



CATEGORY: PARTNERSHIPS

Topic: COMMUNITY SPIRIT

Themes:

- Involvement, participation
- Focus on good things
- Tolerant
- Diversity
- Share ideas
- Equality
- Inclusiveness

Goal: A POSITIVE INCLUSIVE COMMUNITY THAT RALLIES TOGETHER, ENSURES EQUALITY, CARES, VOLUNTEERS, AND PROACTIVELY PARTICIPATE IN IMPLEMENTING ITS VISION.

Topic: GOVERNMENT

Themes:

- Collaboration
- Partnership
- Reduce duplication
- Efficiency
- Maintain infrastructure
- Debt free, responsible
- Technology
- Infrastructure

Goal: CITY GOVERNMENT COLLABORATES AND PARTNERS WITH COUNTY, INSTITUTIONS, AND THE PRIVATE SECTOR TO REDUCE DUPLICATION OF SERVICES AND TO MODERNIZE INFRASTRUCTURE AND INVEST IN NEW TECHNOLOGY THAT IS FISCALLY SOUND AND USES TAX DOLLARS IN A RESPONSIBLE MANNER.

Topic: NATURAL RESOURCES

Themes:

- Recycling
- Curbside Recycling
- Preservation of resources
- Energy independence
- Energy efficiency
- Alternatives



Topic: Natural Resources (continued)

Goal: A COMMUNITY THAT PREPARES FOR THE FUTURE, PRACTICES SYSTEM-WIDE RECYCLING, PURSUES ENERGY EFFICIENCY, PRESERVES AND CONSERVES ITS NATURAL RESOURCES, AND AIMS AT ENERGY INDEPENDENCE ENGAGING RESIDENTS, BUSINESSES, AND LOCAL GOVERNMENTS.

Topic: WATER

Themes:

- Recycle
- Conserve
- Plan for
- Reclaim
- Long-term solutions
- Water smart development

Goal: RESIDENTS, LOCAL GOVERNMENTS, AND BUSINESSES WORK TOGETHER TO CONSERVE, RECYCLE, AND RECLAIM WATER WHILE PLANNING FOR LONG TERM WATER CONSERVATION AND SUPPLY AND ENGAGING IN WATER SENSITIVE DEVELOPMENT.



CATEGORY: PEOPLE

Topic: EDUCATION

Themes:

- High quality, equitable education across all public schools, pre-K through 12
- Upgrade school facilities, including building and technology
- Smaller class size
- Reduced drop-out rate
- Diverse education prospects post-high school - - Texas Tech, community college, vocational training options
- Better partnership between parents and schools

Goal: AN EQUITABLE SCHOOL SYSTEM SUPPORTS HIGH QUALITY EDUCATION FOR ALL LUBBOCK STUDENTS, WITH UPGRADED SCHOOL FACILITIES, INCREASING GRADUATION RATES, AND ACCESS TO A RANGE OF OPPORTUNITIES INCLUDING HIGHER EDUCATION, A STRONG COMMUNITY COLLEGE PRESENCE, AND VOCATIONAL TRAINING OPTIONS.

Topic: HEALTH

Themes:

- Healthy lifestyles – physical activity, healthy eating, smoke-free
- Comprehensive health care – improved facilities
- Health education – reduce teen pregnancy and STDs
- Expand medical community
- Needs of all citizens – children to seniors

Goal: A COMPREHENSIVE HEALTH CARE SYSTEM THAT SUPPORTS THE WELL-BEING OF ALL LUBBOCK RESIDENTS BY ENSURING ACCESS TO HIGH-QUALITY MEDICAL FACILITIES, PROVIDING HEALTH EDUCATION OPPORTUNITIES, AND PROMOTING HEALTHY LIFESTYLES.

Topic: SAFETY

Themes:

- Crime reduction
- More police patrols
- Hazardous warning systems / storm shelters / emergency alerts
- Feeling safe

Goal: LUBBOCK'S RESIDENTS AND VISITORS FEEL SAFE, WITH A STRONG POLICE PRESENCE, LOW CRIME RATES, AND RELIABLE EMERGENCY SERVICES.



Topic: **SOCIAL EQUITY**

Themes:

Poverty reduction

Increase community resources to care for disadvantaged

Homeless

Disabled

Elderly

Affordable housing

Coordination of services

Goal: AFFORDABLE HOUSING IS AVAILABLE FOR ALL RESIDENTS, AND STRONG, WELL-COORDINATED COMMUNITY (COMBINATION PUBLIC/PRIVATE) SYSTEMS ARE IN PLACE TO SERVE NEEDY POPULATIONS, INCLUDING THE HOMELESS, DISABLED PEOPLE, AND THE ELDERLY.



CATEGORY: PLACE

Topic: BEAUTIFICATION

Themes:

- Gateways, welcome
- Waterwise landscapes
- Trees
- Better public places
- Sense of place
- Clean and maintain
- Enforce City codes
- Involve TxDOT in planning/execution

Goal: A BEAUTIFUL CLEAN AND WELL-MAINTAINED CITY WITH GATEWAYS THAT WELCOME VISITORS, WATERWISE LANDSCAPING, SUSTAINABLE TREE PLANTING, AND PUBLIC SPACES THAT BRING THE COMMUNITY TOGETHER.

Topic: BIKING AND WALKING

Themes:

- Biking, bike lanes, network
- Walkable
- Sidewalks
- ADA accessible
- Safe
- Involve TxDOT in planning/execution

Goal: AN IMPROVED NETWORK OF BIKE LANES AND ACCESSIBLE SIDEWALKS THROUGHOUT THE COMMUNITY TO MAKE LUBBOCK A SAFER AND HEALTHIER CITY.

Topic: DEVELOPMENT PATTERNS

Themes:

- Inside the loop, grow in, reduce sprawl
- For pedestrians
- Contained development
- Neighborhoods improved
- Canyon Lakes redeveloped
- Proper zoning
- Urbanized

Goal: A CITY THAT ENCOURAGES AND SUPPORTS APPROPRIATE PLANNING AND ZONING FOR REVITALIZATION AND FUTURE DEVELOPMENT.



Topic: DOWNTOWN

Themes: Review the ideas and add or subtract themes based on your review

Revitalize, utilize existing space

Redevelop

Housing, business, retail restaurants, entertainment

Cultural activities

Connected to TTU

Take ownership of existing spaces to reduce urban sprawl

Goal: A REVITALIZED DOWNTOWN, CONNECTED TO TEXAS TECH UNIVERSITY, ATTRACTS RESIDENTS, VISITORS, STUDENTS AND BUSINESSES WITH ATTRACTIVE BUILDINGS, HOUSING, VIBRANT SHOPS, MARKETS, AND RESTAURANTS, AND CULTURAL FACILITIES AND EVENTS.

Topic: ROADS AND TRANSIT

Themes:

Improve public transportation and mobility

Regional rail connections

Improve roads and thoroughfares

Expand current highway system including I-27 and Marsah Sharp Freeway

Preserve flow and mobility and short uncongested commutes

Goal: A COMPREHENSIVE MULTIMODAL TRANSPORTATION SYSTEM THAT BALANCES IMPROVED PUBLIC TRANSPORTATION OPPORTUNITIES WITH PRIVATE VEHICLE MOBILITY, EXPANDS SERVICE, IMPROVES ROADS AND THOROUGHFARES, AND CONNECTS THE CITY TO ITS REGION WITH REGIONAL RAIL CONNECTIONS.



CATEGORY: PLAY

Topic: ARTS AND CULTURE

Themes:

- Performing arts center
- Arts district
- Museums - historic and cultural assets
- Public art
- Museums

Goal: A COMMUNITY WITH A VARIETY OF ARTS AND ENTERTAINMENT OPPORTUNITIES TIED TO LUBBOCK'S UNIQUE CULTURE, HISTORY, MUSIC AND HERITAGE.

Topic: ATTRACTIONS AND EVENTS

Themes:

- Fairground needs updating
- Ideas for water parks, zoo, etc
- More family-friendly entertainment options
- Festivals – celebrate local music, culture
- Attract tourists
- Website to publicize and produce a local calendar of events

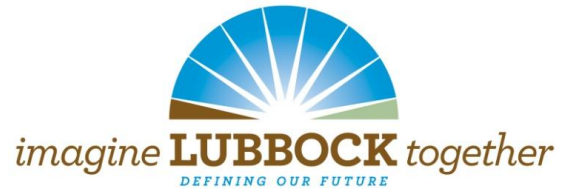
Goal: LUBBOCK IS A REGIONAL CENTER FOR ENTERTAINMENT BY FOSTERING THE DEVELOPMENT OF ATTRACTIONS FOR SPORTS, MUSIC, SHOPPING, AND OTHER VENUES THAT ATTRACT VISITORS TO THE CITY.

Topic: PARKS AND RECREATION

Themes:

- Develop Canyon Lakes area
- Trails for walking, biking, jogging – connecting parks system, natural areas, waterways
- Expand and enhance parks
- Health and physical activity
- Sports complexes
- Community centers
- Establish a dog park

Goal: AN EXTENSIVE, SAFE, WELL-MAINTAINED PARKS AND RECREATION SYSTEM THAT FEATURES A RANGE OF NATURAL AREAS, MULTI-USE TRAILS, COMMUNITY SPACES, AND SPORTING FACILITIES TO SUPPORT THE HEALTH AND WELL-BEING OF ALL LUBBOCK RESIDENTS.



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CATEGORY: PROSPERITY

Topic: ECONOMIC DEVELOPMENT

Themes:

- Geographically inclusive – including East Lubbock and Downtown
- Small businesses development / incubation
- Entrepreneurship and innovation – in technology, agriculture
- Attraction of new business through incentives
- Diversification
- Improved access through improved air and rail service
- Maintain business-friendly environment

Goal: WHERE LUBBOCK HAS THE OPPORTUNITY TO PROSPER THROUGH A COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY THAT SUPPORTS COMMUNITY-WIDE DEVELOPMENT THROUGH ENCOURAGEMENT OF ENTREPRENEURSHIP, SMALL BUSINESS DEVELOPMENT, SOLID INFRASTRUCTURE AND SERVICE DELIVERY, INCREASED/IMPROVED AIR AND RAIL SERVICE, AND INCENTIVES AND POLICIES TO ATTRACT A DIVERSE ARRAY OF INDUSTRIES TO LUBBOCK.

Topic: JOBS AND WORKFORCE

Themes:

- More job opportunities
- Creation and attraction of new businesses/jobs
- Higher pay
- Retention of college graduates

Goal: LUBBOCK'S WORKERS SHALL BE ABLE TO CHOOSE FROM A VARIETY OF WELL-PAYING JOB OPPORTUNITIES, WITH JOB CREATION INITIATIVES SUCCEEDING IN ATTRACTING NEW BUSINESSES AND PROVIDING ATTRACTIVE EMPLOYMENT OPTIONS FOR COLLEGE GRADUATES.

Topic: MARKETING AND IMAGE

Themes:

- Marketing campaign – attract business and tourists
- “brand” city / enhance image
- Visitors center - - connect to key destinations

Goal: A COMPREHENSIVE PUBLICITY AND MARKETING CAMPAIGN TO HIGHLIGHT LUBBOCK'S ASSETS, ENHANCE THE COMMUNITY'S IMAGE, ATTRACT NEW BUSINESSES, AND CONNECT VISITORS TO KEY LOCAL ATTRACTIONS.



Topic: **SHOPPING, RESTAURANTS, AND NIGHTLIFE**

Themes:

Outlet mall

Grocery stores

Restaurants

Specific retail needs (Costco, etc.)

Food trucks

Nightlife options—entertainment

Improve/enhance South Plains Mall exterior and landscaping

Goal: A DYNAMIC COMMUNITY WHERE RESIDENTS HAVE THE OPPORTUNITY TO MEET THEIR SHOPPING NEEDS, AND CHOOSE FROM A RANGE OF DINING AND ENTERTAINMENT OPTIONS.

Category: Partnerships

TOPIC: COMMUNITY SPIRIT

<p>Invite new people to participate: As a newish member of the Lubbock community, I've found it hard to know how to invest my time here. Many, many people come here thinking it will be temporary, and after living somewhere five years when you thought you'd only be here three, there's a little bit of jadedness. We got a welcome basket when we moved here, but I would have loved to have seen some clearly-scoped volunteer opportunities highlighted in that, as well as a few bigger community cleanup/food drive/charity 5k events for local causes around town. There's a lot of untapped creative potential in Lubbock, but a lot of it is in people looking to leave because they haven't found anything both challenging and satisfying to do here. Those opportunities are there, but they're not easy to find in Lubbock if you're not personally connected.</p> <p>Additionally, when those things happen - PLEASE put clear dates, locations, times, etc on the promotional materials. I can't tell you how many times I've been interested in something I saw on a flyer, but there wasn't a very key piece of information included.</p>
<p>Community Improvement - Establish Task Force for each Top Idea: Taking this great concept for sharing ideas to the next level, create a task force for the ideas that the chamber considers to be the top suggestions. Draw from those contributing ideas and invite them to participate along with experts in a given field and the council. Thank you for letting 'we the people' express ideas. I hope you will encourage continued participation.</p>
Better mentoring; grow as leaders
Entire city cosmos
Community spirit - more caring? Regular media - stop using labels on people black/white don't use
We are worse enemy - too many live here are negative - be more positive
Accelerate completion of First Responders Memorial at Godeke sight
More partnerships with volunteer agencies via web (or other source) and how to make city better
More involvement for your programs
City with welcoming attitude from citizens; citizens that participate
Hosting revivals - being together
Do it for the whole!!!
Foster a spirit of community and engagement in the community
Unify the different factions in town
Put focus on good things in Lubbock via media
Become more cohesive as a community with volunteering - city or organization to funnel efforts
City wide dress code - no pajamas
Create opportunities to bring people together from all parts of city - whole community seeing itself as one
Continue to be proactive in developing groups to share ideas; plan for the future
More education of volunteer opportunities for citizens

Retraining of non-profits
Create community - get people out of cars
More diverse population
Programs to teach tolerance (race, religion, etc.)
Better understanding of others religion
Unite, no discrimination, no prejudices
United community
Money, time, belief and jobs
Work to create a climate that appreciates diversity in the broadest sense
Recognize that communication and consideration are essential even when there are strong opinions
"Neighborhood Watch"; fellowships; community centers
Recognize the racial divide, which is based on the past and bridge it
Increase participation of all people in all areas
Get something going
Live by example; different organizations; support ideas
Need to work together more as a man and a woman
Provide a spiritual atmosphere for community and family
Expand cultural diversity through the city
Culture diversity, less segregated areas
Diversity education; business better communication; acceptance validation; engage public
Take the good things and make them better
Make Lubbock pet friendly (pet activity area) (education facility about pets)
Foster diversity and tolerance in Lubbock
Cohesive community pride
Drive friendly; civility
Develop active community group; summer melodrama
More citizens engaged with community
Think big
Take things that are good about Lubbock and make them better - downtown, Mackenzie Park, Legacy Park
Every neighborhood would have a strong neighborhood association that meets regularly
Equality for entire city (no divisions: Hispanic, Black, etc.); more housing; strict code enforcement
Equitably share and disperse important information (equally) among all cities and quadrants of the city

We should not have to constantly label ourselves "East Lubbock"; we should be "Lubbock"; we should not be able to see obvious differences from one area of city to other
Build consortiums for greater info exchange along lines of education, cultural and financial
Sensitivity training for the media
Moratorium on blaming poor people
Change mindset of majority of city of Lubbock regarding East Lubbock - including college students; no more robberies than any other part of Lubbock
Information to everyone when new companies come to town - revive "letter from the city of Lubbock"
More church togetherness in the community
Take the dream and put it into action
All talk and no action/action plan
Respecting each other regardless
Due unto others as they do unto you
Incorporate the whole city
Come together as a people

Category: Partnerships

TOPIC: GOVERNMENT

<p>Would Merging City and County Government Save Money?: We probably have 2 Human Resources depts., at least 2 janitorial contracts, 2 fleets of vehicles, 2 law enforcement bodies to name just a few. I'm just asking the question. What other counties in Texas or the U.S. Have done this that has a really large city surrounded by smaller ones? Did it save them money? Smaller cities around Lubbock are having to pay county taxes for a sheriff's department AND maybe their own city taxes for local police officers for the smaller towns. I just think we need to ask these questions and open all options.</p>
Smaller working committees to get organized and get things done
Work cooperatively with state and county to improve facilities - look at relationships to work together - drop the immaterial
Take the best of both worlds - old and new - public and private partnerships
More open communication between public and private sectors, particularly LEDA
Maybe we should annex and create a unified school district. Hopefully there is a limit to how far people will move out and still drive to work.
: Collaboration between the City, LISD, and TTU Create a master development plan that strengthens LISD by focusing on redeveloping central Lubbock, taking into account TTU enrollment growth and expansion. Stop expanding the city limits and associated costs in police and fire protection as well as infrastructure into Cooper and Frenship ISDs, undermining LISD. It's a vicious circle that weakens LISD schools and forces more families out of the city in search of good education.
Yes - the city, county, TTU, LISD, DOT, etc... Need to work together to make Lubbock a more bike friendly community. By David R
Form strategic/transparent partnership between city/TTU/Medical community
Upgrade neighborhood associations/make sure all are operating
LISD, TECH and Lubbock collaborate
Seek "best practices" from other cities
Better communication of civic activities
Dust off the old projects and look at them
Every decision made effects the entire city
City needs to be fair to everybody
Treated equal (city service)
Centralized communication system to communicate with the city
Make Lubbock the center for government activities - both state and Federal
Pay down 1.1 billion dollar debt

Do all of the above without raising taxes
Privatizing a lot tax-funded programs - more local control; invest locally; co-op efforts
Re-invest in community - things cost money - how do you fund?
Be realistic in the spending in our plans; phase in different things; support a tax increase if the funding will support
Make sure taxpayers money is being used in all areas
Comprehensive tax on residential property values
Private investment
Create a grants staff to tap into money
Freeze water, sewage and the garbage rates at 65
Provide dual credit financing throughout the city
Debt-free city and low taxes
Better use of taxpayers money
All portions of the city should equal funding for roads, parks and libraries
Commit to project beyond grant timeline - plan to continue (e.g. citibus - grant tied to population)
Quality of life first; tax cost second
Excellent infrastructure keeping up with (and or anticipating) growth and maintaining existing infrastructure
Better drainage for whole city
Improve city infrastructure; less construction
City drainage system - needs improvement (e.g. Tech campus) to avoid flooding
Efficient functional infrastructure (Wi-Fi, bike lanes, public spaces)
Drainage from water in the streets
Better draining system
Glass smasher - invent a cheaper model: Since it would cost the City over \$90,000 to repair the glass smasher for recycling - why doesn't someone in Engineering invent a cheaper one?
No more property taxes: Fiscal soundness could be achieved without fleecing our homeowners. In fact LISD would have been paid off shortly had we not (narrowly) passed the most recent bond. Our debt and spend mentality is bad for our city, our county, our state, and our republic. Without property taxes, homeowners could afford more improvements and upgrades to their neighborhoods if they chose to do so.
Raise taxes to provide improvements
Lower cost of living, lower taxes, lower utilities
Liability?: This may be a good idea if Lubbock and or the state will not be liable for any injury's that will surely happen.
Use tax dollars to reinvest fiber-optic technology/infrastructure in the core of the city to bring back private investment
Need city wide Wi-Fi access

Update technology infrastructure
One stop shop Wi-Fi for Lubbock
City wide Wi-Fi
Massive Wi-Fi coverage
We need to see African Americans in top leadership positions at businesses, government, schools, and medical
Free community wireless internet (equal access to information)
Bond money for Buddy Holly Park should be spent there instead of 34th Street - resent the use of funds for 34th St.
Put city council on notice and give information about next six months
The Mayor and others want to build a new Lubbock Police Dept. headquarters, and it's needed since our existing building is falling down practically.
Why not have individual Police Precinct presence like large cities have? These could be added onto existing fire stations or built individually. Have dedicated police forces for each part of town, so that people have relationships with the police force?
Change time for city council meeting

Category: Partnerships

TOPIC: NATURAL RESOURCES

Tax incentive to change out landscaping to something that would use less water
Take more advantage of wind - we have infrastructure
Use wind power - new subdivisions
Use solar power
Seek alternative means of fuel and energy
Wind energy to power our city
Better electricity as city expands
Produce sustainable, clean locally produced sources of energy, water and food
Another power and light company for competition
What is future of utilities (e.g. xcel); specifically electricity
Develop a system to create energy from refuse
Use TTU resources to help Lubbock promote energy independence
Oversight for public utilities
<p>Curbside recycling bins: I have seen the response to the recycling efforts at the Uniteds in town. The bins are full every week. I have thought that it would be great to have curbside recycling in the city.</p> <p>How about giving each residence (and apartments smaller bins) large trash type bins but in blue or green for recycling that they can just put out at the same time as the trash. No worry about sorting it, just put it in the bin. This makes it so much easier to recycle, and recycling days are every other week, or once a month.</p> <p>I know many people would do this if it was made easy for them. Just a way to keep our recycling going, but easier for those who say its too much work to take it somewhere.</p> <p>Recycling is a worthy goal, but on the interstate near downtown?: It's a facility that you can see from the West Interstate 27 frontage road just south of 19th Street, which unfortunately is near Buddy Holly Center, Depot District, etc. if visitors are leaving those facilities and heading south.</p> <p>Give recycled newspapers to City Animal Shelter: Since the Animal shelter needs newspapers, and since the City recycles them, why doesn't the City coordinate with the shelter & provide newspaper as needed?</p> <p>Recycle phone books year round: Phone books could easily be recycled year round. Perhaps just an extra dumpster at major recycling centers... Now there is only a short period of time they can be recycled.</p> <p>CURBSIDE RECYCLING!: Our children are learning to recycle in school, but we do not make it easy for them to actually do it. Let's make it easy on us all to recycle as a community!</p>

<p>RECYCLE!!!!: I must say that since I moved here 4 years ago I have noticed an improvement in the number of people that recycle at the United/Market Street locations but we really need to do more to help educate people and make it easier for us to recycle. There is no reason why more workplaces and individuals can't make more of an effort. It is so sad to drive around some of the less populated areas and find junk all over private property.</p>
<p>We need recycle bins by every trash dumpster: In Plainview they have recycle bins by every dumpster. Why can't we?</p>
<p>Implement a comprehensive recycling effort</p>
<p>Pick up recyclables in alleys</p>
<p>Recycle program</p>
<p>Encourage and enforce recycling and sustainability</p>
<p>Recycling through city services (door to door)</p>
<p>Recycling</p>
<p>Recycling initiatives, educate about recycling</p>
<p>Recycling</p>
<p>Improvement in recycling program (user friendly)</p>
<p>Recycle</p>
<p>Better recycling, public transport and water use</p>
<p>Recycling pick-up in neighborhoods</p>
<p>Recycling programs at homes, apartments, commercial</p>
<p>City wide recycling</p>
<p>True recycling city wide</p>
<p>More accessible recycling facilities</p>
<p>Encourage citywide recycling: Lubbock needs to make recycling easier and more attractive. Other communities have curbside recycling. Here we're required to haul recyclables to one of the city's recycling centers (and by the way, the centers' hours are too limited -- we need longer weekend hours). Also, why not devise a way to reward city utility customers who recycle? It wouldn't have to be a lot, but if I got a \$5 or \$10 deduction on my city utilities bill each month I'd be tickled. Our family recycles (everything the city accepts) regularly and has for years, which only helps prolong the life of the city's landfill. Through recycling, we've probably reduced our trash output by about 50 percent. Imagine if half of the city's households did the same. Why not encourage that behavior that would, in turn, help stretch the city's sanitation expenditures?</p>
<p>Preservation and conservation of Natural Resources</p>
<p>Future water supply and electrical supply</p>
<p>Water conservation/recycle/solar and wind at every opportunity</p>
<p>Improve environmental issues/ensuring taxpayers money is more rounded</p>
<p>As new subdivisions come to life, allow the use of wind power generation to power the homes in that area and businesses in that area.</p>

<p>Try to reduce the Dust Storms: We have to somehow somehow, eliminate or reduce dust storms. I think this can be done but it will take a regional political effort. Oklahoma has done this with having farms line their property with trees and that seems to have worked form them. I think it can work for us too. And also remove the stockyards too. They just simply have to be moved.</p>
<p>Priority #1: We have NO SOURCE FOR ELECTRICITY after 2019: The current agreement with Xcel Energy runs out in 2019. That means that we will either need to sign a new agreement, if they will have us, and I doubt it will be at the rates we are enjoying now. Or, we will need to build our own power plant. However I am told that we are almost too late already in getting started for this and having it online by 2019.</p>
<p>An energy-independent community: LP&L, utilizing wind, solar, biofuels, and locally-produced natural gas, can put Lubbock on the map as a totally energy-independent community.</p>
<p>Energy Independence--Wind and Solar: With Texas Tech having a big footprint in wind energy research I think that cooperation between area school districts and TTU we could have wind turbines installed that benefit the school districts, especially LISD by making the district energy independent. LISD alone spends a great deal of money on energy that could better be spent in the classroom. It will cost money in the beginning but when the turbines are paid for with the energy savings then it is basically "free" energy. In fact, if more energy is produced than used it can be put back into the "grid" and the district could profit by selling energy back rather than spending lots of money on it. I believe Shallowater already has wind turbines installed on its main campus.</p>
<p>Solar or LED Street Lighting: Lubbock needs to embrace new solar, LED and wind technologies to support the energy demand required by city operations. One of the largest consumers of energy is the City of Lubbock. We need to replace the lighting on I-27 & Loop 289 with greener technologies. These systems need to produce their own energy instead of relying on LP&L to generate the power. This will reduce greenhouse gas emissions by 128#/year and 246 kwh/yr per lamp.</p>
<p>Energy efficiency: We need to promote and pursue energy efficiency. Lubbock could promote and utilize existing and new technologies and strategies, and integrate energy efficiency improvements as part of new capital improvements as well as facility renovations. It would be easy to change up some of LP&L's marketing strategies to be used to help educate the public on the benefits of energy efficiency - especially if it means not having to build more and more power plants in the future. Other cities have been able to reduce the amount of electricity they use and thus hold off building more generation.</p>
<p>Clean up the trash!!!!: Weeds, Litter, Junk Cars, ALL JUNK!</p>
<p>Co-Generation Facilities - Industry & Power Working Together: We need to match industry with power to maximize energy outputs, wastewater cycles, waste heat recovery, & industrial output. We could use landfill waste to create methane gas that in turn could be used as a fuel to run a power generating station. We could use food waste from grocery stores combine with wastewater to create thermal energy from bacterial digestion to create heat for feedwater cycles. We have so much potential. We need Texas Tech Students engineering combined technologies for paired industry to save on resources, reduce our carbon footprint, conserve our water resources and serve as a role model for other communities.</p>
<p>Let's ban the use of plastic bags for retail establishments. Bring your own or use paper bags. Better for environment and less ugly litter.</p>

Category: Partnerships

TOPIC: WATER

Conserve water for future - recycle waste water
Master gardeners help with better water restructure with council
Navy shower - turn water off/on
Establish comprehensive gray water use
Incentives for xeriscaping and water conservation
Residential use of gray water to take pressure off system
Neighborhood that is organized around a unified principle (i.e. neighborhood that would use less water in their landscaping)
Adequate water supplies based on citizen assistance; clean neighborhoods
Conserve water by use of cisterns
Should immediately find alternate water resource; east restriction on private well drillings
Develop a water system network under the city to take advantage of water already here
Public services - secure utilities and future of our water
Continue to research sources for water
100 year water resources
Secure a lasting water supply
All new construction needs to have gray water recovery to water lawns, gardens, etc.
Enforcement of water restriction codes - businesses
Plan and prioritize distribution of water/think xeriscaping
Educate people about water; utilizing appropriate plants; trees
Promote planning around possibility that average annual rainfall continues to go down (or doesn't recover to historical averages)
Embrace water issues
Use our resources (water/land) more efficiently
Water; protect/secure
Infrastructure; ponds; water; energy
Water shortage (Lake Allen Henry)
Water! Long term
Protect and expand the water supply and water quality; xeriscaping should be used to landscape

Using more green technology through the city planning, such as reclaiming rain water
Claiming rainwater from the streets, something like sewer system (ex. Rain barrels)
Provide alternative sources of water
Develop a water system for irrigation and recycling/retention
Develop long range plan for water - 100 year plan
Establish a stable water conservation policy for the community - inclusive of retail and government
Water conservation and sources
Recycling and reusing water - gray water uses
Water plan - recycle? long term solution, desalinization
Better way of using water; more strict requirements
Additional water resources (mandatory water catchment)
Continue to find solutions for water problems in the future
<p>Create a long-term sustainable water conservation plan: We need to educate our community about the water shortage facing our community even with the new lines coming in. The state's long-term water plan for Lubbock includes massive amounts of conservation that I do not see being promoted. Further, there is a general lack of education about the difference in water conservation for farmland, residents, and businesses.</p> <p>EXISTING WATER SUPPLIES</p> <p>The Llano Estacado Planning Region depends primarily upon groundwater from the Ogallala Aquifer, with 97 percent of the regions supply in 2010 coming from this source. Approximately 94 percent of the water obtained from the aquifer is used for irrigation purposes. Other aquifers in the region (Seymour, Dockum, and Edwards- Trinity [High Plains]) constitute less than 1 percent of the supply. Surface water is supplied by White River Lake and Lake Meredith. Of these reservoirs, Lake Meredith, operated by the Canadian River Municipal Water Authority in the Panhandle Region, is the largest contributor. By 2060, the total surface water and groundwater supply is projected to decline 56 percent (Table O.1, Figure O.2). This projected decline in water supply is due to the managed depletion of the Ogallala Aquifer.</p> <p>NEEDS</p> <p>During times of drought, increased demands require pumping that exceeds the capacity of the Ogallala Aquifer, resulting in water needs occurring across the region as early as 2010. The needs for the Llano Estacado Region are projected to increase 86 percent by 2060 (Table O.1, Figure O.2). The plan identifies needs for irrigation of 1,264,707 acre-feet in 2010 and 2,318,004 acre-feet in 2060. Municipal needs also increase significantly, to 30,458 acre-feet in 2060.</p> <p>Use the water in the playa lakes to water the parks: Our parks look terrible and we are loosing all our grass because of no watering. Why have a park and let all of the grass to die.</p> <p>Water for Playa Lakes: Develop a way to pump water into our playa lakes during drought season in order to preserve our local wildlife at these lakes and improve the atmosphere at our local parks.</p> <p>Water: With the recent power outage and boil water notice, the critical nature of our water supply has been brought to the forefront. Those days made us all stop and think about what life would be (will be?) in Lubbock without a source of good, clean water.</p> <p>Future water: If we haven't already, we need to move forward with bringing the Roberts Co. water to Lubbock. The longer we wait to do this, the more expensive it will be to acquire the easements and to build the pipeline. Just think how much less the pipelines from Lake Alan Henry would have cost us if we had developed those pipelines years ago.</p>

Grey Water: Lubbock needs to utilize its grey water better. Other cities have grey water available throughout the city that businesses can tap into to help with their cooling units. It is used on both public and private property, especially golf courses, road medians, etc., to water landscaping. It is much more affordable, more environmentally friendly, and a better use of water than taking water out of our aquifer.

New construction should be water sensitive: If water is a future worry, then any/all new construction should adhere to stricter codes governing water use (i.e. conservation, reclamation, etc.)

Category: People

TOPIC: EDUCATION

Life long learning center at Tech activities; one will dwell on water
Community college - Lubbock based (tax base out of Lubbock)
Texas Tech - more transparent. Run by the Board of Regents. No more good ole boy network. Not by Chancellor
A junior college or a train line between Lubbock and Levelland
Partnerships with universities; Wayland, LCU, South Plains, TTU; help students feel more integrated into community; invite students into homes; help them have pride in community so will take better care of neighborhood
Ensure TTU reaches vision for Tier 1 and 40,000 students. City gets behind this effort
Junior College for East side of Lubbock
Continue to upgrade the quality of education at Tech
Higher education opportunities
A community college for Lubbock that feeds into Texas Tech
Integrate better with Tech
More local resources and grant to fund college education
Support higher education
Culture diversity in TTU; music, art, foods
Build a junior college
Underutilize Reece Center
Higher education - college/technical school - scholarships provided for all kids if they meet requirements like "Kalamazoo Promise"
Higher percentage of population educated after grade 12
Access to education beyond 12th grade: Could South Plains College be expanded into the city? Improve access for those who are not TTU bound and may not have the means to travel to Reese or Levelland. Not necessarily in competition but more of an improved community college in both Lubbock and Hockely counties. A robust community college that strengthens our overall education level of our area.
Uniformity in quality and reputation of all schools throughout the city
Smaller classes in our schools
Promote neighborhood schools
Improve leadership in schools
World class education for our schools - very important

Improve and maintain education system, including perception of Lubbock schools (vs. Cooper and Friendship)
Modern and updated schools
Recognize weaknesses in education system (physical sciences)
Update physical plan of schools continually
Address/eliminate disparities with our public schools, ESD, special education; discipline
Improve/enhance LISD (encourage student retention)
Public education for LBK; quality
How do we build LISD to be the school of choice
Increase education quality, after school programs
Update classrooms or build new elementary school - East side, Arnet Berson
Stress education; reduce drop out
Educate children, vocational schools, lower drop out
Stronger educational programs
Improved quality of education at ALL levels; k-higher education
Pre-K learning opportunities
Higher salaries in education system, i.e. salaries
Invest heavily in scholastic education, especially in lower income areas long term
Increase literacy programs, (for example: free homework assistant programs) - enhancing technology in public institutions (example: city wide Wi-Fi)
Increase magnet schools
Improve schools; technology to physical structure
Create a program to address drop out (schools)
A better education system and even it out throughout the city, lack of education
Budget school money better; distribute money to all activities, band
Address dropout issue; better LED program
LISD wastes money; better use of money; LPD better use of money
Improved education
Make our schools better
Focus on ways to reduce the drop out rate
Keep good schools
School supplies should be school funded thru tax dollars/school budget
Make Lubbock schools the most highly coveted institutions of learning for all students
Educational programs that reach out to the South Plains youth to promote Lubbock

See Lubbock innovate in education
A strict dress code (uniforms of some type) for all public schools
To better prepare our public school students for the future by increasing the emphasis on critical thinking skills
Open enrollment throughout school district
Standardized education opportunities at all school levels
More uniformity across the city in the quality of schools
Improve public education, especially work on lowering class sizes
City growth into non-LISD districts, hurting core city education: Continued expansion of the city limits into Cooper and Frenship ISDs not only costs the city money in terms of expansion of new city services, but weakens LISD, causing more families to move out of LISD and out of the core of the city. This vicious circle has to stop in order to rebuild and reinvigorate the city of Lubbock inside the loop.
LISD school improvements: More than just physical improvements. Better teaching methods. Better control of student population. Crack down on gangs and criminal behavior. Teach manners and social responsibilities.
Education: There is a drastic need to build new Middle Schools. Irons/Cavazos/Dunbar (remodeled extensively over the years) are the newest buildings, all other buildings are over 45 years old and some are overcrowded.
Education Improvements: Build a high school on the south side of town. All of our high schools are north. We need our kids in smaller classrooms, and forcing them all into the few high schools we have is not working. The south side of town needs a high school to help break down the size our classrooms and provide more job opportunities for the community.
An adequately educated and trained workforce!: We must keep up with providing employers the skilled, trained and educated workers they need!
Too much emphasis on college - survey businesses for needed skills; provide education to perform those skills; need different type schools based on skills needed
More vocational training opportunities to get better jobs
Trade schools - improve Byrn Martin Center; magnify what we do best
Expand and add trade schools
More technology schools
Job training
Improve the schools, trade schools within high school
Revamp or redo all the community training centers in all areas of Lubbock; add activities, computers and ESL those centers
Create a mandatory job skills course in high school
Provide career technical education at the middle school level
More vocational opportunities
Add a culinary institute
More unified effort to have more students trained for workforce
More educational opportunities for young people other than high school and the concept of college only. Fill gap in the workforce development system

Builder Trade Education: Lubbock needs better hands on training for HVAC, electrical, plumbing, and carpentry. SPC may have some education in these areas but needs to be expanded. CNM has a great program for alot of programs in electrical, commercial and residential construction, maintenance industries. Also, we need a way to get state and nationally recognized certifications that will improve our work force's employability.
Develop a summer youth employment program: This would give students an opportunity to learn about how businesses operate and an idea of what types of fields they may want to go into the future. It would also help them learn about the businesses that we already have in Lubbock, hopefully enlightening them to the fact that there are career opportunities in Lubbock.
Children
Concern for youth who are challenged educationally - more oppotunities for them to be connected to schools and community - especially if family struggling - in poverty
Provide programs to guide youth in academic, social, spiritual growth
Take care of kids Head Start, mentoring, food, shelter, don't have to depend on the state
High school performing arts "playoff" - similar to football
Conflict resolution for kids at the earliest possible age
Methods in school to educate kids of the consequences of crimes
More mentoring programs for kids
Train parents to be assertive with kids/to take control
More resources for after school care for children
Better support programs for young adults
Provide educational and recreational programs for the youth
Provide 21st century educational and career exposure opportunities for the youth
After school programs that prepare students for college, starting in high school
Improve the availability of job placement for special needs students graduating high school
Programs for our youth, for their education and to prepare them for the real life
More constructive after school, summer and holiday programs for kids
Need things to keep children off the street (especially educational activities)
Educational activities to keep kids off street (trade schools)
Satellite locations for East Lubbock - South Plains College - training and work force development
Increase recruitment target of African American students, not just athletes; revive committees President Lawson and Chancellor Montford
Encourage children to get educated/qualified for medical professions, ex. Dental assistant - mostly Hispanic doctor's office staff and professionals
Try harder to teach younger generation how to earn their own keep

Category: People

TOPIC: HEALTH

<p>Healthy Lubbock: I see a comprehensive approach to health in Lubbock, which includes:</p> <ol style="list-style-type: none"> 1. A Health department second to none. 2. Comprehensive health services for all including public education, vaccinations for all citizens who cannot afford them. 3. An emphasis on education of our young people to prevent sexually transmitted diseases and teen pregnancy. 4. More public access to physical activity and better nutrition for all through education, safe parks and riding/walking/jogging trails for all no matter where you live. 5. Cooperation between LISD and public health to use facilities in school neighborhoods so that activities and health education can be brought to the neighborhoods where people live. 6. Kudos to the group that is working on the obesity problem--keep that up. If we are to effective, this has to start with the kids as well. However, since kids are growing, rather than emphasize weight loss we should emphasize amount of time daily spent in activity and food journals, etc.
<p>Sports Science Lab: Military and sports injuries are often life changing. Lubbock should develop a Sports Science Lab to support plyometrics, biometrics, kinesiology and other sports sciences. We need to develop helmets that prevent concussions and new age sports equipment to protect against injury. We could be on the leading edge of fabrics, shock absorption, and the study of injury prevention. This facility could also be used to train the Nations top quarterbacks. A fun facility equipped with football science, precision and accuracy. I love ESPNs recent production on throwing footballs at skeet clays. We have the cotton, we have the scientists, we have the research facilities, and we have the medical community. It is time we start formulating the facility.</p>
<p>Specialty Hospitals: Network of specialized care hospitals with select medical services. Lubbock needs to attract additional specialty hospitals to the region. The Lubbock Heart Hospital, Wound Care Center and Northstar Surgi Center are fantastic. We need a Spine Care Institute or other specialty medical services.</p>
<p>Strive for best medical care in West Texas</p>
<p>Chamber of Commerce group health insurance for all Lubbockites</p>
<p>Unified children's hospital</p>
<p>Children's health</p>
<p>Support expansion of the medical community</p>
<p>Achieve health equities, eliminate disparities: improve health for all</p>
<p>Better publicizing of hospitals</p>
<p>Continue to focus on improving healthcare facilities</p>
<p>Increase awareness to healthy lifestyles; improve access to healthcare and health promotions</p>
<p>Focus on each individual and their specific needs, such as health</p>
<p>Improve healthcare unified children hospital; city leaders need to be more involved, single child hospital Improve Eastside of town How to get more young people involved in the city</p>
<p>Children Hospital/single free standing</p>

Unified hospital
More accessible healthcare open to all
Completely smoke free areas (concerts, public buildings)
Chem-trails and geo-engineering are poisoning the area - like to see Lubbock step up and put a stop to it
Encourage healthy lifestyles across the population
Public health - how do we improve?
Smoking ban city wide
Consider health and well being of citizens (clean air and water)
100% smoke free Lubbock
Encourage primary prevention to address problems before they develop
Address the high rate of teenage pregnancies and STD's
Educate preschool healthy food and exercise
Improve public health through education (especially teens)
Create a healthier environment - non-smoking; out to exercise; healthy farming and buy locally
Make Lubbock smoke free: Smoking does not improve anyone's quality of life. We are one of the last cities I know where smoking in public is still allowed.
Publicity on HIV/STD testing/services: Expand, or actually start, publicity on the importance of testing for HIV and STDs: where to go, who to call, what to expect, why it's important
Prepare and focusing on the increasing aging population
Wellness and health care geared to senior citizens
Central information and services for the elderly and their families with dementia
Address high pregnancy and STD rate; youth programs/education
Programs to make teenagers more aware; sex education, health awareness
Restriction on use of cell phone while driving

Category: People

TOPIC: SAFETY

Public safety - improve - more accessible central location - substation maybe use fire station - I'd only use as substation
LPD to allocate more traffic officers
Feel safer visiting MacKenzie and Canyon Lakes and safer in many other areas of city
Safer city - lower or No crime
#1 issue - safe city plays into inner-local agreements - look at what we have done as a county - work together
Safety - partnership with Sherriff - decrease police - increase Sherriff
Lower crime rate/raise standard of living
Reduction of crime
How do we keep it safe?
Security - safety implemented where visitors are drawn
Citizen safety - tornado sirens; satellite police stations, similar to the satellite fire stations in community
Reduce crime, more patrols, more lights
Drug enforcement
Animal control for city
Storm shelters/emergency alerts
Safety around university
Focus more on safety and security, especially in Northeast Lubbock
Increase security
Increase percentage of minority police officers
Increase safety
More police officers
More bicycle/horse police and security in the Depot District
Update hazardous warning systems
Continue heavily supporting police and fire - make sure we have a safe city
Enforce codes, ex. United selling beer next to the middle school
Discourage businesses who sell/promote sale of alcohol and sex/adult industry

<p>Depot District Safety: I never feel safe leaving my car parked while at a restaurant or bar in the depot district after dark. I know so many people that have had their cars broken into down there. Establishment owners should really hire security and/or light their parking lots better. Lubbock police are also scarce in the Depot parking lots. As a woman it's also a little scary when you have to walk down dark streets by yourself to get to an establishment.</p>
<p>Make Lubbock the safest and cleanest city: Many people are moving or coming back to Lubbock because of the housing affordability and access to medical.</p>
<p>My concern is the always the crime rate and now the numerous bums soliciting on high traffic corners with many leaving trash behind them. We have many places and organizations that offer help. Most of the bums do not want the type of help that is available. Therefore, if they want to sleep out in public, fine - but they should not be allowed to leave trash behind them much less urinate or worse. They should not aggressively approach people in public. Many of these could probably be tested for public intoxication also.</p>
<p>As Rudy Giuliani approached the broken window problems being a problem of neglect of property in New York City - a problem in Lubbock is allowing "homeless" bums break laws that most all others follow. I do not throw out trash from my vehicle when I am driving and I do not get drunk and wonder on the streets. Why should we allow these people that refuse to get help to trash out our city.</p>
<p>We need police to patrol Milwaukee from 4th to 19th. This street is used as a racetrack.</p>
<p>Crime Reduction: Take a more aggressive approach to crime control. Within the last few years, Lubbock has been on the FBI's list of most dangerous cities.</p>
<p>Crime Rates: I have lived in Lubbock for 4 years and have had at least 5 different incidents happen to my husband and I in that time frame. We seriously need to do something about this! I have lived in 2 other communities, one is smaller and the other was much larger and never once did I feel as threatened or as worried about my home and belongings as I do here and I live in a very nice neighborhood on the South side of Lubbock.</p>
<p>Police substation in East Lubbock</p>
<p>More signs to remind of prohibition texting in school zones</p>
<p>Flashing lights in school zones</p>
<p>Protect property - more patrols</p>
<p>Precincts in neighborhoods - dedicated to the specific areas - with patrols assigned</p>
<p>Clean-up streets from drugs</p>
<p>Teamwork, neighborhood watch</p>
<p>Less policeman area East Lubbock</p>
<p>Policeman needs to do a better job</p>

Category: People

TOPIC: SOCIAL EQUITY

Moratorium on blaming poor people
Leverage churches and religious organizations to care for needy, homeless, etc.
Help people who need help
Low-cost housing - affordable housing
More affordable senior housing
More housing development dollars for seniors (upgrades)
Safe, decent and affordable housing
Adequate and affordable housing
Support system for elderly - foster help; engage seniors; support activities
Need additional, affordable senior living facilities
City needs to address a new or better senior center as baby boomers age
Elderly awareness
Improve infrastructure for senior citizens
Help the elderly
More assistance for elderly
Help older people
Water () money; fixed rate for seniors/disabled
Expanding alternatives for people that are aging other than nursing homes
Better management/coordination of senior citizen programs
Affordable retirement option
Service aligned for each demographic group (specifically seniors)
Senior Support & Development: I love the addition of Raider Ranch, expansion of Carrillon, newly added Convacare and the troubadour Garrison Center. We need to continue to be great listeners and provide support for our seniors. They are wise individuals, entrepreneurs, and business investors. Let's look for new ways to support them and encourage them to stay and invest in Lubbock. A Senior Resource Guide would be a great place to start. A central resource for where to shop, where to play, where to learn, where to get medical support.

<p>Lubbock's Homeless Population: I have thought about this long and hard before submitting this idea; which isn't much more than opening a discussion. I want to be positive about the future of Lubbock as I think this is the purpose of the "Imagine Lubbock Together." But we can't have progress if we do not consider those that are less fortunate than ourselves. We have a homeless and at-risk population here in Lubbock and we can't begin to move forward unless we address this very important issue. There are many people in Lubbock who are working very hard now to hopefully help our homeless and at-risk population, but we always need more help. I fear that with the recent drought and the lack of crops thriving in our area, that their numbers will grow over the next year and beyond. It is vitally important that we do not leave this group behind in our future plans for Lubbock. There is a group in Lubbock that is attempting to keep all aspects of this issue in the forefront of the focus of Lubbock. That group is South Plains Homeless Consortium. This group is comprised of individuals in the community who are very interested in helping the homeless to get the services that are available both for these individuals as well as their families and those who are at risk of homelessness get in touch with the agencies that are there for that purpose. It is imperative that this effort be continued and that the focus not be lost. If Lubbock is to move forward, then I feel that it is important that we keep the attention squarely on this population. They don't have a voice, except from those who step up for them. I can give you more information about this group if you would like, we would like to invite you to our next meeting. Please let me know. Their transportation issues and housing issues continue to be a high priority for those of us that care and want to help. Along with other issues that present to us and the dwindling funds available for those problems.</p>
Reduce poverty, reduce drop outs
More support from city for the disadvantaged
In support of homeless facility
Increase coordination of charitable activities
Get a public program to resolve homeless problem
Tent city - have a better plan for homeless; plan for what is city going to do about homeless
More of a collaborative effort to work with homeless population, better understanding/services for mental population
Repurpose cotton oil mill for homeless needs - health care, intervention, etc.
Better accessibility for disabled
Church partnerships to help homeless
Address homeless problem
Early literacy programs tied to neighborhoods not the schools
Provide shelter for homeless
Focus on lowering child abuse
Move places for our homeless
Homeless people - help each other
Find ways to lower poverty rates and increase community and social resources
Focus on homeless population finding a better solution than tent city
Establish better programs for those (who) are struggling financially
Affordable housing for the homeless
Improve conditions for "non-contributions" such as jobless, homeless, drop outs

Event center for handicap (make Lubbock more ADA accessible)
A more solid plan for transitional housing for the homeless in Lubbock
Centralized service area for indigent needs
Better education and training to the public and public servants in mental health services
Better consideration of homeless issues
A homeless center to trading and re-train
Homeless reintroduction program to society
100 Best Community for Young People: Did you know Lubbock was named a 100 Best Community for Young People in 2011? On Sept. 12, we'll hear if we earned the designation for 2012! Join us at the United Spirit Arena at 10:30 a.m. to celebrate our great organizations, businesses, faith-based programs, and individuals doing great things--and so we can leverage this great honor to make our community even better! More details at www.ywcalubbock.org .
Youth; drug interdiction; create hope; utilize jobs, community effort; coordination of social services
Work with young people and poor to help them push Lubbock to a better place
Make things more affordable; improve animal services
Animal issues; shelters, no kill, vet school at Tech
More youth outreach - focus on teenagers
Improve police response time in East Lubbock
Provide police substations to improve response times; include neighborhood citizen volunteers
Review of policies and programs re: effect on African American displaced in foster care - annually - ex. Placement of white children with family vs. kids of color going into the system; same review of policies and practices for other organizations, such as TTU or other businesses
Non-white residence be treated equally
Policemen need to (be) held accountable for their actions
Equality some African-American policemen/fairness

Category: Place

TOPIC: BEAUTIFICATION

Entrances to Lubbock: When driving into Lubbock from any direction, you never see a "welcome to Lubbock" type sign/monument/park area. Other than being in the city, you don't realize you're in Lubbock yet.
The areas comprising "downtown" abutting I-27 which are eyesores: Generally improve the property abutting main thoroughfares leading from the airport into and through downtown to the west loop 289 exit on the south.
Lubbock Airport Terminal and Surrounding Area: Our airport terminal and the drive to and from it on Regis St. needs a LOT of work. The food court, carpeting, paint, chairs, ticketing and baggage claim areas all need renovation. The aggregate rock interior wall treatment as well as the shellacked brick floor need to go. There needs to be a hospitable "Welcome to Lubbock" entry once you cross under I-27 and turn south to merge, right there at the corner.
Bury the power/telephone lines: One of the biggest eye sores in Lubbock is the rat nest of electrical cabling running overhead throughout most of the city. Considering the amount of high winds and lightning we get it seems like it would be a no brainer to bury the cables. It is especially bad on 34th, Downtown, and the Depot. Why not bury the lines while doing the road construction?
Provide our airport with fun and "curb appeal": Solicit local artists to donate art pieces for display throughout the airport. These should include: landscapes of the South Plains, scenes of Texas Tech, the early days of Lubbock (art or photography), art pieces created by local LISD students, art/photos representing local agriculture, medical facilities, education, recreation, sports, etc. We should also recruit local musicians to perform on Friday afternoons during the afternoon "rush period" as passengers are arriving/departing. For many people, this may be their first (and/or only) impression of our city. Let's make it a good one!!
Clean up eyesores along major highways: As you approach Lubbock along I-27 from the north, there are a number of junk/salvage yards that are not appealing. Worst one is the one across from the Silent Wings Museum on the West side of I-27.
Embrace and maintain what we have.: We need to work towards cleaning up and maintaining what we have. Through this drought, our parks are losing grass, or not being maintained. Our roadway medians and streets have weeds that have been there for months. The intersection at Frankford and Spur 327 has thousands of cigarette butts piled up in the guttering. The new artwork at Loop 289 and Spur 327 has weeds growing up around the newly poured concrete. The Marsha Sharp and I-27 Freeway Medians are covered with weeds and overgrown vegetation. Prior to consideration of adding new, we need to develop a system by where we can properly maintain what we have.
Memorial Trees: This is not really a new idea, but perhaps an idea that is already out there but not well known. The City of Lubbock has a Tree Memorial program. They have a list of trees that are suitable for our city parks. You can go to any of the nurseries in town, buy a tree, and the city will pick it up and plant it in the park of your choice. This is something we all can do now, and it will improve our city immediately. Go to the website http://parks.ci.lubbock.tx.us/pk/treeMems.aspx
19th Street (Blvd.): The wide median on 19th Street from University to Indiana should be improved to create stronger more attractive link to Texas Tech and the rest of the central visitor areas of the city. Storm drainage could be retained for irrigation and low water demand landscape used. Enhanced pedestrian and bicycle access should be considered.

<p>Alley improvement/Community pride: It occurs to me that rather than the city paying to grade the alleys that aren't paved we ought to spend the money to put down some of the old ground up asphalt from road construction/improvements in alleys that tend to develop ruts. This may take a while but once it is done, the money spent on road graders that tear up alleys that are taken care of, weeded, mowed, etc., money could be spent on code enforcement. So many alleys have weeds, trash, furniture, etc., dumped in them. I think people should have to take care of their property and take pride in their community as well as their own property. I really like having an alley and take care of it and grow vegetables there. Just a little time each week to pick up trash, mow or edge by every homeowner/resident would go a long way.</p>
<p>Another thought to pass on is the way people dump their trash in the middle of a road in the neighborhoods. I suspect some of it is young people who are not legally able to use alcohol who dump their empty beer cans, etc., before they get home to their parents. However, I have seen adults just dump food and cans on the roadways.</p>
<p>Alley Maintenance: I am attaching a photo of our alley to show what I meant in an earlier idea post about alleys and people having pride in their community as well as their property. I had suggested we spend money on laying down semi permanent surface such as rock or old asphalt wherever we see a problem with ruts that interfere with garbage pickup, etc. I pointed out that grading the alleys often just turns the alleys into dust and when rain comes--and it does occasionally--then the alleys turn to mud and huge ruts form from the sanitation trucks. Many alleys have been maintained by property owners who may lay down gravel or asphalt and keep them weeded and mowed. Many of us have alley gardens that we maintain. I would think money would be better spent in fixing alleys in such a way that they don't need to be graded. Once the alleys are done, grading would not be necessary and money could be spent on code violation inspectors to make sure property owners are maintaining the alley by keeping it weeded or mowed and picking up trash.</p> <p>As a case in point I have provided a picture of the ruts formed in our alley this week after the grader came through and turned it all to dust and then the rains came. Now we have huge ruts where we did not have any before.</p>
<p>Plant trees: For climate control and improvement of our environment. There shouldn't be any parking lot that doesn't provide shade to cars and concrete to break that vicious cycle of heat trap in our city.</p>
<p>Sign Ordinance: Lubbock has one of the most restrictive sign ordinances in the Nation. We need to revisit the sign ordinance to allow creative and innovative advertising within the Hub City. We need more color and eye catching business signage. We have a very talented pool of graphic artists from South Plains College and the Byron Martin Technology Center. Give them a canvas Lubbock.</p>
<p>Signage: Lubbock has an outdated ordinance for business signage. We need to draft a new sign ordinance for more electronic displays and catchy, trendy displays. We need to attract attention to downtown Lubbock from I-27. Upscale marketing complete with business signage would be a welcome addition. We need some color and visual graphics.</p>
<p>Classy Bridges & Overpasses: Lubbock serves as the HUB city for many surrounding communities. We have an expansive number of bridges and overpasses in the community. It would be nice to upscale our town with unique architecture and style on each bridge or overpass. Classy archways, signage, lighting. A tourist attraction and visual art as you drive around the city.</p>
<p>Clean your house for a cleaner Lubbock: People tend to keep junk in their both the front and back patio; and they have the right to do so. However that "junky" sight is not something that helps visitors to have a good impression of the people of Lubbock. Appearances DO matter. So for the sake of a good impression and as a good citizen please keep your patio and backyard clean and neat. City can impose and enforce ordinances (fines).</p>
<p>Signage on buildings</p>
<p>Bury utilities underground all over the city. Electric transmission lines also buried in key areas</p>
<p>Landlord responsibility for maintaining properties</p>
<p>Establish design standards for commercial properties, especially architecture and landscaping</p>

Increase sign heights
Keep what we have in good condition
Increased signage on loop; I-27
Look nice all the way around
Clean up shingles along North I-27
Street lighting - brighter
Revamping Playa Lake areas
No power lines
Make Lubbock more visually beautiful
Find ways to beautify our main traffic corridors (I-27 and Marcia Sharp)
Improve visual image as (you) come into town - around airport - all places - supportive of performing arts center
Improve image at gateways coming into the city
Improve our airport and the first one mile area around it
Improve airport - door to Lubbock
Needs improvement to airport - no more patchwork
Have motel/hotel on MILK close or near the airport as well as restaurants
Improve entrances to Lubbock including buildings that need to be torn down
Clean-up area around airport
More scenic drive from airport
Get rid of junkyard by airport
"Welcome to LBK" sign
Hotels by airport
Landscaping by airport and hotels/retail
Make the entry into Lubbock look more desirable
Airport improvement - first impression
Make a new entrance and exit to Mackenzie Park and Marsha Sharp
"Welcome to Lubbock" landmark
Develop a corridor from airport to downtown
Gateway/signage welcoming people to Lubbock
Improve first impressions of Lubbock at all points of entry (i.e.. Airport, highway)
Redevelop areas off of I-27 creating a welcome mat for our community
Change zoning ordinances to incorporate more xeric-friendly neighborhood design

Guidance/restrictions on types and location of trees
Program to uproot baby trees and relocate to parks or to nurseries
Diversify plant life
Better landscaping
City should be beautiful as well as healthy - landscaped
Establish more xeriscaping
More greenery - more trees
Save the trees; stop removing them ala Wells Fargo building; educate the public about trees; what they offer
Improve natural beauty of the city; more environment/green spaces
Upkeep in landscaping throughout the entire city
Invest more money in landscaping our parks and Playa Lakes
More green (beautification) of natural plants and trees
Implement a roadway beautification program
Working to link green space through the preservation of the function of Playa Lakes
Plant trees, beautify public common areas (unified planting plan)
More sustainable landscaping practices
Revitalize Playa Lakes (for nature)
Go Green program
Development and preservation of Nature
No More xeriscaping: Landscapes consisting of rocks, dirt, and yucca are unattractive and awkward. I understand that Lubbock is under a drought, but so is half the country and other city businesses around the nation are not resorting to this drastic form of landscaping.
Xeriscape part of your landscape: I have seen some very attractive xeriscape. Areas where the sun just burns the grass is very unattractive also, and this could be turned into xeriscape while other landscape on the same property is still green. In other words, embellish what you can and what is a dead area due to lack of water can be an attractive xeriscape. Use your imagination! It doesn't have to be one way or the other.

<p>Invest in landscaping and weed control: There are a few intersections, Loop access areas, and commercial properties that have been "adopted" by a business and are nicely landscaped. Most have not. When I visit other cities (even areas much more drought-ridden than Lubbock) they seem to do a much better job of making these areas pleasing to look at. I think those of us that have lived here a long time have become immune to the ugliness. I know that weed control and plant upkeep will take a financial investment. But why do we not take enough pride in a city that we love to make it pleasing to look at, especially for visitors. Two things have happened recently to illustrate this: I drove north on Frankford toward the Marsha Sharp overpass. When I was about a block away, I glanced ahead to the underpass and thought, "Wow - they've planted a tree there!" As I continued under and looked more closely, I saw that it was actually a 3-ft. tall, very full weed. Example 2: At the Imagine Lubbock forum that I attended, there was a young woman TTU graduate student. When discussing our group's disdain for the airport landscaping and I-27 corridor area, this woman said when she flew in to Lubbock for freshman orientation, she almost cried at the ugliness and wanted to turn around and go home. Where was an area that we thought was a positive example of beauty? Texas Tech. What can't the city do even a fraction of what Tech has done to improve their surroundings? I think that adding landscaping and maintenance to a bond package would be well accepted. Our day-to-day commuting would be more pleasant, and visitors would begin to change the negative talk that prevails about the area's ugliness. I love Lubbock and want the best for our city!</p>
<p>Encourage not require: I'm for water wise landscaping and would encourage it but absolutely not require it. Living in Lubbock can look good without trying to look like Kentucky. Great discussion.</p>
<p>Landscaping for Marsha Sharp HWY: We have recently completed the last original phase of the Marsha Sharp HWY. Aside from a weak attempt to plant grass, very little in terms of landscaping has been done. Trees and bushes need to be planted.</p>
<p>Xeriscape! Why are home builders in Lubbock still installing lawns? Shouldn't we be switching to water-wise plants?</p>
<p>Water wise landscape: To save water for people and agriculture I'd encourage water wise landscaping using rock and plants for dry places that looks good. I want farmers to come to Lubbock and know we want to save water for their crops.</p>
<p>City helps citizens eliminate huge lawns: I love green lawns. But I choose to live in a semi-arid climate and the reality is that this environment does not support large green lawns. I have a small lawn that my dogs and I enjoy. However, I know how much water it takes. So, here's the idea. It is nearly impossible for a homeowner to eliminate Bermuda grass. It takes big equipment to dig up or a lot of dense ground cover to shade it out for several months. So why doesn't the city have a program that will help homeowners who want to plant more attractive, well-adapted xeric plants that will use less water and turn Lubbock into a garden? Send out the bulldozers. Also, we need to not overplant our xeric gems. They will grow to ten times the size of that little thing you planted.</p>
<p>City regulations for green spacing improved</p>
<p>Wide open green spaces</p>
<p>Reduce the landscaping/development codes</p>
<p>Create sense of place areas where people go to hang out</p>
<p>Better use of city assets - county fair, parks, farmers market</p>
<p>Use space, activities, etc., more to encourage a sense of place and community</p>
<p>Create good public spaces for gathering - parks - trails, biking, running - well maintained; green</p>
<p>Revitalize beautification for the city itself - TTU has done a great job</p>
<p>Better public spaces: make a green belt out of the Canyon Lake system; build a dog park and add bike lanes, even though city parks; character/walking trails</p>
<p>Improve, increase number of outdoor public places</p>
<p>Use public funds more wisely by creating public places for families</p>

Create destinations/unique places for gatherings of people - specifically plazas, walkable communities
More places to sit outside; more inclusive with water program
Social gathering places
More than one green corridor
All brainpower - come up with something make it unique - i.e.. St. Louis arch; signature icon
Physical positive image like the St. Louis arch - iconic image
34th Street: 34th street is under some construction right now, but the buildings and parking lots are pretty rundown. We need to beautify that area considering it is one of the longest stretches of mom and pop shops in the nation. There is a lot of history and potential on that street. Lets figure out a way to improve it!
More code enforcement!: I live in the Tech Terrace area, and in the alleys and neighborhoods there are so many codes not being adhered to. Alleys are overgrown and trash littered everywhere. There is a house around the corner from me with a giant blanket as a garage door! If it isn't against code it should be! Let's bring back the neighborhood to a point we can be proud of! I'm sure the issue isn't just in the Tech Terrace area, of course I live there so it's much more evident to me.
Southplains Mall: Built in the early 70's, our mall is in dire need of facelift. The classic architecture of the new Barnes & Noble is great but causes our outdated mall to appear even sadder. Landscaping, architectural features, music, water features, events such fashion shows could give the mall greater appeal.
Free Community Garden: There are many gardens in the area but none that I know of that are free for all to use. Offer plots of lands to families to be able to grow their own food and trade their produce with other families. Have a master gardener on hand at different times to discuss what grows well in this area and how to actually be successful.
Beautify all roads
Tear down old and vacant buildings
Access to street and road conditions; pain to go to a place in town (signage)
Signage about Lubbock on major thoroughfares (I-27, I-20, Highway 82, Highway 84, etc.); billboards, advertising Lubbock
Make East Lubbock look like the rest of the city

Category: Place

TOPIC: BIKING AND WALKING

Move bicycle lanes in East Lubbock
Lubbock is ideal for bike riding, the problem is infrastructure. There is a limited mileage of designated lanes making proper legal bike riding a life-threatening proposition throughout most of Lubbock. Three locations need bike lanes desperately: 4th St in front of UMC, University Ave the length of TTU, and 19th St from University to Indiana. These three locations feature wide lanes, high traffic, high speeds, and high number of bike riders. The city planners need to visit Davis California. Lubbock could be known as a bike riders haven if done properly.
Bike friendly community
Increase the number of bike lanes and parking to promote/ encourage the use of bicycles throughout the community.
Make biking/walking/jogging safe: I would like to see the development of biking trails, walking/jogging trails and green belt areas wherever possible. The encouragement of activity that will help with community health issues such as obesity, diabetes and heart disease. All areas of the city need to have safe places for kids to play and people to exercise. Community fitness centers with exercise equipment available for a nominal price would be nice--however, the fitness industry here might not go for that because it might be competition. I know that the Denver area has community recreation centers with facilities like this and they do charge a low fee for use of equipment. Maybe a sliding scale based on income so that all pay what they can afford to pay to use the center. The centers could also be places where health information could be disseminated and health fairs could occur, especially as it pertains to nutrition and exercise components of good health.
Bike Lanes: We need to add more bike lanes throughout the city. There are many by Tech but we need some on the south side of town.
More bike friendly: More and safer bike routes; bike only pathways
Yellow House Canyon Walkway & Bike Path: Lighted walkway and bike path along the entire Yellow House Corridor. Asphalt paving with bike lanes and walking lanes. Solar lighting, traffic stripes, rest stations, water, & great scenic views.
West Campus Bike Lane: I would like to see Tech and Carillon team up and provide a bike/walking path from the northeast corner of Norfolk avenue along the freeway frontage road to Texas Tech Parkway. This would provide excellent access for people living west of campus. Tech already built one path from Greek Circle to the commuter lots next to UMC and it has been very successful.
Biking: I would like to see Lubbock as a great place to walk, run and of course cycle. I hate when I hear Lubbock has been voted most over-weight by a national media outlets. Walking paths and more biking lanes in Lubbock and Lubbock County is so important to our health and safety.
BIKE LANES!
A community for people not cars!: The construction of the loop and Marsha Sharp Freeway added little to our community and in fact divided the city into areas that are only accessible via cars. We have bike lanes that end where they are needed the most (crossing 19th and University) we have sidewalks on some blocks not others. Very little pedestrian amenities, bike lanes, bike racks (none on Broadway, downtown, or the Depot district). Please, plan and make Lubbock for people not cars.
Consistent, dependable, and accessible sidewalks all over the city would greatly improve Lubbock. Walking is a way to feel connected to your community, meet your neighbors, and support your local businesses as well as improve your health.

<p>Leading Pedestrian Intervals at Major Intersections: LPI - should be at all major intersections in Lubbock ... once a pedestrian is present. For example along 19th at Boston / Flint and entire length of University near the campus. Currently most lights are not adequately timed to allow pedestrians to cross or cyclist to leave the intersection during yellow.</p> <p>http://www.streetfilms.org/lpi-leading-pedestrian-interval/</p>
Create infrastructure for pedestrians and cyclists (runners, joggers)
Create infrastructure for pedestrians and cyclists (runners, joggers)
Bike lanes on major streets
Better ADA sidewalks, tighter control
Betterment of city infrastructure and bike lanes
Cycling and other infrastructure to encourage more lanes; outdoor activities
More sidewalks and wheelchair ramps along major roads (University, Indiana)
Bike trails throughout city
Infrastructure - sidewalks and access to locations
Become a city where you don't have to drive to get around town
Bike lanes
More walkable community and bike
Better transportation in LBK (bike lanes, train options)
No curbs, need curbs, need sidewalks
Bicycle lanes on major roads
Less car centric
Green/sustainable transportation
Infrastructure for bikers and pedestrians
More sidewalks in Jolson; maintenance
Emphasis on alternative modes of transportation; public transport, bikes, rail
Lubbock is a college community, so we need to address bike transportation
Pedestrian traffic better
Make more bike lanes to be safer around the city (so no one hurt or killed)
Bike friendly
More pedestrian and bike friendly (downtown)
Develop interaction - walk, bike, transit, stroll; face to face
Create more bike friendly, less car dependent city through dedicated bike trails, paths, lanes
Pedestrian friendly streets

Southeast lake by dam; one lane for cars and one lane for pedestrians
Engineered bike paths (safe bike lanes)
Make city more pedestrian friendly
I have lived in Lubbock about 6 years. Before that I lived in Kansas City, and before that in Oklahoma. Each place I lived had a place to ride a bike or walk safely. Honestly with Lubbock drivers, I do not feel safe walking or riding a bike here. I think it would be excellent if there were trails made through the city to make it more friendly for walkers and bike riders.
We need to stop the pedestrians getting ran over first maybe put in more walk over's first I would like to @ least go 40 myself but we need to have better control from our driver's first
More bike and motorcycle friendly city: I would think it would be great if we were progressive in making the city bike and motorcycle friendly and aware. Provide extra safety to bicyclists will make more residents willing to do it. I wouldn't right now in a million years.
Electric Bike Tax Break: A tax break on LPL for people who purchase an electric bike. Austin does something like this.

Category: Place

TOPIC: DEVELOPMENT PATTERNS

Plan in place, proactive, plan that can be implemented
Sense of community - Canyon Lakes - take advantage; improved promote - redevelop existing blocks downtown
Canyon Lakes - connect lakes
Riverwalk downtown or through the Canyon Lakes
Develop the Canyon Lake area - Katy Trail like Dallas
Develop Canyon Lake system
Canyon Lake region redeveloped
Develop Canyon Lakes area
Improve existing Canyon Lakes; make it more like the San Antonio River walk
Canyon Lakes development
Revitalization of east side (Canyon area)
Rezoning parts of the Canyon Lakes
Redevelop Canyon Lakes
Develop the Canyon Lakes/outdoor recreation
River walk (i.e. hotels, restaurants) around Canyon Lake system
Iconic venue outdoors - Mackenzie Park and Canyon Lake system
Revitalizing the Canyon Lakes with better security and increase wildlife
Retail and restaurant development along the Canyon Lake system
Redevelop the Canyon Lakes system
More fully utilized existing infrastructure within existing city boundaries (policy) to minimize further growth to the south
Less building out of city and take care of areas inside city
Urban growth boundary to control growth infrastructure
Contain sprawl
Balance the directional growth of the city
Do we want Lubbock to grow?
Take care of our existing buildings and facilities, even as we build new places
Reduce urban sprawl

Stop the sprawl in the southwest and refurbish existing areas in the town center and Northeast
Equalizing infrastructure through the city
Up infrastructure, transportation, CCSS upgrade technology
Lubbock to grow in; create a sustainable design guide; help solar energy, water
State Fair move closer to airport/jail location; redevelop land - into performing arts center and urban housing
Urbanization (modern)(mix-use)
Urbanization throughout the community (attract big businesses)
Something in between the airport and Lubbock
Focus on core city redevelopment
Stop Southwestern sprawl
Build off energy of 34th
Add a city center
Create and develop an environment of retail/parks along I-27 to bring in outside (traffic) dollars
Stop population migration to Southeast and Southwest Lubbock
Focus on revitalizing the interior of the city
Many unsafe buildings in Lubbock, TX; tall buildings; dead-end
Need outside master planning advice; limit input from local developers
County-wide zoning to improve our curb appeal
Create more tall buildings to create views for Lubbock skyline, ex. Skyview restaurant, Tech roof tops, etc.
Conceptual integration of South and West side with the North and East side through mix used spaces
A higher interest in building buildings; trust in green energy
Change zoning with neighborhood and city input
Wrap up construction
Modern architecture
Proper zoning and supporting businesses
City expansion into Frenship and Cooper
Adequate, affordable housing East of I-27
Lubbock to partner with Tech and other colleges/build graduate and married student housing downtown
Stop southwest development; fix current housing
Build affordable homes
Make better housing
Fix up existing homes

Improve housing in older neighborhoods: East, North and South Lubbock
Revitalize Jackson neighborhood and provide affordable senior housing
Recycling abandoned houses to make new housing
Provide more eclectic living options
Neighborhoods: Just like the area east of Tech there needs to be a major overhaul of at least one major neighborhoods.
Historic Neighborhoods such as SOUTH OVERTON: Provide local incentives for individuals wanting to live in historic neighborhoods, who are willing to buy and rehabilitate older & distressed homes. Have an entity in Chamber committed to providing assistance, referrals and resources to people who love and want to restore older homes. Check out the following as resources and examples of communities dedicated to preservation and restoration of old homes. Address given is a classic South Overton Home. preservationnation.org http://phoenix.gov/HISTORIC/hprehab.html
City with neighborhoods that have schools, shopping areas and access to neighborhood meeting places, (i.e. 26th and Boston)
Neighborhoods need to be kept up - mowed lawns, painting houses, need old code enforcement needed
Strong neighborhoods
Improvement in the existing neighborhoods
Tear down unlivable homes (burned)
More mixed use areas so people at different points in life can be together
Property tax incentives to improve and repair property
Stricter junk and weed control in residential and commercial areas
Encourage community gardens for neighborhood consumption
Improve and revitalize inner city neighborhoods
Adding community based gardens - add to food supply; food desert
Enforce neighborhood integrity - enforce building codes
Utilize existing lots within neighborhoods for building; clean upgrade housing
Development of poorer areas of Lubbock
Better looking neighborhoods, streets, help elderly
Upgrade neighborhoods and increased maintenance
Enforce existing ordinances affecting residential neighborhoods
Vacant commercial properties east of university to East Loop 289 should be addressed
Clean up areas all over Lubbock; through funding or volunteers; make Lubbock beautiful; help thy neighbor
Programs to improve personal property (like painting) - curb appeal
Re-build old neighborhoods
Neighborhood planning

Neglected property to be addressed with city officials, volunteers, criminal system
Embrace history; revitalize; communities; neighborhood by neighborhood
Keep Lubbock clean - city wide - code enforced
Tax incentive to repair private property
Keep Families and Professionals Inside the Loop: Lubbock is quickly repeating the history of urban areas like Dallas, where families and young professionals flock from the center city to suburbs and exurbs. In our case new construction and Frenship/Cooper ISD's are draining the city of professionals and families to areas south of 98th Street. In order to maintain the city center and prevent problems associated with urban sprawl (drains on resources, traffic, etc.) we need to look at making Lubbock's "older" neighborhoods more attractive. I think this is a combination of better schools (LISD) and possibly creating incentives to remodeling older homes (the city of Farmers Branch, TX has a program like this). Any other ideas for achieving this?
River walk: Take the canyon lakes and make it into a River Walk like San Antonio. There are plans for this at the Parks and Recreation department.
River Walk: About 10 years ago the city was in serious planning mode for a River Walk in the Canyon Lakes area. It would mimic San Antonio's River Walk with many restaurants and attractions and would bring tons of business and exposure to Lubbock. Lubbock offers alot of cool, little, quirky attractions, but nothing BIG to draw in tourists.
Less stand alone buildings: I would like to see less stand alone buildings for just one restaurant or office building. What I would like to see is office buildings or apartments above shops like restaurants, coffee shops and clothing stores. So the retail shops and restaurants would be located on the bottom floor of office buildings and apartments. This could be located downtown area. Make the building nice looking, made of bricks and large sidewalks made of bricks and not cement. The bricks make the sidewalks look nice. Have to plant trees with grass in an open area. Also, have parking garages in the back. Have a little area for a dog park. An example of this is Addison Circle. It's a very nice area.
Urban Growth Boundary: Implementing an UGB would establish Lubbock and West Texas as a national leader. While many Texas cities are scrambling to retro fit their infrastructure and reestablish an identity... Lubbock needs to shift towards more forward thinking.
UGB explanation http://www.greenbelt.org/wp-content/uploads/2012/02/ugb.pdf
Pedestrian Friendly: I hope that Lubbock will make a greater effort to promote walking. For instance, why should pedestrians have to run across seven lanes of traffic--and dodge drivers who seem not to notice them--just to reach the grocery store?
Preserve Our Historic Structures NOW --Don't wait until it's too late and then mourn the loss of landmarks like the Federal Building and other significant structures that represent high achievements in architecture or culture, testify to our city's roots, and preserve our collective memory. How many places from yesteryear now exist only in photographs and stories? As Lubbock enters its second century, we must wisely consider which structures, institutions, and features from our past deserve our efforts and resources to keep and re-use for the future. While not every old building can be or should be saved, let's be wise about those we don't want to lose -- and dedicate the necessary public and private dollars to make historic preservation more than wishful thinking. (If you feel strongly about this cause, join forces with the Lubbock Heritage Society -- Facebook link below.)
34th Street
Build on our transportation - outer loop
Create destinations in Lubbock - i.e. depot district; gathering spots
Improve development at major points of entries into city (like the airport). Development ideas: hotel, restaurants, convenience store, as well as improved cosmetics to the highway
Historical monuments

More concerted effort to be inclusive (I-27 is a divider)
More lights, more business; big difference when you cross Avenue Q; there should not be an obvious difference; smooth transit from one part of city to the other
East Lubbock should grow in same manner as West (real estate and residents); more residential areas
Develop interesting topographical areas in North and East Lubbock
More hotels, restaurants, places to exercise and walk, and colleges in East Lubbock
Revitalize northeast side of Lubbock
Revitalize neighborhoods - don't just focus on downtown and southwest; build a bridge to East Lubbock; stop using East
Improve the East side
Mix retail/commercial zoning and industrial zoning (Northeast Lubbock)
Maybe if people know what they're missing, they will venture out of SW Lubbock or wherever they live once in a while. BUT, we are a BIG and growing BIGGER and more diverse, city. Let's do this before the city outgrows our current model! Our city is so spread out. If I didn't already work and commute daily to a certain part of town, I would probably never go there.
LETS HAVE THE CITY FORM A "REDEVELOPMENT AGENCY" FOR THE RESIDENTIAL AREA BETWEEN 19TH AND 34TH, I 27 AND AVE Q. WE NEED TO UPGRADE THIS AREA IN ORDER TO COMPLIMENT THE DOWNTOWN REDEVELOPMENT PROJECT. LETS GET RID OF THE "JUNK YARDS".
DEVELOP A RIVER WALK TO ATTRACT TOURISTS
Increase housing, retail, and streets in North and East Lubbock

Category: Place

TOPIC: DOWNTOWN

Brick Streets - Need to go: Brick streets are a nice touch to a downtown area, but Lubbock's brick streets seem to provide a "rough" ride. I am not sure the brick streets are maintained like they need to be. Either make the streets easier to travel or get rid of them.
Farmers Market: I have been to Farmer's Markets in San Luis Obispo, CA and Boulder, CO. Maybe part of the plan for revitalizing downtown Lubbock should include a regular Farmer's Market with entertainment, etc., throughout the late Spring and Summer. The one in San Luis Obispo is every Thursday night and the place is packed. All the stores and restaurants downtown do a booming business. Include free or minimal parking or better yet free or minimal cost transportation downtown to encourage people to come.
Improve civic center
Downtown revitalization - baseball stadium, professional baseball team and restoration of deteriorated buildings
Revitalize the downtown area
More vibrant downtown - more activity - art, culture, performance hall, sports team/activity - spur moving here
Encourage retail to return to downtown area - restaurants, entertainment, shops, improved parking, remove vacant buildings
Redevelop downtown
Modernize the appearance of downtown, particularly the Court House; view from the interstate needs improvement
Downtown redevelopment, particularly Broadway
Implement a farmer's market downtown - support local products
Vibrant, cool downtown - night and day
Revitalize both central and downtown
More mixed-use development in downtown
Downtown landscape and buildings
Downtown landscape and buildings/bury utility lines
Give incentives/offers to get business to move downtown
Make downtown a destination/preserve heritage of downtown; - "silent wings"
Redevelopment of downtown
Expand downtown farmers market
Keep civic center updated
No more bricks downtown
Improve and revitalize downtown; compared to Amarillo and Midland, a distant third place

New/update civic center - lose 70's theme
Bring downtown back to life, include technology
TIF or PID for arts district and downtown (tax district)
Housing, parks, boutiques throughout downtown
Link Louise Hopkins Center with depot entertainment district by providing transit and also via tax abatements, outdoor pedestrian mall, landscaping, public green space, etc.
Bring more people to inner city
Develop buddy holly area
Improve downtown Lubbock and Broadway
Downtown redevelopment
Recommit towards a downtown revitalization
Make change in Depot district so that is noticeable
Bring business to downtown Lubbock; place to shop
Downtown revival
Downtown revival/life to downtown
New civic center
Keep brick streets downtown
Rebuilt downtown for cultural, non-traditional housing options
New modern civic center
Hold benefit concerts downtown to raise money for the downtown redevelopment; make concerts, with all Spanish radio stations from Lubbock
Bridge Tech with downtown; make downtown a more desirable place to be/live
Downtown redevelopment projects/beautification (band the cutting of trees)
Connect TTU and downtown; redevelopment; bring in jobs
Upscale downtown - shops, walking trails, décor, entertainment, family focus
Find use for empty buildings - downtown with tax abatements
More business presence in the downtown area
Renovate downtown to make it more business friendly
Problem of vacant buildings downtown - demolish, give to Tech, put to use
Cultural and entertainment development downtown - including restaurants and apartments/residences
Stimulating architecture in downtown area
Redeveloping downtown
More restaurants downtown
Invest more in downtown district

Revitalizing downtown
Downtown revitalization - upscale restaurants, retail
Redevelopment of downtown (restaurants, shops, etc.)
Refurbish and repurpose existing buildings (initial focus in downtown)
Downtown Fountains & Curb Appeal: Downtown Lubbock is a wonderful place. Fountains, curb seating, and porticos would be a great addition to downtown Lubbock. Patio dining closed streets for walking. Ordinary to extraordinary. A classy appeal. Up-tempo. Give downtown some JAZZ!
Downtown: I can't believe no one said this. Lubbock has a lot to offer, but if you drove downtown, you wouldn't know it. For a city of more than 200,0000 people, you'd think we would have a decent downtown area. It is like a ghost town sometimes. First Friday Art Trail stepped it up a little, and is a huge hit...we need more small businesses, renovations, and attractions down there. Like Oklahoma City's Bricktown or Santa Fe's Square...I think it would make Lubbock so much more attractive to people of all ages and interests.
Lubbock Skyline: We have deteriorating buildings downtown that can be improved or torn down so nicer, modern buildings can go up. Attracting big businesses that might build nicer buildings would be a plus.
Downtown area: Make downtown a more attractive part of town and make it more business friendly.
The revitalization of downtown and other run-down areas: We need to get downtown back to a place where people want to go. Right now, the only reason people go downtown is to pay tickets or appear in court. It needs to become an up-to-date city center with shops, eateries and entertainment. This would make Lubbock a more appealing place to live. I see a growing trend: When something gets old, we leave it and move south. This happened with downtown and 34th street. 50th street is on its way out. We need to improve the areas we already have and then expand out as needed. Make Lubbock beautiful everywhere!
Downtown and Texas Tech: The combination of Texas Tech wanting to get to 40k students dovetails nicely with downtown renovation IMO. If either Tech or private enterprise [or both] were to actively look at downtown as the place to house students MUCH of the revitalization of that area will grow of it's own momentum. Imagine 3-4k students LIVING in that area and restaurants, theaters and other retail will follow. Some areas would need to be scraped clean and made into green spaces/parks and parking would need to be addressed. [Some buildings already have underground parking] Also.... it is a real shame that we zone the lake/canyon areas of this city as industrial. Imagine hotels and restaurants along Buddy Holly Park and other parts of that system.
Up-Scale Downtown: Downtown has a nice feel to it, but it would be cool to see more restraints, bars (not so college like), walking trails, ice cream shoppes, etc.
Downtown Central Park: I think a smaller version of NYC's Central Park would be great in downtown. The park could hold concerts, festivals, 5k's, etc. I think this could bring some excitement & revitalization to downtown, particularly, if the park is surrounded by great shopping and restaurants. The Woodlands has a great blueprint of how this could be accomplished.
Downtown: I know the city has plans for downtown development but I am skeptical on what this will look like. If you continue to allow the city to move SW I cannot see why or what will make downtown appealing. Create jobs downtown (other than Government and Law offices) and you will bring energy back to downtown. You also cannot fix downtown without taking a hard look at central and north Lubbock.
Downtown community grocery store: I would love to have a community grocery store downtown. This would help attract more people to live in the downtown area and provide an opportunity for people working downtown to buy food for lunch. It's impossible to get in and out of Wal-Mart quickly when you just need a few things.

Nice but Affordable Apartments/Condos Downtown: First and foremost, we need to look at our downtown. Lubbock is set up quite nicely that our interstate and the newly finished Marsha Sharp Freeway provide a nice view while driving along these thoroughfares. Although, right now with downtown being a bit outdated, the view seems dull. One of the most important aspects to revitalizing a downtown is to bring people back to that area. Excluding the Overton area, I'm willing to bet that less than 100 people live downtown in a city of close to a quarter million. With so much room to grow outwards, there is no immediate need to build or buy housing downtown that is extremely overpriced. If we could build reasonably priced housing that compares to some of our other mid to upper end areas (still being well below major city pricing) we could attract young professionals or start up families that would thrive in this area. It is important to first attract people, and then all the other amenities (entertainment, dining, shopping) will soon follow.

Downtown taller building: Austin has sure grown its downtown the last decade. Maybe it is time for business leaders like the McDougals and others to have a vision that not only revitalizes downtown but changes the skyline. Lubbock is the HUB of the region and sometimes a more bustling downtown with bigger buildings attract people to downtown. Lubbock's skyline is dated. I present McDougal Tower.

A healthy, historic, and harmonious downtown: The key to Lubbock's future, to my mind, is an improved downtown. Other areas that are currently thriving will more or less take care of themselves: new residential and retail developments in the suburbs are generally being built with better informed planning than their predecessors; Texas Tech and the other higher ed campuses are undertaking admirable efforts to add value to the community; Lubbock's leadership is working to encourage businesses to locate and expand here. But a city's downtown always defines its image. Investing both private and public resources in an attractive, functional, mixed-use downtown that celebrates its heritage will make Lubbock a place to brag about, not one to apologize for. Let's do this with a respectful, productive spirit that involves every sector of our diverse population. (Hey, wait a minute, isn't that what we're looking to do with this website? Keep up the good work.)

Revitalize a strip of Old Downtown with a Carnival Atmosphere: A friend of mine suggested to me years ago (when I worked for a Carnival) that he thought it would be cool to add a strip/block of Carnival-like game booths where some of the older buildings are. I thought he was nuts, but given the degree of tourism here, I am now seeing where this might not be a bad idea.

There could also be a strip of Carnival-style food places as well.

Resurface downtown streets

Get rid of bricks downtown

Change downtown into walkable area (coffee shops/restaurants)

Category: Place

TOPIC: ROADS AND TRANSIT

Pave all unpaved streets and maintain all streets throughout the city
Make sure transportation keeps up with growth (outer loop)
More thoroughfares for getting around
Improve roads and thoroughfares
Slow things down on streets. Red light running issues
An outer freeway
All streets paved in Lubbock
Develop smaller roads - businesses
Extend Marsha Sharp to Idalou Highway
We need a north/south artery
Look at TX DOT funds to build outer loop to relieve traffic congestion on South loop
Better signage on Marsha Sharp
Traffic lights should move traffic, not stop it
Fewer lanes of traffic and more landscaping
Get rid of one way streets
Continue our roadway system - keep setting example
Ways to calm the traffic implemented
More landscaped medians
Upgrade streets downtown and heavy traffic areas slide and loop - congestion better managed
Better roads
Better traffic light system
Slow down Lubbock; speed
Slowing neighborhood traffic
All city streets paved
Fix streets better
Street maintenance
Finish road infrastructure

Extend Marsha Sharp to East Loop 289
Love for roads to efficient more highways
Better freeway planning (currently no inter-change; must get off one road to get on another); too many ramps on and off; accidents waiting to happen
Re-name Loop 289 to "Willie McCool Loop"
Improve roads
Multi-modal streets; bus lanes, vehicles, trolley's, rails, pedestrian traffic
Respectful drivers
Expand transportation system by looking forward to a new loop
Education of traffic lights
Roadway maintenance
Pave and maintain every street in city of Lubbock
Maintain city streets and expand for new growth
Rest Stops surrounding Lubbock highways.: The very few so-called "rest stops" are outdated! We need beautifully landscaped air-conditioned facilities with gift shops, showers, and a tourist attraction resource kiosk for weary travelers.
East Bound Lane on Marsha Sharp: We need a turn-around lane off of Marsha Sharp for those vehicles exiting Sam's Club who want to travel east bound on Marsha Sharp. It is extremely inconvenient to travel west on Marsha Sharp, turn east or west on Milwaukee and try and get turned around to travel east on Marsha Sharp. Poor design, poor planning and poor development! We can make it better!
More interstate roads built: The more interstate road access we can have, the better opportunities there are to attract business and industry. Ideally, I-27 would be expanded to Midland and then continue southward to Mexico, creating an additional border crossing to alleviate congestion at Laredo and El Paso. Additionally, I-44 could be continued from Wichita Falls, through Lubbock to El Paso.
Outer loop: Combine political forces within Lubbock County to pressure TxDOT and the Legislature to finish the decision making process, design, acquire and construct an outer loop for Lubbock from the Slaton Highway to the Clovis Highway (south and west) at a minimum. The east function will be long accommodated by the Loop 289.
Speed limit on main streets like Indiana: I think all the main streets in Lubbock like Indiana should have a new speed limit of 50mph because 30mph is too slow
North/South freeway: Now that Marsha Sharp Freeway is almost complete, it is time to start planning one to go North & South through the city.
Ensure good, comprehensive transportation system (auto, walking, etc.); plug Lubbock into the transportation network
Efficient and expanded transportation network for all modes
Improve transportation (roads, light systems, 34th Street)
More parking spaces/enforce laws regarding ADA
Linkage to downtown
Master transportation system beside car transportation

<p>Commuter Traffic: Lubbock enjoys high traffic counts from rural and outlying communities that are seeking goods and services in the "hub" city. Lubbock receives high ratings for our short commutes to work and we need to continue to maintain this value-added benefit. TxDOT, TTU and the City of Lubbock need to focus on a master plan to allow for the free flow of traffic to and from the outlying community. We continue to place stop signs and traffic signals on major thoroughfares and this impedes progress and is counterproductive. We have recently added traffic signals on the major veins of traffic and it is problematic. Signals have been added on U.S. Highway 84, Spur 327, and Highway 62/82 & U.S. Highway 87. Keep "freedom of the road" in the master plan. Keep major veins of traffic into the city free flowing.</p>
<p>Enforce Speed limits with Tech and other University students: Each year around this time a new set of freshmen come into town with the returning college students. The aggressive driving gets worse and the large trucks blast right past those who live here everyday of the year. More police presence along 4th & 19th from University to Milwaukee would help keep the speed in check.</p>
<p>Roads and Intersections: The city has been making changes to the roads. I find that these roads don't take into account the way people drive. I recommend that the city's traffic engineers "stop solving road problems", and instead "start thinking about the ways in which people drive".</p> <p>It seems to me the city is upgrading its lanes with a common vault of a big city with a small town mindset, I live here and am familiar with how it works, so I forget to think how the uninitiated traverse our city. This is also a likely factor for the high number of driving fatalities in Lubbock.</p> <p>Often the solution to roads/intersection changes is to paint a curving line to expand and decrease the number of lanes, this is being handled in a very unfriendly, unintuitive manner. Plus there is a general lack of directional signs informing drivers of what is happening (such as the splitting of lanes due to construction on 34th and Indiana). The new lanes at major intersections do not line up (heading west at 4th St/Marsha Sharp and University is the best example). Plus going from three lanes to one lane is never a good idea (Indiana south of 98th, I think this has been more recently resolved).</p> <p>To recap, I propose seeking to create a natural traffic flow by understanding and focusing on how people drive, instead of adding more lanes, would greatly improve the driving experience in Lubbock.</p>
<p>Commuter Traffic: Lubbock benefits from high traffic counts from the outlying regions around the hub city. We also enjoy some of the shortest and uncongested commutes to and from work in the world. We need to devise and maintain a master traffic plan that continues to promote free flowing traffic and easy routes for commuters. We continue to congest and add stoplights on major highways such as U.S. Highway 84 & U.S. Highway 87. This is counterproductive. Traffic signals have been added new Lubbock Cooper and Shallowater and they continue to be added along Milwaukee and the Brownfield Highway. We need to keep these major veins of traffic unimpeded by traffic signals and delays. Keep "freedom" of the road and commuter traffic in mind when developing new infrastructure. As you add frustration - people will look elsewhere.</p>
<p>Improve on hub city - plan transportation - get people surrounding areas info Lubbock - commuter trains</p>
<p>Make public transportation more user-friendly for the elderly and disabled - more direct routes - increased traffic to medical district</p>
<p>Improved mass transit for transport around city</p>
<p>A better mass transit system for the future</p>
<p>Alternative transportation links for downtown via mass transportation or other options including neighborhoods</p>
<p>Chamber/Federal/Local government bring high-speed rail to Lubbock; will aid economy, students, jobs</p>
<p>Rail service working throughout all areas of Lubbock and the region</p>
<p>Trolley system</p>

Better transit system, Health Department, make biking safer
Increasing transit system awareness and plan to grow system as needed to keep up with population growth
Light rail system
Improved public transport system (routes)
Better public transit system
Fast trains (Lubbock to Amarillo)/interstate transit
Passenger train service
Thru bus service for cities serviced by train
More bus stops
Need city wide public transportation to support workers schedules
Transportation system/train
Improve public transportation
Improve public transportation, including trains (parking garage, lot) extended hours of transits
Public transportation
Improve and expand public transportation
Utilize modern engineering to improve traffic flow and provide public transportation that people will use (ex. Fort Worth)
Expand and improve public transit
Transit system with frequent and efficient scheduling for all parts of Lubbock
<p>People Movers: Because of programs like Imagine Lubbock, we have the opportunity to aim for something really transformative. Are we going to sit here and run out of gas and water or are we going to create a model for future growth?</p> <p>One strategy would be to run MORE shuttle buses, trains, or trolleys on major arteries. (From high density living areas to Tech, to downtown, to UMC, to Mall, to 82 & Quaker). People could walk, bike, or drive to the stations. Parking lots could be rented from businesses along these arteries. For example, the large lot at 50th and Indiana (east side) is seldom full. Churches, too, have huge lots that are not full 6 days a week. Walking or biking to and from the stations could provide a modicum of daily exercise for our population, a large percentage of whom are overweight. Biking all the way across busy streets is too dangerous, but biking to a trolley stop through a neighborhood could be do-able.</p>
<p>High-Speed Rail: I believe Lubbock should begin looking into the potential benefits of a high-speed rail system -- both intra-city and inter-city. Such a system would connect Lubbock with surrounding communities and nearby cities and would provide the framework for connection to a national network.</p> <p>Put in a trolley system on main E-W and N-S streets.</p>
<p>Public Transportation: We need to re-visit CitiBUS operations and routes. We have good management in place, but perhaps routes could be examined and bus capacity needs re-calculated. Several routes could get by with smaller buses. We could also use routes that run later in the evening.</p>
<p>Expanded Mass Transit System: I would love to have a better mass transit system that expands outside of central Lubbock. I would much prefer taking a bit longer in the morning and not having to drive (have you seen the crazy drivers) and spend a fortune at the gas tanks!</p>
24 hour mass transit (even just hourly after midnight)
Extend Marsha Sharp Freeway to East Loop 289

More transportations
Railroad to Amarillo, Abilene, etc. (regional rail)
Express bus to major cities (e.g. \$9 to Dallas)
Pave streets in the city limits - East Lubbock

Category: Play

TOPIC: ARTS AND CULTURE

Cultural center for youth (Lubbock history)
More promotion of arts - provide nurturing environments
Need performing arts center
Promote the arts, music and entertainment
Iconic wind sculpture
More venues for the arts, not just downtown; expand to southwest Lubbock
Spanish theaters
Create an iconic symbol for Lubbock based on wind (sculptures)
Iconic symbol to identify Lubbock; giant wind machines
Increase in performing arts
Performing art center
Celebration of the arts as an economic engine
Privately funded performing arts center
1% fee to arts city commitment
Create an art district corridor between Overton and downtown - build on success of First Friday Arts Festival
Expand and develop public arts to be more accessible (ex. Tech campus art)
Increase emphasis of arts in schools
City needs a real performing arts center
Continue to develop our arts district
Performing Arts Center: Lubbock needs a much nicer facility for the performing arts. One that could be used by both local organizations as well as to bring in outside performances. It needs to be state of the art, and flexible enough to be utilized by a variety of groups.
More Public Art: Create an annual public art competition and exhibition that places art in the City of Lubbock. This could be supported through a 1% program like the one TTU has in place.
Visual Art: In the world of art, nothing compares to the size, scope and majesty of "Wyland's Walls." Spanning the sides of skyscrapers, sports arenas, and structures throughout the world, these landmark public murals have captured the imagination of millions and helped inspire a new generation to become better stewards of our environment.
Arts and entertainment planning: We need to develop a community-wide plan for assessment, coordination, support and promotion of our arts, culture and entertainment. Lubbock has many arts, culture and entertainment organizations, but so much more could be achieved if all the entities could work together for the benefit of all.

Downtown areas an arts center - wide area
Performing arts center
Improve public facilities in our community; performing arts center, multi-purpose event center and improvement to Civic Center
More diverse fine arts, groups, attractions
More public art
More public art around the city
Bring the arts to Lubbock
Performing arts center
Start recognizing local talent so will stay vs. leaving - bring back talent who has left - musical
Improve cultural offerings for tourism
Establish us as a magnet city for the arts by developing the cultural arts district and arts programs in the schools
Improve the culture by art, music, vacation, connecting cities together
Support for the arts for the Hispanic cultural arts and African American cultural arts
Art in the parks
Sculpture Garden: Lubbock needs a sculpture garden that we can browse through with out of town guests where the sculptures change regularly and are for sale. It needs to be in an outdoor area where you can walk with benches to sit down occasionally and should not be so large that you cannot finish it within an hour. Many of the Lubbock Parks would be ideal.
More museums
Improve and educate people of Lubbock on history (more museums and cultural centers, like Lubbock Lake landmark)
Performance center, successful enough to bring in a variety of entertainment
More libraries
More libraries; replace Godcke; Southwest Lubbock, between 50th and 82nd; places for young people
City Should Glve Science Spectrum a Large Grant/Donation: The Science Spectrum is in desperate need of major renovation, especially for kids ages 6-12. It needs more interactive activities, such as the booths at the Explora museum in Albuquerque. I think the sports and clothing area could be replaced with new and exciting areas. I vote that the give the Science Spectrum a large donation!
Garden & Arts Center Upgrades: I have a special place in my heart for the Garden & Arts Center. My boys grew up with Paula and the gang during the summer art camps. Flo you were and always will be a treasure. I think Lubbock should invest more money in this facility. So many people are enriched by the Garden & Arts Center.

<p>National Museum of the Vietnam War: Texas Tech is home to the largest collection of materials about the Vietnam War era outside of the US National Archives. The resources of the Vietnam Center and Archive are used by thousands of researchers online each day, and thousands of documents and artifacts have been donated to the Archive. The Vietnam Center and Archive is currently housed in small spaces in the Southwest Collection building and the Math building on the TTU campus, and have little to no space for exhibits of Vietnam related materials, but the Archive still hosts numerous tours each month of Vietnam Veterans who have heard of the Archive and come to Lubbock to see it. A new dedicated building for the Vietnam Center and Archive, including a new museum, would be a great tourist attraction for Lubbock. Following the course of the National WWII museum in New Orleans and the National Museum of the Pacific War (Nimitz museum) in Fredericksburg, this museum could achieve recognition from the US Congress as the first National Museum of the Vietnam War. Not only would the museum be a destination that could draw travelers off of I-20 and I-40 to Lubbock (and overnight stays), but it would also be a location for Vietnam Veterans organizations to hold reunions. These reunions can vary in size from small groups of a couple of dozen, to groups of up to 2000. This would be a great tourist attraction for Lubbock, and a great source of pride for both the University and the City.</p>
<p>Dinosaur Museum: Texas Tech has a fantastic museum for archeological and prehistoric creatures. The museum needs to be expanded to attract all walks of life. It would more interesting to have professionals and college student cleaning fossils live in front of people. We need to have children's exhibits, movies and interactive displays similar to the science spectrum. Bring the archeology out of the Texas Tech basement and get it on display. Dedicate more funding to making this a Lubbock landmark and tourist attraction. Capitalize on the neat and interesting things that nature has preserved for us on the plains and caprock escarpment.</p>
<p>Quanah Parker Home: Dismantle, move and re-assemble the historic home of Quanah Parker at the Ranching Heritage Center at TTU. Rumored to be located at an abandoned amusement park in Cache, Oklahoma.</p>
<p>Fine Arts District @ LHUCA: LHUCA and CASP are building a Fine Arts District on the LHUCA campus that covers a four city block area in the down town Lubbock including art galleries, artists workshops, artist in residency program all on a pedestrian friendly campus. LHUCA is the anchor for the arts of this area and is the originator of the First Friday Art Trail, a highly successful monthly event.</p>
<p>Finding top talent to facilitate/host events leading to building a performing arts center that will attract performers/residents</p>
<p>Keep growing/promoting First Friday Art Trail</p>
<p>Expand First Friday Art Team</p>

Category: Play

TOPIC: ATTRACTIONS AND EVENTS

Movie theatre in East Lubbock
Alternate to SP mall for junior high and high school kids
Activities for teenagers
Activities for young people
Update aging city facilities for citizens and visitors to enjoy
Tourism: Lubbock needs more tourism places, like a better museum, the museum here is boring, A house of blues, clubs like a billy bobs, less bars more clubs. A zoo, that's how you bring money into the city, unless you want people going to Dallas and Austin for vacation. How about a Buddy Holly huge music festival, bring in top acts. You have to use his name, to bring people in, you can't just call it the Lubbock music festival, Buddy Holly has a big name. And re doing downtown would be a big help, right now its looks run down.
Attractions
Fairgrounds - city needs to take ownership
Make things more appealing to Lubbock (besides football) zoo, events, aquarium, events and activities
Water park; zoo
Multi-purpose event center on Fairground
Improve the Fairgrounds
Establish a visitor's center - support arts and entertainment; enhance our attraction
If gambling passes in Austin, like to see a casino
More entertainment opportunities and venues
Lubbock to grow culture/economic
Multi-demographic venue where all Lubbock people want to be
Zoo - move places for kids to come - we leave Lubbock in summers to go places - create something so they will want to come here - bring people her vs. going out
Better spaces for concerts
Minor league baseball team
Aquarium - possibly at mall
Add civic amenities (minor league baseball)
Zoo
Zoo

Real amusement park
Zoo
Botanical garden
Aquatic center
Ice rink
Man made ski slope
Tourist attractions
A movie theater in Northeast Lubbock
Improve the water park; make it better so everyone can participate; better sports complex; host events or fix fields
More activities in Lubbock; social gathering locations; grocery delivery services
Develop a major theme park in Mackenzie Park
Big enough to have a zoo park and jobs for our youth and college (Tech students)
Zoo and water park, rollercoaster
Update fairgrounds and add equestrian center (animal shows)
More things to attract people to Lubbock
Wine trail
Zoo/botanical gardens
Outdoor venues (festival activity, large gatherings)
Encourage professional sports in Lubbock
Construct a sports complex to accommodate baseball teams and families
Build the biggest skate park on giant side of Texas
Create a festival around a sports complex
Better venues and entertainment around Texas Tech/Broadway - music, dining, accommodations for visitors
Zoo at Mackenzie Park
Indoor ski slope
Keep promoting Buddy Holly

<p>A Western Themed Resort: Why not work with what we have? We can attract tourists that want to visit a working ranch. We have the technology to show them a real indoor tornado. We have wide-open blue skies to view sunsets, sunrises, and offer the best observatory in West Texas. People from really BIG cities like to pay good money to stay at guest ranches and experience western culture, eat chicken fried stuff and listen to us talk! We offer the best country music in the nation, hands down! We put on the best shows! If we really want to think big, then add an amusement park for the kids and then maybe we can incorporate the zoo we all want and feature animals that do well in our climate. We can offer tourists weekly rodeos, dancing under the stars, and take them on a tour of the National Ranching Heritage Center. Now think really big and house the arena under a glass dome to be able to host events day, night and regardless of the weather. This arena could be used for stock shows, riding competitions, horse shows, the circus, and possibly.... the Olympics? We could have the best if we just think really big. Anything imaginable...is possible.</p>
<p>Horse Track and Rodeo: West Texas is renowned for our cowboy culture and being the hub of a far reaching rural landscape, it's only fitting that we have a place to show riding, roping, and have buckouts. Bring money to Lubbock with horseracing and rodeo circuits. With Texas now considering seriously the idea of legalizing gambling in the state an established horse racing track could be a great venture for the city.</p>
<p>Quality facilities (e.g. civic center, etc.) and enhancement of current facilities</p>
<p>A "Natural" Destination: A "natural" destination is great for cultural and economic development. A great example is the river walk in San Antonio. What better natural resource in Lubbock than shade.</p>
<p>My suggestion would be to provide shaded sidewalks in the Depot District to the LHUCA/Arts District, with a shade park somewhere in between.</p>
<p>Tumbleweed xmas tree cowfest</p>
<p>Programs to celebrate Lubbock - enhancement of pride</p>
<p>Establish more monthly events to improve quality of life</p>
<p>Support for Buffalo Springs Triathlon - seems to have little city support</p>
<p>Better acts for concerts instead of driving to Dallas - would stay here and draw people here</p>
<p>Community calendar</p>
<p>Activities/events for newcomers to Lubbock</p>
<p>Create a marketing plan or office to coordinate and publicize events; get everyone on the same page</p>
<p>Bigger venues for events for more diverse events</p>
<p>More music festivals and art festivals</p>
<p>Outdoor musical entertainment (on streets to bring folks out)</p>
<p>Website about what is going on in Lubbock</p>
<p>More entertainment opportunities</p>
<p>Master calendar/communication</p>
<p>A city festival with shops and supporting business - similar to Spring Texas Crawdad Festival</p>
<p>User-friendly cultural, entertainment, activity source or centralized place for people to access information and entertainment - internet, billboards, print, etc.</p>
<p>More interaction with cultures; concerts; celebrate diversity events</p>
<p>More cultural entertainment</p>

BRING BACK TORNADO JAM!: In 1980 Joe Ely developed plan for a concert at the newly created Buddy Holly Park on May 11, 1980 to be called the Tornado Jam. In addition to Joe Ely, famous acts like Joan Jett, Linda Ronstadt, Buddy Holly's original band The Cricket's and many others performed. The third year of this May event brought out 30,000 music fans. May (cooler temps) might indeed be a better time than September for a music festival. Venue to be determined.

Citywide Activities Website: The Chamber of Commerce or some other community support organization should maintain a website with all of the 'goings on' in Lubbock. The AJ does a very poor job of providing upcoming activities. Something like a website URL www.golubbock.com.

Lubbock as an Entertainment Tourist Center?: Being in the Music business for 45 years I have traveled the country and seen firsthand many entertainment centers. While living and working in Branson 14 years ago, I started thinking about Lubbock's music heritage. Lubbock and West Texas has more natural music heritage than anywhere in the country. Just look at the names on the Walk of Fame and you will see what I'm talking about. Branson's lifeblood comes from bus tours filled with tourist from all corners of the U.S. and Canada... I believe a partnership between these bus tour companies, the local producers, entertainers, existing venues, and local businesses along with LEDA could lead to a real financial benefit to the area. We already have many venues to get started with and by being creative we could develop more very quickly. I'm not talking just nightclubs but family entertainment and entertainment geared for the growing retirement segment also... As an early investor in the Cactus Theater I was impressed with the number of different quality shows that Don produces there. Any of those shows could run for a full season because there would be a different audience every night. My Studio produces live shows as well as TV shows like the Texas Boys Ranch Telethon... As close as Post Texas there is a world-class theater called "The Ragtown Theater" ready and waiting for a crowd. They already produce wonderful shows also. We have a great amphitheater at Mackenzie Park. As a city we have many more talented producers, entertainers and musicians ready to rise to the challenge. Believe me that when the word gets out about our success with this, there will be investors and big artist coming from everywhere just like it did in Branson. Like in most anything worth doing, we need to take the first step in the direction of the goal. I would recommend creating a small committee to talk to the tour companies and start organizing everyone. We have the musical heritage, lets utilize it.

Military Fly-In or Tribute: Lubbock is surrounded by five (5) military establishments (Dyess, Sheppard, Goodfellow, Cannon, & Reserve Center). It would be nice to have a multi-agency fly-in, drive-in, or show your hardware display. This would give the Army, Navy, Coast Guard, Air Force and Marines a day to show Lubbockites the great service they provide and the technology they use to protect our nation. It would give us an opportunity to reflect our patriotism and military support. It could be in the form of an air show, technology display, uniform parade, salute, musical tribute or any form that encourages our support. Complete with marching, military band, honor guard, planes, face painting, drones, food, hardware, weapons, helicopters...all the gear.

A community festival. Maybe with a midway, food vendors, crafters, live music events, etc.

Venue to host 500-750 at luncheons and dinners: The Lubbock Memorial Civic Center is currently the only indoor location large enough to hold a large breakfast, lunch or dinner event.

Outlet Mall and Zoo: We need an outlet mall, we have the space and the need for it (since we are the hub), it would bring more jobs and more revenue to Lubbock, people drive hours to go to San Marcos outlets, I think others would to in our area. A zoo would be very beneficial and educational; it would be something for families to do and spark learning as well as something else to do in Lubbock.

Model Aircraft Sky Park: Construct a model airplane sky park near Legacy Play Village or in the East Port District at Lubbock International Airport. Host flying demonstrations and competitions. Encourage our young people to design and build model aircrafts and learn to maneuver them.

Improve our Water and Amusement Parks: Lubbock is a larger city than Amarillo; why then is it that Amarillo has a much more vibrant Amusement industry than Lubbock? Their water park is newer, whereas ours is older with little improvements over the last 20 years. Wonderland is larger with newer rides than our Joyland. And Amarillo has a Zoo, which we lack entirely. It is unfortunate that we have to leave our own city to find better amusements in a smaller city....

Minor League Baseball: I would like to see more activities outside such as a minor league baseball team. I understand there use to be a minor league hockey team which did not make it. Moving from Oklahoma to Lubbock was definitely a change by the limited amount of things to do. I believe it would make it due to not alot of stuff to do during the summer months. Just a thought and idea.
Joyland at McKenzie Park: This amusement park is definitely a landmark in Lubbock. It could be a nice draw if it were to be updated, marketed in such a way that it appealed to a large cross section of our citizens. Not having been in a few years, I can't say for sure but topic for discussion. Would better lighting, better security, expanded hours help? Do you and your family go to Joyland? If not, why not?
Theme Park for persons with special needs: People with special needs love theme parks too! Lubbock can build our own model of "Morgan's Wonderland" in San Antonio Texas and make it affordable to families and caregivers of person with special needs. There are very few theme parks specifically designed for persons with special needs.
Lubbock Zoo: I am forty-one years old and all my life I have waited for a zoo in Lubbock. I remember there was talk in the late 70's or early 80's about a zoo on the Slaton highway. Then in the late 90's there was talk about building it across from Mackenzie park on Broadway east of downtown. I think that area across from Mackenzie is a great place because it has a natural stream you can access and there are plenty of trees. Did this idea just die? I mean Abilene and Clovis have a zoo. Lubbock needs a zoo too.
Downtown Athletic Complex: One way to give downtown revitalization momentum would be to emulate OKC and Frisco by putting a minor league baseball stadium downtown. OKC then put softball fields downtown to host college and HS softball tournaments. Frisco chose to put soccer fields to attract professional, college and HS soccer tournaments. The inhibiting factors are land and bond money to accomplish this goal.
Man Made River Downtown: I'm not sure what the feasibility of this is, but we have man made lakes throughout the city. I'm not saying build a massive river that spans the city, but a narrow river than runs from Avenue Q to the Interstate or the freeway to 19th. A city is largely judged by its downtown scene. Some of the most beautiful downtowns have some form of water, which in turn leads to the development of waterfront properties. Could you imagine if Broadway was converted to a narrow water way with sidewalks and a couple cross bridges? Walkways with outdoor shops, restaurants, condos, and entertainment venues would be visible from the main entrance of Tech.
Water Park: Bring in a true water park - look at Wichita Falls or even Amarillo for example - Wichita Falls Castaway Cove is an outstanding water park for a community half the size of Lubbock
Bison Herd: We need an open range park for bison, longhorns, zebras, antelope, mule deer, and other range exotics. Lubbock wants a zoo - but why cage the animals. Open terrain park with grazing animals. The Lubbock Lake Landmark would be a great area for a bison herd.
Big Balls in Cowtown: Running of the bulls in downtown Lubbock or a big dance hall in Lubbock. We need to display our "western roots". Bring a little western swing back into our community. Bring the kids out. Shout ahh-haw Lubbock. We need to support our ag boys, 4H, FFA, stock shows, Lubbock Stock Barns, and western swing. We need to wear some big hats.
Lubbock Lake Landmark, TTU Museum, Prairie Dog Town. These are great things but can get through them all in 5 min at this time. Prairie Dog could have education; see through tunnel system to watch the dogs in their home. TTU Museum is pretty sad and empty. Lubbock Lake Landmark- More trails to walk, camp over, expand museum (would love a virtual type interaction like Abilene Texas.
More recreation facilities for young people - zoo, full water park
Centralize area for entertainment for citizens other than college age students
More kid-friendly entertainment
Re-do 19th and up to be family oriented during daytime; "Buddy Holly" and visitor center
Attractions for all ages that's unique to Lubbock
More family learn and play places, similar to Science Spectrum

More family friendly entertainment options - the ones we have now at parks move around to different locations within city
Increase number of family activities/opportunities (i.e. zoo, cultural events)
Events/places to nurture family, all ages
Affordable family entertainment; movies; putt-putt, etc.
Family oriented activities
New attractions for Lubbock - create more opportunities for families
Provide places that nurture family event, ex. Pedestrian mall
Expanded family entertainment opportunities (science spectrum as example)
Depot District: While the Depot District has some appeal, when it was in its early stages there was such opportunity and enthusiasm for really making it a larger entertainment area. I would like to see some thoughts on making it an even more appealing destination, maybe even being able to block off the streets for weekends or festivals.
Demo South Plains Fair Grounds: I look forward to the South Plains Fair as much as anyone! Love the food, livestock, and midway. However, the fairgrounds are quickly becoming an eye sore from I-27. It needs to be bulldozed and a "NEW" world-class event center needs to be constructed in its place. An event center that can host rodeos, 4-H stock shows, horse jumping, judging competitions, robotics, science fairs, indoor track events, civic events, gardens shows, home improvements shows, cotton ginner shows, car shows, swap meets, the South Plains Fair, Farmers Market and many more exciting venues. If demo is not an option...fresh paint, new signage on buildings, and a more attractive appeal from I-27. Maybe the community can pitch in! Grab a paintbrush Lubbock.
Demolish the Lubbock Auditorium & Coliseum: These fifty-six year old facilities are obsolete and are well past their prime and usefulness. And the cost of a complete remodel would build you something new, more attractive and in a better location. With all of the redevelopment in this area it is time for the city to do away with these venues. They have served their purpose, exceeded their life span and it's time to move on!
Public Indoor Ice Rink: I would like to see investors build an indoor ice rink in Lubbock. This would be a fine addition to the various sports venues already found here. Ice rinks can be found all over the world and are very popular with the youth and adults alike. A rink in Lubbock would be another entertainment opportunity which would help to foster interest in ice sports such as learning to skate, recreational skating, figure skating, broomball, curling and youth & adult hockey. Skating is also a fun way to get some really good exercise. Being a mid-sized college town also makes Lubbock an ideal location for an indoor ice rink. The facility would also have the potential to host various tournaments and events that would also benefit the Lubbock economy. Regionally, you can find indoor ice rinks throughout the Dallas-Ft Worth Metroplex, in El Paso, Austin, McAllen, Odessa, College Station, Houston, San Antonio, Oklahoma City, Edmond, OK, Norman, OK and Albuquerque, NM. I believe that this type of facility would be a great asset to the city of Lubbock and the surrounding area.
RV Park: Make Lubbock an RV Destination! So many American families dream of hitting the road for a family vacation. One of the best ways to optimize your vacation budget and time is to travel via RV. An RV gives families the flexibility to go where they want, when they want, without a need for strict planning. Some of the most beautiful places in North America can be reached by RV travelers and the destinations are well worth the drive! We need to give RVs a place to park and a reason to make Lubbock a destination city.
Texas Tech Tailgating Upgrade: People shouldn't have to pay for a parking spot to be able to tailgate. Recent graduates can't afford it and we should have more of an option to be able to show support for our team than going to the Frazier Pavilion as alumni and pay for drinks and food. The whole point of tailgating is the excitement of getting together friends and family and spending time supporting the school you love. What is the fun in just showing up right before the game and walking in? Let's compete with the SEC!!!

Hollyville: Williamsburg, VA has an authentic recreated 18th century section of town called "Colonial Williamsburg". Given our history with Buddy Holly, recreate an authentic slice of 1950's America. It could be called "Hollyville" and contain a movie theater showing old features, a clothing store with 50's fashions, 50's era cars, etc. etc. Within this section of town, everything (except the visitors) would have utter fidelity to 50's technology and fashion. In my opinion, many have nostalgia for this era and would come visit if it were really done accurately. Given Lubbock's large role in this time, such an attraction would be entirely fitting as well.
More places for single people
All-inclusive conference facility
Establish 200!
Youth multi-complex activity center to enhance talents and strengths (of) children (gymnastics, music, arts, etc.)
Adult activity center (entertainment)
Movie theater in East Lubbock
Quality entertainment
Flight exhibit at museum - African Americans good start
More activities, kids, zoo, water park, restaurants, hotels, skating parks, Burger King
For example, how many people even know how to get around the Depot District or have been to the Cactus theater or First Friday Art Trail or the Symphony?
Why not have a small part of the Symphony perform at the Mall or Walmart for an hour on a given day as a marketing tool? Same for artists from the Cactus.
I wonder why with the population size we have here in Lubbock someone hasn't opened-up a place to go skydiving. The closest place I think is Midland. What a neat thing to do on a Saturday!
I'd take my visitors to the largest and oldest museum in the region, the Museum of Texas Tech University. It has collections and exhibitions in the arts and sciences including galleries about dinosaurs, the Ice Age on the South Plains, Texas and Southwestern artists, and much more. And...it's all free!!! Also, I'd treat them to a laser or star show in the up-to-date Moody Planetarium.
Great place for all ages. Clean, safe and fun!
Renaissance Festivals are great fun! They are a wonderful tourist attraction and would bring a lot of business to the community. The closest one to Lubbock is in Waxahatchi which is just south of Dallas. Those who are big into them travel to all of the festivals and Texas has MANY but none in the Panhandle. Scarborough Fair (Dallas area) - http://www.srfestival.com/ TRF (Houston area) - http://texrenfest.com/ Sherwood Forest Faire (Austin area) - http://www.sherwoodforestfaire.com/ Four Winds Faire (Tyler area) - http://www.fourwindsfaire.com/ Red River Faire (Dallas area) - http://www.redriverrenaissancefaire.com/ Texarkana Faire (Texarkana area) - http://www.texarkanarenfaire.com/ Middlefest (Dallas area) - http://www.middlefest.com/
Culture Center for youth, adults, talent in the city, entertainment center

Category: Play

TOPIC: PARKS AND RECREATION

More parks in East Lubbock; too many gravel rocks in existing parks
More ballparks in East Lubbock
More safe places for adolescents to gather
More activities for children
Water park for children
Minor league baseball team
Sports center for children
Create, improve, and promote outdoor recreation events: 1/2 and Full Marathon within the loop, music festival at the Buddy Holly Recreation Area.
Improve quality of leisure life
City Recreation Centers: I grew up in the North DFW area and there were city operated rec centers. They had racquetball courts, basketball courts, fitness programs, game room, schedule activities, etc. No swimming pool attached - just an indoor facility available for citizens/families to use and stay active, rent for activities, etc. Given some of our harsh winter and hot summer days, would be a nice venue and promote community physical activities for our youth.
To eventually build a soccer complex: The Burl Huffman complex needs to be closed. Built on top of a landfill, we need to build a new soccer complex. This complex would allow LSA to host more soccer tournaments which will impact the Lubbock economy. We have over 3000 kids that play soccer and the current complex is not fit for our kids to play on. Burl Huffman is run by the City of Lubbock for those who do not realize that Lubbock Soccer Association does not run that complex. We have teams that will no longer travel to Lubbock because of the condition of our fields.
District, Regional, National or World Series Baseball Field: World Class Baseball or Softball Field for Championship Tourneys. Marketing and advertising opportunity for corporate sponsors. Tourism for Lubbock.
West Lubbock needs a public pool: There are no public pools west of Quaker. The area bound by Marsha Sharp and Milwaukee would be a good area. Pools are only filled once and are an economical way to keep kids busy. Keep them open later in the day and until Labor Day so adults can enjoy them too.
Recreational center
Sporting complexes for kids - all sports - some facilities not well maintained
Revitalize recreation/community centers/community gardens
More recreational activities; entertainment for families
Youth sporting events facilities
Recreation facilities
Indoor public swimming pool

Offer public facility like cultural center, meeting facility, centers, gyms, parks, outdoor facility
Construct a best of world class Olympic indoor swimming pool
Create places for activity - bike ramps at parks, etc., as well as indoor facilities
<p>Create additional large youth sports complexes: Youth sports are a financial boon to any community whether it is soccer, baseball, softball, volleyball, basketball, etc. These parks can also serve as massive green spaces within our community during the week and youth venues on the weekends. Amarillo, Midland, Odessa and Abilene have committed a large amount of city dollars to fantastic facilities and regularly host large youth sporting events and they attract teams from outside their community. These events bring in dollars for hotels, restaurants, and shopping. The average out-of-town team (11 players w/ parents) who overnights likely spends around \$1500-2000 to cover hotel and food. For a city that boasts it is the "Hub of the Plains" and "community oriented", I see little in the way of catering to our youth aside from what is done through LISD. It is a shame that Wolfforth appears to be taking the lead in these things, and not Lubbock.</p>
<p>Equestrian Trail along Pipe line Route from Lake Alan Henry: I don't know if it would be possible, but I imagine there must be quite a service route along the pipeline from Lake Alan Henry. Would it be possible to use that service road as an equestrian or bike trail? If a few designated areas were setup as trail heads for parking, it would even attract visitors - and keep folks local instead of traveling for this activity</p>
<p>A multi-sport recreation mecca for the Southwest US: Upgrading the existing Canyon Lakes System to promote a continuous span of navigable water from the Buddy Holly Recreation Area to Lake Dunbar and a bike/run trail to match would differentiate Lubbock from any other city in this region of the United States.</p>
<p>Baseball Stadium/Minor League Baseball: We could hit a HOMERUN for downtown revitalization by building a stadium in or on the edge of downtown Lubbock as the home of a professional minor league baseball team. Lubbock is a baseball city! There is support and enthusiasm for baseball in all walks of life and in all generations in Lubbock.</p> <p>With its own state-of-the-art stadium, a minor league baseball team would draw people to downtown Lubbock in droves. That traffic would spawn retail stores, restaurants and other entertainment opportunities to add to the Depot and Arts Districts. This would be a perfect complement to the College Baseball Hall of Fame, which will also be in downtown Lubbock.</p> <p>In the off-season, the baseball stadium would be the home for concerts, athletic events and other activities. A conference center in the stadium would host ancillary convention and meeting events that would augment the civic centers convention amenities.</p>

<p>Golf in Lubbock: There are lots of good things happening in the local golf community from the success of professional golfers who hail from this area (J.J. Killeen, Chad Campbell, Ryan Palmer, Sean O'Hair) to the very young junior golfers who are competing this week at the U.S. Kids World Championship. Frenship ISD golf has qualified for state competition for the past 3 consecutive years, partly because the benefit of a strong middle school program was recognized early. LISD has recently established a middle school golf program and Lubbock-Cooper is also considering it. The Rawls Course has attracted lots of statewide and national attention and will surely be an even bigger draw with the publicity surrounding the new clubhouse this summer. The golf programs at Texas Tech, LCU and WBU have competed extremely well both athletically and academically; and when golf returns to Olympic competition in 2016, it will surely bring added visibility and interest to a sport that can be played by both men and women of all ages. With the addition of these new players, there is a need for another public facility that could possibly serve as a developmental facility for junior and beginning golfers with a par 3 short course; yet also have a very good driving range that would benefit golfers of all skill levels. This could be another venue for team practice, UIL competition and tournaments that could be a sizable draw for golfers and their families who travel with them. There is not another facility of this kind anywhere in the area. With the advent of the middle school programs and a public facility of this type, there would be an opportunity to expose a greater number of young people to the many benefits and life skills associated with the game of golf . . . some who might not have an opportunity otherwise.</p>
<p>Ziplines for fun and adventure at McKenzie Park, Lubbock Lake Landmark area, and down and around Canyon Lakes area, etc. This would make Lubbock a destination for many and add a fun outdoors activity to our community. (A come & go urban zipline station for commuting around town would be interesting. Lubbock's commute compared to larger cities is a snap, but there are times, especially when construction constricts traffic flow, that a zipline to and from work sounds pretty cool.) http://urban-zipline.com/</p>
<p>Shade in playgrounds: Thanks for the new playground equipment in parks. Most of it goes unused for 12 hours a day in summer because it is too hot. Other cities have sense to put such places under shady oak trees. Well, those are in short supply here but the city could erect shade-producing devices like screening material. Even little Stephenville TX has a great covered, open-air basketball court in a city park, built by the Optimist's Club. It is used on the hottest of days.</p>
<p>Build Indoor Ski Slopes for Skiing and Sledding: I vote that the city (or some local entrepreneur) open an indoor skiing and sledding park like the one in Dubai. (Google it)</p>
<p>Off-Road Riding Areas: 4x4 ATV Park. Get down and dirty in the mud pit. Spin out in the sand hills. Lubbock needs a place for people to ride ATVs and motorcycles. A mud park or designated riding trails would be fantastic.</p>
<p>New Golf Course: Most cities are size have most than one city owned golf course.</p>
<p>Legacy Play Village & Recreation Area: I love having a recreation area in southwest Lubbock, and a great area to focus on is the LPV & baseball fields area. There is plenty of land to add amenities, splash pads, rec pools, tennis, etc, AND improve the play area as well. It has been the victim of vandals and needs some attention.</p>
<p>Multi-purpose event center: 5,000 to 6,000 seat Multi Purpose Event Center to take the place of the City Bank Coliseum. Concrete floor, with the ability to haul in dirt for Rodeos, Circus, or Truck events. Plenty of parking, access to stables. A good sound system for a smaller concert venue. TTU would like to have this property, and right now there is not enough parking for all that goes on in the triangle of the present coliseum. I would volunteer to help get this project off the ground with the city's help</p>
<p>Area both adult and children - entertainment area - all ages</p>
<p>Increase family friendly environments to enjoy recreation</p>
<p>Lubbock river walk around Buddy Holly Lake</p>
<p>Develop river walk</p>

U/7 good parks - need walking trails - more health related - farmers markets in parks - healthy
More parks in South Lubbock
Stronger park system
Revitalize Canyon Lakes, Yellowhouse Canyon, Mackenzie Park - river cleanup; safety
Bike park/in line roller blading near Legacy Park or Tech area
Pet parks
Great public spaces, better and more parks, ex. Encourage bike riding and other outdoor activities
Treat all parks equally
Publicize outdoor areas (parks, skate parks, etc.) for greater use and make more accessible
More areas for water recreation
More parks with real use (not just jungle gym and Playa Lakes); development of current parks
Network of community gardens through whole city
Enhanced park system
Splash pads at parks
Covered picnic areas
Dog park
Buffalo/Lake Alan Henry - help maintain, publicize more, make family friendly
10th through to University to downtown; central park with Playa Lake
Encourage healthy living by creating outdoor fitness center at Maxey Park (large outdoor center)
Expansion of parks/green spaces
Expand Canyon Lakes - creating opportunities for sailing, etc.
Dog park
Multiple dog parks
Improve maintenance of parks; beautification
Develop more recreation along lake system
Develop a river park
Improve and build up public parks/dog parks
More parks; shelters in parks for relief from sun
Little League fields - make them more equal through city
Mini-recreational parks
Lighting (parks)
Large park for events
More parks times 2

Upkeep of parks and more recreational family parks
Expand Canyon Lake system so you can sail from Buddy Holly Park to Lake #6
Create an urban outdoor recreation center
More natural areas; more wildlife parks and not manicured
Reintegration of Canyon Lake #3
More activities in the parks
Utilize the lake system that we have
Park dedicated to health/wellness; urban outdoor gym
Enhance public parks (fountains, gardens, bike paths)
Skate park in Lubbock
Finish parks in city
Dog park
Reduce the number of parks, enhance the ones that remain, add water features, landscape - refer to Canyon Lake like features
Wake ranch for wake boarding
An extensive park with bike and running trails that's safe for families to go
Splashpads: Lubbock needs a few splash pads! These are also called "spray grounds" or "spray parks." They are a safe and fun way to kids to cool off and exercise in the summer.
I believe we need to redevelop, rezone, and re-engineer the Canyon Lakes/Jim Bertram System and the visible rim. It is a unique resource that is totally underutilized for recreational, commercial, and residential use. Connecting the lakes in a single navigable waterway from the Buddy Holly Recreational Center to Lake Dunbar would create an unparalleled kayaking/canoeing, walking/jogging and bicycling environment in West Texas. It would connect the Buddy Holly Recreation Area, McKenzie Park, Wells Fargo Amphitheater, the American Museum of Agriculture, the American Wind Power Center, and Mae Simmons Park. Rezoning the industrial lots that line the rim would encourage commercial and residential development in the most scenic portion of our city. Improved law enforcement and safety measures would encourage use. These together would help draw people back into the core areas of the city. We have an incredible, beautiful, natural resource that very few citizens know about or utilize.
Lubbock is in need of a Community Wide Dog Park. An apartment complex here in Lubbock we use to live in had one and it was so nice to take our dogs out and let them play. The back yard can only offer so much. Besides it being a great place for our dogs we also met some very nice people that we still talk to today.
Zen garden: A garden where people can go and walk on sand that's like the beach and comb it with rakes.
Expand Buddy Holly park to include bike trails, roller blade and skate trails. Also, add small businesses across the street (north side) like cafe's lunch nooks with outdoor seating, and rental booths of bikes, roller blades and skates for all ages--including strollers and wheelchairs.
Leftwich park on Elgin: This park is Lubbock's most out dated park, the kids hardly have anything to play on there. Lots of families bring their kids there because it's close but it needs a lot of updates. lot of people jog around the lake & park in am & pm there is a big need for a jogging/bike trail there because there is none. this park is well used:)

<p>Create a national contest for designing a park around big sky: This contest is to find the best way to create a park where the open air and the amount of open sky are celebrated. Zip lines, an amphitheater with a giant frame for sunsets, build hiking and biking courses, an indoor swimming pool with a giant fountain and skylights, a meditation garden and community herb garden, etc. One of Lubbock's best features is the amount of sky and oxygen available.</p>
<p>Lake improvements: Create lake park similar to Lady Bird Park in Austin. Biking, running paths. Promote business growth near lake areas.</p>
<p>Regis Street / LIA Gateway Park: Guitar Head Park: Create a new Iconic Place in Lubbock. Artistic expression of Buddy Holly's six (6) guitar heads. Bronze or other type statues placed along Regis / Blue Field Road to welcome people arriving from Lubbock International Airport. An iconic expression of Buddy Holly's music, a welcoming invitation to Lubbock, an artistic attraction. A place business people can pull over to relax before jetting off to other destinations, a walking park to let people decompress, a tourist attraction. Walking Trail. Lighted with solar lighting. Guitar heads to draw attention. City of Lubbock already owns land from MLK to I-27. Landscape similar to walking trail along Lovington Hwy. In Hobbs with an artistic twist. Move over Cadillac Ranch. Guitar heads are cool.</p>
<p>Walking parks: We have parks they just don't all have the walking/running trails to do it safely. I believe more people would use the parks for exercise purposes if the gravel trails were added.</p>
<p>Create a park around sand. Complete with sand volleyball, sand boarding, dune buggies, sand soccer, paddleball, giant sand box, sand sailing. We don't have water to maintain our parks - so let's create a new concept. Sand sculptures. Picnic area. RV hookups. Horseshoe pitching area. Dune parades. Fun!</p>
<p>The Park at 19th and University: Through a lot of synchronicity I gave the Occupy movement a generator in the winter since theirs had been stolen. I saw a few weeks ago on Channel 2 a well-dressed white-haired Mason-type man wanting to ensure that the park could never again be used as a place where we citizens could speak out and be heard. I say every city should have such a place on a permanent basis. I have always thought that for some reason we had been blessed with wise city fathers. I think it would be the smartest idea since the handling of the potential riots in the 60's, if the park could be set aside for public debate. Gail French, teacher. Come on, you smarmies!</p>
<p>North West Lubbock needs a park with a hike and bike trail. There are no parks in northwest Lubbock between Frankford and Upland.</p>
<p>Left witch park on Elgin: This park is Lubbock's most out dated park, the kids hardly have anything to play on there. Lot of family's bring their kids there because it's close but it needs a lot of updates. Lot of people jog around the lake & park in am & pm there is a big need for a jogging/bike trail there because there is none. This park is well used.</p>
<p>More Walking Tracks in Lubbock Parks: Some of our parks have wonderful walking tracks where people can enjoy the outdoors, commune with nature and their neighbors while walking off stress and calories at the same time! Unfortunately, only about 25% of our parks have walking tracks. With obesity on the rise (not to mention the healthcare costs associated with it), is there any good reason why we don't have walking tracks in all of our parks? Parks with walking tracks promote good health and help create a sense of community in a neighborhood.</p>
<p>Running Tracks: I think it would be great to make it a more "green commuter" friendly. More running tracks and bike tracks.</p>
<p>Yellow House Canyon Piers: Romantic Walkways or Fishing Piers to enhance Yellow House Canyon Draw. Allow viewers to feel the breeze over the water, sink a hook, or just a place to sit and enjoy a good book.</p>
<p>Improve recreation facilities for physical health - bike and hike trail</p>
<p>Multi-use bike and walking paths connecting parks</p>
<p>More walking trails</p>
<p>Running trails around Playa Lakes</p>
<p>Need better - safer, more scenic - jogging/walking trails</p>

Bike trails
Hike and bike trails city wide
Healthier Lubbock - walking paths, bike routes safe - hiking trails - support current ones - better marked - lighting in parks
Bike paths
Public work out area; bike trails
Urban bridge for bikes and walkers; bike paths in parks, e.g. linking Miller and Kastman parks
Emphasis on healthy living - hiking and biking trails (especially in Canyon Lakes area) - more green corridors
Better/more walking and cycling trails; dog parks; promote more community interaction
Citywide running and walking trails with water and lighting
Activities for youth to get them off of the streets all across the city
River walk
Playground park

Category: Prosperity

TOPIC: ECONOMIC DEVELOPMENT

Solicit more industry
Recruit new businesses
Diversify economy
Improved business climate - more diversity
Diversify and expand the industrial base and the jobs that it represents
Encourage diversity of small businesses on 34th; create a program to support small business
Provide money to business diversity
More diversity in entertainment, jobs; embracho
Economic sustainability: Lubbock is so dependent on our 3 main industries (agriculture, education, and health care) that significant changes made at the federal or state level has a direct impact on our long-term economic health. We need to work to diversify into new industries while trying to help maintain what we have.
Competition: We need more competition! Debate, UIL, robotics, science fairs, beer brewers, punkin chunkin, chili cook-offs, corporate challenges, space travel, playa lake boat races, kite fly-offs, car races, chainsaw carving, ice sculptures, sand castles, sidewalk chalk art, bike races, hike and bike challenges, co-ed softball, big bass, newest invention, etc. Lubbock has lost its competitive spirit. We are complacent.
Re-evaluating Agricultural Cash Crops: Palmer's Amaranth is native to desert climates and has been cultivated for over 6,000 years. This plant is higher in protein, provides an alternative to wheat, and is as delicious as spinach! It also grows in abundance with very little water. It is commonly known as pig/careless weed, is resistant to Monsanto's poison, and is seen as invasive to West Texas cash crops. The challenge will be to shift our way of thinking about the value of our current crops by re-evaluating our natural resources. If we embrace permaculture instead of monoculture, learn how to become foragers in a land of no forests, utilize what the Earth already provides, we will never go hungry!
TTU focus has to change from Teaching to Research.: Tech needs to change from a Teaching University to a Research University. Research is where new ideas and business happen. Look at what UT has done for Austin and now Aggy with the recent Govt contract to supply vaccines. They are going to have high paying jobs in College Station soon. Look at what Stanford and MIT have done for their communities. Research is the future of Tech and Lubbock.
Keep cost of living down.: I moved here from a smaller town. But between the constant tax hikes and the high water bills, I don't know that I can afford to stay. I figure people on a fixed income are having problems too. There have to be ways of cutting costs. One suggestion for creating revenue is a sales tax increase instead of property tax increase. At least then everyone will have to contribute.
Improved Airline Services: The squeeze on airlines has resulted in fewer seats coming/going into LBB. This has caused airline fares to increase (economics supply/demand pricing impact), limited schedules and risky dependence on poor performing airlines such as American Eagle and United Express. Southwest is stellar!

This scenario creates challenges for getting business events/meetings in a face-to-face fashion. Our company will fly to DFW/Love to hold meetings in a central location due to the cost, difficulty and inconsistent performance of airlines coming into LBB. Consideration should be given to economic incentives to other airlines to start service or for current airlines to improve and expand the air service into LBB.
Expand LEDA budget
A stronger effort to unify economic development across all parts of the city
Economic development opportunities inclusive to all segments
Bring business to Northeast side
More businesses in East Lubbock
Support being a medical hub (for facilities)
Inter/intra state commerce
Pro-business growth, attitude/atmosphere in Lubbock
Attract Fortune 500 companies to Lubbock
Entrepreneurship: Small businesses are the ones that create the most jobs in the United States, and when there is an economic downturn, they are the least likely to have mass layoffs. We need to better develop and capture the entrepreneurial startup activity that comes from having great universities in our city.
Economic Strength: One of the things I think our community needs to keep working on is our economic sustainability. The more we can do to encourage job growth as well as the start of small businesses, the more we can help keep our community strong and growing.
Silicon Valley in California. Bio-Tech Park in Lubbock, Texas. Lets put it this way: Good companies=Good jobs/salaries. TTU have every complete Nanotechnology research lab; Lubbock has an excellent business park. Lets make Lubbock a city attractive to bio-technology companies from the US, Canada, Germany, Japan, UK, France, etc so they bring their technology to Lubbock. I wouldn't mind to pay/invest tax money so this high tech company come to Lubbock (with city tax breaks) and provide better jobs, business, etc.
UPS at Reese: Offer some facilities at Reese to UPS air. Those runways are not being used. Maybe a western US hub. I know the have a giant hub in Louisville.
Entrepreneurial support: We need to support entrepreneurs in Lubbock through better education, assistance finding grants and developing matching funds through loans and other sources, helping with patent development, entrepreneurial networking functions, providing incubator space and further developing our network of local seed, venture, and angel funding sources. This will require strong community support and leadership from our public business institutions and Texas Tech University. It will also involve getting the message out in regards to what is available to our community to support business development.
East Port District: Regional airports around Texas typically have a strong service and freight terminal sector developed around the airport. It would be great to offer aircraft maintenance, aircraft painting, freight terminals, and warehousing. We need to make Lubbock a larger HUB for freight, aircraft storage, maintenance, & service.
To increase and improve the airline service
General: airport improvement - more flights; private air more available/profitable
Improving transportation to and from Lubbock including air and rail transportation
Remodel airport terminal
Redo/update airport

Air service improved
Additional major airlines; more direct flights
Airport outdated; invest in airport on west side of town; create a mass transit hub with surrounding rural towns
Keep Lubbock business friendly - low taxes, low cost of living, efficient transportation
More of a level playing field for small business in city - reduce tax payer incentives
Make Lubbock more attractive to other businesses and industries providing jobs at all income levels
Build/improve infrastructure and create incentives to attract business and help retain TTU students (create jobs)
Increase in manufacturing businesses via tax abatement
Tax abatement for new business in North and East Lubbock
Attract bigger businesses (tax abatements and incentives, etc.)
Incentives for businesses to move to less commercial areas
Give incentives to businesses for developing in lower economic areas
Tax incentives for big business
Increase economic development incentives, particularly to truly diversify here
Promote locally owned businesses
Improve economic development
Foster individual innovation
Support local agriculture by having markets and opportunities to support in more immediate way - buy direct from farmer - festive community atmosphere - accessible - markets within various communities, ex. Fisherman's Wharf, but unique to Lubbock
Better incubators for business
Business mentors for new businesses
Hispanic chamber access to business opportunity
Within 5-mile radius of Estacado H.S., focus more on commercial development (employer specific), less residential development; "people move to where jobs are available".
Adding more business in East Lubbock (e.g. no fast food, banks, jobs)
Invest in convention center; create incubators for graduates (laid off people) to provide resources for industries; invest small business development center with workforce training
Bring more businesses to East Lubbock
Rural Software Development Center: I would like to develop a rural-sourcing software development center in Lubbock, Texas. My vision is to see enterprise class organizations outsource their software development, testing and support operations to our community in Lubbock. In that way, positions are kept on-shore and within the U.S. job market. Clients are empowered to keep their spend at home in the domestic economy, while enjoying the cost-savings of a rural-sourced team. Our unique model would eliminate downsides that could be experienced with traditional off shoring: such as cultural and language barriers, time zone disparity, and high rates of attrition.
My vision would be to establish a partnership with all of the local universities, which would allow us to utilize the university's resources for continuing education and training of our staff, as well as provide

students technical job opportunities in the community upon graduation. I would like to see Lubbock become the silicon valley of North Texas and give Austin a run for their money for high tech jobs!
Recording Studios: Lubbock has just as much music heritage as Austin. There is no reason why we couldn't become a Texas version of Branson. It should start with some recording studios to attract both established and upcoming musicians/bands.
Futuristic Farming & Gardening: This is an amazing concept - and I would like to know more. It would be awesome for Texas Tech & Texas A&M researchers to have active displays in a Science Museum to teach people how to grow food in their homes year around. Hydroponics, lighting and a little self-sustained ecosystem right in the comfort of your own home. Who wants an aquarium...this is way cool.
Start-up Incentives/ Community Challenge: Attract, generate and develop new business from WITHIN the community by presenting a comprehensive incentive program tied to the downtown revitalization efforts.
Envision a partnership program that:
Involves students and faculty of the university (and school systems)
Openly challenges the community
Promotes business growth downtown
Utilizes incentives from LEDA
Retains & rewards our emerging leaders
Aids in business model development
There may be something like this. If not, consider employing a panel to review business idea submissions and award the top 3 business ideas with start-up capital to get things moving. Only do it in a way that really challenges everyone in the community to take advantage of the opportunity. Something that behaves a little like Kickstarter for Lubbock?
Develop land around the airport: With so much land available around the airport, it would be great if we could get aerospace companies to open up operations in Lubbock.
34 street rejuvenation: Several posts have mentioned the rundown look of 34th street. The suggestions for improvement are welcome. But until the root problem of 34th street business deterioration is addressed, nothing else will really help. 34th street merchants are mostly small business operators. As such they do not have the large advertising budgets of their big box competitors. Effective newspaper, radio, and TV advertising are simply beyond their means. The only effective and cost effective advertising solution available to them is a large, easily visible sign that will attract new business. Unfortunately, that option is denied by a restrictive sign ordinance that dictates such poor placement and small size that most of the signs are essentially useless. All businesses, and especially small businesses, depend on attracting new customers to make up for the attrition of their customer base. Unless the city revises this ordinance to allow small businesses on 34th street (and other areas) to put up signs that the driving public can see and read, 34th street will continue it's decades long decline. The unfounded concern over "sign clutter" will eventually lead to the real ugliness of rundown storefronts and closed businesses. The smooth streets and pretty sidewalks of the reconstruction project will do nothing to stop this decline if people cannot find the shops along the street.
Improve technology to bring people to Lubbock
Promoting Lubbock as a hub of technology
Become a magnet for tech companies and professionals
LEDA has to sell "all of Lubbock"; the city has to come together as one
Support of large business in East Lubbock (e.g. Wal-Mart, Ross) should not have to travel to shop and eat; build East Lubbock up
Invest to maximize resources in East Lubbock

Encourage more businesses to "take a chance" on the East side
Equitable property value in all Lubbock
More development towards airport (hotels, restaurants, etc.)
What is going to happen to schools that will be closed; develop areas
More quality businesses coming to East Lubbock; empower people - work for themselves
Develop the airport properties and hotel amenities - restaurants
Marsha Sharp goes East to Loop 289; entice businesses to all parts of Marsha Sharp
More growth around the airport
More companies in East Lubbock
More development towards airport (hotels, restaurants, etc.)
More businesses in East Lubbock
Lubbock needs one location where visitors can go to obtain all the information about this city. They should be greeted by a friendly person who has knowledge of the local area and can provide maps, directions, and other information to them. They should have restaurant menus available, hotels available, and restrooms. Should be a warm atmosphere with internet service and coffee to drink.
This is something travelers seek to find all over the world. Since Lubbock is the "hub" city such services should definitely be available here. Local support from businesses that would benefit from such a service should cover costs of maintaining it.
More growth within Lubbock
It is know that small businesses make up for over 50% of the city's economic base. In order to thrive as a city small businesses and Entrepreneurs need as many resources as possible. There are plenty of ways to support these businesses through workshops on marketing, how to diversify your portfolio to gain more a market share, quick books, etc. Incubators are important because these can be helpful for the students that just Graduate from the Rawls School of Business. The idea is keep those graduates - many of whom may have amazing ideas that could end up in other cities.
Community based organizations and Business Improvement Districts need to be promoted and supported by the city and economic development organizations. Empowering organizations, businesses, and communities is a great way for the neighborhoods to take control of the direction they want to go in. There are plenty of grants out there for this kind of thing and with support of the city these things are very achievable.
LINK UP THE 80% POSSIBLE RETENTION OF OUR TT GRADS THAT WOULD STAY IN LUBBOCK IF THEY HAD HIGH PAYING JOBS. THIS MEANS HIGH TECH AND EXECUTIVE JOBS. TRY TO MARRY UP WITH HIGH TECH COMPANIES WHO ARE LOOKING FOR GRAD STUDENTS AND WILL MOVE TO LUBBOCK.

Category: Prosperity

TOPIC: JOBS AND WORKFORCE

Retaining TTU graduates: While some groups do work to keep TTU graduates in Lubbock (e.g., YPGL, LEDA, Alumni Assn), it needs to be a higher priority for the city.
We must bring salaries up to decent levels to keep people here: Yeah, yeah. I've heard the line that "the cost of living is lower in Lubbock," but lower salaries is one of things that causes young people to leave, I think. And is our cost of living really THAT much lower than San Antonio, for instance? It also affects which restaurants and retailers are going to come here because I know many look at median disposable income in actual dollars without factoring in cost of living. I am including a link to a story that compares good salaries with low cost of living to come up with America's Most Affordable Cities. We are nowhere on the list, so our "low cost of living justifies low salaries" rationalization isn't necessarily relevant.
Continue to increase job opportunities
Utilize Reese Air Force Base for aeronautical training (jobs)
Add high paying employees
Better job opportunities; increase pay
Better job market and more technical schools
Better wages for everybody
Higher paying jobs and career opportunities
Better job market and more technical schools
More manufacture jobs
Full employment at a living wage
To create jobs to make comfortable living; offer leadership roles that are reflective of community; administration rules
Quality jobs; higher jobs
Pursue, construct taskforce for medical manufacturing; job opportunities
Promote green economy and jobs
More full-time jobs with benefits
Attract better businesses - more high dollar jobs in Lubbock
Continue solicitation of business into Lubbock and lower unemployment rate (business development)
More Jobs: People don't necessarily see Lubbock as a hot spot for jobs. TTU graduates leave for other job markets.

<p>Job creation - retention: Create a consortium of ALL educational entities within the County of Lubbock, eliminating "turf", to create a career path clearly identifiable by students and all citizens in Lubbock that includes high school completion, trades opportunities in high tech, specialized, every day type jobs, or completion of a university degree. The current LISD "every child prepared for college" and subsequent curriculum leaves out individuals not prepared, capable, or wanting a college degree position, and slights the importance of skilled labor, trades labor, and retail labor that make a community work.</p>
<p>Working 20 something: Lubbock needs more things to do for people who have graduated from college and are married without children. Going out to eat gets old fast and we shouldn't have to resort to Dallas for good concerts and going out venues.</p>
Recruit and retain college graduates
Create opportunities to keep graduates in area
Retain graduating seniors
Attract more upper level companies to retain top educated graduates
Thriving workforce utilizing higher education supply
Creating jobs that will retain TTU/LCU students
Recruit businesses competitive salaries and innovation to keep students here vs. leaving Lubbock, going to larger cities
Young professionals - create opportunities connection - meet with other young professionals to discuss how to get ahead in job, network, social - make friends, is something in place but needs to be expanded
Need to retain students
Making Lubbock more attractive to graduates in order for them to stay in Lubbock
Bring jobs so kids don't leave; use resources, i.e. Mackenzie Park, Canyon, a river walk
Keep college grads by jobs and salary
Jobs to retain young people or incentive to return to Lubbock after education (employment opportunities)
A way of creating more satisfying jobs for students graduating from local college
Retaining Texas Tech grads (with job opportunities)
Retention of Tech grads
<p>Student Loan Repayment to Increase Graduate Retention: An idea that has recently been proposed in a few cities including Niagara Falls, NY is a program that pays partial student loans of graduates who reside in their cities for a determined number of years. Of course there is a limited number of funds available but as we all know, student loan debt has outpaced all other forms of debt in recent years. This would be a great way incentivize recent graduates to stay in Lubbock in turn boosting the economy.</p>
<p>Jobs: There is a pervasive feeling among high school and university students here that -- outside of the medical community -- Lubbock has very little to offer in terms of high-quality employment that requires college-level education. Until that reputation changes and until there is a greater diversity of workforce opportunities, many of our best and brightest will continue to see Lubbock as a point of departure rather than as a destination.</p>
Establish research/technology park to attract and foster innovators to create high paying job opportunities
Create jobs in East Lubbock
Encourage businesses to hire staff within the neighborhood

Create quality jobs (related to keep college graduates in Lubbock - need adequate income to support family)

Diversity of TTU faculty

Category: Prosperity

TOPIC: MARKETING AND IMAGE

Image problem - not all flat/windy - portray these as positive
More collaboration between City Hall and other facilities/institutions to promote Lubbock
Need visitor center
Find and promote something that makes Lubbock known
Create an identity - bring in tourists
Make the city a "destination location"
Create a theme for city of Lubbock, ex. San Antonio Riverwalk, Austin: Keep Austin Weird, something to take pride in
Tell people outside Lubbock what a great place Lubbock is
Rename the city Verde, TX
Brand area history
Traveling exhibit to improve culture
Improve image of Lubbock
Work on our image
Respect and understand Lubbock's history - restore; identify
New visitor center
Brand city of Lubbock to outside community
Play to Lubbock's musical and wildlife strengths
Celebrate Lubbock Crusade - culture - building effort - celebrating city pride - all citizens participate - Chamber might coordinate
New and improved convention center
Improve economically distressed area - improve our blighted areas
Join with AMA, ABI, MID for a destination trip - hub out of Lubbock
Tear down civic center; build convention center; revenue enhancer
Focus on Lubbock's Motto/Nickname: Mottos are meant to promote business, welcome new visitors, and capturing the true spirit of the place. I had no idea what Lubbock's motto was until I googled it, The Giant Side of Texas. I more commonly hear Lubbock called the Hub city. How do we market this to Lubbock citizens to help foster that sense of community? How do we market this to our visitors so that they remember us and return to us?
Lubbock's motto: Welcome to the Hub of the plains

Branding redefinment - " can do" city attitude: LBB is seen in Austin as perhaps not willing to help itself. We are seen as a city that almost blindly will not increase taxes, even to the threat of broad deterioration of our infrastructure.
Misunderstood: Lubbock is a wonderful place to live and work but the outside perception of Lubbock is awful. I travel a lot for work and most people don't know where we are and think that we live in a desert. We need a marketing campaign to improve our image to the rest of Texas and the United States.
LETS PUT LUBBOCK IN THE US MAP: Where you from? Lubbock, Texas. Where in Texas? Publicity, advertisement, etc. we need to let people in Texas, and the US, there is a city named Lubbock. We have nice hospitals: Lets make people know that. We have a good university; Lets people know that too. We are nice people: Let people know that. We need a zoo, we need the hockey arena back, we need a professional soccer/football/hockey team, and we need to make people to know Lubbock.
Promote Lubbock as a Regional Retirement Center: If retirees move out of Lubbock it is like exporting wealth because they are taking a lifetime of savings with them. The baby boomers are now beginning to retire. Lubbock Retirement Advantages: Excellent and reasonably priced health care Affordable and variety of housing College town provides many cultural activities More retirees staying closer to where they lived than in the past. One suggestion is to have more benches in the parks. We have many parks but many of these parks are without benches.
Texas Travel Info Center on Hwy 84 from New Mexico: The need for more Texas Travel Information Centers was an issues discussed at the recent Texas Plains Heritage Trail Roundup. One of the most critical locations, the group felt, was at the TX-NM border on Highway 84 -- which leads directly in to Lubbock. How many folks travel this route and would learn a lot about Lubbock's amenities and virtues at a staffed travel center in Farwell or Muleshoe -- like the one New Mexico provides on the Texico side?
Our Welcome Mat is Located At???: Lubbock's nickname is the "Hub City," which derives from it being the economic, education, and health care hub of a multi-county region on the South Plains. The area is the largest contiguous cotton-growing region in the world. We have been named by CNN as a great place to start a small business. Yet we don't welcome anyone to our GREAT city. We need a welcome mat!!!
Promoting Lubbock: We need to deliver a clear message of "Why Lubbock"! Abilene advertises the "Top 10 Things Ya Gotta Do in Abilene". They print the message on every hotel key in town. They print the message on signs displayed around the community to promote those 10 things. Abilene does a great job directing visitors to museums, zoos, colleges, air force bases, memorials, parks, etc. We need a more concise message across the town! The convention, tourism, arts and entertainment community need to step it up. Deliver the message. Deliver it where people can see it.
Visitor Center: We need a 24x7 visitor center for people to be able to get information about Lubbock. I think there are much more affordable ways of doing this than some of the ideas presented in the past. Stillwater, OK just opened a new 24x7 visitor center that has been very successful.
Circle of Champions. When an individual, team sport or academic program excels - fly your colors. Creates friendly competition among schools. Challenges area schools & colleges to achieve excellence and school pride. Host the venue in downtown Lubbock as a capstone for Broadway or Buddy Holly. Allow corporate flags to fly for top economic producers and revenue generators.
Clear maps of Lubbock with East Lubbock marked - realtors do not share information for their area - turned away
East Lubbock should not be given bad reputation as a place to live by real estate
Promote area - marketing strategies to change perception

Category: Prosperity

TOPIC: SHOPPING, RESTAURANTS, AND NIGHTLIFE

Move/new grocery store chains
Encourage more community-based shopping areas to which we can walk; Boston & 26th Street
Outlet Mall: Lubbock could be a shoppers mecca!!! Coach, Very Bradley, Ed Hardy, Nike, Cole Haan, DKNY, Tommy Hilfiger and more would draw thousands of shoppers to Lubbock. Lubbock is already the medical/hospital hub and with an OUTLET MALL (think San Marcos) could also be the shopping destination of choice for this expansive region of Texas and New Mexico.
Indoor farmers market: Could we possibly utilize the large buildings at the fairgrounds or other large building to have a successful ALL indoor farmer's market year round...no matter what the weather? I've visited several cities where small restaurants and other permanent shops thrive among the temporary booths set up by growers of fresh fruits and veggies.
Depot District Live: A premier dining, entertainment and retail destination possibly located in the heart of the Depot District. A great one-stop destination for dining, entertainment, and shopping! Please see Fourth Street Live! Which is located in Louisville, KY.
South Plains Mall Improvements
Develop trendy night life with pedestrian safe
Recruit outlet stores
Larger retailers/outlet malls
Shops that cater to visitors; Souvenirs, etc., information
New mall with Macy's - outlet mall
A lot of it is shopping - need a "Whole Foods", farmers market (consolidated effort; well publicized) - indoor, improve mall
Outdoor mall; outlet mall
More grocery stores - be able to walk to
More places to eat in the mall
Outlet malls to bring in people
Continue to attract new retail/dining
More locally owned restaurants/outdoor dining on south side
Get a Costco
Increase major retailers, restaurants, entertainment in order to keep youth here
Outlet malls to bring in people
Outlet mall
Dave & Busters

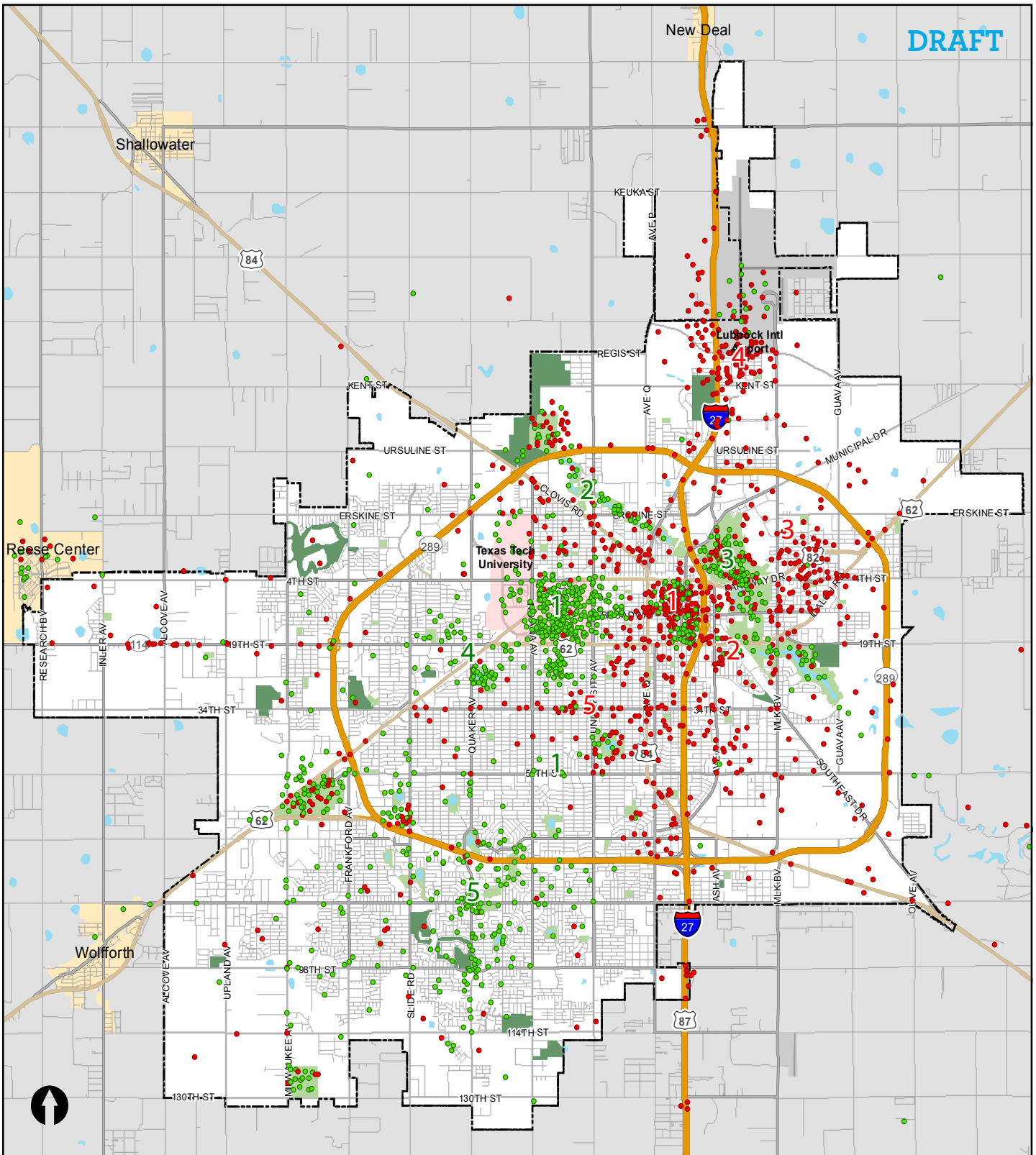
More businesses on North University
Shopping areas in North and East Lubbock
A larger mall; multi-story
Market/not flea market, i.e. San Antonio
Food trucks
Outlet mall
Diverse restaurants, clothing, social area, retail center with park, mixed use development
Allowing other grocery stores other than United, Market Street or Wal-Mart
Need another mall (Northeast)
Bigger names for department stores (so we don't have to go to Dallas)
Outlet mall and shops (Macy's and Neiman's)
Shop locally
Get all the flea markets in one huge area
Travel Centers: Lubbock needs better Travel Centers. Every major gateway to Lubbock should be home to a nice Travel Center. The Travel Centers on I-20 near Balch Springs, Tyler and Longview are awesome. They offer gifts, fuel, Sonic, BBQ, Texas produced goods, high quality wooden furniture, high-end gifts, curbside menus and order at the pumps. Clean restrooms. Excellent design.
Quality restaurants: A few, maybe six to ten, restaurants that serve fresh, well-prepared, healthy food in an environment that has comfort, clientele and quality as high priorities.
Pappadeaux seafood kitchen: Dallas has a lot of these around they are always full & the food is great. It's so hard to get good seafood here; I think this would be the answer. We have a lot of other kinds of places but not very many good seafood places
Wedding Reception Venues and Bridal Stores: I know a lot of people that have or are about to get married and it is really sad that Lubbock doesn't have a NICE wedding store to buy accessories and dresses or that great of venues. One lady I know had her daughters wedding outside of Lubbock because nothing met their needs. People want venues that will coordinate catering, have a wedding planner onsite to walk you through the reception, and can fit 250+ people. We are missing out on significant sales tax dollars and hotel/motel tax dollars. Brides want to feel special want great customer service and help because this is something they haven't done before. One of my friends can't even get some venues/florists etc. to even call her back!!
Ice Bar: Everybody needs a place to chill. Capes and gloves keep you warm on the outside, the best cocktails on earth keep you warm on the inside. This would be a great addition to downtown Lubbock and would jazz up the Depot District. Would work well with the Depot Live idea!
Food Cart Culture: I think we should nurture a food cart culture in Lubbock. LA, Ft. Worth, and many other cities have seen them flourish. Portland, Oregon has over 600 food carts. Encouraging food carts would certainly help develop new and interesting food selections and also bring more people into a particular area of town. Of course, food carts would fit beautifully into the artsy ambience of the Depot District and help bring more people downtown for lunch. A food-cart cluster would also help draw more people to 34th Street and its interesting array of small businesses.
Panera Bread: Here's hoping someone will bring Panera Bread to Lubbock! Great sandwiches, salads, pastries, coffee--yummy!

<p>Japanese Jazz Dinner Theater: Some friends of mine and I were Skyping tonight. One is a great Japanese Home cook and another is a Jazz musician. The others are into acting and writing so we came up with the idea of opening a Japanese Jazz Dinner Theater here.</p>
<p>What does everyone think of that?</p>
<p>It would certainly be a one-of-a-kind venue in America, I think.</p>
<p>More Non-Chain Restaurants: Whenever I travel, one of the things I find most exciting is being able to try new foods and food creations. I get tired of going to the same old chain restaurants (and I certainly don't want to keep bringing guests to the same places). While there are a few creative restaurants in town (e.g., Manna Bread and Wine, Cafe J, Pecan Grill, Drafthouse, La Diosa), I wish there were more!</p>
<p>More Retail: We need a Cotscos. Wholesale membership warehouse carrying brand name merchandise at substantially lower prices than typical.</p>
<p>Fish Market: Open market for fresh fish. Fly or truck fresh fish in from the Gulf for restaurants and street clientele. Teach courses on how to prepare fish. Flash steam, batter, or cut fresh fish per custom orders. Smoke and vacuum seal left over fish for South Plains Food Bank. Lubbockites need an alternative to beef and chicken. Also offer a dining area for fresh prepared steam pots and shrimp. Serve it up family style in the center of the table on butcher paper. Dig In.</p>
<p>Family Friendly Boot Scooting & Restaurant: It would be nice if we had something like the old Bush's Steak Barn that was just off the Amarillo Highway. A family friendly place with good affordable food, friendly service, live music on weekends where all ages could mingle on dance floor.</p>
<p>Comedy Club: There are no outlets for local talent in this area. This is something that could possibly flourish.</p>
<p>A young professional environment for singles over 25 yrs old. There need to be more opportunities for young professionals to mingle that do not include college students. Further, where the focus is not just on building business but friendships. Without a strong social network there is no need to stay and take less money at a job with fewer advancement opportunities.</p>
<p>Make business on North side of town more things for the young kids - keeps kids out of trouble</p>
<p>Horse hitching post at every business</p>
<p>This is probably impossible, but have we researched working alongside the So. Plains Mall owners on making improvements, at least to the exterior and landscaping? It is aging to the point of embarrassment. I know it's considered an important part of Lubbock's tax base, but an investment in improvements, including better quality stores and upgrades to the existing stores would bring even more shoppers. I admit that I seriously dislike going there, and avoid it if possible. I will occasionally go to Dillard's or the bookstore. I can't remember the last time I went inside the actual mall. Lubbock and the surrounding half million shoppers would support a cleaned up, renovated facility.</p>
<p>Less liquor store and more non-liquor business</p>
<p>More convenient stores</p>
<p>Need a real "Dollar" store; not just the imitations</p>
<p>Large mall - Macy's - all price ranges - Mall of America at some point; outlet mall</p>
<p>Place to have coffee shop</p>
<p>Put business in the strip mall that benefits the community and something for the people</p>
<p>More retail development on East side</p>
<p>Promote development of East Lubbock, especially restaurants - Braums</p>

MAPPING SUMMARY

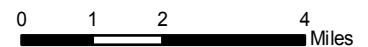
OCTOBER 1, 2012





Strong Places, Weak Places Composite

- Type
- Strong Places
 - Weak Places
 - OpenSpace
 - City Limits
 - Parks
 - TexasTech



STRONG PLACES

WEAK PLACES

The map to the left is a composite representation of the results of the mapping exercise Strong Places, Weak Places. The numbers on the map represent the top five Strong Places, in green, and the top five Weak Places, in red. The table below shows the number of dots for each of those locations. We will use the composite map on October 5 to guide the discussion on the charrette focus areas.

TOP FIVE STRONG AND WEAK PLACES

TOP STRONG PLACES	# OF DOTS	TOP WEAK PLACES	# OF DOTS
1. TTU and Surrounding Neighborhoods	218	1. Downtown (generally)	104
2. Canyon Lakes	66	2. East Side Neighborhoods	72
3. Mackenzie Park	40	3. NE/N side Neighborhoods	53
4. "Southwest" Lubbock	20	4. Airport	49
5. Kingsgate	16	5. 34th Street	20