

## Draft Core Values

This document includes the Draft Core Values to be used during the Leaders Conference for Blueprint Houston. These draft statements are based on the Core Values brainstormed by the Steering Committee and Task Force Meeting Participants during the January 23, 2003 meeting. ACP Staff reviewed the output from the meeting and grouped the Core Values under major headings. ACP then wrote brief sentences that, in our view, capture the essence of the Core Values for each heading. Rounds 1 and 2 of the sorting and preliminary editing process are included.

The Draft Core Values are listed in alphabetical order. Under each Draft Core Value is the related output from the January 23, 2003 meeting. All statements are tagged to indicate whether they were generated by Community (COM), Economy (ECO), or Environment (ENV).

Please review the document to ensure the grouping of the Core Values is appropriate and the headings are correct. We will refine the Core Values further at the meeting of the Steering Committee/Task Force on February 13, 2003. Please note, the actual words of the participants have been used to the greatest extent possible. Language will continue to be edited for clarity and consistency.

### Round 2 – Sorted and Edited (Preliminary)

#### **Core Value: Commitment**

A City with the ambition and commitment to realize its vision.

- Do what it takes to get to our vision. (COM)
- Express commitment to vision with willingness to pay. (COM)
- Promote individual and public generosity. (COM)
- Concentrate on good things in Houston and promote pride. (COM)

#### **Core Value: Cooperation and Collaboration**

A City that recognizes interdependence.

- Recognize that we are not a vacuum; we are part of a larger region. (ENV)
- Foster cooperation and collaboration. (COM)
- Value the balance and coexistence of the rights of individuals and the good of the community. (ECO)
- Promote community cohesion and unity (e.g. connectedness, inner loop vs. outer loop, rich vs. poor, sprawl hinders unity). (ECO)

#### **Core Value: Culture**

Houston as a center of culture.

- Great culture comes from great cities – need to will this into being. (ENV) (UNLCEAR)
- Value history and promote historical preservation. (ENV)

**Core Value: Development**

A City that grows appropriately and beautifully.

- Embrace better urbanism. (ENV)
- Value aesthetic goods, not just economics. (ENV)
- Increase opportunities for social interaction (city needs to be filled with trees and shade and benches which are lacking at the moment). (COM)
- Re-examine the notion that growth is actually good; growth is not necessarily good. (ENV)
- Value the right to live in the city without a car. (ENV)

**Core Value: Economy**

A City with a strong, diverse economy and economic opportunities for all.

- Be sensitive to hardcore unemployed. (ECO)
- Reclaim AAA Bond rating. (ECO)
- Embrace creativity. (ECO)
- Value and esteem economic diversity. (ECO)

**Core Value: Education**

A City with an educated citizenry.

- Educate citizens. (ECO)

**Core Value: Environment**

A city that treasures a strong environmental ethic and stewardship

- Improve all key environmental variables over time. (ENV)
- Utilize an environmental barometer to measure progress. (ENV)
- Develop city to be sustainable. (ENV)
- Value the right of future generations to have at least as good of an environment as we enjoy today. (ENV)
- Become native to this place. (ENV)
- Develop in sync with our environment. (ENV)
- Realize what we have. (ENV)
- Promote individual responsibility and stewardship. (ENV)
- Bring in past, present and future generations. (ENV)
- Value synergy and how things are interrelated. (ENV)
- Value the bayou space. (ENV)
- Value dialogue of long-range thinking. (ENV)
- Sustainability impacts education. (ENV) (UNCLEAR)

**Core Value: Governance**

A City with capable and accountable leadership.

- Promote accountability among elected officials. (COM)

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**Core Value: Healthy Communities**

A City comprised of safe, clean, healthy neighborhoods with active community social life.

- Ensure quality of life through clean air, green space. (COM)
- Take care of families. (COM)
- Teach family how to interact within – the family needs to be strong so city will be strong and so the state can be strong. (COM)
- Value individuals who do not have families because many people in Houston are single and lack community. (COM)
- Define family and community as one in the same. (COM)
- Ensure safe and secure neighborhoods. (ECO)

**Core Value: Social Equity**

A fair and just City that values diversity.


- Leave no one behind (e.g. high density should provide for lower income as well as higher income; environmental justice). (ENV)
- Minimize adverse human impact to address social equity. (ENV)
- Embrace diversity; do not capitalize on diversity. (COM)

ROUND 1 – Sorted/Unedited Version
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This version is provided merely to provide an understanding of how the sorting and editing process took place. None of the statements from the January 23, 2003 meeting have been edited in this version.


### **Core Value: Governance OR LEADERSHIP**


A City with capable and accountable leadership.

 Accountability

### **Core Value: Cooperation and Collaboration**

A City that recognizes interdependence.

 Recognize that we are not a vacuum, that we are part of a larger region


 Cooperation and collaboration.


\$ Currently a high value on independence (+ or - ?) hinders us from getting things accomplished but we are proud of some of our individual/independent efforts. Independence taken to an extreme has a downside (any value will have a downside).


\$ Interdependence and individual rights to co-exist, find a balance, remember that we're not isolated from each other.


### **Core Value: Environment**


A city that treasures a strong environmental ethic and stewardship


 All key environmental variables should improve over time – need environmental barometer


 Must develop city to be sustainable \*major value

 Value the right of future generations to have at least as good of environment

 Become native to this place – develop in sync with our environment/realize what we have


 Individual responsibility, stewardship, bring in past, present and future generations


 Value synergy – how one thing affects another

 Value bayou space

### **Core Value: Culture**

Houston as a center of culture


 Great culture comes from great cities – need to will this into being


 Value history, historical preservation


\$ Houston does embrace creativity.


### **Core Value: Healthy Communities**


A City comprised of safe, clean, and healthy neighborhoods with active community life.

 Quality of life – clean air, green space.

 Family – need to take care of families and take care of many issues.

 Family needs to be strong so city strong so state can be strong. Teach family how to interact within.

 Many in Houston are single – so lack community. We need to value individuals who do not have families.

 Define family and community – one in same.

- \$ Safe and secure neighborhoods
- \$ Community cohesion – connectedness, inner loop vs. outer loop, rich vs. poor, sprawl hinders unity.

**Core Value: Education**

A City with an educated citizenry.

- 🌐 Sustainability impacts education
- \$ Educated citizens

**Core Value: Economy**

A City with a strong, diverse economy and economic opportunities for all.

- \$ More sensitivity to hardcore unemployed
- \$ Reclaim AAA Bond rating.

**Core Value: Social Equity**

A fair and just City that values diversity.

- 🌐 Leave no one behind – e.g. – high density should provide for lower income as well as higher income/environmental justice
- 🌐 Social Equity – minimized adverse human impact
- 🏠 Embracing diversity (not capitalizing on diversity).
- \$ Value and esteem diversity

**Core Value: Development**

A City that grows appropriately and beautifully.

- 🌐 Better urbanism should be embraced by development
- 🌐 Value Aesthetic Goods – not just economics
- 🏠 Need increased opportunities for social interaction. City needs to be filled with trees and shade and benches. They are lacking at the moment.
- 🌐 Re-examine the notion that growth is actually good, growth is not necessarily good
- 🌐 Value right to live in the city w/o a car

**Core Value: Commitment**

A City with the ambition and commitment to realize its vision.

- 🏠 Is Houston willing to do what it takes to get to our vision?
- 🏠 Commitment – willingness to pay.
- 🌐 Value dialogue of long-range thinking
- 🏠 Individuals are generous but public not generous.
- 🏠 A lot of good things in Houston. Pride we should concentrate on good.