



## COUNTYWIDE VISION INTRODUCTION

We believe in San Bernardino County. Our natural environment, people, heritage, location and spirit have always been our best assets and provide us an advantage for an exciting future.

In our present circumstances, the first priority is jobs. However, it is not sufficient to simply address our current unemployment. We must also lay a foundation for future community-wide prosperity with education as its cornerstone. We know our economy can be no better than the skills and abilities of our people, and in the fast-paced regional, national and global economy we must seize our opportunities to enhance our competitiveness. We recognize education (broadly defined) does not live in a vacuum, but rather thrives or dies in a community.

We must strive to build a countywide, complete community – one that affords all citizens an opportunity for healthy lifestyles, strong public safety and quality amenities. We must advance the design and development of diverse neighborhoods, each with a sense of place, that possess the services, facilities, culture and history valued by its residents. By improving our quality of life, we know we can have communities our citizens and businesses will be proud to call home.

Every issue facing the future of our region has a range of responses. In an era of limited and competing resources, we must prioritize those resources wisely and invest our energies in aligning priorities with our collective vision for the county. We believe that economic growth can complement – and does not have to compete with – our valued natural environment and the beauty and benefits it provides. We also know that a strong, balanced economy must be built on adequate physical and social infrastructure. Investment in our region is influenced by our image. What we think of ourselves and how others perceive us contributes to decisions about our future – in short, our image matters – and it can either be created by others or we can tell our own true story. One truth that should be told is that we already have a significant pool of educated and skilled workers living in San Bernardino County, such as those who commute to jobs in neighboring counties and those transitioning out of the military.

We have a growing body of work across multiple disciplines demonstrating innovative and collaborative solutions to critical issues. We need to find ways to celebrate our successes, be honest about our challenges, and take these great examples to scale throughout the region. Recognizing the constraints declining revenue has placed on governments, we must build new, and expand existing, partnerships among public agencies, businesses, and non-profit and faith-based organizations. We must set goals for the county and region that look beyond our individual interests. Addressing this necessity for collaboration will enable us to leverage the best ideas, talent and resources to tackle our most pressing needs and opportunities. We believe we will improve private foundation investment in our county, which is severely lacking at this time, by expanding our capacity to provide services through partnerships. Statewide, private grant awards total \$119 per capita; while in San Bernardino County, foundations only invest \$3 per capita.

Understanding our community as a system and the inter-connectedness of all facets, as well as understanding the larger regional, statewide, national and global context in which we exist, is key to knowing how to prioritize and allocate resources. By recognizing and embracing our cultural, economic, and geographic diversity, San Bernardino County can be greater than the sum of its parts.

To achieve a countywide vision to build a complete community, we must work together to improve each essential element of our society: jobs/economy, education, housing, public safety, infrastructure, quality of life, environment, wellness, and image. The following shared values drive how we address these elements. Our values are our identity, which is what sets us apart and makes us unique from other Southern California regions:

- Charity
- Collaboration
- Commitment
- Culture
- Diversity
- Efficiency
- History
- Honesty
- Innovation
- Integrity
- Natural resources
- Opportunity
- Participation
- Patience
- People
- Responsibility
- Self-reliance
- Sense of Place
- Sustainability
- Transparency
- Volunteerism