

**SAN BERNARDINO MAYOR AND COMMON  
COUNCIL VISION**



San Bernardino...Building a better community

## **VISION STATEMENT**

In 2025, San Bernardino will be a prosperous community that reflects the fabric and traditions of an All American City. With its unique location, the City will serve as a destination for youth sports and recreation, cultural heritage and as a hub of governmental activity and professional services.

San Bernardino is a wonderful place to live, work, and play, offering diversity in housing, amenities, and services which will all be easily accessible through this multifaceted transportation hub.

San Bernardino will offer one of the most aggressive business incubator programs in Southern California to assist with the acceleration and successful development of entrepreneurial companies through an array of business support resources and services. The City will develop business initiatives that embrace sustainable growth in the market.

San Bernardino places special emphasis on education, and works diligently to distinguish itself as a leader in the academic forefront. The City has a top-ranked public school system and is privileged to have one of Cal-State's distinctive campuses located within the city.

San Bernardino's historic charm melds with its modern, family-friendly atmosphere, and its cultural diversity will be celebrated and woven throughout the community. As the County Seat, San Bernardino takes great pride in our reputation as a role model for other cities in the Inland Empire.

## **GOALS**

### **Safe Community**

In 2025, San Bernardino's reputation will be second to none when it comes to the safety and welfare of its residents. In 2025 the residents of San Bernardino will support and appreciate their law enforcement personnel and view them as a valued asset to their crime free community. It will have active neighborhood associations that engage in their communities through town hall meetings and provide guidance to their elected officials. The Neighborhood Cluster Association takes a leadership role in coordinating neighborhood cleanups. In addition, there are neighborhood watches that take responsibility for crime prevention in their neighborhoods.

### **Business and Economic Development**

The City of San Bernardino is business friendly, striving to provide easy access to public officials, resources, and incentives necessary to create an environment that expands job opportunities. We strive to expedite and streamline economic development by providing one-stop business support services including eco-friendly options. We

promote a competitive business environment that attracts and retains healthy businesses, reducing unnecessary bureaucratic red tape.

### **Education**

We are a city that embraces the concept of lifelong learning. Together with our educational partners, we provide a network of support services from birth through retirement. We provide quality day care and preschool for all of our children. Our learning ready children have enviable choices in both quality public and charter K-12 programs. We offer our residents abundant educational opportunities through our local community college, our highly ranked state university, and 14 private colleges offering degrees for every career path.

The City offers education, financing, location, and employee training assistance in partnership with the state university to startup business to assure the success of new enterprises. For those in retirement we offer a host of extended learning programs at all of our recreation and senior centers as well as our college and university campuses.

### **Responsive Government**

The City of San Bernardino respects each one of its residents and business community and serves individual needs with efficient, transparent, and expedient action. Public officials are accountable to the people they serve by providing easy, effective access to services the public desires. The City of San Bernardino is fiscally responsible, visionary, and intelligent in its implementation and delivery of quality, cost effective services. We partner with the community and private sector for the greater good.

### **Enhance our Vibrant Quality of Life**

In 2025, San Bernardino continues to be the premier location for family friendly events such as the Orange Show, Route 66, and the Western Regional Little League. The City boasts a beautiful, walkable downtown with an ambassadors program and many family friendly amenities. Visitors can catch a show at the California Theater or Sturgis Center for the Performing Arts, or stroll through our new modern art museum.

Visitors will find a downtown that is full of public art, murals, statues and street performers. Sports oriented individuals and families have many choices as well. Visitors can take in a baseball game at the Arrowhead Credit Union Stadium or see an NCAA basketball game at the Cousollis Arena at CSUSB. We have added many ball fields and sports facilities in neighborhoods around the City so that families and kids can easily access our parks. Today, the City can brag about 20 libraries and community centers that make San Bernardino the most family friendly and diverse city in the Inland Empire.

### **Transportation and Infrastructure**

In 2025, San Bernardino will welcome residents and visitors to the Inland Empire with a thriving, vibrant International Airport, which will be accessible by the SBX bus line and light rail. The City will become a model for transportation initiatives and will serve as a hub for all neighboring committees with its transit center. It will be a walkable

community with many bike lanes populated by water features which will be serviced by our abundant Bunker Hill Basin water reservoir. The City is a place with an intelligent, environmentally planned infrastructure designed for long term sustainability for all who live and work here.

### **Beautification**

In 2025, the City of San Bernardino will have a reputation as a beautiful, clean city that is both inviting and attractive to its residents and visitors. The City has inviting corridors with murals at all entryways to the City. The once blighted, low yielding commercial corridors have been transformed into well thought out and pedestrian friendly walkways with greenbelts that include water features. Code enforcement ensures that all major corridors are maintained and parks are lush and green with youth sports amenities peppered throughout.

### **Housing and Home Ownership**

In 2025, the City has an abundance of quality neighborhoods complete with parks, trails, and community centers. In addition, there is ample senior housing to provide for aging residents. The new government center has attracted condominium projects that provide housing opportunities to those who prefer living the urban lifestyle.

Along with the wide range of housing opportunities, new or existing residents can choose from two master planned communities – “Arrowhead Springs” and “Martin Ranch” projects. The Cal State area has 900 units that offer live, work, and single-family residents all within access of a clubhouse. The EDA continues to provide first time homeowner assistance and has an impressive plan to buy former rental properties and convert to single-family owner occupied homes.