream recycling efforts with major campaign. Clean City Advisory Committee worked with city to establish daily drop-off site at J.C. Elliott landfill for e-waste and volume is increasing daily. Quarterly glass recycling events continue, with one event collecting 19.5 tons of glass and diverting it from the landfill. Surfrider Foundation initiated dialog for plastic bag ban; the issue is under study.
- **Recycling Performance Metrics.** Participation In recycling rose from 15% of households to over 70% of households since inception of the program.

SAFE, HEALTHY COMMUNITY

A Safe Region for All

- **Expansion of Neighborhood Watch Programs.** Corpus Christi Police Dept. expanded and enhanced Oct. National Night Out event, organized a Graffiti Summit at South Park Middle School. Several local churches led anti-gang initiative for the city.

Emergency Preparedness

- **Hazards Preparedness Awareness Campaign.** City of Corpus Christi prepared Nueces County dunes system for a big storm. Woodsboro built a hurricane shelter dome that doubles as sports facility. The local Red Cross offered hurricane preparation awareness workshops, and Del Mar College hosted a Hurricane Preparation seminar, including leadership from Galveston.
- **Small Business Hazards Preparedness Workshop.** *Corpus Christi Caller-Times* published an extensive series on emergency preparation and recovery, included a focus on insurance. Del Mar College offered several continuing education courses on hurricane and major disaster preparation and recovery for small business.
- **Neighborhood Block Captain System.** "Dial 211" system was initiated for alerts and evacuation procedures in case of hurricane or other emergencies.

Enhanced Law Enforcement

- **Graffiti Elimination.** Corpus Christi Police Dept. conducted a Graffiti Summit, coordinated with area churches, and initiated plans to have school children decorate areas prone to graffiti.
- **Public Safety Museum.** The Crime Fighter Mobile Museum was established and is currently renovating former police station for the permanent museum.
- **Gang Intervention Program.** Corpus Christi Police Department implemented a gang injunction as the first step in gang control.

Food Shelter and Supportive Service

- **Mentally Ill and Homeless Intervention Team.** Local Veterans Administration officials hired two-dozen mental health professionals to address regional concerns for the homeless and mentally ill.
- **Community Support to Reduce Homelessness.** Mother Teresa Day Shelter opened 8,000-square-foot facility to serve 150 homeless men per day.
- **Domestic Abuse Reduction.** The Women's Shelter of South Texas partnered with local coalitions, including law enforcement, NAS Corpus Christi, Mental Health-Mental Retardation, Texas A&M-Corpus Christi, Del Mar College, Family Counseling Services, Child Protective Services, Adult Protective Services, Probation officers and the local housing authority to expand services to victims of domestic abuse.

Neighborhood Health, Safety and Pride

- **Homeowner Educational Campaign.** City of Corpus Christi Public Information Dept. developed and implemented video segment www.youtube.com/CCTVCorpusChristi "Clean Up or Pay Up." Campaign used existing model "Know the Code," previously implemented with KRIS Communication. Media efforts promoted large brush pick-up scheduling, garbage can placement and neighborhood focus on coordination of code enforcement. Hillcrest and Washington-Coles neighborhoods were pilot areas for improvement.
- **PRIDE Campaign.** PRIDE initiative hosted neighborhood/ community clean up projects beginning in Hillcrest area, initiated the Neighborhood Initiative Council for 24 neighborhoods and implemented an awareness campaign targeting the entire city for clean up. Various City of Corpus Christi's departments partnered to target neighborhood and community clean up projects in the Hillcrest, Flour Bluff and Lindale areas.

Healthy Lifestyles

- **Diabetes and Obesity Health Issues Plan.** Coastal Bend Diabetes Coalition designed a new marketing program to urge restaurants and grocery stores to recommend "health choice meals." Whataburger, Kiko's restaurants and others now feature menu choices under 500 calories. HEB grocers initiated public awareness events focused on healthy food choices. Diabetes Hands-On (DHO) program received a Bristol Meyer-Squibb grant to expand the Food Bank's efforts to provide "wellness boxes" with diabetes-friendly foods for people who depend on donated foods and offered information about managing diabetes and counseling. DHO innovations included a lecture component and hands-on

involvement of participants, A1c blood glucose monitoring. A Registered Nurse/Certified Diabetes Educator and a Register Dietician manage education and monitoring. Classes focus on one aspect of diabetes control at a time and a meal is served at each class, allowing participants to practice counting carbohydrates, understanding balance nutrition and portion control. Based on impressive results, local DHO leaders presented program components to state and national Feeding America conferences, and others.

- **Obesity Issues and Community Planning.** HEB grocery sponsored “Slim Down Show Down.” Wilson elementary school initiated “Mission Fit Possible.” Corpus Christi City Parks and Recreation Dept. sponsored youth healthy cooking competition. Junior League sponsored “Kids in the Kitchen” healthy snack program.
- **School Physical Education Requirement.** Corpus Christi Independent School District doubled the number of professional physical education staff members at the elementary school levels for 2012-2013 school year.

Improved Health Care Access

- **Medical and Medical Transportation Service Awareness.** Regional Transportation Authority identified medical and medical transportation services and posted the plan on the Metropolitan Planning Organization web site (<http://www.corpuschristi-mpo.org/>) Coastal Bend Council of Governments/Transportation Network web site to provide names of clinics and health care facilities and worked with Driscoll Children’s Hospital HALO flight partner to promote options for emergency medical transport.
- **Community Medical Providers Listing.** A Coastal Bend web site integrated list of area clinics and health care facilities.

Reduced Teen Pregnancy, Drug Use and STDs

- **Teenage Health Coalition.** Nueces County Public Health District and San Patricio County Health Dept. implemented a Teen Forum and developed a resource guide for parents seeking information for their teenagers regarding these issues. The Coastal Bend Alliance for Youth will continue these initiatives.

Recreational Facilities

- **Regional Hike and Bike Trail.** City of Corpus Christi Park and Recreation Dept. hosted Town Hall meetings to share information and plan future development on a Hike and Bike Trail Master Plan to be incorporated into the Integrated Community Sustainability Plan. Plans involving the Mayor’s Fitness Council’s Community Action Plan include a 219-acre off-road designated area for cycling, hiking and running trails in Oso Creek Park.

Increased Parent Education and Involvement

- **Wellness/Fitness Events.** TEDx Corpus Christi, local information sharing program, focused sessions on neighborhood gardening to reduce food costs and diabetes prevention. Highland Property Development donated \$30,000 for a new skateboard park.

Activities for Children, Families and Youth

- **Youth Focus Groups on Recreation and Social Needs.** Corpus Christi ISD initiated a yearlong anti-bullying program. Needs assessment and recommendations for recreation and social programs for area youth involved the Commission on Children Youth Advisory Committee, City of Corpus Christi Parks and Recreation Dept., YWCA, YMCA, Boys and Girls Club, Boy Scouts, Girl Scouts, Communities in Schools, and the Texas AgriLife Extension Service.

Health and Safety of Children

- **Prenatal Care.** The Corpus Christi/Nueces County Health Dept. conducted a Teen Forum for women wanting and needing prenatal care services and confirmed that the majority of local women receive pre-natal care in the first trimester of pregnancy.

COMMUNITY IDENTITY & LEADERSHIP

Forward-Thinking Governance

- **BoldFuture Vision Marketing.** Monthly advertising series, provided by the *Corpus Christi Caller-Times*, highlighted the success of BoldFuture partnerships. Mayor Joe Adame received the BoldFuture Visionary Award at the Mayor’s State of the City banquet in 2012. Adame’s State of the City publication “Good News for 2012” featured 66 BoldFuture and city projects.” Multiple BoldFuture “good news” stories appeared in *Corpus Christi Caller-Times* since Vision Action Plan launch in April 2010.

Citizen Leadership

- **Successful Volunteer Recognition.** Regional organizations expanded recognition opportunities during National Volunteer Week and secured non-monetary rewards for those honored.

Developing Youth Leaders

- **Early Character First Program Integration.** Corpus Christi ISD implemented Character First, a character development program, for 2011-2012 school year. Superintendent, administration, bus drivers and school staff from every level received training, and program was expanded to several CCISD high schools.

Active Citizen Participation

- **Improved Voter Participation.** League of Women Voters utilized a \$1,000 grant to promote the “Vote 18” initiative, resulting in voter registration of 615 young voters from area high schools and 175 from Texas A&M-Corpus Christi.
- **Voter Behavior and Participation Study.** League of Women Voters initiated research on the effectiveness of their

young voter promotions in targeted Miller and Moody High School voting precincts.

Enhanced Civic Engagement

- **Sea City Work Camp.** More than 700 Sea City Work Camp volunteers refurbished homes of low-income residents.
- **Engagement of Faith Based and Civic Groups.** St. James Episcopal School Day of Service benefitted Food Bank of Corpus Christi. The Volunteer Center focused on recruiting and organizing record number of volunteers (1,300) for Christmas Eve Feast of Sharing 2011.

Recognition and Unity in Diversity

- **Cultural Diversity and Community Events.** Texas A&M-Corpus Christi established “Global Islanders,” which integrated the study of different cultures annually throughout the curriculum and provides cultural events open to the campus and the community.
- **Calendar of Major Ethnic and Cultural Events.** Corpus Christi Chamber of Commerce Foundation and Leadership Corpus Christi sponsored a new community calendar posted at www.whatsupcc.org. Convention and Visitors Bureau initiated a Cultural Calendar posted at http://visitcorpuschristitx.org/corpuschristi_events.cfm

Innovation, Creativity and Youth

- **Student Conferences.** Coastal Bend Pre K-16 Council initiated “Rock Your Future” to give high school youth a forum to voice their concerns about the community and implement solutions for challenges in the areas of education, entertainment, community environment, healthy lifestyles and social issues. Civic-minded student group at Collegiate High School introduced youth to community issues.
- **Student Film and Video Festival.** King High School hosted first annual student film festival.
- **Art in Open Spaces.** Corpus Christi Police Dept. organized utility box painting to reflect local culture and discourage graffiti. Downtown Management District planned and executed painting of the Downtown Tunnel entrance. City continues its “percent for art” program.