VISION ELEMENTS

Jobs/Economy

The San Bernardino County economy is an integral part of the overall Southern California economy - as the region goes, so do we. Our base of economic activity is as broad and diverse as our geographically vast and varied county – from mining to the military, from transportation to technology and from construction to recreation. We have a history of success upon which we can build our future.

Our twin priorities of improving the overall economic performance of the region and growing an economy that is in alignment with our workforce are highly complementary. Our charge is to produce an educated workforce leading to job development, taking advantage of career opportunities in a variety of professions, including green industries (environmental and alternative energy), transportation and logistics, technology, medicine, tourism, and our historic strength in construction. We will also highlight our institutions of higher education while pursuing other high-paying sectors, which will position San Bernardino County to compete nationally and internationally as the global economy recovers.

We also know that we must cultivate a consistent, business-centric culture to foster expansion and support small businesses. For business, how regulations are implemented is often more important than the challenges of the actual regulations. Our governmental institutions must strive to create an atmosphere of certainty and one that truly understands the value of a speedy process.

Tension: Regulations to address other priorities vs. Cost of doing business
Political influences and bureaucracy vs. Timeliness for decisions and approvals
Business incentives vs. Full-costing fee structure
State finances vs. Redevelopment areas
Waiting for the right development vs. Needing revenue right now

Education

Education is more than just job training; it is the foundation for an informed and participatory citizenry. We support an accessible life-long education system, from preschool through advanced college degrees and beyond.

We will strive to offer a breadth of innovative and effective curricula to encourage a variety of skills and capabilities that emphasize the real-world application of education through mentoring, internships and local work placements. We also have the opportunity to pursue research grants that will attract new businesses and aid in the expansion of our existing local industries.

We are fortunate to have the entire range of technical/trade education within our region — that can prepare students and produce skilled employees and entrepreneurs who reside in and contribute to the local economy.

Tension: High-earning jobs vs. Education and skill level of existing workforce
Goal to better educate workforce vs. Revenue restraints on enrollment

Housing

The affordability of our housing has long been a moving factor in the attraction of new residents to San Bernardino County. But, we are much more than a collection of communities of cookie-cutter tract homes. It is key that we continue to expand our housing choices through new construction and preservation of our existing residential buildings in order to provide all our residents an opportunity to find their homes.

We support the creation of urban environments and protection of rural lifestyles to design senses of place that reflect local community values and history. We should encourage a complete price range of housing from affordable to luxury and the improvement of livability and energy efficiency through smart planning, design and technology. We should address needs of special populations, including homeless, seniors and veterans.

When planning for growth in our communities, we should seek a better balance of jobs and housing within the county. And, we should protect against blight in our communities that might occur when existing housing remains vacant for extended periods or is purchased as rental investment property.

Tensions: Local control vs. Regional allocation/quotas
Enhanced amenities vs. No new taxes/fees

Public Safety

Preparation, prevention, intervention, responsiveness, effectiveness and efficiency are all vital to successful public safety.

We will increase the livability of our county by targeting and reducing criminal activity that imperils the safety of our neighborhoods. In support of this goal, we should encourage collaborative relationships with partner agencies that leverage resources and strengthen community involvement. And, we should promote consistent communication to support cross-trained personnel and ensure communities are educated and ready to respond to threats of any scale.

Tension: Unrealistic public expectations vs. Revenue reductions

Infrastructure

The success of our region will to a large extent correlate to our ability to provide adequate infrastructure for future growth. There are significant efforts underway to address all aspects of our infrastructure. We would not presume to micro manage or second guess the individual efforts of single purpose agencies; however, we should strive to make sure these efforts are coordinated and leveraged to the greatest extent possible.

The interrelationships of all aspects of transportation, energy, recreational trails, flood control, water supply, sewer, parks, telecommunications, and solid waste should be mapped out and to the extent possible coordinated for timing and the pursuit of the necessary funding.

Examples of goals for aspects of our infrastructure could include:

Transportation
Through innovative planning, we should improve access to and the quality and connectivity of the current transportation system; develop clean and advanced modes of transportation and infrastructure; synergize the growth of aviation, shipping, and rail industries to increase the county's appeal as both a travel destination and a logistical hub; and reduce noise, congestion and pollution.

Water Supply*

The mission is to create opportunities for collaboration to find sustainable watershed-wide solutions among diverse stakeholders from throughout the Watershed. The Plan will also provide a blueprint for water resources management in the Watershed for the next 30 years.

* This mission statement for water supply was taken from the Santa Ana Watershed Project Authority's One Water, One Watershed Plan adopted November 16, 2010.

The same type of goals could be developed for all other aspects of infrastructure.

Tension: Goods movement/logistics vs. Local traffic
High-speed rail vs. High-speed autonomous vehicles vs. sub-500-mile passenger flights

Quality of Life

San Bernardino County offers a diverse menu of "live, work, play" lifestyle options including entertainment and retail; cultural and artistic; and natural and geographic as shown by quality trails, parks, recreation, and local culture. For example, we have six acres of park land for every 1,000 residents, which is twice the state standard.

We will work together to connect and beautify communities through shared open spaces, public art and architecture that foster opportunities for neighborhood, community and family relationships and create a culture of investment in quality of life resources.

Tension: More code enforcement vs. Less code enforcement

Environment

Our location and natural environment are two of our great strengths. We must protect and preserve the terrain and natural amenities with which we are blessed. We shall strive to intelligently manage our resources for habitat preservation, recreation opportunities, resource extraction, alternative energy, future growth, water quality, air quality all within a regulatory framework that does not impede the creation of a sustainable economy.

We have the opportunity to improve our regions self-reliance meeting the needs of our own population, utilizing alternative and renewable energy sources; enhancing water management; encouraging green manufacturing; rewarding sustainable building, and conserving natural resources – all leading to a healthy population with a high quality of life.

Tension: Regulation to protect the environment vs. Cost of doing business
Housing needs vs. Natural resources and wide open spaces
Regional energy efforts vs. Energy needs of our county population

Wellness

In support of a healthy county, we value both prevention programs and superior healthcare services. We should reduce chronic disease and socio-economic disparities through health education, promotion of healthy lifestyles and healthy city initiatives, development of outcome-based health services, and increasing the collaboration between and among providers and community-based organizations.

We should also employ a multifaceted approach to expand our capacity to provide quality healthcare services to all. We should invest in new facilities and technology and expand successful physician training programs at Arrowhead Regional Medical Center and Loma Linda University Medical Center. We should support the medical schools serving the county – Loma Linda University, Western University of Health Sciences and the proposed school at University of California, Riverside – and local institutions that produce non-physician medical professionals. And, we should aggressively recruit medical professionals – collaboratively addressing obstacles such as uninsured/underinsured patients, public health insurance reimbursement rates and business models for physicians

Tension: Preventative health care services vs. Reimbursable health care services

Image

Your image will usually correlate to your reality - at least in the long run. Our challenge in the Southern California media market is to have the true character of the county reflected as opposed to the sensational stories that attract the Los Angeles-based media's attention. We should intentionally, strategically and consistently tell the whole story of our region, highlighting the successes of our communities, businesses and families.

Some of our governmental institutions have been going through challenging times. We must deal with our problems without compromise and reinforce an environment of certainty where people and business can have confidence to invest for the long run. We should highlight the true historic character of San Bernardino County as a location that embraces opportunity, optimism and innovation. We should emphasize inter-agency cooperation and good governmental practices that best portray leadership devotion to enhancing the regional image as one in which businesses and residents thrive. We should share our steadfast commitment to the protection of the county's wealth of natural resources as a duty complementary and in balance with leadership devoted to establishing complete communities capable of sustaining prosperity for future generations.

Tension: Preventing future scandals and regaining public trust vs. Ongoing investigations