










BoldFuture for the Coastal Bend Vision Action Plan - October 2012

Vibrant Economy

Legend No Progress Reported  No Lead Partner Designated  Initiated  Ongoing or Completed 












Progress on some actions occurred even without the benefit of a lead partner.

Growth and Economic Development

Strategy VEC 1	Growing, Thriving and Diverse Economy. Create a growing, thriving, and diverse economy built on existing and emerging industries that includes primary and multiplier job creation in targeted areas such as high-tech, research and development, port-related industries, healthcare, agriculture, military and related services, tourism, general business and retail.	Lead Partner	Status
Action VEC 1.1	Annual Employer Survey. Conduct an annual survey to assess employer needs, issues, and opportunities and share findings with a broad based coalition, building community infrastructure to resolve issues, prepare the workforce, and identify opportunities.	Corpus Christi Regional Economic Development Corporation (Primary Jobs) Corpus Christi Chamber of Commerce and Workforce Solutions of the Coastal Bend (Multiplier Jobs)	
Action VEC 1.2	Economic Analysis. Create a Center for a Vibrant Economy to centralize, analyze, and publicize (as appropriate) the economic information gathered from various community stakeholders.	Texas A&M University-Corpus Christi and Del Mar College	
Strategy VEC 2	Retention/Expansion of Business and Industry. Support the retention and expansion of existing business and industry in the Coastal Bend.	Lead Partner	Status
Action VEC 2.1	Annual Visits with Primary Job Leadership. Conduct a comprehensive annual visitation program to personally connect with the leadership of major primary job-generating organizations, demonstrating regional commitment, discussing upcoming plans, and providing information, as needed, to support their mission and continued growth.	Corpus Christi Regional Economic Development Corporation	
Action VEC 2.2	Primary Job Organizations. Recognize existing primary job-generating organizations, to build stronger connections between the organizations and the community, and identify gaps in industry.	Corpus Christi Regional Economic Development Corporation	
Action VEC 2.3	Regional Military Economic Development Alliance. Establish a Regional Strategic Military Alliance to determine critical support that the business community can provide to sustain and enhance the military assets of the Navy, Corpus Christi Army Depot, and defense contractors.	Corpus Christi Regional Economic Development Corporation	
Action VEC 2.4	Military Recognition and Engagement. Actively engage with military leaders to demonstrate community support through annual events, winging ceremonies, and participation in military base activities.	Corpus Christi Chamber of Commerce	
Action VEC 2.5	Medical/Health Sciences Education Funding. Advocate to the Texas Legislature on behalf of Texas A&M-Corpus Christi and Del Mar College for increased funding to support medical/health sciences education.	Corpus Christi Chamber of Commerce	
Strategy VEC 3	Expanded Port. Expand Port Corpus Christi to be an even more robust center for international trade, attracting shipping and cruise lines and building stronger international economic relationships.	Lead Partner	Status
Action VEC 3.1	Strategic Needs Analysis. Engage large, port-related industrial customers in developing a strategic needs analysis and identifying long- and short-term business trends, issues and critical needs.	Port Corpus Christi	
Action VEC 3.2	Naval Station Ingleside Redevelopment. Support the redevelopment of Naval Station Ingleside including securing planning funds, engaging the Texas A&M University System for redevelopment planning and marketing to potential businesses, and Texas Department of Transportation for improving access roads.	Port Corpus Christi	














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Action VEC 3.3	Port Corpus Christi Funding. Identify long-term funding mechanisms to support Port Corpus Christi diversification with emphasis on key projects such as deepening and widening the Port and the LaQuinta Container Facility.	Port Corpus Christi	
Action VEC 3.4	La Quinta Terminal. Support development of the La Quinta port terminal including engagement of U.S. Congress for funding of dredging, TCEQ/Army Corps of Engineers for permitting, and TXDOT for access road improvements.	Port Corpus Christi	
Action VEC 3.5	Rail Service Support of Port Industries. Identify and actively solicit competitive rail service opportunities to support the needs of Port industries.	Port Corpus Christi	
Action VEC 3.6	Enhanced Port Relations. Enhance and strengthen relationships with Laredo and other markets to increase the flow of goods and services through the Port.	Port Corpus Christi	
Strategy VEC 4	Corporate Recruitment. Recruit organizations to move to the Coastal Bend by highlighting our business-friendly environment, skilled workforce, and abundant natural resources.	Lead Partner	Status
Action VEC 4.1	Targeted Recruitment Initiatives. Develop targeted lists of organizations for recruitment efforts by identifying regional assets (buildings, support companies, the Port) and infrastructure to complement specific primary job employers.	Corpus Christi Regional Economic Development Corporation	
Action VEC 4.2	Targeted Marketing for Corporate Site Selectors and Commercial Real Estate Executives. Develop 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.	Corpus Christi Regional Economic Development Corporation	
Action VEC 4.3	Gap Analysis. Identify 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.	City of Corpus Christi Economic Development Department	
Strategy VEC 5	Entrepreneurship. Promote and support business incubator efforts to encourage entrepreneurs, reflect favorable attitudes toward growth, and develop infrastructure to facilitate business growth.	Lead Partner	Status
Action VEC 5.1	Business Incubator. Leverage and grow the Coastal Bend Business Innovation Center to provide support for emerging primary job creation initiatives.	Coastal Bend Business Innovation Center, Texas A&M University- Corpus Christi	
Action VEC 5.2	Commercialization of University Research. Support commercialization of college and university research.	Texas A&M University-Corpus Christi	
Action VEC 5.3	Funding for Entrepreneurs. Establish funding structures such as "angel" networks and venture capital investments to provide needed capital for new entrepreneurial initiatives and start-ups in the Coastal Bend.	Coastal Bend Business Innovation Center, Texas A&M University-Corpus Christi	
Action VEC 5.4	Formalization of Entrepreneurial Track Education. Initiate, formalize and promote entrepreneurial tracks in the business programs at Texas A&M University-Corpus Christi and Del Mar College, including curricula, instruction and degree offerings.	Texas A&M University-Corpus Christi, Del Mar College	
Economy, Business, and Industry			
Strategy VEC 6	Regional Leadership for a Growing Economy. Connect Coastal Bend communities through cooperative regional economic ventures that encourage government, community leaders, non-governmental organizations and businesses to implement a long-term view for the common regional good, capitalizing on economic resources, trends and forces to support a thriving economy.	Lead Partner	Status



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Action VEC 6.1	Engaged Regional Leadership. Formalize a regional planning structure engaging public and private leadership at all levels focusing on key activities to effectively position the region for economic growth.	Corpus Christi Regional Economic Development Corporation, San Patricio Economic Development Corporation	
Action VEC 6.2	Local Economic Forums. Convene periodic forums facilitating discussions regarding regional economic trends, resources, opportunities and needs between stakeholders from primary and multiplier job employers and a broad range of community interests including non-profit leadership and post-secondary education.	No Lead Partner	
Strategy VEC 7	Business-Friendly Development Services. Provide more business-friendly development services through local governmental entities to promote growth and development in the region.	Lead Partner	Status
Action VEC 7.1	Expedited Development Services Process. Develop formal process empowering City's Economic Development Department to advocate for projects moving through Development Services processes.	City of Corpus Christi Development Services	
Action VEC 7.2	Project Classification and Prioritization. Develop a process to classify and prioritize industrial, commercial and residential project scopes based on project attributes of size, complexity and composition.	City of Corpus Christi Development Services	
Action VEC 7.3	Staff Recognition Program. Identify an external stakeholder to establish and coordinate an Outstanding Work Recognition Program for City of Corpus Christi Development Services Department.	No Lead Partner	
Action VEC 7.4	Accountability Scorecard. Institutionalize greater accountability in Development Services processes through a published scorecard with specific accountability measures for existing and proposed developments.	City of Corpus Christi Development Services	
Action VEC 7.5	Staff Development. Provide training, education and feedback to City of Corpus Christi Development Services staff based on surveys of Department clients.	City of Corpus Christi Development Services	
Action VEC 7.6	Department Recognition. Recognize and publicize successes in City of Corpus Christi Development Services to highlight progress made by the department and improve its image.	City of Corpus Christi Public Information Office	
Action VEC 7.7	Utilities Master Plan. Complete a City of Corpus Christi utilities master plan to provide a clear framework and greater certainty for future economic development activities.	City of Corpus Christi Planning Department	
Strategy VEC 8	Alternative Energy Industry Leader. Initiate a leadership role in attracting and promoting the alternative energy sector (wind, solar, nuclear, and bio-fuels) to position the Coastal Bend as a center for research/development and operations.	Lead Partner	Status
Action VEC 8.1	Training Programs. Establish training programs to prepare workforce with crossover technical skills that can be applied to wind turbine operations, solar technologies manufacturing and installation, nuclear technologies, and fuel cell production and systems.	Del Mar College	
Action VEC 8.1A	>Identify and capitalize on available funding to develop and initiate curriculum, procure training resources, and help transform existing energy industries to alternative energy.		
Action VEC 8.1B	>Develop customized training initiatives to support energy companies engaged in exploration, refining, generation, transmission, distribution and retail services.		
Action VEC 8.2	Alternative Energy Council. Establish an Alternative Energy Council with broad representation to support research, development and manufacturing and identify funding resources and opportunities to fund the alternative energy strategies in this region (i.e. Federal stimulus funds.)	No Lead Partner	

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Strategy VEC 9	Thriving Small and Local Businesses. Help small and local businesses thrive in an environment where entrepreneurship and ingenuity are encouraged, providing greater economic opportunities and consumer options for Coastal Bend residents.	Lead Partner	Status
Action VEC 9.1	Resource Information Portal. Provide a centralized on-line portal utilizing state-of-the-art technologies to assist small businesses in accessing the many existing online government and professional resources, serving as a clearinghouse to research support opportunities.	Corpus Christi Chamber of Commerce	
Action VEC 9.2	User Guide for Small Business. Develop a guide for small and local businesses to better understand how to access services, answer "frequently asked questions," outline government-funded programs, and identify points of contact for contracting with primary job generating organizations to be distributed by chambers of commerce and business associations throughout the region.	Corpus Christi Chamber of Commerce	

Jobs and Employment

Strategy VEC 10	Diversified Employment Market. Encourage a strong, diversified employment market that attracts population growth, with low unemployment and opportunities for anyone to train for and secure meaningful employment. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy VEC 11	More Jobs for All Skill Levels. Seek and maintain jobs for Coastal Bend residents of all education and skill levels, including jobs that provide opportunities for advancement and long-term careers. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy VEC 12	Higher Education and Workforce Development. Ensure that higher education connects the community and industry, educating people to fill local jobs and creating a skilled workforce that draws employers to the region.	Lead Partner	Status
Action VEC 12.1	Youth Job-Seeking Skills Development. Inventory existing best practices for teaching students job seeking/retention skills (interviewing skills, résumé building, work responsibility, employer expectations) for use in career centers and schools.	Workforce Solutions of the Coastal Bend	
Action VEC 12.2	Workforce Analysis. Commission periodic workforce studies that analyze and make future projections of the supply of and demand for skills and occupations in the region to identify critical needs.	Workforce Solutions of the Coastal Bend	
Action VEC 12.3	Expanded Degree Programs Identification. Identify and develop needed degree programs as identified by industry outreach data and build coalitions to secure adequate funding from the Texas Legislature.	Texas A&M University-Corpus Christi & Del Mar College	
Strategy VEC 13	Local Career Options for Youth. Guarantee a variety of employment and career options for Coastal Bend youth and new college graduates, allowing them to remain in the area, earn a living wage, and thrive.	Lead Partner	Status
Action VEC 13.1	Post-College Graduation Job Placement Assessment. Conduct post-college graduation surveys assessing job placement opportunities and job acceptance criteria and deliver survey results through a periodic economic summit or other information channels.	Texas A&M University-Corpus Christi Office of Planning and Institutional Effectiveness, Del Mar College	
Action VEC 13.2	Brain Drain Solutions. Conduct survey focusing on 18-35 age groups to assess community attributes needed to retain graduates and young professionals. Provide data to business, government, and other institutions.	Texas A&M University-Corpus Christi Social Science Research Center, Del Mar College	

Vibrant Economy





Wages and Salaries

Strategy VEC 14	Increased Wages and Salaries. Increase local wages and salaries to reflect a better prepared and educated workforce, increasing the region's average wages and per capita income. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy VEC 15	High-Tech and Corporate Jobs. Provide opportunities for higher paying jobs in the Coastal Bend by increasing the number of high-tech and corporate employers moving into the region. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy VEC 16	Competitive Salaries in Health and Education. Establish meaningful dialogue about competitive salaries for teachers and medical workers that would attract and retain more qualified workers in the Coastal Bend. No supporting actions are proposed at this time.	Lead Partner	Status

Taxes



Strategy VEC 17	Tax Incentives for Economic Development. Provide tax incentives that attract businesses and industry to the region, bringing new jobs and spurring economic development.	Lead Partner	Status
Action VEC 17.1	Growth Policies. Finalize and support revisions to City tax incentive policies to promote aggressive growth.	City of Corpus Christi, Nueces County	
Strategy VEC 18	Expanded Tax Base. Expand and diversify tax bases in both Nueces and San Patricio Counties to provide well-funded infrastructure and education that will support a growing population, improved economy and more jobs. No supporting actions are proposed at this time	Lead Partner	Status
Strategy VEC 19	Fair and Affordable Property Taxes. Work with appropriate governmental entities to ensure that 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.	Lead Partner	Status
Action VEC 19.1	Competitive Tax Structure. Establish a regionally competitive "ad valorem" sales tax and development fees to attract new development and fund enhancements that contribute to the region's quality of life.	Corpus Christi Chamber of Commerce	

Regional Identity and Promotion











Strategy VEC 20	World-Class Communities. Establish the Coastal Bend as a renowned area of world-class communities that attract new residents to live, work, study, play and shop through cooperative marketing and branding.	Lead Partner	Status
Action VEC 20.1	Cultural Diversity Initiatives. Use the Council of Cultures in the Coastal Bend to support a broad range of initiatives including economic development.	World Affairs Council	
Action VEC 20.2	"Quality of Life" Assessment. Conduct a comprehensive assessment of "quality of life" assets in the Coastal Bend and benchmark against cities to which the Coastal Bend has lost business.	Corpus Christi Regional Economic Development Center	
Action VEC 20.3	Benefits of Living in the Coastal Bend. Develop a public awareness campaign highlighting the many benefits of living in the Coastal Bend area. Promote and air the campaign using a variety of communications channels such as television, radio, Internet, print, presentations and publication in national periodicals.	Corpus Christi Convention and Visitors Bureau	
Action VEC 20.4	Regional Marketing Alliance. Establish a region-wide coalition to identify common elements to market to primary job organizations and visitors that reflect the quality attributes of the Coastal Bend.	Corpus Christi Regional Economic Development Corporation	

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Action VEC 20.5	National Marketing Collaboration. Establish a mechanism for non-governmental organizations, developers, and other groups to explore opportunities for collaborative national marketing efforts that leverage market penetration and offer greater economies of scale.	Corpus Christi Regional Economic Development Corporation	
Action VEC 20.6	"Beaches Plus" Brand. Support the "Beaches Plus" branding concept to promote regional assets beyond beaches and showcase the region as a place where industry and environment come together.	Corpus Christi Convention and Visitors Bureau	
Strategy VEC 21	Protecting Unique Community Assets. Protect and demonstrate stewardship of unique community assets so that the Coastal Bend continues to attract tourists, talent and business. No supporting actions are proposed at this time.	Lead Partner	Status

Tourism

Strategy VEC 22	Major Tourist Destination. Continue to develop the Coastal Bend as a major tourist destination for visitors from Texas, other states and around the world, including vacationers, convention and cruise lines guests.	Lead Partner	Status
Action VEC 22.1	Barrier Island Casinos. Conduct a comprehensive campaign through the Coastal Bend legislative delegation to establish casino gambling on the barrier islands.	Corpus Christi Convention and Visitors Bureau	
Action VEC 22.2	Tourism Benefits Public Awareness Campaign. Develop a public awareness campaign to inform the community of the benefits of tourism to the region. Conduct the campaign using television, radio, Internet and social networking web sites.	Corpus Christi Convention and Visitors Bureau	
Action VEC 22.3	Not Just for Tourists. Promote Coastal Bend attractions and features encouraging community members to consider "staycations" – as well as visitors from outside the region.	No Lead Partner	
Action VEC 22.4	Convention Hotel. Attract a major convention hotel to be developed adjacent to the American Bank Center.	Corpus Christi Chamber of Commerce	
Action VEC 22.5	Convention Center Expansion. Assess needs for future conventions to determine appropriate configuration for convention center expansion; and secure funding for expansion.	Corpus Christi Chamber of Commerce	
Action VEC 22.6	Facilities and Amenities. Inventory existing facilities and amenities to determine if they adequately meet the needs of visitors and develop necessary planning to encourage developing the ones that are identified as most important.	Corpus Christi Convention and Visitors Bureau	
Action VEC 22.7	Major Tourist Destination Resort Attraction. Develop a world class destination resort to attract leisure and high-end business travelers for professional conventions and meetings while providing resort amenities.	Corpus Christi Regional Economic Development Corporation	
Strategy VEC 23	Premier Nature Tourism Destination. Establish the Coastal Bend as a premier nature tourist destination, where visitors explore a protected natural environment and enjoy outdoor recreation, sunshine and fresh air.	Lead Partner	Status
Action VEC 23.1	Regional Directory of Tourism Assets. Inventory, catalog, interpret, package and market primary nature tourism assets identifying critical Coastal Bend natural resources and their stakeholder agencies to increase economic development opportunities (fishing, wildlife viewing, photography, birding, hunting, wind, waves and other scenic opportunities.)	Corpus Christi Convention and Visitors Bureau	
Action VEC 23.2	Guides and Outfitters Marketing Initiative. Support nature tourism initiative by compiling, publishing and marketing information about guides and outfitters in the Coastal Bend.	Corpus Christi Convention and Visitors Bureau	
Action VEC 23.3	Guides and Outfitters Certification Curriculum. Develop curriculum for the Guides and Outfitters Certification program ensuring customer service, ethics, and expanded awareness of area conservation and making a better nature tourism experience.	Corpus Christi Convention and Visitors Bureau	

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Strategy VEC 24	Tourist-Friendly Downtown and Waterfront. Build coalitions and work to establish and maintain Corpus Christi as a vibrant, tourist-friendly downtown with waterfront amenities that entice people to visit and stay for more than our beaches.	Lead Partner	Status
Action VEC 24.1	Downtown and Waterfront Awareness Campaign. Develop a comprehensive awareness campaign that identifies marketing opportunities to bring activity and people to the downtown and waterfront areas for the purpose of generating revenue, awareness, support and interest in downtown Corpus Christi.	Downtown Management District	
Action VEC 24.1A	>Erect a “marquee” in the IH 37/Shoreline median that displays events occurring in the downtown, Bayfront, Museum District, Heritage Park, Whataburger Field, and Port area.	City of Corpus Christi Public Information Office	
Action VEC 24.1B	>Develop a “brand” concept for Downtown, Bayfront, Museum District, Heritage Park, Whataburger Field, and Port area providing an “identity” to incorporate into area marketing.	City of Corpus Christi	
Action VEC 24.2	Customer Service Training Program. Implement a hospitality curriculum, with an emphasis on exceptional customer service, among all tourism and industry stakeholders in order to cultivate a high-level tourist experience.	Del Mar College Center for Economic Development	












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Thriving Education, Arts and Entertainment

Legend No Progress Reported  No Lead Partner Designated  Initiated  Ongoing or Completed 




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Early Childhood – Grade 12 Education



Strategy		Lead Partner	Status
EAE 1	Quality Public Schools. Ensure that the Coastal Bend has top quality public school systems with strong community support; well trained, motivated, empowered and sufficiently compensated teachers; new and/or improved facilities; and educational technologies that foster successful learning.		
Action EAE 1.1	Promoting Success. Create a public awareness program highlighting how Coastal Bend schools meet the criteria of a high quality school system and encouraging continued public support.	American Federation of Teachers	
Action EAE 1.2	Community Support for Educational Funding. Leverage community resources to influence local and state-level decisions regarding funding for public schools and critical community support agencies.	Corpus Christi Chamber of Commerce	
EAE 2	Higher Graduation Rates. Increase high school graduation rates through innovative programs and services designed to support individuals from diverse educational, cultural or special needs backgrounds.		
Action EAE 2.1	Student Mentoring Programs. Encourage area school districts and colleges to identify and establish mentoring programs at the Pre-kindergarten to Grade 12 level aimed at supporting student needs.	No Lead Partner	
Action EAE 2.2	Regional Retention Program. Secure support for and hold a unified Dropout Prevention and Recovery Day across the Coastal Bend, such as Corpus Christi Independent School District's (CCISD) "Keep Every Youth in School (KEYS) Walk."	Education Service Center Region 2	
Action EAE 2.3	Dual Credit Opportunities. Increase availability of early college programs/dual credit opportunities for students in the Education Service Center Region 2 service area.	Corpus Christi Independent School District, Del Mar College, Texas A&M University-Corpus Christi Office of Community Outreach	
Action EAE 2.4	Flexible Educational Scheduling Options. Increase student access to flexible high school scheduling, including multi-district collaboration, to provide access/choices that better meet students' needs.	Corpus Christi Independent School District, Education Service Center Region 2	
Action EAE 2.5	Education on Career Choices. Educate parents and students about opportunities for career choices that align with student interests and keep students motivated to graduate.	Workforce Solutions of the Coastal Bend	
Action EAE 2.6	Legislative Support for Alternative Completion Programs. Request that the Texas Legislature promote adequately funded, more readily available alternative education programs and allow GED programs to be recognized as a positive part of the accountability system.	No Lead Partner	
Action EAE 2.7	Expanded Adult Basic Education/GED Program Offerings. Provide greater access to General Education Development (GED) courses and testing opportunities across the region.	Del Mar College	
Action EAE 2.8	Small Learning Communities. Promote the creation of more "small learning communities" in public schools, such as the academies at CCISD's Moody High School.	No Lead Partner	
Action EAE 2.9	Annual School Student Retention Report. Develop and publish an annual High School Student Retention Report to chart high school graduation rates/progress and distribute to key stakeholders and other interested groups in the region.	Regional P-16 Council	

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Thriving Education, Arts and Entertainment

Strategy EAE 3	Seamless PreK-16 Education. Support a seamless PreK-16 educational system that ensures Coastal Bend students are well educated; prepared for higher education, professional careers or trades; and prepared for their future in the community and world.	Lead Partner	Status
Action EAE 3.1	Educator Peer-Community Dialogues. Conduct region-wide convocations of educators promoting peer-community dialogues, including sessions that allow educators to collaborate on specific issues and topics.	Citizens for Educational Excellence/Regional P-16 Council	
Action EAE 3.2	College and Career Readiness Standards. Coordinate the implementation of college and career readiness standards across the region.	Education Service Center Region 2, Texas A&M University-Corpus Christi	
Action EAE 3.3	Regional P-16 Council Support. Provide leadership to establish the Regional P-16 Council and have it recognized as the lead organization to coordinate educational excellence initiatives throughout the region. Assist in developing sustainable funding for the Council.	Del Mar College, Texas A&M University-Corpus Christi, Corpus Christi ISD	

Life-Long Learning







Strategy EAE 4	An Educated Community. Work to increase the value placed on an educated community and support quality education for all community members as the basis for a socially and economically thriving population.	Lead Partner	Status
Action EAE 4.1	Regional Education Awareness Campaign. Develop a campaign that addresses the importance of student success at both the high school and higher education levels, along with re-entry into education, and promote GED and Adult Degree Completion programs across the Coastal Bend.	Education Service Center Region 2 and Regional P-16 Council	
Action EAE 4.2	Regional Literacy Coalition. Form a regional literacy coalition to coordinate literacy awareness and education programs and activities.	Corpus Christi Literacy Council	

Strategy EAE 5	Support for Life-Long Learning. Support education based on real world experiences that occurs throughout the lifespan of Coastal Bend residents. No supporting actions are proposed at this time.	Lead Partner	Status



Strategy EAE 6	Life Education for Youth. Encourage Coastal Bend families and educational systems to prepare youth for the future, teaching them character and responsibility, keeping them stimulated, and reducing truancy and dropouts.	Lead Partner	Status
Action EAE 6.1	Parent Support and Child Development Tools. Provide parents with information and training on child rearing that includes nutrition, learning readiness skills, self-discipline, and character development through collaboration of community agencies and public schools.	Education Service Center Region 2 and Regional P-16 Council	
Action EAE 6.2	Male Parental Involvement. Design and promote strategies to encourage men of all ages to be active fathers in the lives of their children.	F.A.C.E.	
Action EAE 6.3	Faith-Based Outreach. Design intentional involvement by faith-based organizations in strategies that foster the educational success of children and youth.	No Lead Partner	
Action EAE 6.4	Students as Community Volunteers. Provide students with volunteer opportunities in the community to learn collaborative work approaches through structured service learning programs.	Calallen Independent School District	

**Thriving Education, Arts
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University, College, Professional and Job Training

Strategy EAE 7	Excellence and Choice in Higher Education. Offer the highest quality programs possible in expanded subject fields, and make strategic investments in academic, research, and service programs with the most potential for statewide, national and international recognition.	Lead Partner	Status
Action EAE 7.1	Responsive Educational Programming. Promote greater collaboration among institutions of higher education and business and industry in assessing workforce needs and expanding their programs as appropriate.	Texas A&M University-Corpus Christi, Del Mar College	
Action EAE 7.2	Partnerships for Expanded Degree Offerings. Build on existing college partnerships and collaborations in the Coastal Bend and beyond and develop new collaborations to ensure expanded degree offerings through articulation agreements and joint or collaborative degree programs.	Texas A&M University-Corpus Christi, Del Mar College	
Action EAE 7.3	Strategic Investment. Support strategic investments in higher education programs with demonstrated potential to become recognized for excellence at the statewide, national and international levels.	No Lead Partner	
Strategy EAE 8	Expanded Higher Education System. Encourage institutions of higher learning to expand their selections of programs/majors and delivery locations and consider opportunities that would support more students, programs, degrees and research. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy EAE 9	Accessible, Affordable Higher Education. Promote accessible and affordable higher education and job training opportunities such that everyone who wants to can be educated and prosper as a result. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy EAE 10	Higher Education and Employment. Identify opportunities that encourage institutions of higher learning in the Coastal Bend to specifically prepare students for and help them get jobs, with the goal of retaining college graduates in the area. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy EAE 11	Education-Business Partnerships. Promote education and business and industry partnerships through joint research and job development programs to help prepare students for available jobs.	Lead Partner	Status
Action EAE 11.1	Workforce Summit. Convene a one-day summit facilitating a focused dialogue between business and industry representatives, school counselors, and Career and Technical Education teachers to share needs and expectations of employers and identify specific actions and activities that would benefit students and teachers. Prepare a written action plan.	WorkForce Solutions of the Coastal Bend	
Action EAE 11.2	Business Role Models. Encourage business and industry professionals to volunteer as role models and mentors to promote career awareness and workplace skills to middle, high school and college students with the expressed purpose of motivating and preparing students for success in the workplace.	Corpus Christi Chamber of Commerce, Junior Achievement	
Action EAE 11.3	Internship Program. Design an extended internship experience for qualified high school students where business and industry representatives encourage dialogue and workplace exposure.	No Lead Partner	






**Thriving Education, Arts
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Action EAE 11.4	Expanded Work-Study Learning Opportunities. Increase opportunities for junior- and senior-level work-study programs that allow high school students to work and earn income while attending school. Collaborate with area businesses, service organizations and chambers of commerce.	No Lead Partner	
Strategy EAE 12	Skilled, Qualified Workforce. Increase the education level, knowledge and skills of local residents, resulting in a qualified workforce that meets the needs of existing industry and attracts new industry.	Lead Partner	Status
Action EAE 12.1	Scholarships. Develop collaboration among civic, governmental, private interests and educational systems to increase the availability of scholarships.	Coastal Bend Community Foundation	

Intellectual Capital






Strategy EAE 13	Well-Educated Citizenry. Encourage bright, well-trained and well-educated residents to remain in the Coastal Bend and work to attract educated, forward-thinking individuals to relocate here by maintaining strong educational systems, job opportunities, and appealing activities and attractions. No supporting actions are proposed at this time.	Lead Partner	Status
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Arts and Entertainment

Strategy EAE 14	Vibrant Arts and Culture. Encourage development of and support for vibrant, unique and modern communities and centers that blend art exhibits, local and big name entertainers and cultural attractions.	Lead Partner	Status
Action EAE 14.1 and 14.2 combined	Regional Arts Commission. Create a regional arts commission charged with developing a strategic plan supporting long-term growth and development of arts and entertainment offerings, facilitating coordination of arts events, and generating more resources and support for arts and entertainment opportunities that enhance the region's quality of life.	City of Corpus Christi Parks and Recreation Department	
	Regional Arts Support. Develop dependable financial support to promote and enhance long-term growth and development of regional arts and entertainment offerings that attract tourists and impact the region's economy and quality of life.	City of Corpus Christi/Arts and Cultural Commission	
Action EAE 14.3	Arts & Entertainment Awareness Campaign. Develop and implement a regional arts and entertainment awareness campaign to increase community pride in existing arts and entertainment assets, publicize events, and promote attendance by residents and visitors.	No Lead Partner	
Action EAE 14.4	Tejano Music Capital. Position the Coastal Bend as the "Tejano Music Capital," building on the region's cultural diversity and Tejano music roots and providing wholesome, family-friendly entertainment with world-class entertainment attractions and events.	No Lead Partner	
Action EAE 14.5	Tejano Music Festival. Develop and stage a major Tejano Music Festival in the Coastal Bend, bringing together musicians of all ages to celebrate the region's vibrant musical scene and attract tourists.	Hispanic Chamber of Commerce	





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Thriving Education, Arts and Entertainment

Strategy EAE 15	Entertainment Venues and Options. Enrich the lives of Coastal Bend residents by encouraging and developing a wide variety of quality entertainment venues and options that promote pride in our community—venues such as museums, restaurants, shops, community parks, water-based parks and attractions, camping, festivals and local celebrations.	Lead Partner	Status
Action EAE 15.1	Integrated Event Planning Group. Establish an integrated event-planning group to focus on scheduling, resource allocation and sharing, promotion, and improved coordination between public and private organizations, including clubs, art commissions and nonprofits.	No Lead Partner	
Action EAE 15.2	Social and Economic Impact Measurement and Analysis. Develop a credible and comprehensive system to collect, analyze and communicate data and information on the social, cultural and economic impact of local events and attractions in the Coastal Bend.	Texas A&M University-Corpus Christi College of Business and Center for Social Science Research	
Action EAE 15.3	Designated Special Events Site(s). Conduct feasibility studies, develop and implement organizational structure, and investigate site planning and funding resources to establish one or more Coastal Bend special events sites. Consider appropriate infrastructure systems that support indoor/outdoor entertainment facilities, parking, crowd control, and vendor provisions and will attract activities with regional and state-wide impact, such as rodeos, festivals, concerts or a combination of different event activities.	No Lead Partner	
Action EAE 15.4	Water Park and Water Sports Venue. Conduct a feasibility study to explore establishment of a comprehensive water park and a water sports venue in the Coastal Bend.	Corpus Christi Regional Development Corporation, Port Corpus Christi	
Action EAE 15.5	Collaborative World-Class Rodeo and Junior Livestock Show. Explore opportunities to combine and consolidate the regional Junior Livestock Shows and Buccaneer Days Rodeo, adding additional features and attractions, such as concerts and performances.	Buccaneer Commission, Nueces and San Patricio Junior Livestock Show Associations	







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Well-Planned Region



Legend No Progress Reported  No Lead Partner Designated  Initiated  Ongoing or Completed 

Progress on some actions occurred even without the benefit of a lead partner.

Regional Growth and Land Use







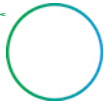


Strategy WPR 1	Balanced Growth. Encourage growth that is in balance with the region's quality of life, fostering the attractions and tourist revenues of a big city while maintaining its small town feel. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy WPR 2	Interagency Regional Planning Authority. Create a comprehensive interagency regional planning authority to better coordinate planning for the future development of the region. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy WPR 3	Awareness and Protection of Natural Resources. Protect the Coastal Bend's natural resources and assets and use them as a focal point for future growth, including the promotion of eco-tourism.	Lead Partner	Status
Action WPR 3.1	Environmental Awareness Program. Develop a comprehensive educational program emphasizing the community benefits of environmental and natural resource protection. Program would include the following activities:	Texas A&M University-Corpus Christi Center for Coastal Studies and Harte Research Institute	
Action WPR 3.1A	>Produce a short film to highlight and demonstrate the importance of the Coastal Bend environment and use the film in a variety of venues including schools, aquarium, meetings and special events.	Texas A&M University-Corpus Christi Center for Coastal Studies, Harte Research Institute, and Communications Department	
Action WPR 3.1B	>Recruit, train and coordinate a team of volunteers to take the Environmental Awareness Program to a variety of government, educational and community and faith-based audiences across the Coastal Bend.	Texas A&M University-Corpus Christi Center for Coastal Studies and Harte Research Institute	
Action WPR 3.1C	>Conduct an assessment of public knowledge of environment and natural resources in the Coastal Bend – before and after the Environmental Awareness Campaign – in order to measure changes in attitudes and awareness.	Coastal Bend Bays and Estuaries Program	
Action WPR 3.1D	>Hold public panels on environmental topics of interest to the Coastal Bend focusing on current science and research related to the topics.	Texas A&M University-Corpus Christi Harte Research Institute	
Action WPR 3.2	Stewardship Campaign. Identify and develop natural resources stewardship campaigns to engage the public in community beautification and natural resource education/stewardship projects such as “adopt a beach/highway,” beach, landscape and vegetation projects and dunes clean-up.	Nueces County Beach Management Advisory Committee	
Strategy WPR 4	Agricultural Areas. Maintain rural life, agriculture and farming while allowing for growth necessary for the area to flourish. No supporting actions are proposed at this time.	Lead Partner	Status

Coastal Development

Strategy WPR 5	Beaches and Shorelines. Take greater responsibility for the region's shorelines and coastal assets, maintaining clean, quality beaches that are safe and convenient for all to use and enjoy.	Lead Partner	Status
Action WPR 5.1 and 5.2 combined	Monthly Beach Clean-Ups. Organize monthly beach clean-ups to augment current activities, targeting key beaches that support tourism and community use.	City of Corpus Christi PRIDE Committee, Nueces County Parks Department, San Patricio County	
	Increased Beach Trash Collection. Purchase and distribute additional trash cans along beaches in respective jurisdictions. Increase trash collection and add signage encouraging personal responsibility for clean beaches.	City of Corpus Christi Parks and Recreation Department, Nueces County Parks Department, City of Port Aransas	

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Well-Planned Region














Action WPR 5.3	Coastal Habitat Educational Programs. Create inventory of school-age oriented educational programs focusing on trash impact on coastal habitats, creating additional programs as needed, and coordinating their delivery.	Texas A&M University-Corpus Christi Center for Coastal Studies and Harte Research Institute	
Strategy WPR 6	Vibrant, Active Waterfronts. Create vibrant, active waterfronts that are pedestrian-friendly, with a boardwalk, shops, water activities and nature events.	Lead Partner	Status
Action WPR 6.1	Development Options and Incentives. Develop a master list of development options and incentive packages targeting private development (of waterfront activities, outdoor activities, and retail businesses) serving the area from McGee Beach to the Ship Channel.	City of Corpus Christi City Manager's Office	
Action WPR 6.2	Nature Tourism Development Options and Incentives. Develop a master list of development options and incentive packages targeting private development of nature tourism activities that can launch from the downtown Corpus Christi area.	City of Corpus Christi Economic Development Department	
Action WPR 6.3	Corpus Christi Beach Development Options and Incentives. Develop a master list of development options and incentive packages targeting private development of activities on Corpus Christi Beach. Develop guidelines for types of projects.	City of Corpus Christi Economic Development Department	
Action WPR 6.4	Packery Channel Development Options and Incentives. Develop a master list of development options and incentive packages for private development of activities at Packery Channel.	City of Corpus Christi Economic Development Department	
Action WPR 6.5	Coastal Bend Bay Waterfront Master Plan. Create Corpus Christi Bay Waterfront Usage and Development Master Plan for regional development of key waterfronts connected to Corpus Christi Bay. Prioritize development options. Create incentive package for private development of waterfront activities, outdoor activities, festivals, and retail business.	No Lead Partner	
Action WPR 6.6	Coastal Bend Bay Waterfront Development Incentives. Develop private development incentives supporting Corpus Christi Bay Waterfront Usage and Development Master Plan.	No Lead Partner	
Strategy WPR 7	Coastal Tourism Development. Demonstrate responsibility in the development of our coastal areas that will attract more tourists and provide tourists area residents and families with quality entertainment. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy WPR 8	Island Vacation Development. Develop Mustang Island and Padre Island so that well-planned resorts, year-round vacationing, and other tourist-based businesses exist, while preserving the islands' natural beauty.	Lead Partner	Status
Action WPR 8.1	Packery Channel Recreational Improvements. Complete Mustang/Padre Island Development Plan improvements to Packery Channel including restrooms, additional parking, beach maintenance and administration building, completion of road improvements, bath house, lighting, pavilions, nature trails and observation areas.	City of Corpus Christi Engineering Services	
Action WPR 8.2	Storm Water Drainage Improvement for Mustang Island. Create a storm water drainage master plan that complies with state and federal law to ensure storm water from development does not flood State Highway 361.	City of Corpus Christi Engineering Services	

Urban Development

Strategy WPR 9	Downtown Redevelopment. Work to redevelop and transform Corpus Christi's downtown area into a thriving district that attracts both residents and visitors and includes housing, shops, restaurants and entertainment as well as convention facilities, museums and a farmers market.	Lead Partner	Status
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Action WPR 9.1	Downtown Bayfront Land Utilization. Utilizing bond funds already allocated and incorporating planning activities already completed, further refine and expand a comprehensive plan for downtown Bayfront land utilization.	City of Corpus Christi Planning Department	
Action WPR 9.2	Downtown Infrastructure Plan. Develop a comprehensive infrastructure plan that identifies traffic and parking issues and solutions (including connectivity of downtown with surrounding neighborhoods).	No Lead Partner	
Action WPR 9.3	Downtown Marketing Plan. Develop a comprehensive marketing plan that identifies opportunities to bring activity and people to downtown Corpus Christi.	Downtown Management District	
Action WPR 9.4	Downtown Development Standards and Incentives. Create residential, retail, and entertainment development incentives and standards in the City Code for the downtown area.	No Lead Partner	
Action WPR 9.5	Downtown Beautification. Create and institute themes, such as the Mirador theme, to develop visual consistency throughout the city using public “furniture” such as light poles and benches. Add appropriate code language to city ordinances to ensure consistent application.	City of Corpus Christi Parks and Recreation Department and City of Corpus Christi Neighborhood Services -Code Enforcement	
Action WPR 9.6	Design Code Standards. Develop and implement design code standards for select areas of the city by providing consistency to the “look and feel” of neighborhoods and commercial areas and enforce implementation in future new and redevelopment projects.	City of Corpus Christi Development Services	
Action WPR 9.7	Vacant Buildings. Reuse vacant downtown buildings and redevelop these areas with thriving attractions such as a new farmer’s market, various shops or water park.	Downtown Management District	
Action WPR 9.8	Market-Oriented Adaptive Reuse Strategies. Develop “adaptive reuse” strategies identifying and targeting market-oriented uses compatible with the inventory of vacant downtown buildings.	Downtown Management District	
Action WPR 9.9	Adaptive Reuse Ordinance. Develop an Adaptive Reuse Ordinance to supplement the City’s existing vacant building ordinance to establish criteria to facilitate the reuse of vacant downtown buildings.	No Lead Partner	
Strategy WPR 10	Well-Managed Urban Services. Develop urban services in the Coastal Bend that are effective, efficient and well managed, reflecting the wise use of public tax dollars.	Lead Partner	Status
Action WPR 10.1	Illegal Dumping Elimination. Charge a nominal fee to all residential utility customers to finance on-site waste collection and disposal programs, eliminating the need to charge residential utility customers at the landfill. Extend evening hours to provide customers greater access.	City of Corpus Christi Finance Department	
Action WPR 10.2	Wastewater Services Billing. Create a more equitable billing system for wastewater services by breaking out water used for household use (water that needs to be treated) and landscaping water (water that is not treated.)	City of Corpus Christi Finance Department	
Action WPR 10.3	Combined City and County Law Enforcement Services. Study feasibility of combining selected city and county law enforcement services to improve communications, coordination, efficiency, and cost savings.	City of Corpus Christi Police Department	
Action WPR 10.4	Combined Services Feasibility Study. Commission a study assessing the feasibility of combining operations to reduce duplication of specific governmental services (i.e. purchasing, billing, jail, health department). Look to other regions of the nation for best practices as well as for potential pitfalls.	City of Corpus Christi City Manager, San Patricio County Judge	



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Well-Planned Region






Strategy WPR 11	Corpus Christi Beach Redevelopment. Foster comprehensive redevelopment of Corpus Christi Beach that promotes tourism and encourages local participation.	Lead Partner	Status
Action WPR 11.1	Family-Oriented Development. Create a Request for Proposals to attract interest in family-oriented development projects that would utilize city-owned land on the north end of Corpus Christi Beach.	City of Corpus Christi Planning Department	
Action WPR 11.2	Family-Oriented Attractions Development Incentive Program. Create an incentive program to attract private/public development of family-oriented attractions on the north end of Corpus Christi Beach.	City of Corpus Christi Planning Department	
Action WPR 11.3	Infrastructure Analysis. Analyze medium- to long-term infrastructure needs (particularly water and wastewater services) to support additional Corpus Christi Beach development.	City of Corpus Christi Engineering Department	
Action WPR 11.4	Parking Capacity Analysis. Analyze the needs and develop short-, medium-, and long-term parking development plans to facilitate growth in activities on Corpus Christi Beach.	City of Corpus Christi Traffic Engineering Department	
Action WPR 11.5	Visitor-Friendly Trolley Routes. Reroute and expand trolley routes to create a direct route between downtown hotels and American Bank Center/Heritage Park to the Texas State Aquarium and USS Lexington Museum to increase tourism traffic and create more downtown attractions.	Corpus Christi Regional Transportation Authority	
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Strategy WPR 12	Neighborhood Revitalization. Identify opportunities to revitalize close-in and older neighborhoods throughout the region, with the goal of attracting new homeowners, creating pride of place, and promoting reinvestment, recreational and commercial activities.	Lead Partner	Status
Action WPR 12.1	Neighborhood Sidewalks. Create a sidewalk replacement ordinance allowing residents to initiate a clearly defined process to repair, maintain, and/or replace sidewalks within a reasonable period of time.	City of Corpus Christi Neighborhood Services	
Action WPR 12.2	Storm Water Park System. Create and implement a city ordinance requiring open storm-water drainage ditches to be properly landscaped to include trail systems along their borders.	City of Corpus Christi Parks and Recreation Department	
Action WPR 12.3	Neighborhood Master Plan. Refresh the Comprehensive Neighborhood Needs Assessment, prepared by J-Quad & Associates, LLC and continue implementing its components required for Neighborhood Model Block Program expansion that focus on neighborhood involvement, infill housing, demolition, and rehabilitation. Review neighborhood revitalization master plans in other comparable cities.	City of Corpus Christi Neighborhood Services	
Action WPR 12.4	Housing Code and Non-Conforming Lots Provision in Zoning Ordinance. Update the Housing Code and the “non-conforming lots” provision in the Corpus Christi Zoning Ordinance so that code requirements are adopted to facilitate development on smaller lots in older neighborhoods.	City of Corpus Christi Neighborhood Services	
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Strategy WPR 13	Smart, Transit-Oriented, Green City Planning. Emphasize and work to achieve city planning that fosters ‘smart growth,’ mixed-use development around future transportation nodes as well as ‘green’ building practices.	Lead Partner	Status
Action WPR 13.1	Smart, Transit-Oriented, Green City Plan. Encourage and promote city planning processes fostering ‘green’ building practices and ‘smart growth’ mixed-use development around future transportation nodes. Establish zones where incentives and other measures can be used to encourage and promote development oriented to public transportation and other high-occupancy modes of travel.	Metropolitan Planning Organization	



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Well-Planned Region




Strategy WPR 14	Affordable Housing Options. Develop a wide range of new and improved, affordable housing options for local residents, especially for families.	Lead Partner	Status
Action WPR 14.1	Affordable Housing Initiative. Initiate programs providing a broad array of affordable housing types focused in depressed market areas.	City of Corpus Christi Neighborhood Services	
Action WPR 14.2	More Habitat for Humanity Homes. Increase the number of Habitat for Humanity homes built in the region.	Habitat for Humanity	

Parks and Public Spaces

Strategy WPR 15	Interconnected Parks and Open Spaces. Create and promote an interconnected system of clean, well-maintained, multi-use community parks, green-spaces, preserved and protected areas, pedestrian areas, and beaches in the Coastal Bend that enable people to gather for exercise, nature appreciation, concerts, biking, hiking, cultural activities, and a variety of recreational events.	Lead Partner	Status
Action WPR 15.1 and 15.2 combined	Parks Master Plan. Develop and coordinate comprehensive community master plan with all parks and natural habitats identified including the main use of each park (birding, biking, etc.) detailed equipment list, and location map.	City of Corpus Christi Parks and Recreation Department	
	Community Parks/Green-Spaces Development. Identify underdeveloped parks and areas lacking parks, green spaces, and natural habitats. Determine appropriate locations throughout region for potential improvements and new recreational spaces.	City of Corpus Christi Parks and Recreation Department	
Action WPR 15.3	Neighborhood Parks Support Groups. Establish a system of neighborhood organizations to assist with maintenance and the marketing/promotion of the benefits of utilizing area parks.	City of Corpus Christi Parks and Recreation Department	
Action WPR 15.4	Community Parks Awareness Events. Develop special events to be held at parks throughout the area to increase utilization of parks, enhance community cohesion and promote healthy, outdoor activity within the region.	City of Corpus Christi Parks and Recreation Department	
Action WPR 15.5	Dog Parks. Create dog parks in the region that address the recreational needs of both pet owners and non-pet owners.	City of Corpus Christi Parks and Recreation Department	

Strategy WPR 16	Recreation for Children, Families and Youth. Solicit and encourage business ventures that will result in more outdoor recreational activities for children, families and youth.	Lead Partner	Status
Action WPR 16.1	Recreational Business Park. Create a recreational business park by purchasing or designating land that provides recreational consumers with common areas for picnics and gathering.	City of Corpus Christi Economic Development Department	
Action WPR 16.2	Coastal Bend Fun Zones. Create Fun Zones by designating an area for businesses catering to recreational consumers.	City of Corpus Christi Economic Development Department	

Infrastructure

Strategy WPR 17	Expanded Commercial Transportation. Expand the Coastal Bend's commercial transportation infrastructure, including air cargo, rail access, trucking, and highways to serve the needs of a growing economy.	Lead Partner	Status
Action WPR 17.1	US 77 Upgrade. Complete final plans and construction agreements to upgrade US 77 to interstate standards from IH 37 near Corpus Christi to the Rio Grande Valley.	City of Corpus Christi Intergovernmental Relations	
Action WPR 17.2	Rail Switch Connections. Develop funding, design, approvals, and construction documents to improve rail switch connections at Sinton and Odem.	San Patricio Rural Rail District	
Action WPR 17.3	Air Cargo, Warehouse, and Apron Space. Support the extension of the main runway at Corpus Christi International Airport to 10,000 feet, monitor air cargo growth, and increase warehouse and apron space, as needed.	City of Corpus Christi International Airport	

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Well-Planned Region

Strategy WPR	Lead Partner	Status
Strategy WPR 18	Urban Infrastructure. Identify funding opportunities to improve the Coastal Bend's urban infrastructure (streets, water systems, storm drainage and sewer systems, and buildings) to support population and industrial growth.	
Action WPR 18.1	Tap Fee Removal. Remove tap fees for areas built-out prior to the creation of a Developer Trust fund to encourage construction on lots already served by full utilities.	No Lead Partner
Action WPR 18.2	Infrastructure Maintenance Funding. Prioritize program funding for maintenance of existing high-quality infrastructure to better protect the public's development investments.	City of Corpus Christi
Action WPR 18.3	Compact Urban Design. Amend zoning regulations to encourage more compact urban development, through increased densities, pedestrian amenities and transit-oriented development in areas with existing infrastructure.	City of Corpus Christi
Action WPR 18.4	Redevelopment Infrastructure Funding. Create redevelopment fund to pay for offsite infrastructure improvements, thus eliminating the wait for City bond monies.	City of Corpus Christi
Action WPR 18.5	Visual Improvement of Roadways. Improve and maintain landscaping along roadways and in public spaces, improved signage and lighting, and reduced visual pollution such as utility lines.	Texas Department of Transportation
Action WPR 18.6	Building Renovation and Cleanup. Promote appealing architecture, cleaned up or re-used abandoned and historic buildings and enforced building codes to prevent eyesores.	City of Corpus Christi Development Services

Strategy WPR	Lead Partner	Status
Strategy WPR 19	Harbor Bridge Replacement. Explore options for the replacement of the Harbor Bridge in order to better accommodate water traffic and facilitate the safety of bridge travel.	
Action WPR 19.1	Replacement of Harbor Bridge. Monitor and encourage the Texas Department of Transportation to explore financing alternatives to replace the Harbor Bridge.	Texas Department of Transportation








Strategy WPR	Lead Partner	Status
Strategy WPR 20	Water and Power Supplies. Secure long-term supplies of water and power for the Coastal Bend region, while implementing conservation measures to ensure sustainability of those resources.	
Action WPR 20.1	Long-Term Water Rights Availability. Secure a long-term water supply, perfect Garwood water rights, and continue to investigate future surface and groundwater resources.	City of Corpus Christi Water Department
Action WPR 20.2	Wind Power Opportunities. Identify and pursue opportunities to develop additional wind power through recruitment of wind power developers.	Corpus Christi Regional Economic Development Corporation
Action WPR 20.3	Reliable Power Supplies. Research opportunities to ensure power supplies for the region that are reliable and sustainable and that limit negative environmental impacts and economic liabilities.	San Patricio County

Transportation

Strategy WPR	Lead Partner	Status
Strategy WPR 21	Expanded Public and Regional Transportation Connections. Expand the region's transportation network and public transportation, including alternative modes, for more accessible and environmentally friendly service that supports both commuters and visitors and connects the city, the islands and the region, increasing accessibility and facilitating residential, commercial and tourist travel.	
Action WPR 21.1	Transportation Needs Assessment for the Coastal Bend. Conduct Transportation Needs Assessment for the Coastal Bend (regional planning) including transportation modes that can connect the region in a reliable, safe, and economically efficient manner.	Metropolitan Planning Organization

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Well-Planned Region

Action WPR 21.2	Collaborative Transportation Plan Development. Collaborate with all jurisdictions to develop a transportation plan that ensures public transportation options are included when addressing congestion and parking issues.	Corpus Christi Regional Transportation Authority	
Action WPR 21.3	Tourism and Redevelopment Transportation Plan Options. Ensure that tourism is considered as part of transportation planning for downtown and neighborhood redevelopment.	Corpus Christi Regional Transportation Authority	
Action WPR 21.4	Rural Transportation Options. Develop transportation plans with rural providers addressing rural public transportation needs and promote rural public transportation.	Coastal Bend Council of Governments/ Transportation Coordination Network	
Action WPR 21.5	Regional Public Transportation Marketing. Develop a regional marketing plan promoting public transportation options and ridership across the region.	Coastal Bend Council of Governments/ Transportation Coordination Network	
Strategy WPR 22	Bike- and Pedestrian-Friendly City. Develop Corpus Christi's traffic arterials and major roads as bike- and pedestrian-friendly corridors, with safe bike lanes and pedestrian paths connecting downtown with neighborhoods, allowing alternative movement throughout the city.	Lead Partner	Status
Action WPR 22.1	Bicycle Safety Program. Develop a regional bicycle safety education program targeted at youth and adult automobile drivers.	BehindtoCyClists	
Action WPR 22.2	Bicycle Lane Improvement. Designate, widen and demarcate bicycle lanes in all Coastal Bend communities based on state standards and guidelines, emphasizing cyclist safety and connectivity to area parks and green spaces.	City of Corpus Christi Traffic Engineering Department and San Patricio County	
Strategy WPR 23	Improved Airline Connections and Non-Stop Air Service. Improve Corpus Christi International Airport's air service connections and direct city destinations through a combination of better accessible airline hubs and more non-stop flights to service Coastal Bend residents, businesses and visitors.	Lead Partner	Status
Action WPR 23.1	Gateway and International Services Improvements. Identify and implement opportunities to provide new gateway and international services at Corpus Christi International Airport through improved facilities, creative pricing of services, and marketing support.	City of Corpus Christi International Airport	






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Sustainable Environment




Legend No Progress Reported  No Lead Partner Designated  Initiated  Ongoing or Completed 

Progress on some actions occurred even without the benefit of a lead partner.

Population Growth






Strategy		Lead Partner	Status
Strategy SEN 1	Steady Population Growth. Identify ways to increase the region's population—in a steady and sustainable way—by encouraging more people to stay and by attracting new people to live here. No supporting actions are proposed at this time.		
Strategy SEN 2	Sustainable Infrastructure Growth. Promote well-maintained infrastructure throughout the Coastal Bend region as it grows, supporting an expanded population in a sustainable manner.		
Action SEN 2.1	Comprehensive Infrastructure Assessment. Create an inventory and assess costs of communitywide infrastructure repair/replacement needs.	City of Corpus Christi Engineering Department	
Action SEN 2.2	Critical Locations for Environmental Health. Identify and prioritize critical areas in which poor infrastructure may be contributing to environmental and regulatory issues such as the Oso Creek, Corpus Christi Bay and Oso Bay. Prioritize mitigation/repair/replacement and develop funding structures.	City of Corpus Christi Engineering Department	
Action SEN 2.3	Infrastructure Public Awareness Program. Create a public awareness program illustrating quality of life (i.e., health, safety) impacts of deteriorating infrastructures providing impetus for voter-approved bond measures.	City of Corpus Christi Public Information Office	
Action SEN 2.4	Infill Incentives. Consider and develop incentives for infill and redevelopment opportunities to control sprawl and maximize use of existing facilities and infrastructure.	City of Corpus Christi Planning Department	
Action SEN 2.5	Existing Infrastructure. Evaluate future land-use planning ordinances and regulations to improve efficient and cost-effective use of existing infrastructure (water, sewer, transportation) capacity.	City of Corpus Christi Planning Department	

Natural Resources and Alternative Energy





Strategy		Lead Partner	Status
Strategy SEN 3	Managing Natural Resources. Demonstrate responsible management of natural resources in the Coastal Bend to ensure access for future generations and improve our quality of life without harm to the environment		
Action SEN 3.1	Natural Resources Master Plan. Develop a Natural Resources Master Plan identifying critical natural resource assets and stakeholder agencies. Overlay with local and regional master plans to identify key growth areas, protect natural resources and encourage eco-tourism development.	Texas A&M University-Corpus Christi Harte Research Institute and Center for Coastal Studies	
Strategy SEN 4	Energy Self-Reliant Region. Identify opportunities to meet all of the Coastal Bend's energy needs, as well as to export energy supplies, through locally-generated solar, wind, geothermal and other renewable energy resources. No supporting actions are proposed at this time.		
Strategy SEN 5	Sustainable Energy Production. Promote the Coastal Bend as a leader in wind, solar, geothermal and Gulf current energy technologies, utilizing the local environment to generate sustainable energy.		
Action SEN 5.1	Sustainable Energy Resources. Identify, map and prioritize specific sites within the Coastal Bend most suitable for sustainable energy development projects.	Corpus Christi Regional Economic Development Corporation	
Action SEN 5.2	National Sustainable Energy Expo. Host an annual national sustainable energy exposition with representatives from sustainable energy companies, associations, and advocacy organizations throughout the United States.	Corpus Christi Regional Economic Development Corporation	

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Sustainable Environment



Action SEN 5.3	Tax Incentives for Local Sustainable Energy Projects. Incentives for Local Sustainable Energy Projects. Provide tax incentives to encourage investment in sustainable energy projects in the Coastal Bend.	Corpus Christi Regional Economic Development Corporation	
Action SEN 5.4	Residential and Commercial Incentives. Encourage residential and commercial sustainable energy adoption through tax incentives and building code requirements.	City of Corpus Christi Intergovernmental Relations	
Strategy SEN 6	Alternative Energy in Local Government. Position local governments in the Coastal Bend as leaders in alternative energy through their utilization of alternative energy sources, as well as policies and incentives that encourage alternative energy use in the community.	Lead Partner	Status
Action SEN 6.1	Renewable Energy Policy. Develop a local government energy use policy to promote purchase of electricity from renewable sources and promote its adoption by local governments in the area.	City of Corpus Christi Intergovernmental Relations	
Action SEN 6.2	Alternative Vehicle Fuels Study. Conduct an analysis of alternative fuels for vehicles and equipment at all governmental units and public agencies in the region, including opportunities to collaborate with other large public and private fleets (e.g., State of Texas). Include an assessment of grants and other funding opportunities for conversion to alternative fuels.	Metropolitan Planning Organization	
Action SEN 6.3	Alternative and Renewable Fuels Policy Committee. Establish an Alternative and Renewable Fuels Policy Committee, representing government, business, the development community, environmental stakeholders, and other community members, to recommend policies promoting and supporting the use of alternative renewable fuels throughout the region.	City of Corpus Christi Gas Department	

Coast and Natural Settings







Strategy SEN 7	Preservation of Natural Environment. Promote conservation of the region's natural assets and environment while capitalizing on responsible ways to improve quality of life and increase visitors to the region.	Lead Partner	Status
Strategy SEN 7.1	Environmental Lands Protections. Develop a comprehensive map of environmentally significant lands in the Coastal Bend that identify existing protected lands and potential new land acquisitions, and incorporate strategies to reduce speculation on such properties.	Coastal Bend Bays and Estuaries	
Strategy SEN 8	Clean Coastlines and Beaches. Make clean coastlines and beaches a top priority, ensuring scenic views and enhancing enjoyment by residents and tourists alike.	Lead Partner	Status
Action SEN 8.1	Community-Supported Coastal Bend Beach Stewardship. Create a task force to develop and promote community-based beach stewardship through awareness-building and educational campaigns.	City of Corpus Christi Parks and Recreation Department	
Action SEN 8.2	Storm Water Pollution Reduction. Assess existing storm water management policies and condition of major storm water facilities in the Coastal Bend. Develop updated policies to address repair/replacement of aging systems and the design of new systems including the incorporation of new technologies.	City of Corpus Christi Storm Water Department	
Action SEN 8.3	Beach Pollution Regulations. Enforce existing regulations to reduce beach pollution such as storm drain impacts from neighborhood grass/leaves cleanup, industry pollution contributions and littering.	City of Corpus Christi Planning/ Environmental Services Department, Nueces County Island Park Board, City of Port Aransas	

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Sustainable Environment












Action SEN 8.4	Public Awareness Campaign to Protect Beaches. Develop a public awareness campaign, including public service announcements (PSAs) and other outreach tools, to promote awareness of beach pollution sources such as littering and neighborhood monitoring of storm drain impacts from landscape practices.	City of Corpus Christi Public Information Office, Nueces County Island Park Board, City of Port Aransas	
Action SEN 8.5	Local "Adopt-A-Beach" and "Adopt-A-Shoreline" Programs. Develop and initiate a program providing local businesses and groups the opportunity to "adopt" a section of beach or shoreline to clean and maintain. The program should identify an application process, funding, and acknowledgement (such as signs) of the groups taking responsibility.	No Lead Partner	

Pollution, Air and Water Quality

Strategy SEN 9	Pollution Regulation Enforcement.	Lead Partner	Status
Action SEN 9.1	Air Pollution Sources. Conduct regular air pollution inventories and assessments/apportionments in the Coastal Bend, identifying both sources of emissions and types of "criteria air pollutants" (carbon monoxide, lead, nitrogen dioxide, ozone, particulate matter and sulfur dioxide).	City of Corpus Christi Environmental Services Department	
Action SEN 9.2	Air Pollution Prevention Education. Develop and deliver educational programs on identified sources of air emissions with recommendations for their reduction, focusing on industrial and workplace settings (i.e., development of training manuals, guidelines, best practices) as well as the general public, community awareness and schools (i.e., education through media coverage, exhibits, curricula).	Texas A&M University-Corpus Christi Pollution Prevention Partnership	
Action SEN 9.3	Water Pollution Sources. Identify, speciate* and apportion sources of water pollution through regularly conducted research including sampling, speciating, upstream Geographic Information Systems (GIS) research and tracking, testing and monitoring. *Speciation: breaking down an overall pollutant reading into its individual components by type and percentage.	City of Corpus Christi Water Department	
Action SEN 9.4	Water Pollution Prevention Education. Develop and deliver educational programs on identified sources and types of water pollution with recommendations for their reduction, focusing on industrial and workplace settings (i.e., development of training manuals, guidelines, best practices, land and agricultural management practices) as well as the general public, community awareness and schools (i.e., education through media coverage, exhibits, curricula).	City of Corpus Christi	
Action SEN 9.5	Funding for Air and Water Pollution Reduction. Dedicate a percentage of air and water pollution fines (whether by TCEQ, City or EPA) to local programs or initiatives that strive to reduce pollution.	Texas Commission on Environmental Quality	
Strategy SEN 10	Planning for Air and Water Quality.	Lead Partner	Status
Action SEN 10.1	Corpus Christi Air Quality Group. Resurrect the Corpus Christi Air Quality Group, a technical-based collaboration (City, Counties, Industry, University) to plan, model, and recommend actions to keep this region in attainment with accepted air quality standards.	Texas A&M University-Corpus Christi Pollution Prevention Partnership	



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Sustainable Environment










Action SEN 10.2	Storm Water Capital Improvements. Include water quality criteria in the City of Corpus Christi Capital Improvement provisions prioritizing projects that protect Corpus Christi and Oso bays.	City of Corpus Christi Engineering Department	
Action SEN 10.3	Storm Water Quality Standards. Encourage development of storm water quality criteria in the Coastal Bend.	City of Corpus Christi Storm Water Department	
Action SEN 10.4	Construction Pollutant Mitigation. Develop and implement model pollution prevention guidelines for future development and construction and disseminate this information throughout the region.	City of Corpus Christi Storm Water Department	
Action SEN 10.5	Storm Water Pollution Enforcement. Strengthen local enforcement of existing state and federal storm water requirements through improved coordination between local and State governments, increased funding for local compliance, and enhanced public information and outreach programs.	City of Corpus Christi Storm Water Department	
Strategy SEN 11	Protection of Coastal Water Quality. Maintain our coastal waters in pristine condition so that aquatic life is sustained and residents and visitors continue to enjoy the region.	Lead Partner	Status
Action SEN 11.1	Water Quality Monitoring. Support an increased level of water quality monitoring of Coastal Bend bays and estuaries to ensure ecosystem health.	City of Corpus Christi Water Department, Texas Commission on Environmental Quality	
Action SEN 11.2	Low-Water Quality Improvement. Implement plans to improve water quality in low-water quality areas in the Coastal Bend. Include Geographic Information Systems (GIS) studies focusing on the Oso Creek drainage and its flows in high-, low- and no-flow seasons.	Texas A&M University Corpus Christi –Center for Coastal Studies	
Action SEN 11.3	Impaired Waters List. Conduct ongoing evaluation of new data and coordinate with the Texas Commission on Environmental Quality (TCEQ) on revisions to the 303(d) list (Impaired Waters List).	Lead Partner Pending	
Action SEN 11.4	Non-Point Contamination Management. Implement plans to improve capture and management of non-point contamination during high runoff events. Provide on-going support and implement plans to address elevated levels of contaminants, trash and debris deposited into the bay from storm drains and non-point sources.	City of Corpus Christi Engineering Department	
Action SEN 11.5	Compliance Support of National Pollutant Discharge Elimination System (NPDES) and Non-Point Source Control Needs. Provide on-going support of compliance assistance to small businesses and industries in the region that are subject to NPDES permit program or have non-point source control needs.	Texas Commission on Environmental Quality	
Action SEN 11.6	Drainage and Dumping. Improve our storm water drainage system and educate citizens on impacts of dumping.	City of Corpus Christi Storm Water Department	
Strategy SEN 12	Clean Industrial Development. Solicit new, non-polluting industries to locate in the Coastal Bend, encouraging economic development that does not compromise the region's continued environmental quality.	Lead Partner	Status
Action SEN 12.1	Profiles of "Clean Industries." Develop a "Clean Industries" profile for use by economic development commissions in their marketing efforts to specifically focus on business clusters that support other Coastal Bend sustainable initiatives.	No Lead Partner	

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Sustainable Environment

Action SEN 12.2	Economic Development “Clean Industry” Marketing. Expand, enhance and focus business development activities in the Coastal Bend on clean industry. Market the Coastal Bend to clean industry entrepreneurs looking for a location, including industries such as sustainable energy production, recycling, and desalination.	Corpus Christi Regional Economic Development Corporation	Underway 
Action SEN 12.3	Sustainable Development Tax Incentives. Provide tax incentives for local sustainable development projects to encourage investment in the Coastal Bend.	Corpus Christi Regional Economic Development Corporation	

Sustainability, Recycling and Conservation









Strategy SEN 13	A “Green” Minded Community. Establish the Coastal Bend as a “green-minded” region where residents and businesses value and take responsibility for the environment and sustainability. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy SEN 14	Planning for Sustainability. Integrate sustainability into local city planning, with green buildings and development that preserve open spaces and natural habitats.	Lead Partner	Status
Action SEN 14.1	Open Space and Natural Habitat Plan. Develop an open space and natural habitat plan for the region (Nueces and San Patricio Counties) for presentation to the appropriate local governments for adoption.	Lead Partner Pending	
Action SEN 14.2	Green Building Code. Develop model green building code amendments that can be presented to local communities. Implementation should focus on providing rewards and incentives for green building with major requirements held until the product reaches local acceptance.	City of Corpus Christi Development Services Department	
Action SEN 14.3	Green Development Review. Establish regional task force to review development regulations in Coastal Bend cities and counties determining amendments that would improve the sustainability of future development.	City of Corpus Christi Development Services Department	
Strategy SEN 15	“Zero Consumption” Community. Develop partnerships that help Corpus Christi become a self-reliant, “zero-consumption” community that recycles 100 percent of its waste and develops its own sustainable sources for water and energy. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy SEN 16	Recycling Leader. Encourage residents to participate in comprehensive, user-friendly recycling programs and position the Coastal Bend as a recycling leader.	Lead Partner	Status
Action SEN 16.1	Major Recycling Facility. Recruit a major recycling facility that provides local jobs, processes materials from across the region, and reduces waste sent to landfills.	City of Corpus Christi Solid Waste Services Department	
Action SEN 16.2	Recycling Awards Program. Implement a recycling awards program to provide incentives (gift certificates/cash rebates) for Coastal Bend residents.	City of Corpus Christi Solid Waste Services Department	
Action SEN 16.3	Recycling Campaign. Support the City of Corpus Christi’s “Reduce, Reuse, Recycle!” campaign through neighborhood coalitions such as the Neighborhood Watch Program. Expand campaign through the following:	City of Corpus Christi Clean City Advisory Committee	
Action SEN 16.3A	>Increase annual E-Recycling events to a semi-annual and/or quarterly basis to increase awareness and participation in recycling unwanted computers, computer accessories, monitors, game consoles, printers, scanners, fax machines, cell phones, and other small electronics.	City of Corpus Christi Environmental Services Department	
Action SEN 16.3B	>Implement “Recyclers of the Year” Awards for top individual, neighborhood, volunteer group, and business that go beyond curbside recycling; partner with local media to publicize winners as a public service.	City of Corpus Christi Solid Waste Services Department	
Action SEN 16.4	Recycling Performance Metrics. Identify and implement communitywide performance measures to gauge the Coastal Bend’s recycling progress.	City of Corpus Christi Solid Waste Services Department	

Safe, Healthy Communities

Legend No Progress Reported  No Lead Partner Designated  Initiated  Ongoing or Completed 

Progress on some actions occurred even without the benefit of a lead partner.




Crime and Safety

Strategy		Lead Partner	Status
SHC 1	A Safe Region for All. Promote a safe region for all Coastal Bend residents and visitors, with safe streets, schools, neighborhoods, parks and urban areas.		
Action SHC 1.1	Expansion of Neighborhood Watch Programs. Expand Neighborhood Watch programs throughout the Coastal Bend.	City of Corpus Christi Police Department	
SHC 2	Emergency Preparedness. Encourage Coastal Bend institutions and residents to be well prepared for major emergencies, including natural disasters, pandemic illness, industrial accidents or other crises.		
Action SHC 2.1	Hazards Preparedness Awareness Campaign. Design a community awareness campaign to distribute all-hazards information throughout the Coastal Bend targeting new residents and families, to promote emergency preparedness and emphasize advance preparations and disaster recovery plans.	City of Corpus Christi Fire Department - Emergency Operations Center	
Action SHC 2.2	Small Business Hazards Preparedness Workshops. Hold informational workshops for small business owners in the Coastal Bend to help them prepare for emergencies and assist with recovery efforts.	Del Mar College Center for Economic Development, American Red Cross Coastal Bend – Texas Chapter	
Action SHC 2.3	Neighborhood Block Captain System. Establish a neighborhood block captain system, utilizing existing voting precinct boundaries; to promote emergency preparedness. Enhance the 2-1-1 system, identifying residents with special needs who require assistance before, during, or after an emergency.	City of Corpus Christi Police Department	
SHC 3	Enhanced Law Enforcement. Enhance law enforcement training, presence and collaboration throughout the Coastal Bend to reduce crime in specific areas including burglaries, robberies, gang activity, and graffiti, and encourage children and youth to lead crime-free lives.		
Action SHC 3.1	Regional Crime Response Commission. Form a regional crime response commission to design and promote crime reduction strategies for the region, including auto, home and business burglaries and robberies.	San Patricio County Judge, Nueces County Sheriff's Department	
Action SHC 3.2	Graffiti Elimination. Design and promote a regional strategy to eradicate graffiti that includes prevention, prosecution, and removal.	City of Corpus Christi Graffiti Task Force	
Action SHC 3.3	Public Safety Museum. Design, fund and develop a museum dedicated to the theme of public safety, utilizing the old City of Corpus Christi jail located at 1616 Martin Luther King Dr.	City of Corpus Christi Police Department's Citizens Police Academy Alumni, City of Corpus Christi Fire	
Action SHC 3.4	Gang Intervention Program. Design and implement an anti-gang intervention program that identifies at-risk youth and develops an intervention process with family members to prevent gang involvement. Share with San Patricio County.	City of Corpus Christi Police Department	

Poverty and Social Welfare

Strategy		Lead Partner	Status
SHC 4	Reduction of Poverty, Homelessness and Mental Illness. Respond to the region's most needy residents, with continual efforts to reduce or eliminate poverty, homelessness and untreated mental illness. No supporting actions are proposed at this time.		



Safe, Healthy Communities

Strategy SHC 5	Food, Shelter and Supportive Services. Promote appropriate food, shelter and supportive services for indigent and domestic violence victims, ensuring no one has to sleep on the streets.	Lead Partner	Status
Action SHC 5.1	Mentally Ill and Homeless Intervention Team. Create an advocacy team of representatives from public and private agencies, the courts, health care and advocacy to directly intervene with homeless, mentally ill community members who are in constant contact with the law and would benefit from direct interaction with caring professionals.	CHRISTUS Spohn Hospital System	
Action SHC 5.2	Community Support To Reduce Homelessness. Convene a regional forum of Coastal Bend agencies serving the homeless to encourage the community to become involved in and support reduction of homelessness.	Homeless Issues Partnership (HIP)	
Action SHC 5.3	Domestic Abuse Reduction. Expand free-of-charge core services for domestic violence victims, including shelter, case management, legal advocacy, counseling, and services for youth. Increase primary prevention programs to change social attitudes that condone violence against women.	Women's Shelter of South Texas	
Strategy SHC 6	Poverty Prevention Education. Enhance educational programs and economic development activities in the Coastal Bend to reduce and prevent conditions that create poverty. No supporting actions are proposed at this time.	Lead Partner	Status


Quality of Life and Livability

Strategy SHC 7	Clean, Affordable, Livable Communities. Promote clean, livable and affordable places in our communities, where people are able to meet their economic, educational, health and cultural needs.	Lead Partner	Status
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Community Pride, Appearance and Cleanliness

Strategy SHC 8	Neighborhood Health, Safety and Pride. Establish a greater sense of health, safety and pride in all neighborhoods, promoting ownership in and responsibility for our community.	Lead Partner	Status
Action SHC 8.1	Homeowner Educational Campaign. Develop an educational campaign helping homeowners to "Know the Code!" and utilize the public access channel for "Did You Know?" segments so that they understand homeowner maintenance requirements identified in the Housing Code.	City of Corpus Christi Public Information Office	
Action SHC 8.2	PRIDE Campaign. Develop a PRIDE campaign component that establishes residential and homeowners' involvement, stewardship, and ownership of their neighborhoods.	City of Corpus Christi Neighborhood Services Department	
Strategy SHC 9	Elimination of Litter. Eliminate litter on streets and beaches, with accessible public trash cans and responsible residents who dispose of trash properly. No supporting actions are proposed at this time.	Lead Partner	Status

Health and Wellness


Strategy SHC 10	Healthy Lifestyles. Encourage and promote healthy lifestyles for all Coastal Bend residents, promoting outdoor activities, exercise and fitness, and working to reduce incidents of obesity, diabetes, and related health issues.	Lead Partner	Status
Action SHC 10.1	Diabetes and Obesity Health Issues Plan. Encourage existing coalitions in the Coastal Bend that are addressing diabetes and obesity issues to strengthen their efforts by partnering with restaurants and grocery/food stores to identify and promote food choices that have high nutritional quality. Develop a coordinated community awareness campaign. Recruit and promote participating business partners.	Coastal Bend Diabetes Community Coalition	

Safe, Healthy Communities







Action SHC 10.1A	>Develop an advertising campaign with a recognizable trademark/seal of approval that would allow easily identifiable food choices of high nutritional quality in area restaurants.	Coastal Bend Diabetes Community Coalition	
Action SHC 10.1B	>Partner with restaurants and stores to encourage better food choices and partner with stores to place better-quality items (such as 100 calorie packets) in the “impulse buy”	Coastal Bend Diabetes Community Coalition	
Action SHC 10.1C	>Partner with quick stop/convenience stores to provide fresh fruits and vegetables and other high quality items.	Coastal Bend Diabetes Community Coalition	
Action SHC 10.1D	>Develop a book and/or website with names of stores and restaurants that are participating partners in the program. Provide examples of healthy choices and other information. Allow stores that participate to use the trademark/seal of approval in their advertising.	Coastal Bend Diabetes Community Coalition	
Action SHC 10.1E	>Promote smaller food portions options for restaurant and food service providers.	Coastal Bend Diabetes Community Coalition	
Action SHC 10.2	Obesity Issues and Community Planning. Provide the Center for Disease Control (CDC) report titled <i>Recommended Community Strategies and Measurements to Prevent Obesity in the United States</i> (Morbidity and Mortality Weekly Report MMWR, 58:RR-7, July 24, 2009) as an electronic download to local planning agencies and governments for their use in planning future construction.	San Patricio Health Advisory Committee	
Action SHC 10.3	Supermarket Availability. Improve geographic availability of supermarkets in underserved areas in Nueces and San Patricio Counties.	No Lead Partner	
Action SHC 10.4	School Physical Education Requirement. Increase youth physical activity by requiring Physical Education for each school grade and expand activity choices for life-long fitness skills.	Corpus Christi Independent School District	
Strategy SHC 11	Improved Health Care Access. Improve healthcare services and public transportation to healthcare agencies for all Coastal Bend residents, specifically the elderly, residents in rural communities and outlying areas of Nueces and San Patricio counties, and expectant mothers.	Lead Partner	Status
Action SHC 11.1	Medical and Medical Transportation Services Awareness. Develop an educational campaign to strengthen communications and networking that improves awareness of medical and medical transportation services available to all residents.	Coastal Bend Council of Governments/ Transportation Coordination Network	
Action SHC 11.2	Community Medical Providers Listing. Research, prepare, and publish a listing of all health care facilities, including community clinics and other providers, that can be distributed in both Nueces and San Patricio Counties to educate residents and improve access to healthcare.	Coastal Bend Health Education Center, San Patricio County Medical Societies	
Strategy SHC 12	Comprehensive Regional Healthcare Center. Promote the formation and development of a comprehensive regional healthcare center in the Coastal Bend that provides a full range of medical services, reducing the need for local residents to travel to other cities for medical care. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy SHC 13	Reduced Teen Pregnancy, Drug Use and STDs. Reduce the incidence of teen pregnancy, drug use, sexually transmitted diseases and related diseases and illness.	Lead Partner	Status
Action SHC 13.1	Teenage Health Coalition. Convene a coalition of local agencies to develop ways to combat teen pregnancy, drug use, and sexually transmitted diseases in a more effective manner.	City-County Health Department, San Patricio County Health Advisory Committee	

Safe, Healthy Communities

Recreation

Strategy SHC 14	Recreational Facilities. Increase the number of recreational facilities and playing fields, including hiking and biking trails located throughout the Coastal Bend region.	Lead Partner	Status
Action SHC 14.1	Regional Hike and Bike Trail. Form a regional advisory committee to review current hike/bike trails plans to assess possible interconnections with existing trails. Develop and promote city-wide and regional trails to encourage community health.	City of Corpus Christi Parks and Recreation Department	
Strategy SHC 15	Outdoor Adventure Opportunities. Encourage Coastal Bend residents to take full advantage of wellness opportunities based on outdoor adventures and our natural environment. No supporting actions are suggested at this time.	Lead Partner	Status

Seniors, Youth and Families

Strategy SHC 16	Increased Parent Education and Involvement. Foster greater involvement of Coastal Bend parents with their families and children, promoting healthy early childhood development and strengthening local families.	Lead Partner	Status
Action SHC 16.1	Volunteers for Healthy Children. Recruit parent volunteers through the schools and PTAs to help promote and /or sponsor exercise and nutritional activities such as parent-child health fairs and physical activity events.	Corpus Christi Council of PTAs	
Action SHC 16.2	Guide for Healthy Children. Develop a local guide to activities for healthy children, including nutritional and health-related parent-child activities, and learning opportunities that focus on specific at-risk groups and communities. Involve schools, PTAs and parent volunteers in planning and developing the guide.	Texas AgriLife Extension Service	
Action SHC 16.3	Wellness/Fitness Events. Plan, organize, and conduct regularly scheduled Wellness/Fitness events for families and children, highlighting the importance of exercise, meal planning and food preparation, and physical activities that address obesity, diabetes and other health issues.	Corpus Christi Food Bank, CHRISTUS Spohn Health System	
Strategy SHC 17	Activities for Children, Families and Youth. Promoted and encourage development of safe, appropriate activities and entertainment venues for children, teenagers, and families throughout the Coastal Bend where their social, recreational and networking needs can be met.	Lead Partner	Status
Action SHC 17.1	Youth Focus Groups on Recreation and Social Needs. Conduct a series of youth focus groups (ages 10 to 21) in communities throughout the Coastal Bend to identify activities and venues that would better meet their recreational and social needs and enhance their quality of life.	Texas AgriLife Extension Service, City of Corpus Christi Parks and Recreation Department, Communities in Schools, Inc.	
17.1A	>Engage interested businesses and organizations serving youth and other public entities to analyze youth focus groups' results and determine how recreational and social networking needs and expectations can be addressed in the arena of activities and venues for youth.	Texas AgriLife Extension Service, City of Corpus Christi Mayor's Commission on Children and Youth, Communities in Schools, Inc.	
Strategy SHC 18	Health and Safety of Children. Focus on ensuring the health and safety of children in the Coastal Bend.	Lead Partner	Status
Action SHC 18.1	Prenatal Care. Develop and implement a comprehensive program to help ensure that all children born in the Coastal Bend receive adequate and appropriate prenatal care.	City-County Health Department	
Strategy SHC 19	Supportive Lifestyle for Seniors. Promote supportive lifestyles for senior citizens and retirees, including quality health care, affordable housing, active senior centers throughout the region, and related amenities, services and activities. No suggested plans are proposed at this time.	Lead Partner	Status


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Community Identity and Leadership



Legend No Progress Reported No Lead Partner Designated Initiated  Ongoing or Completed 

Progress on some actions occurred even without the benefit of a lead partner.


Governance

Strategy		Lead Partner	Status
CIL 1	Enhanced Coastal Bend Governance. Enhance the governance process across the Coastal Bend region, promoting more effective program and service delivery, greater transparency, accountability and responsiveness to constituent needs, and increased public-private collaboration and sharing of resources for the common good.		
Action CIL 1.1	Strategic Plan Sharing. Utilize BoldFuture for the Coastal Bend (BFCB) website to serve as repository of planning documents for all public and non-profit organizations in Nueces and San Patricio counties. BFCB should issue a letter to all entities inviting them to submit their strategic plan to the website.	Texas A&M University-Corpus Christi, Del Mar College	<input type="checkbox"/>
Action CIL 1.2	Local Taxing Authorities Conference. Convene a conference of all local and regional governmental taxing authorities in the Coastal Bend to share best practices, identify areas of duplication, and identify opportunities for improved communication and collaboration.	Nueces and San Patricio County Judges	<input type="checkbox"/>
Action CIL 1.3	Regional Grants Clearinghouse. Establish a consortium of existing resource development professionals to identify and coordinate grant opportunities for BoldFuture initiatives.	Association of Fundraising Professionals Coastal Bend Chapter	<input type="checkbox"/>
Strategy		Lead Partner	Status
CIL 2	Forward-Thinking Governance. Promote unity through a common vision to facilitate positive innovation, progress and inclusivity.		
Action CIL 2.1	BoldFuture Vision Marketing. Develop and implement a comprehensive marketing and ad campaign to promote the BoldFuture vision and keep BoldFuture activities and accomplishments in the public eye.	Texas A&M University-Corpus Christi, Del Mar College	

Leadership


Strategy		Lead Partner	Status
CIL 3	Citizen Leadership. Encourage and support Coastal Bend citizens in developing their interest in, knowledge of and participation in public affairs, taking on greater leadership roles in their communities.		
Action CIL 3.1	Successful Volunteer Recognition. Develop a campaign recognizing citizen service contributions and recruiting additional individuals to become involved in volunteer services.	Volunteer Center of the Coastal Bend	
3.1A	>Volunteer Rewards Program. Identify and coordinate non-monetary volunteer rewards opportunities such as free/reduced admission to community attractions, events, performances and classes.	Executive Directors Group	<input type="checkbox"/>
Strategy		Lead Partner	Status
CIL 4	Developing Youth Leaders. Educate and prepare Coastal Bend youth to assume greater leadership roles in community affairs, eventually "taking the reins" in moving the community forward.		
Action CIL 4.1	Early "Character First" Program Integration. Work with local school districts to integrate appropriate elements of the Character First program (strengthening relationships, improving communication, building teamwork) into an educational strategy to engage the future workforce at the earliest possible opportunities.	City of Corpus Christi Mayor's Office	


**Community Identity
and Leadership**

Action CIL 4.2	Youth Leadership Program. Re-initiate the Youth Leadership program utilizing donated space in governmental, educational or civic facilities, interfacing with the Mayor Emeritus Luther Jones Leadership Center, incorporating aspects of the Character First initiative and drawing on the talents and volunteer support from Leadership Corpus Christi and the local chapter of Leadership Texas.	No Lead Partner	
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Civic Engagement and Community Involvement


Strategy CIL 5	Active Citizen Participation. Promote active participation in local government, encouraging citizens to work together for the common goals and excellence of the region.	Lead Partner	Status
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Action CIL 5.1	Improved Voter Participation. Broaden voter awareness and participation through communitywide get-out-the-vote campaigns and signage, and partnering with major employers to encourage greater turn-out.	League of Women Voters – Corpus Christi	
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Action CIL5.2	Voter Behavior and Participation Study. Commission a study on voter behavior to identify opportunities and strategies to improve voter engagement and participation, including the possibility of moving voting days in specific jurisdictions to improve voter turnout.	No Lead Partner	
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Strategy CIL 6	Citizen Involvement in Local Communities. Encourage and engage Coastal Bend citizens to become more involved in the civic life of their communities.	Lead Partner	Status
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Action CIL 6.1	Civic Pride and Responsibility. Integrate community volunteerism into school activities such as athletics, band, clubs and honor societies, to build a greater sense of civic pride in and responsibility for the education of our youth.	Communities in Schools, Inc.	
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Action CIL 6.2	Public Office Boot Camp. Develop a non-partisan leadership program that could be replicated throughout the region to encourage, support and prepare citizens for public service in elected office.	Corpus Christi Chamber of Commerce	
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Strategy CIL 7	Enhanced Civic Involvement. Enhance civic involvement in the Coastal Bend by engaging faith-based groups, schools, non-profits and businesses to become more involved and give back to their communities.	Lead Partner	Status
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Action CIL 7.1	Sea City Work Camp. Expand the efforts of Sea City Work Camp for youth and adults to make housing repairs in low-income neighborhoods. Promote the concept to other faith-based groups.	Corpus Christi District of the United Methodist Church	
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Action CIL 7.2	Engagement of Faith-Based and Civic Groups. Strengthen efforts to involve faith-based groups in addressing community needs.	Volunteer Center of the Coastal Bend	
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Strategy CIL 8	Recognition and Unity in Diversity. Encourage people from all areas of the Coastal Bend to celebrate their cultural uniqueness, while still identifying themselves as South Texans.	Lead Partner	Status
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Action CIL 8.1	Cultural Diversity and Community Events. Celebrate the Coastal Bend communities' cultural diversity through inclusion of broader multi-cultural offerings in existing community events and development of future community-wide activities.	Texas A&M University-Corpus Christi	
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Action CIL 8.2	Calendar of Major Ethnic and Cultural Events. Develop a printed regional calendar of ethnic and cultural events utilizing photos of the myriad of festivals, celebrations, and cultural activities. Secure sponsor(s) to provide funding for printing.	Convention and Visitors Bureau	
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**Community Identity
and Leadership**

Strategy CIL 9	Community-Based Role Models. Develop role modeling, mentoring, and leadership opportunities so that all Coastal Bend youth have role models and leaders from within their own communities from whom they can learn and be inspired. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy CIL 10	Innovation, Creativity and Youth. Highlight innovation and creativity as hallmarks of the Coastal Bend, with educated and involved young people continuing to invest in their community's future.	Lead Partner	Status
Action CIL 10.1	Student Conferences. Identify, support and promote community related conferences (such as EPICC - Environmental Protection In Corpus Christi Conference) created by students.	Education Service Center Region 2 and Regional P-16 Council	
Action CIL 10.2	Regional Student Film and Video Festival. Develop, promote and fund a festival of film and video, produced and directed by junior and senior high school students and highlighting issues that most affect and concern youth, such as "brain drain," teen pregnancy, dropping out, drugs and their future.	No Lead Partner	
Action CIL 10.3	Art in Open Spaces. Recruit private sector partners to donate venues and fixtures (i.e., sides of buildings, telephone boxes, light poles, etc.) for artists to create paintings, murals, and other art forms, for public display to enrich the environment and enhance civic pride. Coordinate artists and locales and promote both work-in-progress and finished art pieces.	City of Corpus Christi Graffiti Task Force	

Local Culture

Strategy CIL 11	Progressive City, Small Town Feel. Encourage an environment of forward-thinking in the region that promotes a more progressive, vision-driven Coastal Bend while maintaining our unique identity and "small-town" feel. No supporting actions are proposed at this time.	Lead Partner	Status
Strategy CIL 11	Progressive City, Small Town Feel. Encourage an environment of forward-thinking in the region that promotes a more progressive, vision-driven Coastal Bend while maintaining our unique identity and "small-town" feel. No supporting actions are proposed at this time.	Lead Partner	Status