



Comprehensive Plan

2014, City of South Padre Island, Texas

Mission Statement: South Padre Island is a unique, friendly seaside resort community that values its residents and tourists, preserves and protects the natural environment, and provides for quality sustainable growth and development that is highly diverse and responsive to changing economic conditions.



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Chapter I. Land Use

GOAL 1: The City should ensure the highest quality of life by enhancing community characteristics, and also by minimizing threats to health, safety, and welfare that may be endangered by incompatible land uses, environmental degradation, hazards, and nuisances.

Objective 1.1: Land use practice shall reinforce quality aesthetic experiences, convenient functional movements, and strong property values.

Policy 1.1.1: The physical appearance of developments should be cohesive and coordinated.

Strategy 1.1.1.1: Neighborhoods should be well-defined with a reasonable mix of uses that provides neighborhood centers and civic spaces such as libraries, post offices, churches, plazas, greens, and parks. A neighborhood should be compact enough to provide a pedestrian-friendly environment and convenient modes of transportation.

Strategy 1.1.1.2: Business, shopping and entertainment districts serving both tourists and residents should be compact and well defined within a reasonable working distance.

Strategy 1.1.1.3: Reliance on the automobile for local travel shall be minimized through shared parking and a well-developed pedestrian network.

Policy 1.1.2: Zoning patterns should provide for suitable transitions and buffering.

Policy 1.1.3: While establishing minimum standards, zoning should allow flexibility.

Policy 1.1.4: Infill or redevelopment should be encouraged while considering similar scale and density of surrounding properties for conformity and integrity.

Policy 1.1.5: The City should establish standards to enhance the appearance of properties facing public rights-of-way.

Policy 1.1.6: The City should streamline the review and permit process while collaborating with neighbors and property owners.

Objective 1.2: The city shall attract a blend of permanent and seasonal residents and visitors by transforming the city's image into a unique seaside community and a first-class resort destination.

Policy 1.2.1: Sustainable residential land areas shall be provided to adequately meet housing needs, to avoid undue concentration of population, and to prevent the overcrowding of land (LGC Sec. 211.004).

Strategy 1.2.1.1: Diverse housing types, such as single family, townhouses, apartments and condominiums, should be allowed.

Strategy 1.2.1.2: Livable and attractive neighborhoods should be developed with a broad array of amenities such as parks, playgrounds, sidewalks, and landscaping.

Policy 1.2.2: High-density housing development should be concentrated where roadways, parking, and utility infrastructures are available.

Policy 1.2.3: The City shall consider the annexation of northern areas of South Padre Island and control carefully to provide a strong basis for the residency of permanent population.

Strategy 1.2.3.1: The City should initiate an annexation feasibility study.

Policy 1.2.4: The City should guarantee adequate light and air for residents (LGC Sec. 2011.004).

Objective 1.3: Commercial and mixed use developments shall be located strategically on sites that best accommodate specific locations, access to public facilities, and market requirements of respective use.

Policy 1.3.1: Development should favor the district over strip centers.

Strategy 1.3.1.1: Mixed-use shall be encouraged where strong traffic issues are identified.

Strategy 1.3.1.2: The City should support planning efforts in developing a city center.

Policy 1.3.2: Small-scale neighborhood retail and service facilities should be located at the edge of neighborhoods at busy intersections.

Policy 1.3.3: The City should develop and implement a "Main Street" enhancement program.

Policy 1.3.4: Tourist-oriented commercial activities such as souvenir shops should be diversified and improved in image, and shall be located in close proximity to hotels and entertainment attractions.

Objective 1.4: Resort and entertainment areas shall demonstrate appropriate characteristics with a sense of place.

Policy 1.4.1: The City should prepare lands to facilitate additional public tourist attractions such as parks, bay front access, facilities with educational exhibits, an amphitheater, performing arts center, historical museum, and public boat ramps.

Strategy 1.4.1.1: The City shall develop and update a plan enhancing recreational attractions to be family-friendly, but respecting its diversity and small-town setting.

Objective 1.5: Public services and facilities shall be developed concurrent with new developments.

Objective 1.6: Promote a distinctive “South Padre Style” that reflects the relaxed seaside ambiance, climate and international cultures, and encompasses well-designed buildings, lush landscaping, and themed, way-finding signage and lighting.

Policy 1.6.1: The City should make sure that new and retrofitted buildings are harmonious in design. The city hall, community center, birding center, and other public buildings and civic enhancements shall set a high standard in exemplifying the South Padre Style.

Policy 1.6.2: The City shall maintain and update design guidelines that will guide boulevards into visually exciting corridors by reflecting themed image-quality constituting the preferred shape, color and arrangement.

Policy 1.6.3: The City shall maintain and update sign regulations that will guide signs to be appropriate in scale and understated in design.

Policy 1.6.4: Excessive front paved areas, where feasible, shall be removed and replaced with landscaping and generous sidewalks and bike lanes.

Policy 1.6.5: The City shall take advantage of technological innovations and other opportunities to cost-effectively place utilities underground.

GOAL 2: The City should continue to monitor, protect, and evaluate development and resource conservation.

Objective 2.1: City ordinances should be consistent with the Comprehensive Plan.

Policy 2.1.1: The City should continue to enforce ordinances and regulations consistently and equally.

Strategy 2.1.1.1: Regulations and development standards should be user-friendly and serve to streamline the permitting process while “raising the bar” of standards of development quality.

Strategy 2.1.1.2: Zoning Code (the City Code of Ordinance Chapter 20), including Padre Boulevard and Entertainment District Code (Form-Based Code), should be revised and updated to be consistent with the City’s Vision and Comprehensive Plan.

Policy 2.1.2: The City should establish a process to assess and re-evaluate the plan every five years, or sooner as needed.

Objective 2.2: Aesthetics and functions of beaches, bayfront areas, and grand vistas shall be preserved and even enhanced through the Best Management Practices available.

Policy 2.1.1: Zoning should be flexible enough to allow open space and protect the view.

Policy 2.1.2: The City should utilize incentives and bonuses to encourage preservation.

Objective 2.3: Wildlife and their habitats shall be protected from developments.

Policy 2.2.1: Nature reserve areas, sensitive lands, natural resources, and valuable open space areas should be set aside for buffering, preservation, and recreation.

Policy 2.2.2: The City should add an emergency beach re-nourishment strategy to the City's Emergency Management Plan that, in advance, sets up a coordinated response from the Brownsville Navigation District, the Army Corp of Engineers, the Texas General Land Office, and other agencies or parties whose participation is needed in order to begin immediate recovery actions after natural disasters.



Chapter II. Mobility

GOAL 1: The City shall provide for the safe, efficient movement of people and goods.

Objective 1.1: Develop an efficient, high quality, multimodal system that balances all transportation needs.

Policy 1.1.1: Developments should encourage a convenient walking and bicycling experience.

Strategy 1.1.1.1: Healthy walking and bicycling environment should be provided by introducing shaded walkways, bicycle lanes, rest areas, benches, and public arts.

Strategy 1.1.1.2: Pedestrian and bicycle access should be arranged across any bridges, and bicycle racks should be prepared at beach access points, public facilities, and local businesses.

Strategy 1.1.1.3: The City should ensure that walking and bicycling paths are coordinated with existing businesses, residences, street infrastructures, and transit opportunities.

Strategy 1.1.1.4: The City should consider implementing traffic calming measures where needed.

Strategy 1.1.1.5: The City should coordinate with Texas Department of Transportation (TxDOT) to acquire funding for the placement and/or replacement of the sidewalks and landscaping on Padre Boulevard.

Strategy 1.1.1.6: The City should develop a capital sidewalk improvement plan. The highest priority is Padre Boulevard, followed by Gulf Boulevard and Laguna Boulevard. The remaining east-west streets are a secondary priority.

Strategy 1.1.1.7: The sidewalk and trail network must link each of the major origins (neighborhoods, hotels/motels, condominiums, RV resorts, etc.) and destinations, such as shopping areas, the entertainment district, parks, and the convention center.

Strategy 1.1.1.8: The City should prepare a landscape/hardscape design plan along each of the public rights-of-way. Serpentine alignments may be employed for Gulf Boulevard while preparing parking on the west side, with recommendations of parallel parking in low-density areas and diagonal parking in higher-density areas.

Strategy 1.1.1.9: The City should initiate plans to construct a boardwalk along the shoreline of Laguna Madre within the entertainment district and connect it with a larger pedestrian network across the Island.

Policy 1.1.2: Reliable, convenient, and highly accessible public transportation system should be arranged. Complementary options include taxicabs, pedicabs, and water taxis.

Strategy 1.1.2.1: The WAVE should contribute its efforts toward forming the identity of the Island.

- a. The WAVE should utilize the types of vehicles (i.e., trolley buses, double decker buses, etc.) that provide a fun, friendly and interesting image of the Island.
- b. The WAVE should solicit the involvement of the arts community in the design of custom transit shelters that relate to the identity of the Island.

Strategy 1.1.2.2: The WAVE should expand transit opportunities within the Valley, to and from the Island, to form a network of transit routes, focusing especially on connections with the area airports.

Strategy 1.1.2.3: The WAVE should continuously work on improving transit facilities and systems by identifying potential funding, and through regional coordination with TxDOT and other transit providers. Improvements include bus pull-out bays, sidewalks, curb cuts, handicap accessible ramps, non-slip surfaces, and signed and/or signaled crossings.

Strategy 1.1.2.4: The WAVE should furnish reasonable efforts to increase public awareness of transportation services. The marketing should include a web-based campaign, transit kiosks, and way-finding signage for stop locations.

Strategy 1.1.2.5: The WAVE should develop a commuter service program by investigating its feasibility, conducting an intercept survey, and encouraging employers to develop a rideshare program.

Strategy 1.1.2.6: The WAVE should develop a shelter replacement program, beginning on Padre Boulevard followed in priority by the stops with the highest use and public visibility.

Strategy 1.1.2.7: In order to continue to improve the service, the WAVE should conduct the following on a yearly basis:

- a. Evaluate the performance of the fixed route and establish service standards;
- b. Identify route modifications and new routes;
- c. Identify infrastructure needs;
- d. Analyze fuel alternatives;
- e. Recommend vehicle types and specifications; and
- f. Recommend revenue options and funding strategies.

Strategy 1.1.2.8: The City should explore the feasibility of a multi-use facility that may serve as a new transit vehicle storage facility for the WAVE and a public parking garage, along with mixed retail, office, and upper-floor living uses. The facility may also serve as a center for taxicab, pedicab, and water ferry operations, a commuter service, and tour operators.

Strategy 1.1.2.9: The City may solicit private enterprise to initiate added public transportation services, with start-up funds, low-interest loans, and other financial incentives. If the City requests businesses to participate in funding expanded transit services, the City may offer parking credits as an incentive to reduce the required parking commensurate with employee and patron use.

Objective 1.2: The traffic carrying capacity of each street shall be preserved and/or enhanced for the system to operate efficiently.

Policy 1.2.1: For an efficient street network, the City should develop and periodically review the Thoroughfare Plan, compare it with the Cameron County Regional Mobility Authority (CCRMA)'s plan, and refine it.

Strategy 1.2.1.1: The Thoroughfare Plan should be designed to reduce or eliminate sources of traffic restrictions encountered during normal scheduled maintenance and seasonal community activities.

Strategy 1.2.1.2: Future developments of any thoroughfare system should be designed to avoid any negative impact to sensitive wetlands or wildlife habitats.

Policy 1.2.2: The City should preserve the traffic carrying capacities of roadways by preventing encroachments on the public rights-of-way and limiting the number of driveways.

Strategy 1.2.2.1: The City should adopt driveway regulations to restrict their number, location, and spacing, street intersections, and median openings. The regulations should provide for parallel-access roads and/or cross-access easements as methods to minimize the number of driveways.

Strategy 1.2.2.2: The City should require shared driveways and cross-access easements between abutting nonresidential and high-density residential properties.

Strategy 1.2.2.3: The City should discourage head-in parking that result in vehicles using the public right-of-way to maneuver into and out of parking spaces.

Strategy 1.2.2.4: The City should authorize the development of small area street plans to allow staff to determine a street layout plan for areas warranting special study.

Strategy 1.2.2.5: The City should coordinate with TxDOT to identify opportunities for the consolidation

of driveways and other means of access directly from Padre Boulevard.

Strategy 1.2.2.6: Strict and innovative traffic management system should be considered by the City to reduce traffic congestion during special events and peak periods. (LGC Section 211.004)

Policy 1.2.3: The City should ensure suitable street infrastructure that is commensurate with traffic demand and volume.

Strategy 1.2.3.1: The City should coordinate with TXDOT to put in signs, street lights, and crosswalks where warranted as area travel volume increases along Padre Boulevard.

Strategy 1.2.3.2: The City should improve street lighting, especially along the side streets.

Strategy 1.2.3.3: The City should utilize Intelligent Transportation System (ITS) features such as traffic signal synchronization and variable message signs.

Strategy 1.2.3.4: The City should consider utilizing either planted medians or center turn-lanes.

Strategy 1.2.3.5: The City should employ deceleration and acceleration at major access points of ingress and egress.

Policy 1.2.4: The City needs to develop and implement a comprehensive parking program that meets the needs of both residents and visitors in order to manage parking demand while mitigating cumulative impacts.

GOAL 2: The City shall provide quality and professional transportation system to the public.

Objective 2.1: Transportation infrastructure shall be planned well in advance of development to ensure orderly and timely improvements, as the mobility and access needs continue to increase.

Policy 2.1.1: The transportation infrastructure plan should be prepared for securing rights-of-way, and for upgrading and extending the network of streets throughout the 20-year planning horizon.

Strategy 2.1.1.1: The City should continuously plan and discuss with TxDOT and other related authorities to ensure appropriate efforts are made to acquire improved causeway access to the Island.

Strategy 2.1.1.2: The City should assure that the second causeway is located north of the Convention Center and that it integrates into the local transportation system as seamlessly as possible.

Strategy 2.1.1.3: The City should appoint a liaison to the CCRMA to support regional planning and inter-agency cooperation, and improve valley wide transportation to the Island, by regularly joining their board meetings.

Strategy 2.1.1.4: The City supports the Space X program, and should consider ways of providing greater access to and from Boca Chica Beach (e.g., ferry operations, bridge construction, etc.).

Objective 2.2: The appearance of the transportation system, including street rights-of-way, should contribute to the character of the City.

Policy 2.2.1: The City may consider the pedestrianisation of selected streets by designating areas as pedestrian zones (auto-free zones).

Strategy 2.2.1.1: When considering the pedestrian designation seasonally, by time of day, or for special events, the City should consider the impact of the designation on the public health, safety and welfare.

Strategy 2.2.1.2: Usage of various man-powered vehicles, such as bicycles, inline skates, skateboards and kick scooters, may be considered within the pedestrian zone.



Chapter III. Parks & Resources

GOAL 1: The City shall ensure the protection and conservation of natural resources such as beaches, dunes, and wetlands, Laguna Madre waterfront, and native flora and fauna, allowing for their sustainable use for, and enjoyment by, future generations.

Objective 1.1: Beach and dunes shall be protected from both natural and artificial erosion.

Policy 1.1.1: The City shall develop and maintain a beach/dune maintenance program.

Strategy 1.1.1.1: In coordination with the General Land Office (GLO), the City should annually re-map the dune protection line, monitor the change, and act accordingly. The City should review and amend the dune protection line as necessary and applicable.

Strategy 1.1.1.2: The City shall evaluate all options with feasibility for controlling erosion.

Strategy 1.1.1.3: The City shall evaluate Beach Management Practices (BMPs) of other coastal communities for their applicability to this area and readiness to embrace the Best Management Practices.

Strategy 1.1.1.4: A Memorandum of Understanding (MOU) should be developed with the Brownsville Port Authority to ensure that when the channel is dredged, the City will have access to its sand.

Strategy 1.1.1.5: An ongoing contract with a hopper dredge company should be established and maintained to assist with obtaining this sand.

Policy 1.1.2: The City should secure and dedicate funding for beach renourishment and dune maintenance.

Strategy 1.1.2.1: The City should strengthen an ongoing, regular dune maintenance program, and leverage access to State and Federal funds to continuously sustain this activity.

Strategy 1.1.2.2: The City should seek legal counsel for the ability to use park land dedication requirements as a means of beach and dune protection and development. Further, research whether fees collected through the dedication program may be used as a source of funds for beach/dune development and maintenance.

Strategy 1.1.2.3: A percentage of the City's budget should be set aside for the restoration of beach-quality sand on an ongoing basis, so that funds are available whenever the channel is dredged or a high quality sand source is found for ongoing beach renourishment.

Policy 1.1.3: The City should actively engage in creating, preserving, and enhancing access to the beach.

Strategy 1.1.3.1: The City should construct or reconstruct two-way walkovers, with directional

barriers to prevent breached access to the dune, at all designated beach access points.

Strategy 1.1.3.2: The City should install interpretive signage along the beach access for environmental information and education on the function and value of the dune system and the purpose of its protection.

Strategy 1.1.3.3: When feasible, joint construction of walkovers and boardwalks should be encouraged.

Objective 1.2: Laguna Madre Bay that has great commercial, recreational, and conservation values shall be protected: its healthy aquatic system, water-quality natural habitat, wildlife population, and successful eco-tourism opportunities.

Policy 1.2.1: The City should develop, maintain, and beautify public facilities and streets.

Strategy 1.2.1.1: The City should work with appropriate governmental authorities to establish a no-wake zone in the Tompkins Channel, and prevent the encroachment of private docks into the public right-of-way and into Tompkins Channel.

Strategy 1.2.1.2: The City should consider providing additional public boat ramps in-lieu of permitting private docks into Tompkins Channel.

Strategy 1.2.1.3: The City should explore the possibility of a multi-purpose recreational area with boat ramps on the south and northern ends of the Island.

Policy 1.2.2: The City should prepare a Bay-area management plan to address the long-term conservation and sustainability of wetlands, as well as erosion, water quality, natural habitat areas, and recreational opportunities on the Bay.

Strategy 1.2.2.1: The City should develop a recreational use plan, identifying associated facilities and improvements to facilitate its implementation.

Policy 1.2.3: The City should reduce impacts of non-point source pollution on water quality.

Strategy 1.2.3.1: The City should participate in regional water quality management efforts.

Strategy 1.2.3.2: The City should prepare a stormwater management plan and adopt Best Management Practices for controlling the quality of runoff.

Objective 1.3: The City shall conserve environmentally sensitive lands and protect coastal wetlands that provide many ecological and economic benefits (e.g., flood control, erosion control, improved water quality, wildlife habitat, recreation, and ecotourism) for long-term, sustainable growth.

Policy 1.3.1: The City shall protect and aggressively restore native flora and fauna.

Strategy 1.3.1.1: The City should establish an open space acquisition program and identify its funding sources. It is important to consider potential public funding sources, public/private partnerships, park land dedication and fee in-lieu provisions, and/or nonprofits like the Trust for Public Land.

Strategy 1.3.1.2: The City should adopt landscape preservation provisions to protect significant populations of native flora and fauna.

Strategy 1.3.1.3: The City should require that a certain percentage of landscaping and buffer yard plant materials be of a native species.

Strategy 1.3.1.4: The City should consider revising the landscape ordinance to prevent the installation of harmful and/or invasive plants and trees.

Policy 1.3.2: The City shall protect wetland resources through regulatory controls and voluntary conservation/restoration.

Strategy 1.3.2.1: The City should identify, inventory, and map primary and secondary conservation areas, in coordination with the General Land Office, Texas Parks and Wildlife and other related agencies. The conservation areas may include wildlife habitats, dunes, beaches, wetlands, scenic view areas, and areas that provide linkage.

Strategy 1.3.2.2: The City should establish a system of incentives for wetland preservation, including tax incentives, funding and assistance with preservation, density bonuses, and market advantages (eco-tourism).

Strategy 1.3.2.3: The City should encourage on-island mitigation for all new developments, where necessary, and identify potential mitigation sites.

Strategy 1.3.2.4: The City shall coordinate with the General Land Office in mitigating and proactively planning for oil spills and other environmental occurrences. Organize a volunteer group that may be dispatched for clean-up assistance.

Policy 1.3.3: The City should improve public educational outreach regarding the ecological values of wetlands and plant species.

GOAL 2: While utilizing nature-based recreational and tourism opportunities, the City shall also enhance the opportunities by providing trails, parks, plazas, and other recreational facilities and programs.

Objective 2.1: The City should identify, and serve, current and future park and recreation needs through an integrated park system that provides adequate park land concurrent with new developments, and a system of trails and pathways connecting key destinations across the Island.

Policy 2.1.1: The City should acquire neighborhood parklands within identified deficiency areas and community parklands around the northern city limits by dedication or fee simple purchase.

Strategy 2.1.1.1: The City should coordinate with the County to preserve and acquire Isa Blanca Park or its portion.

Strategy 2.1.1.2: The City should develop a backbone system of trails in the area north of the City limits, which would be required and/or modified as development occurs.

Strategy 2.1.1.3: The City should enhance and improve existing beach and boat access points to include landscaping, benches, picnic tables, and/or other amenities.

Strategy 2.1.1.4: The City supports the acquisition of a world-class aquarium.

Strategy 2.1.1.5: The City supports the Birding and Nature Center becoming one of the best in the world, providing both educational and recreational opportunities for bird watching, fishing, kiting, building sand castles, and windsurfing.

Strategy 2.1.1.6: The City shall develop a system of linked parks, greenways, open spaces, water-front promenades, nature trails, and areas dedicated to activities such as bird watching and ecotourism, and will make the system easily accessible by foot or bicycle. Policy 2.1.2: The City's beaches, beach access points, parks, playgrounds, waterfront promenades, boat ramps, shaded areas, restrooms, and other recreation amenities shall be placed and maintained in an appropriate manner and conveniently accessible for residents and visitors.

Strategy 2.1.2.1: Parks and Open Space Master Plan shall be used for development guidance.

Strategy 2.1.2.2: Sustainable maintenance plan for parks and beaches shall be developed, and

scheduled for cleanliness and adequate facilities operations.

Strategy 2.1.2.3: The City shall identify continuous funding sources for sustainable parks and resources.

Strategy 2.1.2.4: Recreational sports facilities shall meet the needs of all age groups and be used by the Island's growing number of families with children.

Policy 2.1.3: In addition to the outdoor park system, the City should provide indoor facilities and recreational programming that can integrate into the entire park system.

Strategy 2.1.2.1: The City should consider developing a community center with indoor and outdoor facilities, which could facilitate recreation.

Objective 2.2: The City should provide parks to meet the needs and desires of residents.

Policy 2.2.1: The City should conduct design and development workshops for the needed future parks in order to prepare a master development plan for each property. Resident participation is essential to ensure developments that are compatible with their needs.

Policy 2.2.2: Alternatively, the City may amend zoning ordinance to require developments for on-site amenities, land dedication, or fee in-lieu.



Chapter IV. Growth & Infrastructure

GOAL 1: The City shall ensure orderly growth, with the anticipated infrastructure and facility needs, in a fiscally responsible manner.

Objective 1.1: The City should identify the requisite future growth area by utilizing the land use plan and the zoning map.

Policy 1.1.1: The growth should appropriately be staged in every 5-year increment.

Policy 1.1.2: Capital improvements and services should be directed to the areas with the highest growth potential.

Objective 1.2: The City may develop an annexation plan to strategically annex land in advance of development.

Policy 1.2.1: The City should periodically study if annexation is necessary and warranted.

Strategy 1.2.1.1: The City should generally direct new development to occur on infill parcels and

areas adjacent to the City limits before significant territory is annexed.

Strategy 1.2.1.2: The City should assess the feasibility of providing “full municipal services” and weigh them against the anticipated revenues of each annexation proposal.

Strategy 1.2.1.3: Exceptions to the Strategy 1.2.1.1 should comply with the Annexation Policies and Criteria.

Policy 1.2.2: The City should develop Annexation Policies and Criteria and be in compliance with it.

Strategy 1.2.2.1: The City should establish criteria to consider the suitability and fiscal benefits of annexation.

Strategy 1.2.2.2: The City should manage the long-term pattern of growth that balances market demands and economic development objectives.

Strategy 1.2.2.3: The City should coordinate future growth with infrastructure and public service investments, such that the pattern and timing of development occurs in a fiscally responsible manner.

Strategy 1.2.2.4: The City should ensure the availability and capacity of “full municipal services” within two and one-half years from the date of annexation. This must be closely coordinated with the Laguna Madre Water District’s long-term plan for the provision of water and wastewater services.

Strategy 1.2.2.5: The City may consider negotiated agreements in lieu of annexation to provide for interim service arrangements, cost-sharing or fee mechanisms, and adherence to the City’s development standards, where short-term annexation is not feasible.

GOAL 2: The City shall responsibly increase the capacity of the existing infrastructure, while optimizing efficiency, and the sustainable use of resources

though compact development, infill development, redevelopment, and adaptive reuse of under-utilized structures.

Objective 2.1: The City should support a sensible development pattern that minimizes impacts and costs to public facilities and infrastructure.

Policy 2.1.1: The City should consider adaptive reuse through infill developments and intense redevelopments.

Policy 2.1.2: The City should cooperate with Laguna Madre Water District to ensure safe and sufficient potable water supply and wastewater collection systems.

Strategy 2.1.2.1: The City should meet quarterly with the Laguna Madre Water District to coordinate their capacity improvements and utility service provisions with the growth plan of the Island.

Strategy 2.1.2.2: The infrastructure plan should encourage a logical sequencing of contiguous development.

Policy 2.1.3: The City should ensure an adequate supply of potable water and water for irrigation, supplemented by additional resources like desalinization.

Policy 2.1.4: The City should provide an environmentally safe, efficient and cost-effective system for the collection, transfer, and disposal of solid waste.

Policy 2.1.5: The City should promote water conservation measures and incentives.

Strategy 2.1.4.1: The City should coordinate with the Laguna Madre Water District to establish a water conservation program, including conservation rate structure, water accounting (large volume user audits) and loss control, landscape efficiency, water use restrictions, rebate and incentives, reuse and recycling, and public education.

Strategy 2.1.4.2: The City should enhance and maintain zoning ordinance to encourage xeriscaping.

Strategy 2.1.4.3: The City should amend the landscaping requirements to encourage the use of bio swales.

Strategy 2.1.4.4: The City should explore the feasibility of options for making greater use of treated effluent for irrigation purposes (parks, medians, etc.).

Strategy 2.1.4.5: The City should set aggressive, yet reasonable, targets for the reduction of household consumption of potable water based on historical use trends, availability and ease of installation of low-cost conservation technologies, and the expansion of green water systems for irrigation.

Strategy 2.1.4.6: The City should encourage residents to replace conventional fixtures in pre-1992 housing units with low-flow fixtures. Consider utility bill inserts with coupons for low-cost, low-flow shower fixtures, which can be paid by the water utility or through a partnership with local home improvement stores.

Policy 2.1.6: The City should cooperate with AEP (American Electric Power) to provide reliable and sufficient services that satisfy all local needs.

GOAL 3: The City shall maintain appropriate level of public services to meet the needs of future growth.

Objective 3.1: The City should continue to provide adequate public services.

Policy 3.1.1: The City should establish an asset management system for all City vehicles and equipment, with regular service scheduling, and a standardized replacement and procurement program.

GOAL 4: The City should provide adequate stormwater drainage to protect against flood conditions and prevent the degradation of quality receiving waters.

Objective 4.1: The City shall incorporate effective stormwater management practices.

Policy 4.1.1: The City should require the use of Best Management Practices in collecting, storing, and conveying stormwater.

Policy 4.1.2: The City should prepare a stormwater management plan to quantify existing and projected demands, capacity deficiencies, and needed capital improvements.

Policy 4.1.3: The City should prepare a drainage master plan to prioritize improvements, particularly for Gulf and Laguna Boulevards and each of the east-west streets.

Objective 4.2: The City should amend ordinances to improve stormwater management practices.

Policy 4.2.1: The City should evaluate, and amend as needed, the requirements for on-site detention/retention.

Policy 4.2.2: The City should amend the zoning ordinances to better control buildings, impervious cover, and the ratio of open space and landscape surface.

Policy 4.2.3: The City should amend ordinances to accomplish improved water quality.

Strategy 4.2.3.1: The options include clustering or contributing to a community stormwater system (known as avoidance); water gardens; rain barrels and swales (minimization); or retention/detention (mitigation).



Chapter V. Emergency Management and Disaster Recovery

GOAL 1: The City should emphasize the importance of emergency preparedness, response, recovery, and mitigation.

Objective 1.1: Emergency preparedness, response, recovery, and mitigation should be best accomplished through continued outreach programs, planning, and training.

Policy 1.1.1: The City should consider state-of-art information technology to equip emergency managers.

Policy 1.1.2: The City should support emergency managers taking preventive and preparatory measures to build South Padre Island into a disaster-resistant community by anticipating future disasters.

Policy 1.1.3: The City should encourage emergency managers in achieving the highest possible degree of

united effort among all levels of government and all elements of the community.

Policy 1.1.4: Restoration and continuity of city services should be guaranteed within a reasonable time and the potential schedule should be discussed at the City's Emergency Management Plan.

GOAL 2: In addition to implementing the City's Emergency Management Plan, the City should prepare actions need to be put in place to help property owners recover from catastrophic events as quickly as possible.

Objective 2.1: The City should develop and include ordinances that address disaster recovery.

Policy 2.1.1: The City should establish provisions on the usage of temporary structures in an emergency. Property owners should have the ability to put up temporary structures to live in, or for local businesses to continue operations, while cleaning up the damage and rebuilding formerly existing structures.

Strategy 2.1.1.1: Consideration should be given to allowing the placement of temporary structures within the City's rights-of-way and existing parking lots, even if it causes a temporary reduction in parking.

Strategy 2.1.1.2: Unscreened temporary dumpsters should be allowed on property in emergency.

Policy 2.1.2: Whenever possible, the City should allow effected businesses to remain open, utilizing temporary structures and temporary access to utilities through the use of generators, port-a-potties, and bottled water to the extent that public safety allows.

Objective 2.2: The City should establish contracts and Memorandums of Understanding with appropriate agencies before a disaster happens.

Policy 2.2.1: The City should review and maintain contracts with private trash and brush removal vendors prior to the occurrence of a disastrous event.

Policy 2.2.2: The City should put in a contract with dredge companies and trucking companies that can manage large volumes of sand so that the City can act quickly in response to any incident involving a large loss of sand on our beach.

Policy 2.2.3: The City should establish Memorandums of Understanding with the federal government, the State of Texas, Cameron County, and the Brownsville Port Authority to allow for a quick response following a disaster.

Objective 2.3: The City should improve upon communication systems for residents, business owners, tourists, and the City in order to assure easy access to necessary information following a disaster.

Policy 2.3.1: The City should develop, maintain and update the emergency website, which has links to other websites and pertinent phone numbers. The site should also have downloadable content such as evacuation routes, the FEMA homeowner's plan, emergency shelters, pet plan, storm tracking, special assistance information, and recovery plans.

Policy 2.3.2: An information sheet containing pertinent information should be available at City Hall.

Policy 2.3.3: The City should establish different locations for obtaining needed information for residents, tourists, and business owners.

Policy 2.3.4: Once open, the Convention & Visitors Bureau will need to implement an ad campaign to inform the public that businesses and the beach are open.



Chapter VI. Economic Development

GOAL 1: The City shall develop a year-round local economy with increased residents and tourists.

Objective 1.1: The City should develop a diversified economy in order to increase spending on the Island throughout the year.

Policy 1.1.1: The City should identify and target consumer populations for the various recreational activities and businesses the island offers (i.e., kite boarders, windsurfers, eco-tourists, winter visitors, artists, music, cultural enthusiasts, athletic competitors, etc.)

Strategy 1.1.1.1: The City should adopt a marketing strategy and provide appropriate resources for developing tourism.

Strategy 1.1.1.2: The City should establish the Island as a premier destination for entertainment, culture, and fine dining. To do so, the Island will need to offset and/or leverage our location

disadvantage by providing unique and high-quality products and/or entertainment venues.

Strategy 1.1.1.3: The City should make Spring Break a positive experience of sporting and cultural and special events that attract both college students and families.

Policy 1.1.2: The City should support the enhancement of the entertainment and cultural district on the Island to ensure it is a safe, clean, and a pedestrian-friendly and family-friendly destination.

Strategy 1.1.2.1: The City should develop a conceptual site plan for the district as a means for promoting the idea of the district to private investors – both regionally and nationally – in order to reduce potential expense burdens on the City.

Strategy 1.1.2.2: The City should establish an organizational structure and local funding options for the entertainment district (e.g., redevelopment authority, public improvement district, tax increment finance district, etc.).

Strategy 1.1.2.3: The City should construct a City-owned or privately managed parking garage when needed.

Policy 1.1.3: The City should continue to showcase the arts and promote live music on South Padre Island.

Strategy 1.1.3.1: The City should expand upon the number and kinds of art festivals encouraged/provided for local and regional artists. Encourage local and regional artists to host collaborative shows and events.

Strategy 1.1.3.2: The City should support forums (digital or brick and mortar) for local artists to display their works.

Strategy 1.1.3.3: The City should support concurrent events and festivals to expand joint-promotional opportunities and co-promote festivals with other Laguna Madre area communities, to

increase traffic, and raise the profile of all Laguna Madre communities.

Policy 1.1.4: The City shall become one of the most business-friendly cities in the United States.

Strategy 1.1.4.1: The City should review and, where necessary, revise ordinances to allow for activities involved with outdoor arts and craft fairs and outdoor exhibits (i.e., street vendors, displays/signage, and what constitutes a “special event”).

Strategy 1.1.4.2: Tough restrictions on local business expansion should be removed.

Strategy 1.1.4.3: The City should establish programs encouraging and investing in local workforces.

Policy 1.1.5: The City should continue to market the Island’s unique character and assets aggressively. Capturing the South Padre Island experience, distilling it into a marketing theme, and capitalizing on its message is critical for economic development efforts. The Island’s eclectic style is a valuable economic commodity.

Strategy 1.1.5.1: The City should position South Padre Island as a destination for eclectic experiences, including beachcombing, ecotourism/bird-watching, fishing, surfing, diving, arts and entertainment, unique shopping and dining, etc.

Strategy 1.1.5.2: The City supports tourism for the space industry, offshore oil and gas production, and university-sponsored events.

Policy 1.1.6: The City should support the development of a retail strategy for existing businesses and for the attraction of new specialty boutiques and niche retailers that are characteristic for South Padre Island.

Strategy 1.1.6.1: The City should develop an inventory of properties along Padre Boulevard

Strategy 1.1.6.2: The City should create an information packet, including the sites inventory, to provide to commercial brokers and individuals seeking to establish retail on the Island.

Strategy 1.1.6.3: The City should continue to survey consumers (area and regional residents and tourists) to determine their shopping patterns and retail needs, as well as their perceptions of South Padre Island.

Strategy 1.1.6.4: The City should continue to meet with existing island retailers to better understand their product offerings, customer profiles, and store traffic, as well as their needs and challenges in their present locations.

Strategy 1.1.6.5: The City should continue to provide ongoing business workshops and seminars for existing retailers and restaurants to communicate a common interest in the retailers' continued growth and success on the Island.

Strategy 1.1.6.5: The City should provide Retail Opportunity Workshops for those entrepreneurial-minded persons interested in opening a retail business in South Padre Island.

Policy 1.1.7: The City should enhance business assistance and entrepreneurship efforts.

Strategy 1.1.7.1: The City should meet regularly with current and potential entrepreneurs to better understand issues affecting their business decisions.

Strategy 1.1.7.2: The City should advocate for entrepreneurs by meeting with area-taxing entities to ensure they have a strong understanding of how their decisions might influence business investment decisions.

Strategy 1.1.7.3: The City should advocate for an increase in assistance to local entrepreneurs and help address their issues and challenges.

Strategy 1.1.7.4: The City should promote networking opportunities and functions for area professionals.

Strategy 1.1.7.5: The City should facilitate financing for entrepreneurs, including consideration of the development of a revolving loan fund; encourage local lenders to offer small business loans (and strengthen their Community Reinvestment Act ratings); and leverage existing state and federal program that offer business startup assistance (e.g., Small Business Development Center, etc.)

Strategy 1.1.7.6: The City should consider the expansion of high-speed Internet and wireless telecommunications on the Island to support startups.

Policy 1.1.8: The City should encourage developing new attractions and amenities catering to permanent residents, business owners, and visitors encompassing youths, adults and senior citizens.

Strategy 1.1.8.1: The City should consider developing community meeting facilities, a library, eco-tourism and cultural attractions, public sporting facilities, and improved public access to marinas and water sports.

Strategy 1.1.8.2: The City should initiate a study identifying new attractions and amenities.

Objective 1.2: The City should encourage more permanent residents and businesses.

Policy 1.2.1: The City should continue to work to increase the number of permanent and seasonal residents that make South Padre Island home.

Strategy 1.2.1.1: The City should continue to work to bring people to the island during the “off-seasons” with festivals and events such as water sport activities, a Christmas Mercado, music festivals, etc.

Strategy 1.2.1.2: The City should show support for greater and diversified business opportunities year-round.

Strategy 1.2.1.3: The City should utilize advanced technology with a high-speed connection to recruit knowledge-based workers who are working from home to the island.

GOAL 2: The City shall support sound fiscal policies to help keep our economy strong and growing.

Objective 2.1: The City should continue to invest in marketing to targeted populations – locally, regionally, and nationally.

Policy 2.1.1: The City should develop new national markets and continue to target identified market segments likely to enjoy South Padre Island as a destination.

Strategy 2.1.1.1: The City supports developing and maintaining a wide range of entertainment amenities, more upscale hotels and other services, shopping, and a convention center that attracts group visitation from the region and nationwide.

Strategy 2.1.1.2: The City shall establish marketing strategies to make the City a highly competitive destination for regional, national, and international visitors.

Strategy 2.1.1.3: The City shall adopt hospitality training programs to improve service quality, and for producing a stable, educated and better paid workforce, while supporting a shift toward a high-end tourism market.

Policy 2.1.2: The City should continue to market the Island to the Rio Grande Valley, northern Mexico, and Texas. Targeted local marketing could encourage locals to “Rediscover the Island!”

Strategy 2.1.2.1: The City should participate in Valley-wide economic development efforts to raise awareness of South Padre Island. Area economic development alliances should focus efforts on enhancing the Island’s profile as a regional economic development partner. This activity may serve as a medium for marketing the community to business professionals who might choose to shop or personally invest on the Island.

Strategy 2.1.2.2: The City should assist in promoting economic development initiatives in other Valley cities and towns.

Strategy 2.1.2.3: The City should offer to host “developer days” and/or other regional economic development promotional events as a means of assisting Valley partners and a method of drawing attention to the Island’s assets among prospective decision makers.

Policy 2.1.3: The City should support regional marketing by partnering with the Laguna Madre communities and increase coordination of planning efforts with Laguna Madre area communities in order to meet shared challenges and leverage common strengths.

Strategy 2.1.3.1: The City should market Port Isabel, Laguna Vista, and the remainder of the Laguna Madre area as part of South Padre Island’s “product”.

Strategy 2.1.3.2: The City should continue to request and/or host a meeting with community leaders from Port Isabel and Laguna Madre in order to express South Padre Island’s interest and willingness to work as a partner with its neighbors and

begin to identify shared policy concerns (i.e., housing, transportation, education, etc.)

Strategy 2.1.3.3: The City should hold monthly meetings through which updates on progress can be discussed. These meetings should also be used to establish trust and goodwill and to develop a foundation from which future progress can be built.

Strategy 2.1.3.4: The City should attempt to develop a common vision among these community leaders for the Laguna Madre area as a whole.

Strategy 2.1.3.5: The City should develop a common position among South Padre Island, Port Isabel, and Laguna Vista on the various challenges facing these communities.

Strategy 2.1.3.6: The City should leverage common economic development goals to establish a coordinated marketing message for the Laguna Madre area.

Policy 2.1.4: The City should position South Padre Island as a destination for a niche market within the broader boomer demographic, “zoomers,” who tend to be more affluent, active, and tend to start their own business or second career upon “retirement,” as well as other technology-related professionals.

Strategy 2.1.4.1: The City should raise awareness of the Island as a business and retirement destination among individuals who participate in professional associations (e.g., legal, financial, accounting, management, etc.).

Strategy 2.1.4.2: The City should establish a professional network organization for entrepreneurs to raise awareness of the community’s commitment to supporting startups (e.g., Institute of Senior Professionals).

Strategy 2.1.4.3: The City should work with local and regional media to ensure local entrepreneurial success stories are published.

Strategy 2.1.4.4: The City should continue to market in statewide media the town's entrepreneurship program to attract "lone eagles" (successful professionals who might be leaving larger metropolitan cities and setting up business operations in smaller, slower-paced communities).

Strategy 2.1.4.5: The City should market the Island as a potential re-location or second-career destination to convention attendees.

Strategy 2.1.4.6: The City should establish a local volunteer program through which local business professionals and/or retired entrepreneurs can assist with the Island's marketing efforts.

Strategy 2.1.4.7: The City should create a brief profile, and a coherent and coordinated marketing message, to assist the volunteers in promoting South Padre Island's positive aspects.

Strategy 2.1.4.8: The City should create a formal mechanism through which volunteers could refer leads.

GOAL 3: The City shall support an environment that is friendly to residents, tourists, and businesses.

Objective 3.1: The City should support ordinances, events, and policies that enhance the Island's economic development potential.

Objective 3.2: The City should recognize the interdependent relationship that exists between residents and businesses.

Objective 3.3: The City shall promote programs for the cleanliness of beaches, parks, roadways, and public and private properties.

GOAL 4: The City shall promote visual arts, creative writing, theater, and music programs that could provide year-round tourist attractions with no ecological ramifications or disturbance to the public.

Objective 4.1: The City should encourage and support outdoor art events.

Policy 4.1.1: The City should affirm that arts in our community are an important part of our Island experience and encourage creative outlets.

Strategy 4.1.1.1: The City should establish a public location that can be made available as a place to have arts and crafts sales, farmers markets and art displays.

Strategy 4.1.1.2: The City should continue to fund public arts.

Strategy 4.1.1.3: The City should seek locations that may serve additional purposes and provide space for art education and organizations.

Strategy 4.1.1.4: The City should develop a space committed to art exhibits, classes, and studio space.

Policy 4.1.2: The City should work with the CVB and other educational institutions to continue to incorporate local arts into their functions, including special historical preservation and marketing events, and to continue to support artists and art events in the community.

Strategy 4.1.2.1: The City should use the CVB website to promote local artists on its website and encourage art events in order to support artists in our community. The CVB should continue to allocate appropriate funds and services to promote and market artists in the community.

Strategy 4.1.2.2: The City should create a juried show of bird- and nature-themed art to be exhibited at the World Birding Center on South Padre Island.

Objective 4.2: The City's rich history can and should be presented as an enriching and educational tourist experience.

Policy 4.2.1: The City should place historical plaques and markers at beach access points to create a "historical walking tour".

Policy 4.2.2: The City should support and enrich the new historical presentation area to be located in City Hall.

Policy 4.2.3: The City should preserve the architectural history of South Padre Island.

Policy 4.2.4: The City should use CVB funds to create historical areas of interest and activities for visitors and residents alike, in as much as State law will allow.

Policy 4.2.5: The City should continue to expand the efforts of this Historical Preservation Committee.

Policy 4.2.6: The City should develop strategies to fund historical preservation initiatives with the Hotel-Motel Tax, City funding, and public donations.

Objective 4.3: The City should define our culture in a way that expresses our uniqueness.

Objective 4.3.1: The City should celebrate the culture as part of special events and community events.

Strategy 4.3.1.1: The City should sponsor more cultural events, which can be anything from supporting local surfers to allowing local artists to display their coastal art.

Strategy 4.3.1.2: The City should not take ourselves too seriously. Culture and community personality do not develop from policy and regulations, but rather on an attitude that permeates everything from architectural style to language.

Strategy 4.3.1.3: The City should encourage our citizens to express their uniqueness. From this freedom, fun cultural events, unique businesses and

wonderful personalities will emerge and a cultural movement will develop.



Chapter VII. Governance and Community Relations

GOAL 1: The City shall maintain a “Home Rule” type of government and allow for a more stable environment for effective decision-making.

Objective 1.1: The City should have great control over fiscal matters and public expenditures.

Policy 1.1.1: The City should ensure fiscal health and remain prepared for high performance outcomes through short- and long-range capital investments.

Objective 1.2: The Comprehensive Plan shall be the key reference for all government decisions and actions concerning budgets, capital spending, regulatory measures, and development review and approvals.

GOAL 2: The City should ensure that communication be effective.

Objective 1.1: The City should ensure that the inter-local relationship be sound and sustainable.

Policy 1.1.1: The City shall build sustainable resilience through inter-local relations that are circumvented by

creative and effective collaborations while sharing mutual benefits.

Objectives 1.2: The City should provide effective communication on day-to-day affairs.

Policy 1.2.1: The City should encourage citizens to be deeply involved in civic affairs and participate in decisions affecting their current and future lifestyles.

Policy 1.2.2: The City should provide its best efforts to create the notion of “home or citizen ownership” in the communities.

Policy 1.2.3: The City should provide information throughout the region, representing a wide range of interests from citizens of all ages.

Policy 1.2.4: The City shall continuously follow the Texas Open Meetings Act (Government Code Chapter 551) and have governmental decisions easily accessible to the public.

Policy 1.2.5: The City should continue to collaborate effectively with citizens, business, and civic organizations on initiatives to improve South Padre Island through every possible means.

Policy 1.2.6: City staff and elected officials shall be committed to fulfill their obligations to provide high-quality services and leadership.



Chapter VIII. Public Safety

GOAL 1: While balancing with the budget, the City should continue to support the needs of the Police and Fire Departments to ensure adequate protection of the population.

Objective 1.1: The City should prepare a feasibility analysis, on the basis of annual population estimates and the given budget, and consider adjusting police and fire staffing needs as necessary and warranted.

Policy 1.1.1: The City should consider planning and budgeting for additional police and fire staffing and the requisite vehicles, equipment, and facilities.

Policy 1.1.2: Whenever possible, citizen volunteers should be fully utilized through appropriate training programs.

Objective 1.1.2: Based upon need, the City should identify and acquire sites for new police and fire stations to accommodate the future growth.

GOAL 2: The City supports the Fire Department protecting life and property.

Objective 2.1: The City should improve fire and emergency medical services, facilities, equipment, training, community-wide

education, prevention, and preparedness so that the Fire Department can provide region-wide fire response.

Policy 2.1.1: The Fire Department should ensure operational readiness and responsiveness throughout the community.

Strategy 2.1.1.1: The Fire Department should conduct a resource-needs assessment that supports operational readiness.

Strategy 2.1.1.2: The City should support the Fire Department's efforts to cover all developed areas of the City within a reasonable response time.

Strategy 2.1.1.3: The Fire Department should ensure increased and improved distribution of fire hydrants throughout the City.

Policy 2.1.2: The City should provide state-of-the-art training for fire and emergency medical services personnel.

Policy 2.1.3: The Fire Department should increase community awareness and feedback processes.

Strategy 2.1.3.1: The Fire Department should evaluate the existing process to gain community opinions and feedback.

Strategy 2.1.3.2: The Fire Department should develop and utilize follow-up customer satisfaction surveys.

Policy 2.1.4: The Fire Department should implement programs to educate the community about safety.

Strategy 2.1.4.1: The Fire Department should work with the School Districts and non-profits to conduct fire education programs for youths.

Strategy 2.1.4.2: The Fire Department should create, improve, and expand the department website that includes public education components.

Strategy 2.1.4.3: The Fire Department should increase personnel in the fire prevention division that educates residents, visitors, and students throughout the area on fire and home safety, safety evacuation practices, and fire inspections.

Strategy 2.1.4.4: The City should support the Fire Department in acquiring a Fire Safety House trailer to actually demonstrate fire safety.

Policy 2.1.5: The City should assist the Fire Department by maintaining sufficient staff to inspect structures and enforce fire codes.

Strategy 2.1.5.1: The Fire Department should continue to develop and implement an aggressive fire safety inspection program for structures.

Policy 2.1.6: The Fire Department should utilize technology to support operational effectiveness.

Strategy 2.1.6.1: The Fire Department should research, identify, and evaluate available technology to improve reporting- and record-keeping activities.

Strategy 2.1.6.2: The Fire Department should investigate and utilize appropriate methods of informational technology.

Strategy 2.1.6.3: The Fire Department should perform routine evaluations of technological performance.

Strategy 2.1.6.4: The Fire Department should acquire a state-of-the-art communications system and share the system with all of the emergency services on the Island.

Strategy 2.1.6.5: When feasible, the City should support the Fire Department in acquiring a fire-command vehicle that is equipped with firefighter-tracking GPS capability, an air-pack condition

tracking system, scene lighting and audio, and video and thermal imaging capability.

Objective 2.2: The Fire Department should recruit, retain, and develop a highly capable and professional workforce.

Policy 2.2.1: The Fire Department should provide additional, enhanced training and development opportunities.

Strategy 2.2.1.1: The Fire Department should perform an annual assessment of its training needs.

Strategy 2.2.1.2: The Fire Department should develop and implement enhanced training programs.

Policy 2.2.2: The Fire Department should recruit and retain personnel who meet the department's needs.

Strategy 2.2.2.1: The Fire Department should develop marketing tools and techniques, and establish non-traditional avenues for their use in recruiting new employees.

Strategy 2.2.2.2: The Fire Department should implement and conduct exit interviews to determine if trends other than normal attrition are apparent in order to address problems.

Strategy 2.2.2.3: The Fire Department should develop programs for youths that promote the department as a career choice.

Objective 2.3: The City should increase the capacity of Beach Patrol and Rescue as the number of visitors increase.

Policy 2.3.1: The Fire Department should establish and maintain the minimum safety standards for beach safety.

Strategy 2.3.1.1: Appropriate numbers of lifeguards and lifeguard towers should be maintained.

Strategy 2.3.1.2: The beach patrol vehicles should be staffed by paramedics and provided all of the necessary medical supplies and equipment.

GOAL 3: The City supports the Police Department reducing crime and the perception of crime.

Objective 3.1: The police should partner with the community to resolve neighborhood concerns and enhance the quality of life.

Policy 3.1.1: The City should maximize citizen satisfaction and commitment through police and community partnerships.

Strategy 3.1.1.1: The City should institute regular training for sworn and non-sworn employees in telephone etiquette and in dealing with citizens.

Strategy 3.1.1.2: The City should increase the number of officers assigned to attend community meetings and events.

Strategy 3.1.1.3: The City may consider instituting a Chief's Citizen/Business Advisory Board.

Policy 3.1.2: The Police Department should create and enhance the volunteer programs.

Strategy 3.1.2.1: The Police Department should consider developing a program where volunteers would work on a more formal basis with the Chief.

Strategy 3.1.2.2: The Police Department should develop a formal advertising campaign to increase participation in the program.

Objective 3.2: The Police Department should strengthen their services by successfully providing educational sessions, satellite monitoring, and prompt response to citizen complaints.

Policy 3.2.1: The Police Department should employ training, technology and management strategies to improve data accuracy in criminal activity reporting and record keeping.

Strategy 3.2.1.1: The Police Department should consider hiring a technical trainer.

Strategy 3.2.1.2: The Police Department should develop a sustainable strategic information technology plan.

Policy 3.2.2: The Police Department should obtain a modern, agency-wide information management system.

Strategy 3.2.2.1: The Police Department should actively consider a Record Management System.

Strategy 3.2.2.2: The Police Department should standardize all desktop applications software.

Objective 3.3: The Police Department should actively recruit, retain and develop a highly capable and professional workforce.

Policy 3.3.1: The Police Department should develop youth programs promoting the department as a career choice.

Strategy 3.3.1.1: The Police Department should consider developing a vocational education program for youth interested in law enforcement.

Strategy 3.3.1.2: The Police Department should continue to bring police officers into schools to educate and interact with students.

Objective 3.4: The Police Department should enhance external communication.

Policy 3.4.1: The Police Department should improve external communications.

Strategy 3.4.1.1: The Police Department should establish an annual community satisfaction survey as a measure of the community's perception of good customer service.

Strategy 3.4.1.2: The Police Department should install Suggestion Boxes and develop a generic e-mail address for online suggestions at the agency's website.

Strategy 3.4.1.3: The Police Department should update the agency's website to include local crime activities.

Objective 3.5: The Police Department should maintain its overall suitability for the perpetually changing environment.

Policy 3.5.1: The Police Department should annually evaluate staffing and services offered to the community.

Strategy 3.5.1.1: The Police Department should achieve and maintain certification through the Texas Police Chief's Association of Recognized Cities.