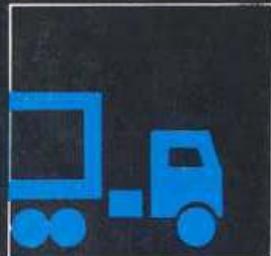
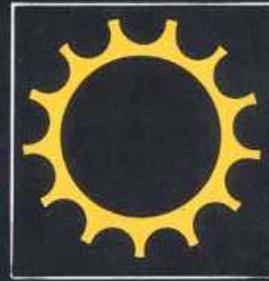
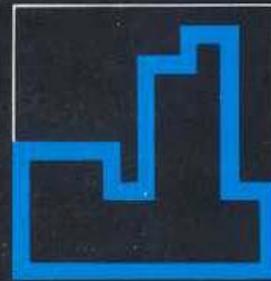


# LUBBOCK'S GOALS **FOR THE** **EIGHTIES**





**LUBBOCK'S  
GOALS  
FOR THE EIGHTIES**

# **LUBBOCK**

CHAMBER OF COMMERCE

Board of City Development  
806 763-4666 P.O. Box 561  
Lubbock, Texas 79408

The contents of this publication represent the collective thinking of the people of this community who choose to participate in its direction. More and more we come to realize that resources are limited. It therefore becomes imperative that we utilize the resources which we have for the good of this community. It is the task of others to carry out these goals even though a large number who participated in setting them may likewise be involved in that effort because of the capacities which they occupy in the community. It was our task as Committee 80 to oversee and organize the gathering of the input of the citizens. This has now been completed, and this document represents the finalization of that task. To each and everyone of the participants, I extend my sincere appreciation for your efforts.

Harold O. Harriger, Chairman  
Committee 80

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LUBBOCK CHAMBER OF COMMERCE

# **COMMITTEE 80**

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Byrnie Bass, Vice Chairman

Dr. John R. Bradford

Tim Hatch

Mrs. Arnold Maeker

Kenneth May

David Miller

Josue Silva

James W. Spears

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## INTRODUCTION

The project of developing goals and objectives for Lubbock during the 1980's is a natural successor to a program initiated in January, 1969, by the directors of the Chamber of Commerce and Board of City Development. At that time it was proposed that "a Committee of 70 Lubbock citizens be established to plan, conduct research, develop and compile a comprehensive community development program for the next decade — GOALS FOR THE '70's."

Further, the Board's directive stated "the individuals selected to serve on this particular committee are to be chosen on the basis of their knowledge of community needs, planning ability, and ambition for Lubbock. They may or may not be members of the Chamber of Commerce or some other organized group. The ultimate goal is to assemble a group of citizens who represent a true cross section of life in Lubbock, who share a common interest in our community, and who are talented in one area or another and can contribute to the work of the Committee and . . . to the community."

Committee 70 was charged with the responsibility of exploring thoroughly all possibilities for Lubbock's benefit with all citizens and organizations focusing in at least ten areas of special interest and concern, each special area to be assigned to a sub-committee of Committee 70.

Late in 1969 there was published "Lubbock Goals For The Seventies," a report to the citizens of Lubbock containing proposed goals developed by each of the ten sub-committees and offered to the public not as definitive objectives for the decade of the 1970's but as suggested items for the people of the city to consider in the process of preparing final goals.

The 1969 publication represented an attempt to assure that all Lubbock citizens had an opportunity to review the tentative goals, to rank their relative priorities, and to make suggestions for their improvement. Subsequently, through a series of public meetings and through information gleaned from questionnaires distributed to the public, the ten sub-committees amended their respective statements of goals which were published in 1971 in a report "LUBBOCK GOALS FOR THE SEVENTIES (Revised Edition)."

This last document became the guide-book for numerous projects undertaken in the 1970's by civic, business, governmental, cultural and educational groups. Furthermore, the degree of attainment of the announced goals in the past decade is amazingly high when viewed from the perspective of the present (1980).

It was in recognition of the high degree of success of the Goals project for the 1970's and in the belief that a similar program would again benefit the city that the directors of the Lubbock Chamber of Commerce and Board of City Development created Committee 80 early in 1979. By March of that year the organization of the program had been completed and the Committee membership had been divided into an executive committee and nine sub-committees, the latter to examine and develop recommendations in nine areas of special interest and concern. (These areas are indicated in the report which follows). Throughout the spring and summer of 1979 the sub-committees worked to develop prospective goals for their respective areas. Procedures varied among the sub-committees but in most cases individuals and small task forces gathered data and information on specific topics and reported to the sub-committee as a whole. Through this process of assembling facts and opinions a considerable body of information was gathered, assimilated, and reduced to specific recommendations which was then published by each subcommittee for the consideration of Committee 80 as a whole.

In October, 1979, at a three-day working seminar, all members of Committee 80 had the opportunity, for the first time, to learn about each of the subcommittees' recommendations. Following each of the nine presentations, a full discussion of the proposed goals took place with the substance of each discussion being recorded.

Following the seminar, each of the sub-committees amended its proposed goals based on the input contributed in the discussions at the workshop. On February 3, 1980, these proposed objectives were published in tabloid form and were distributed in the Sunday edition of the Lubbock Avalanche-Journal of that date. At the same time, announcement was made of the scheduling of ten town meetings to be held in public schools throughout the city during the week of February 4-8.

At these public meetings, each of which was presided over by a member of the Executive Committee of Committee 80, participants viewed a ten-minute slide presentation in which some of the attainments of the 1970's were depicted and the major goals for the 1980's, as proposed by the nine sub-committees, were summarized. Following appropriate remarks by the presiding chairman, audience participation in the form of questions, comments, suggestions, and criticism was invited. Represent-

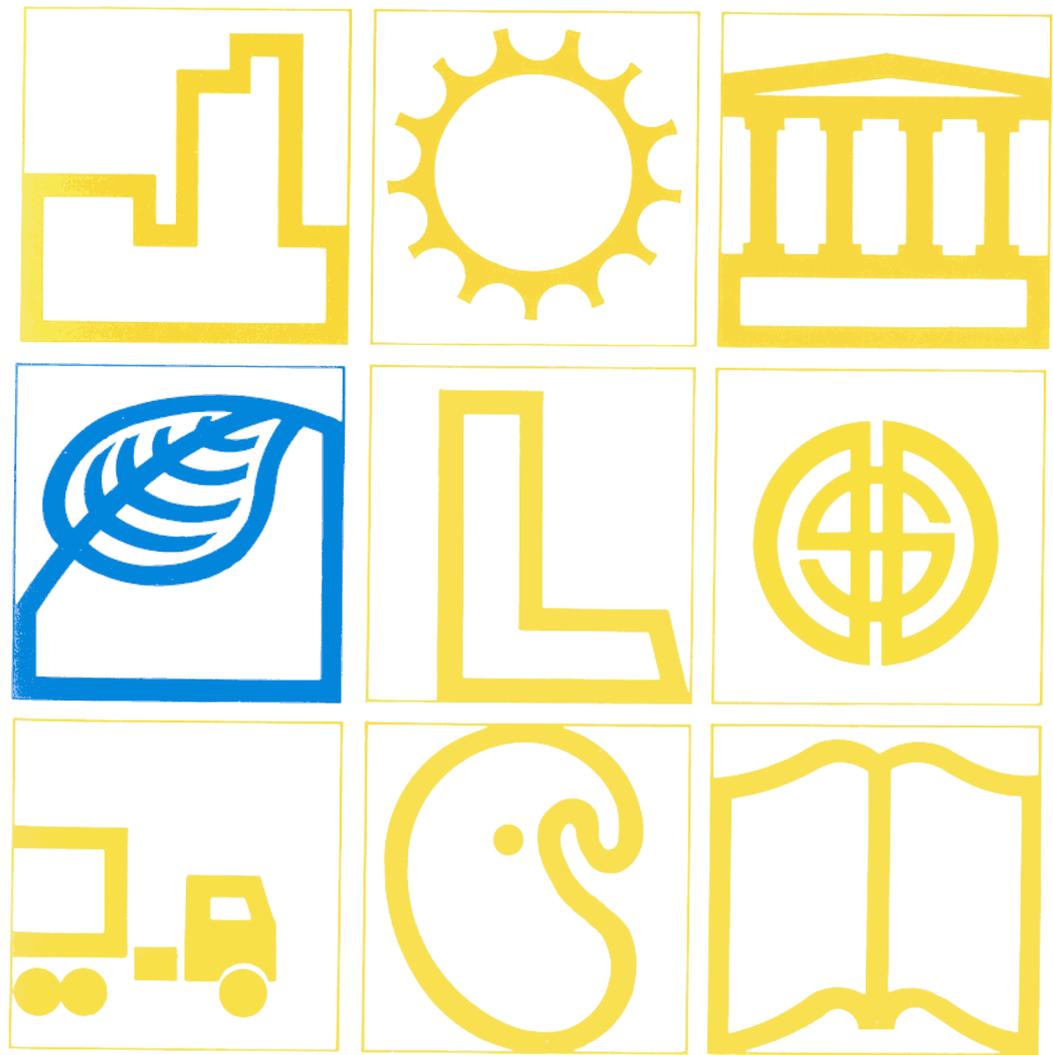
tatives of the various sub-committees were present to answer comments and questions directed at their respective sub-committee's proposals. Also, questionnaires designed to evoke citizens' participation in the overall project of Committee 80 were distributed with the request that they be completed and mailed to the Committee 80 office.

In the weeks following the town meetings, the slide presentation was shown to some sixteen civic clubs and other organizations.

Based on the contributions made orally at the town meetings and on the responses to the questionnaires and other written suggestions, the sub-committees revised and refined their statements of goals and submitted them to the Executive Committee in June, 1980. It should be noted that a large majority of those serving as resource persons view Lubbock as a vibrant, expanding city, one destined to continue to grow.

In summary, during the past year and a-half, hundreds of people contributed to the formulation of the goals statements which constitute a major portion of this report. It will now be a responsibility of the Executive Committee to identify those organizations or groups within the community that are willing and qualified to serve as coordinating agents in the attainment of the various goals. These "action groups" are the keys to the final phase of the project.

# AGRICULTURE



**COMMITTEE 80**  
**AGRICULTURE**

Don E. Davis, Chairman  
Bidal Agüero, Duncan Ellison, James O.  
Gilbreath, Rufus Grisham, Dr. A. Max  
Lennon, Randy Upshaw, Spike Wideman,  
A. Wayne Wyatt

# AGRICULTURE

## COMMITTEE 80

Historically, regional agriculture has been the single most important factor in the economy of Lubbock. As a creator of new wealth in the city's trade area it has had no equal among other occupations. This truth holds today and for the foreseeable future, 'though wholesome growth in other industries and commercial and professional activities has taken place and will continue to do so.

Because of the vital importance of continued agricultural productivity to Lubbock's prosperity, the Committee has given consideration to those topics which, in the opinion of its members, seem most significant in sustaining the area's agricultural development and in identifying the role which the City should play so that maximum benefits might accrue to the region and to the Lubbock community. Its conclusions are set forth below.

### SPECIFIC GOALS

- 1. Encourage, in every manner possible, maximum efficiency in the utilization of both precipitation and the area's groundwater reserves.**

Imported water will not be available in the immediate future, hence conservation of the region's groundwater resources to insure that the supply lasts for as long as possible becomes imperative.

- 2. Actively and aggressively work to meet long-range and short-range water needs through continued support of water importation from areas of surplus supply.**

A reliable supplemental water source will be the main factor in determining the future productivity of the area's agricultural sector. Our success in securing imported water will affect the outcome of other agricultural objectives such as diversification and more vertical integration in farming.

- 3. Encourage research on and development of alternate energy sources, both locally and nationally, with particular emphasis on their on-farm application and on converting agricultural by-products and crops to usable energy forms.**

In recognition that the availability or non-availability of energy will have a decided impact on High Plains agriculture, efforts to increase conventional sources must

## **Agriculture**

### **Committee 80**

be pursued. Energy will play a major role in securing imported water for the area inasmuch as power will be involved in the transportation and distribution of that water. The on-site application of wind and solar power and the utilization of farm by-products as a potential fuel source should be explored through accelerated research.

#### **4. Intensify research programs which are directed toward solutions of West Texas agricultural problems.**

Focused research can pay great economic dividends. West Texas agricultural problems are soluable if they receive the full attention of keen minds.

#### **5. Develop Lubbock as an international center for marketing and exporting agricultural products.**

When measured by its impact on profits, marketing is the most important step in agricultural production, hence Lubbock would benefit greatly from improved marketing efficiency. Computer technology demonstrates that the marketing of agricultural products can be revolutionized through the use of electronics.

#### **6. Increase the number of food and fiber processing firms in Lubbock.**

The population of Texas is expected to increase rapidly during the next ten years as the "sun-belt" receives persons moving from the North and East. Food and fiber processing firms will be among these newcomers and since such businesses greatly enhance the economy of an agricultural community, vigorous efforts are needed to encourage them to locate in Lubbock.

#### **7. Increase diversification of agriculture in the Lubbock area.**

Diversified agriculture is considered to be more economically stable than is highly specialized agriculture. In view of the water and energy situations, the production of alternative crops and/or livestock should be aggressively explored.

#### **8. Promote the recruitment of additional common and specialized carriers and the establishment of facilities to service the long-range needs of the community as it assumes its role as an international center for marketing and exporting agricultural products.**

A reliable flow of agricultural and consumer items must be insured to maintain the region's growth as a trade

center. Assistance must be forthcoming to assure that favorable transportation regulations and freight rates exist and in obtaining energy (fuel).

#### **9. Enhance the positive image of agriculture in the Lubbock area through education, better understanding, and a greater awareness of its importance.**

Possible measures to achieve this goal could include:

- (a) An annual slogan contest which would verbally underscore the producer-consumer relationship. This contest could be held immediately prior to or during the National Farm-City Week.
- (b) Development of a slide presentation for viewing by civic clubs, other organizations, and visitors to the area.
- (c) Construction of a portable display featuring charts, statistics, slides, or moving pictures telling our story of agriculture and emphasizing the contribution which it makes to us each day. This display could be shown at conventions, fairs, and area meetings held in Lubbock or in other cities.
- (d) Development of radio and television public service announcements and/or station identification suggestions telling what agriculture does, what it means to this area, thanking farmers for their productivity, relating the number of jobs which agriculture provides, etc.
- (e) Hosting meetings and forums at which speakers can discuss consumers, agricultural producers, and their relationships — the economic ties between them — to achieve better understanding one toward the other.
- (f) Conducting week-long exhibits at which farm equipment, crops, etc., are assembled along with individual farmers who can explain the exhibit and discuss their accomplishments and problems with urban dwellers.
- (g) Making extra efforts to obtain the "non-farming" population's attendance at public meetings pertaining to agriculture.
- (h) The Lubbock Chamber of Commerce working with and/or supporting groups and organizations to pro-

## Agriculture

### Committee 80

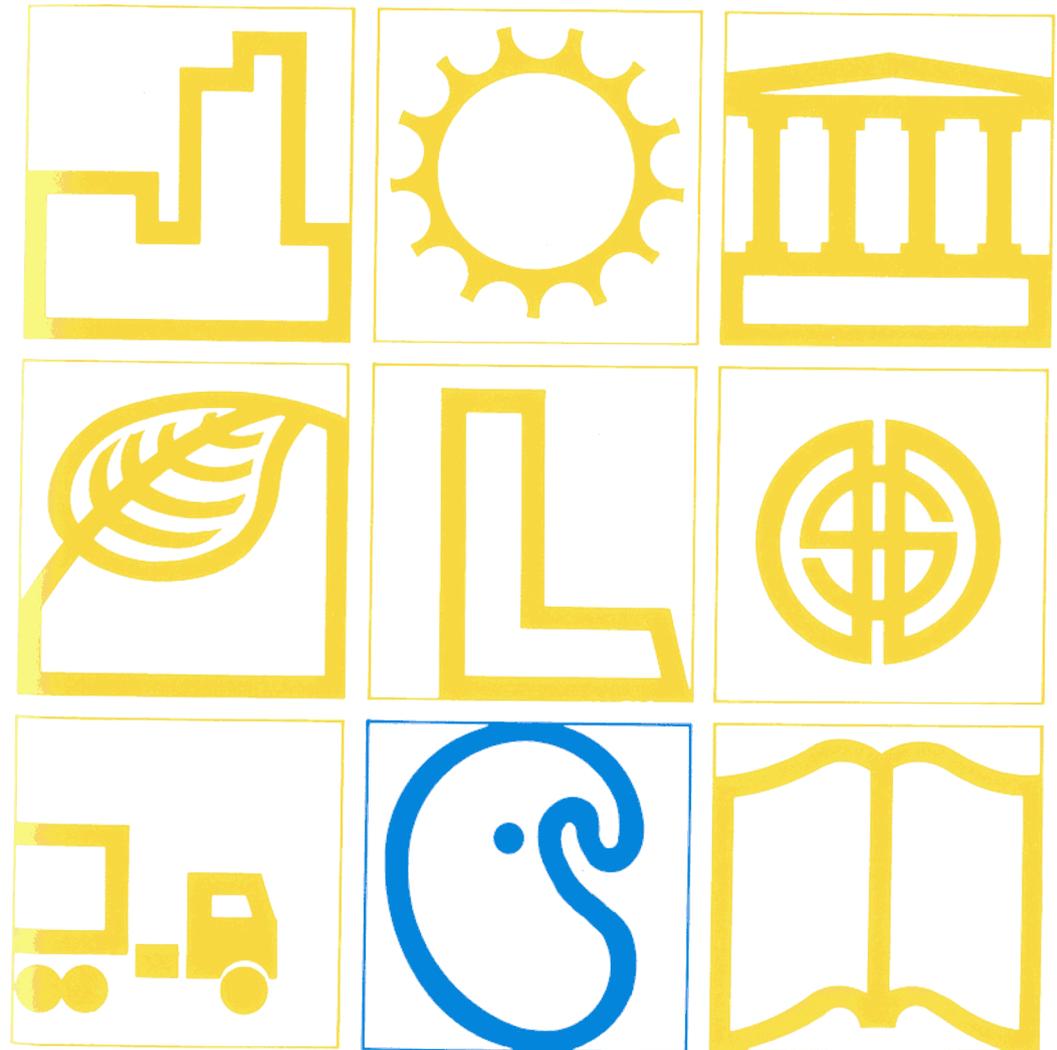
mote agriculture and to coordinate activities and maximize efforts in this direction.

- (i) Providing educational material on agriculture to established educational institutions.
- (j) Develop a program to make known all agriculturally related jobs available to all persons currently outside agriculture and encourage their involvement in agricultural vocations.

**10. Strive to develop a better understanding between agricultural laborers and agricultural business regarding the human needs of both elements.**

The Committee encourages the exchange of information regarding farm labor housing, educational opportunities, and health care facilities available and urges all parties concerned to determine the adequacy of all three.

# CULTURAL AFFAIRS



**COMMITTEE 80**  
**CULTURAL AFFAIRS**

**Douglas Sanford, Chairman**

**M.J. Aderton, Mrs. Russell (Pauline) Bean,**

**F. William (Bill) Holder, William A. Harrod,**

**Dr. Harold T. Luce, Mrs. Charles H. (Betty)**

**Lou) Mahone, Shakir Muhyee, Mrs. James W.**

**(Berniece) Spears, Mrs. Jack F. (Mary Nell)**

**Strong, Mrs. David M. (Winifred) Vigness**

# **CULTURAL AFFAIRS**

## **COMMITTEE 80**

The underlying objective of the current Committee is to provide the opportunity for involvement of all ethnic groups in promoting a greater knowledge and understanding of the arts by the public and by assuring the inclusion of all sections of the community in cultural activities.

The effort to build a strong cultural base in Lubbock during the decade of the 1970's by the Chamber of Commerce, the City, and by all groups and individuals involved has been highly successful. The goals developed by the Cultural Affairs Committee in 1970 have been achieved for the most part. One stated goal—the construction of a central home for the various cultural groups—did not materialize but now has been moved to the number one priority for the 1980's.

### **SPECIFIC GOALS**

**1. Construct a facility or facilities which will allow the cultural groups to centralize their activities.**

The most urgent need is a headquarters for all groups containing office space, classrooms, centralized mailing address, centralized ticket sales, rehearsal rooms, performance rooms, exhibit/gallery space, storage areas, etc. In all the reports, the cultural groups were unanimous in asking for a central location from which each cultural group could work. The benefits are numerous. The intent is for the site to be one which can benefit all the ethnic segments of Lubbock. It was hoped in the previous decade that the Civic Center would serve this purpose, as a central facility has been the desire of our community for many years. The necessary cost of operating the Civic Center requires the charging of rental fees that are beyond the budgets of many cultural organizations.

Another structure which is in demand is a viable outdoor performing facility. Other cities with such facilities have been very successful in attracting audiences and building their public support around such structures.

**2. Strive for broader community-wide participation in programs which offer opportunities in the sharing of cultures.**

Lubbock is a multi-ethnic community with approximately one-third of its population comprised of Mexican-

## Cultural Activities

Committee 80

American and Afro-American people. They, along with all other residents of the city, have individual cultural characteristics and interests which can be better appreciated and enjoyed by each of the other ethnic groups in the community. At present there are established programs which provide opportunities, on a limited basis, for each of us to share our culture with others. These include the popular Arts Festival, the Mexican-American Festival, and the International Food Sampler at Texas Tech, among others. Greater public support of and participation in these activities, along with the development of bi-lingual cultural events (perhaps an opera), would be invaluable means for achieving better understanding among all citizens.

### **3. Establish a program to promote business support of the arts.**

The business community is becoming more and more aware that the arts and viable cultural groups in the community are good for business. The recruiting of quality employees and executives depends on a quality environment. It is possible to show business that there are significant financial benefits coming both directly and indirectly from the arts, such as supplies, publicity, education, and outsiders being drawn into the community for the activities available. This is evidenced by the local Hotel Association endorsing the increased tax on rooms to provide funds for the development and promotion of arts in the city.

Activities of the magnitude of the Arts Festival are an obvious demonstration of the ability to draw many people at one time for cultural activities.

### **4. Education of the general public and of the city's students to the arts and to what Lubbock offers culturally is essential to the continuation and growth of art and cultural interest in Lubbock.**

Education in the areas of the arts in the public schools is a major means of building a base of support for all the arts. It is not only for the purpose of training future artists but also for educating people to appreciate the arts, to acquire works of art, and in various ways to support the arts. The direction suggested for the public schools would be to strengthen the present programs by including

at least one teacher trained in the arts in each elementary school. The concern of most groups is that the children need to be exposed to the arts by a qualified and trained teacher at the elementary level. The school system has made a good effort to help stimulate awareness of the arts through education of the students in our schools. A trained teacher or artist at the elementary level would greatly enhance the present program.

### **5. Strengthen the resources available to the Cultural Affairs Council to allow greater publicizing of its activities.**

The continued development of such events as the Arts Festival, the seminars and the Cultural Affairs calendar currently being published are means of reaching this goal.

More funds available to the Council would allow broader dissemination of its efforts. The cooperative scheduling among the groups is vital. The Council has played an important part in this and can continue to do so. Methods of receiving additional funding should be researched and explored. This goal ties in well with the creation of the centralized structure, as the better channels of communication work, the easier it will be for the Cultural Affairs Council to be successful. The 1970 goal of "hiring an outstanding executive director who would serve as a coordinator for all the arts activities in Lubbock" has been accomplished and continued through most of the last decade. It is imperative that this executive director position be maintained with its current level of expertise and that the executive director be given increased resources to allow accomplishment of the goals set forth by the Cultural Affairs Council.

### **6. Provide more accessibility to library materials by the construction of branch libraries.**

This goal was recommended in the 1960's by Wyman Jones in his report to the city. It was recommended to the city in the Committee 70 Report and is recommended again by this committee to Committee 80.

There are obvious benefits of easily available library facilities. They would increase reading and help with education in general. By the construction of branch libraries we should be able to offer opportunities for bet-

## **Cultural Activities**

### **Committee 80**

ter use of leisure time which would enhance the efforts to be made for the education of the public to other cultural activities and areas.

These facilities should be located and constructed with a view toward public transportation routes with access to and use of the facilities by the aged and the handicapped. To quote from Wyman Jones' report, "Lubbock, in 1968, was the only city of over 150,000 population in the United States without a branch library system." The present central library is an excellent facility and is located on a site which does not favor any particular ethnic group, which is good, but it is not easily accessible to a large population of the city. Branch libraries in areas where there is already significant traffic would be beneficial.

#### **7. Develop a youth orchestra of balanced instrumentation of some 70 to 80 players.**

This will require support, most especially from the Lubbock Independent School District, and from junior and senior high school orchestra directors. Support can also come from the Parks Department of the City and encouragement should be given to the Parks Department to continue its efforts in working for a quality program.

#### **8. Make known the existence of public interest in classical music programming.**

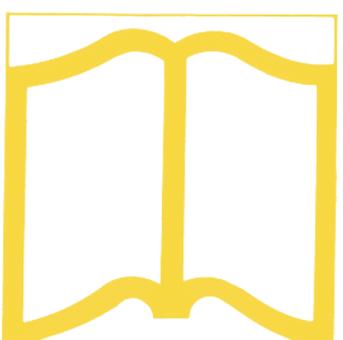
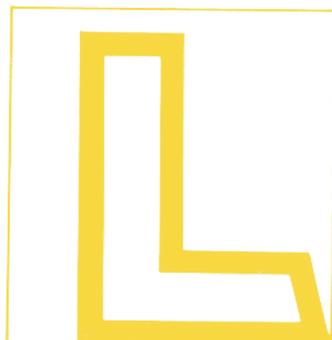
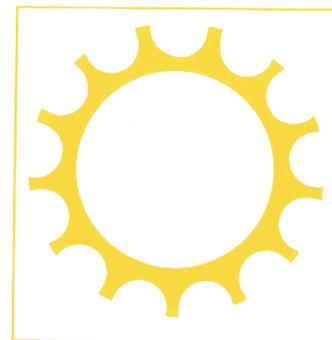
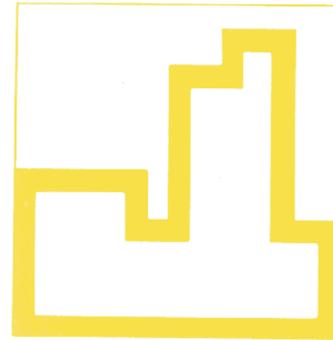
The desire for regular programming of classical music on an FM radio station has been expressed by a considerable number of people.

#### **9. Education of the general public to the values of improved urban design including the preservation of landmarks and landmark districts, architectural and historical heritage, revitalization of the urban center, improved landscaping and green areas in commercial, residential and all other areas within the city; encourage the creation of improved entrances to the city which will lend a positive first impression to visitors.**

Without a strong and continuing commitment to positive urban design concepts, our city might experience in years to come the loss of the inner city to decay and ruin which has so tragically affected urban centers throughout our

country. By telescoping other cities' experiences of the past years, we can avoid the pitfalls of undisciplined growth and urban flight through planning and programming for the future. The revitalization of downtown Lubbock, the creation of green areas, the preservation of historic architecture, and the adaptive re-use of existing structures will have positive and far-reaching effects on our community and the quality of life of its citizens.

# ECONOMY OF THE CITY



**COMMITTEE 80**  
**ECONOMY OF THE CITY**

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O. Brandon Hull, M.D., Jimmie L. Mason,  
J. Louis Murfee, Jr., Robert Nash, Frank  
Ortega, Joe L. Price, Ronald W. Shelly,  
Dr. Robert L. Rouse, Howard Yandell

# **ECONOMY OF THE CITY**

## **COMMITTEE 80**

Early in 1979 the Committee on the Economy of the City began collecting and evaluating data having to do with Lubbock's economic development. It examined trends in the general economy and reviewed the impact which special areas have had on the total growth. These special categories included agriculture, real estate and city development, manufacturing, utilities and energy, financial institutions, the medical profession and health sciences, the communications industry, educational institutions, general retail large ticket items (cars, furniture, equipment), government, wholesale and service businesses, and retailing of soft goods and foods.

The Committee reviewed the accomplishments of the decade of the 1970's and concluded that a majority of the objectives established ten years ago by "Committee 70" have been attained and in some cases surpassed. For example, the effort to obtain new industries and to expand other manufacturing concerns has resulted in the opening of new and the enlargement of existing plants.

Construction projects undertaken have seen the completion of the new Federal Building and Courthouse, the South Plains Mall, Lubbock International Airport, the Civic Center, and the Texas Tech University School of Medicine and Lubbock General Hospital.

Lubbock's program to become a broadly based regional center for medical and health services was accelerated by the opening of Texas Tech University's School of Medicine, the expansion of facilities at four of the city's larger hospitals and the opening of two new hospitals, and the movement into Lubbock of scores of doctors and other personnel in health-related professions. For example, there were 195 doctors in the Lubbock County Medical Society in 1970 and by mid-1979 this number had increased to 307.

The city experienced continued population growth during the past decade, a pattern which is projected to continue through the remainder of this century. Reflecting this population increase has come comparable growth in residential, industrial, commercial, recreational, financial, educational, and medical facilities.

Since 1978 Lubbock's civilian work force has exceeded 100,000, an increase of over 38 percent in the preceding ten years. Major increases were in manufacturing (over 110 percent and reflecting the opening and expansion of plants), in wholesale and retail trade, and in service and the health sciences.

## **Economy of the City**

Committee 80

Using data made available in December, 1978, the labor force and employment statistics indicated that the largest number of employed individuals — 28,070 or 27.3 percent were employed by governments; 12,700 or 12.4 percent were in manufacturing; 5,510 or 5.4 percent in construction, the remainder being involved in transportation, communications, utilities, finance, insurance, real estate, etc.

Other data indicate that while conditions in the Lubbock economy are changing, the major segments in the city's economy in the late 1970's were not significantly different from those in the late 1960's. Trade, government, services, manufacturing, and agriculture remain the dominant factors in Lubbock's economy and in the general area the city services. It is expected that in the 1980's the overall economy will develop around the same economic forces that comprised the general economy in the late 1970's.

### **GENERAL GOALS**

**1. That the Chamber of Commerce, Board of City Development, City and County Governments and the citizenry of the City be constantly alert and aware to all avenues of community activities and development which will sustain and provide opportunities for orderly growth of the general economy.**

**2. To plan and develop a program for and an approach which will continue planned orderly growth of the local economy and which will not outrun the ability of the city to provide the necessary city services.**

**3. To maintain an economic climate which will permit all sectors of the city, as well as each segment of the economic base that undergirds Lubbock's economy, to grow in proportion to their competitive merits.**

**4. To maintain a positive attitude toward all aspects of community support which will provide for future growth in current areas of economic strength and at the same time be a stimulus to new economic endeavors.**

**5. Maintain a favorable tax rate, excellent city services, improved air and surface transportation systems, educational and medical services that serve to enhance the quality of life in the area.**

**6. Provide leadership activities through the Chamber of Commerce and the Board of City Development with supporting research and economic data and analysis that will be used to hold current business activities and attract additional business to the city. Maintain and develop a total spectrum of facilities and services which will build public confidence in future community development.**

### **SPECIFIC GOALS**

**1. To continue programs, activities and projects that maintain the diversified economic foundation that is Lubbock's economic strength.**

Economists have long contended that Lubbock's economy is built on a foundation of diversified agriculture and insulated by a diversity of businesses and industry that makes it rather "recession-proof." Continued efforts by the Chamber of Commerce, the Board of City Development, and area government entities should combine to enhance this solid economic foundation which supports the area.

**2. To expand, improve and promote Lubbock as a broad-based regional center for medical education and related health science services.**

Development of diverse activities and progress in medical education and health science facilities and services have been significant during the 1970's. Pursuit of this goal should be vigorously undertaken with the specific objective of making Lubbock the regional center for medical education and research and with a full range of related health science services. This effort will require long-range planning and continued support of the public.

**3. Provide leadership and support for the conservation and development of future water supply for municipal, industrial and irrigation in the Lubbock trade territory.**

Water is the base for continued economic development and growth in the Lubbock trade territory. Long-range water development programs are essential for an orderly growth of population and in industrial and municipal activities. In addition, water is the foundation of the area's agricultural productivity and agriculture is basic to Lubbock's economy. Action during the 1980's on the area's water problems is essential for future growth.

**4. Support the establishment of the USDA Plant and Moisture Stress Laboratory on the campus of Texas Tech University.**

Plans are to build, staff and develop a major plant stress-soil moisture research facility on the campus of Texas Tech University through the joint efforts of the United

## Economy of the City

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States Department of Agriculture and the University. The laboratory, when fully staffed, will be the lead research facility for the Southern Great Plains Region concentrating on problems of water conservation and utilization and the development of plants with improved soil moisture potential, important for future agricultural productivity in the area and the Great Plains States.

**5. Provide excellent educational capabilities and first-class facilities at all levels of education that enhance equal employment opportunities for everyone.**

Starting with the public school programs and advancing to technical-vocational training, through college, university and professional school levels, educational training and facilities should provide quality education for everyone. Emphasis on education which educates and trains the individual provides increased job opportunities for everyone. Additional emphasis on adult education opportunities should be encouraged. Educational programs which teach the merits and strengths of the free enterprise system should be encouraged.

**6. Continue to develop Lubbock as the primary trade, recreation and activity center of West Texas and Eastern New Mexico.**

Lubbock has grown and matured during the 1970's, and has increasingly become the center to which people throughout the area come for trade, education, medical treatment, recreation and special events. Contributions in this area are widespread, but consideration should be given to the educational and athletic contributions of Texas Tech University, of Lubbock Christian College, of the wide range of convention and entertainment activities at the Civic Center, and to Lubbock as the trade and medical center of West Texas and Eastern New Mexico.

**7. Work to establish new industry in Lubbock which will be compatible with the area's human and natural resources.**

Attracting new industries which complement existing industries as either a customer or supplier of materials should be encouraged. Vertical integration in the Lubbock trade territory typically increases efficiency and strengthens the general economy. Increased processing of

agricultural products should be promoted and activities related to the processing of petroleum products should be considered. Additional activities in electronic assembly and other industries appropriate to the area should be considered.

**8. Assure an aggressive planning and implementation program to secure transportation systems which will provide support for Lubbock's future economic development.**

The 1970's saw the planning and construction of the International Airport. Aggressive programs to expand air service to the airport will provide an economic incentive for continued growth in West Texas and Eastern New Mexico. Transportation improvements within the city, as well as highway transportation between Lubbock and other areas must be pursued aggressively. In view of the energy shortage it is imperative that an efficient rail transportation system be an integral part of the total transportation network serving Lubbock.

**9. Continue to review and restructure as necessary governmental processes which have a significant impact on the economic growth of Lubbock.**

Events of the 1970's have called attention to how important it is to maintain a positive, responsible and cooperative attitude between the public and private segments of the community. The processes and instruments used for tax valuations, for zoning, for building code establishments, modification and enforcement, for annexation, for providing public utility services are areas that must be included. It is not proposed to relax these processes but to review and restructure when necessary in order to foster economic growth and development.

**10. Create and maintain a climate of public understanding and private support which will enable Lubbock and the area to optimize opportunities in agriculture-related activities.**

The problems and opportunities in agriculture and agribusiness related industries are basic to the economy of Lubbock and the area. Awareness of these problems and opportunities will permit changes to take place that will be in the best interest of the economy. Research, educa-

## Economy of the City

Committee 80

tion and action programs that help lead desirable change are critical. Processing of raw agricultural products at the area level will expand the financial foundation of the economy.

### **11. Re-study and re-evaluate downtown and area redevelopment programs for Lubbock.**

Since 1970, major urban redevelopment programs have been undertaken in Lubbock. These programs have had a major economic impact on the economy of the city. Continual study of the redevelopment programs which are needed for the older areas of downtown and the older neighborhoods of Lubbock and the means to fund these projects should be explored and timetables for achieving the objectives should be established.

### **12. Develop programs, systems and methods by which the community can become involved to achieve action on areas of mutual self-interest.**

The need for complete community involvement and understanding of projects vital to community development is essential for orderly quality growth in 1980's.

Change is a constant that is always present. Therefore, unity of community effort in understanding the reason for this change and what its effects will be on the total community is important for future economic development and growth.

It will be important that evaluations and recommendations concerning major community projects, problems in the basic industry of agriculture, changes in medical services, manufacturing opportunities and the multitude of community impacts resulting from economic changes in the future be well communicated to all segments of the community. The primary objective is to achieve orderly and quality growth compatible with the ability of the city to provide the necessary basic services.

### **13. Expand, diversify and strengthen the quantity of financial services available in Lubbock which will encourage and support economic development in Lubbock and the area.**

Lubbock is the financial center for a vast area of West Texas and Eastern New Mexico. Leadership in the private

financing area should be encouraged to provide leadership necessary for adequate risk and consumer capital. Public sources of capital that will complement the private financial sources should be aggressively sought.

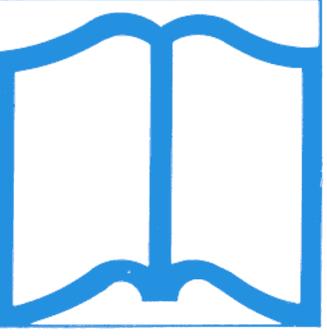
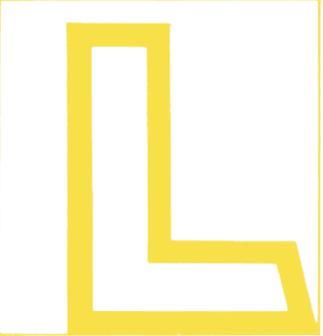
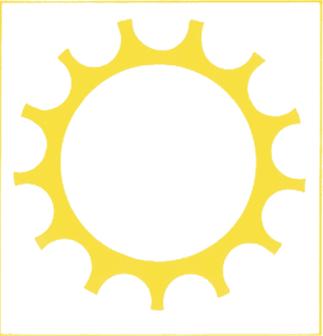
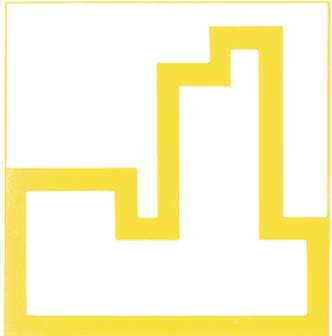
In the 1980's the financial institutions should work together to secure adequate business financing for all worthwhile projects. Specifically they should:

- (a) Continue the goals of the Seventies to secure risk capital in the forms of small investment companies and a capitalized industrial foundation.
- (b) Expand the financial advisory services offered by the Texas Tech Small Business Institute (SBI); expand SBI to (SBDC) Small Business Development Center to use total resources of the community, i.e., local universities, business organizations, and agencies of local, state and federal governments.

### **14. The Chamber of Commerce, the Board of City Development and the governmental agencies serving Lubbock should make economic development of the area a high priority.**

Lubbock and the area are part of the growing and expanding "sunbelt". This locality has the climate, the soil and other resources required for future growth. Continued study, reassessment and the establishment of definite goals for orderly growth are essential so that all businesses, large and small, can and may take advantage of the opportunities which the 1980's will offer. Well planned and well executed programs can make Lubbock truly the "Hub of the Plains."

# EDUCATION



**COMMITTEE 80**  
**EDUCATION**

Roy W. Roberts, Chairman

Dr. C. Len Ainsworth, Dr. John L. Castleman,  
Leslie W. Cross, Tom Foster, Dr. Teddy L.  
Langford, Mrs. Betty Rhea Moxley, Mrs. Bill D.  
(Okie) Rice, Eliseo Solis, William H. Tinney,  
Ronald D. Warner

# **EDUCATION**

## **COMMITTEE 80**

Lubbock citizens continue to value education as a key factor in the achievement of goals, both cultural and economic. They want improved and expanded educational facilities to meet the challenges ahead. Lubbock clearly wants an educated community, and its citizens are intensely concerned with the education of the young. They apparently agree with the opinion expressed by Abraham Lincoln.

A child is a person who is going to carry on what you have started. He is going to sit where you are sitting, and when you are gone, attend to those things which you think are important. You may adopt all the policies you please, but how they are carried out depends on him. He will assume control of your cities, states, and nations. He is going to move in and take over your churches, schools, universities and nations . . . the fate of humanity is in your hands.

While maintaining interest in the traditional concepts and goals of education, the city's definition of education has expanded in recent years. The present concept of education encompasses a "life-time process of improving the individual's health, happiness, and ability to enrich his life and lives of others." Erich Fromm echoes this expansion of the role of education throughout life when he says, "Why should society feel responsible only for the education of children and not for the education of adults of every age?"

The interest in education in the city of Lubbock grows stronger with each decade, this increased interest stimulates enrichment and expansion of the educational opportunities available to the citizens of Lubbock.

## **GENERAL GOALS**

- 1. To insure that the educational opportunities of Lubbock are equal to the needs of a community committed to the enhancement of the quality of individual life and to the betterment of mankind.**
- 2. To assure that these opportunities are made available without regard to age, sex, race, creed, or national origin; and**
- 3. To assure that people are informed about the variety, quality, and quantity of educational opportunities available in Lubbock.**

## **Education**

Committee 80

### **SPECIFIC GOALS**

- 1. Provide informational services which will furnish to the public the educational opportunities, services and resources that are available to the citizens of Lubbock.**

To insure the successful use of educational opportunities, the people must be aware of the range and extent of these opportunities in Lubbock. Texas Tech University, Lubbock Christian College, South Plains College, Lubbock Independent School District and private educational institutions all offer extensive resources to the public; it is our suggestion that one central center be equipped with information to offer the public. (Speakers, handicapped programs for children and adults, extension courses, adult education, nursing, job training centers, etc.)

- 2. Make provisions for expanded quality educational opportunities for early childhood.**

Children learn most rapidly during the formative childhood years. Thus an investment in early childhood education pays long-term dividends in the life of the individual. In order that children may develop into happy, productive members of society, they must be given the best educational beginning that is within our power to provide. Emphasis should be placed on language skills development that would meet the needs of the individual child, e.g. Spanish-English.

- 3. Encourage community interest and appropriate involvement in elementary and secondary schools to assure a continuing quality education program.**

Meaningful and worthwhile educational experiences and inter-action with the community such as field trips, guest speakers, business, industry and government days and volunteer work are examples.

- 4. Develop preventive health programs for children and adults designed to help them maintain and/or improve their own health.**

It is possible, through research-based information regarding health values and health behavior, to design pro-

grams to help individuals become competent participants in maintaining and/or improving their own health.

- 5. Encourage the funding of health related institutions, i.e., Texas Tech University School of Medicine and School of Nursing and Lubbock General Hospital.**

The continued growth of Lubbock as a medical center depends, in large measure, on securing public funding for the operation of its medical facilities.

- 6. Provide improved and expanded opportunities for vocational education.**

The welfare of Lubbock citizens and the prosperity of the community itself require that a wide range of vocational and technical educational programs be made available so that people can acquire employable skills. Successful instructional programs will reduce unemployment, increase job satisfaction, and attract yet more business and industry to the city.

Develop assessment methods to assist in determining the vocation and/or career direction of students at an early age.

Provide opportunities for education of the adult which will enable him to function successfully in today's technological society.

- 7. Expand and create opportunities for persons 25 years of age and older, including those of retirement age, to become involved in lifelong education.**

Learning programs should be provided for adults which will enable them to gain the skills and proficiencies necessary to function as productive members of society and which prepare them to cope adequately with the complexities of everyday living.

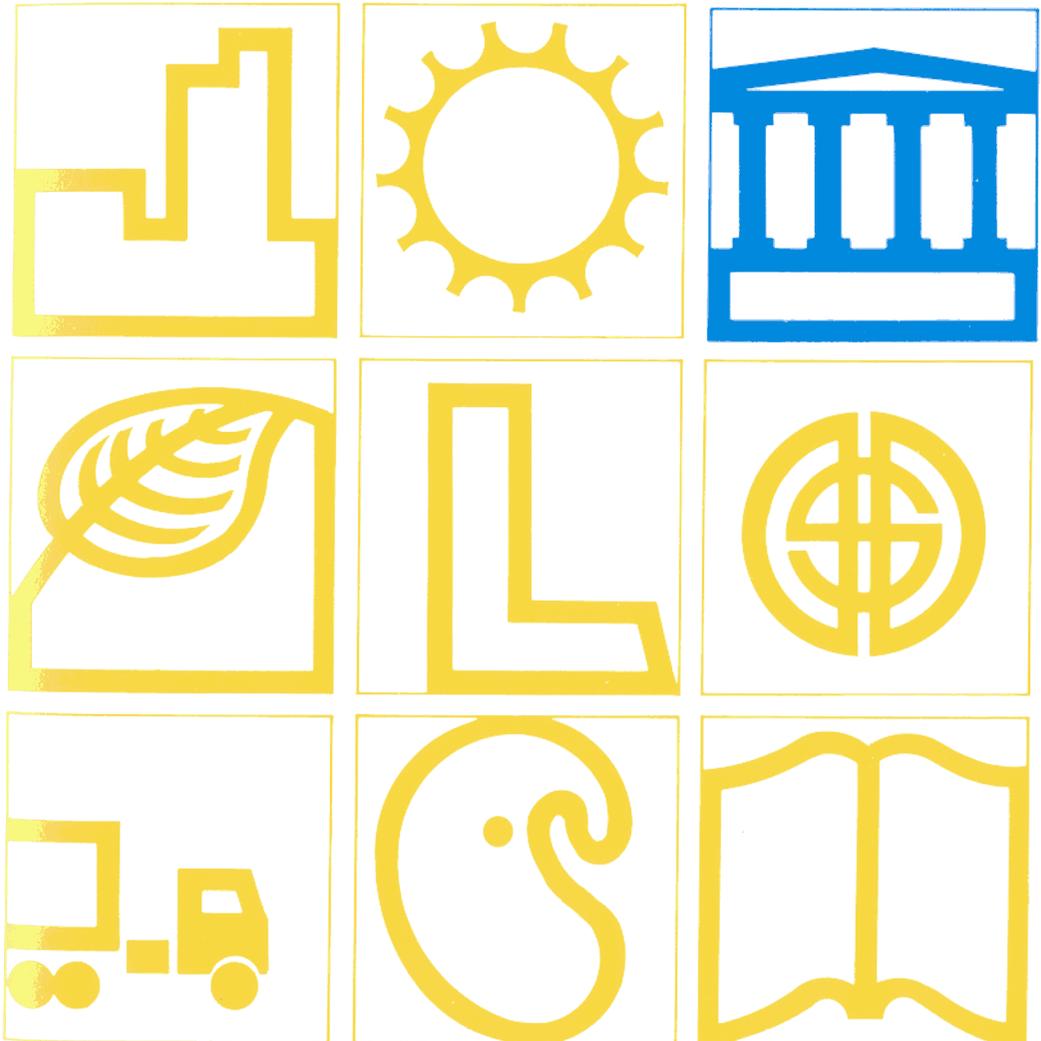
Education is a lifelong process. Educational institutions should provide an environment in which persons of all ages can become involved in a variety of learning activities, both non-credit and credit, taken for: career change, professional adjustment or up-dating, better use of leisure time, enhancement of one's adjustment to change, and/or personal enrichment and self-improvement.

## Education

Committee 80

8. Make better use of the mass media, including television (open broadcast, closed circuit, video cassette libraries), newspapers and radio to achieve quality educational programming.
9. Recognize the historic contributions of various cultures as a routine part of Texas and American history so that all students can identify with their role in history.

# GOVERNMENT AND TAXATION



**COMMITTEE 80**  
**GOVERNMENT AND TAXATION**

Robert A. Edwards, Chairman

H. Orville Alderson, Dr. J. William

Davis, Dr. Karl L. Guntermann, Arnold

Maeker, Mrs. Don (Ethel) McLeod,

Joe L. Murfee, Harry Stokely, Ben

Stribling

# **GOVERNMENT AND TAXATION**

## **COMMITTEE 80**

Government may be simply defined as the organization through which the will of the people is expressed and made effective. This definition assumes a democratic form of government since its presumption is that all power derives from the people and reflects the people's will.

That will is expressed through elected representatives. The will is made effective by administrators who are responsible to the elected officials. Thus government is basically composed of two elements — policy and administration.

Governmental entities take various forms and have varying powers and responsibilities. The United States government is a federal system — one which divides powers among the national government and state and local governments. Local governments are created by the state government to bring government and control closer to the people. Hence, it behooves all citizens to be familiar with and participate in their local governments.

Local governments exercise primarily what is known as “police power”, which is legally defined as the power to provide for the public health, safety, morals, and general welfare. Obviously, this is a very broad power which affects the everyday lives of all citizens.

Local governments are numerous in Texas. The State of Texas is divided into 254 counties, and within each County is found at least one other local government — a city or special district.

Cities are incorporated by the state by means of a charter. In Texas this may be done under a general charter or by a home rule charter. Lubbock is governed under a home rule charter. Its city council and mayor are elected by the voters of the city to make policy. The city administration, with the city manager as its head, is responsible for implementing the policies established by the city council.

Traditionally, the role of the incorporated city is to provide certain basic essential services and facilities. In addition, cities usually provide other services and facilities in response to the needs and demands of the citizens.

The county government has a dual nature. It is the state agent in carrying out certain functions, but it is also a unit of local government.

All governmental entities and the services they provide are financed by some form of taxation. These taxes are a function of the efficiency of government. Proper and effective taxation and use of the tax revenues can provide a better quality of life for the citizens of a community.

## Government and Taxation

Committee 80

The primary concern with taxation should not be so much for reduced taxes, but for stabilized and equitable taxation. The ever-changing urban environment creates constantly increasing demands on local governments to maintain certain standards. The ultimate use of tax dollars should result in our attaining and maintaining the desired environment within our community.

### SUMMARY

Government, in both its policy and its administration, should combine both idealism and realism. It should strive to be the very best and set its goals very high, but that idealism is always tempered by realism — what is practical and attainable. **Our goals should be high but realistic.**

### GENERAL GOAL

Government and taxation are organized processes and systems through which the collective will of our people is determined and carried forward. These organized processes and systems should encompass idealistic yet realistic goals.

The continual examination, evaluation and improvement of these governmental and taxation systems offer our best assurance that they will remain efficient and effective, and achieve these high but realistic goals for the long range benefit of our community.

### SPECIFIC GOAL

1. **Assure that the desired level of urban environment is achieved in future years within the framework of economic and social changes that are to occur.**

There is a need now, more than ever before, to develop a spirit of civic pride and responsibility. A city is no better or worse than its people want to make it. Citizens should react with pride to their city and its environs. While visual tastes and perceptions of what looks good vary from individual to individual, the quality of life in our city is reflected in the quality of our surroundings as they have been collectively contributed.

Most importantly, we must recognize that there is a direct relationship between community appearance and property values. Stable or improved property values provide a stable and improved tax basis.

In a competitive economic atmosphere between cities, urban image could eventually be the item that tips the balance for new industry seeking new sites.

New industry seeks cities that offer not only a good job market and reasonable tax rates, but also a high quality of life for its employees.

2. **Maintain a high quality of public service and personnel in all local governmental bodies.**

For our citizens to receive the desired levels of services and responses, highly trained and motivated personnel should be recruited and retained. Adequate pay should be provided and high standards of performance expected. Above all, a favorable operating environment should be maintained to insure the proper attitude toward public service.

3. **Review present city charter and practices along with the system of representation with a view toward updating and improving them in order to fulfill our changing needs.**

Our present basic form of city government has been successful and should be continued. The system of representation should be examined to insure that it is as representative as possible without being cumbersome or divisive.

4. **Continue to develop possible sources for an adequate supply of water and methods to finance such sources.**

The need for adequate water, both for domestic and agricultural use, has always been a primary concern of our community. Because of the limited sources of water in our area, long range planning is the key to assuring a dependable source of water required by our growing community. Economic feasibility studies should be made of recycling waste water for certain uses.

5. **Continue to devote all appropriate resources for prevention of crime.**

Law enforcement is one of the primary responsibilities of our local government. The citizens of a community must contribute their part to discourage an atmosphere conducive to crime.

6. **Strive to maintain stable property taxes on the most equitable basis and achieve the most effective use of our tax revenues.**

It is of utmost importance that an effective taxation process be maintained. All efforts toward improving or restructuring the taxing processes should be coordinated in order to achieve the desired long range benefits of our community.

**7. Provide continuous study of growth and annexation patterns to insure the optimum growth rate with the maximum cost benefit relationship.**

Usually growth and expansion are viewed to represent new sources of taxation and new wealth for the city. It is possible, however, for expansion to progress so far and fast that the pace is not economically feasible. We should strive to relate our growth rate to the ability of the city to provide adequate services.

**8. Develop effective planning process for encouraging more compatible use of land adjacent to the city which is likely to be annexed in the future.**

There is no desire to control the land use of individual farmers or ranchers, but there is a need for more control over populated areas outside the city. A change in our state law will be required to provide the proper land use control over areas which are being developed for annexation.

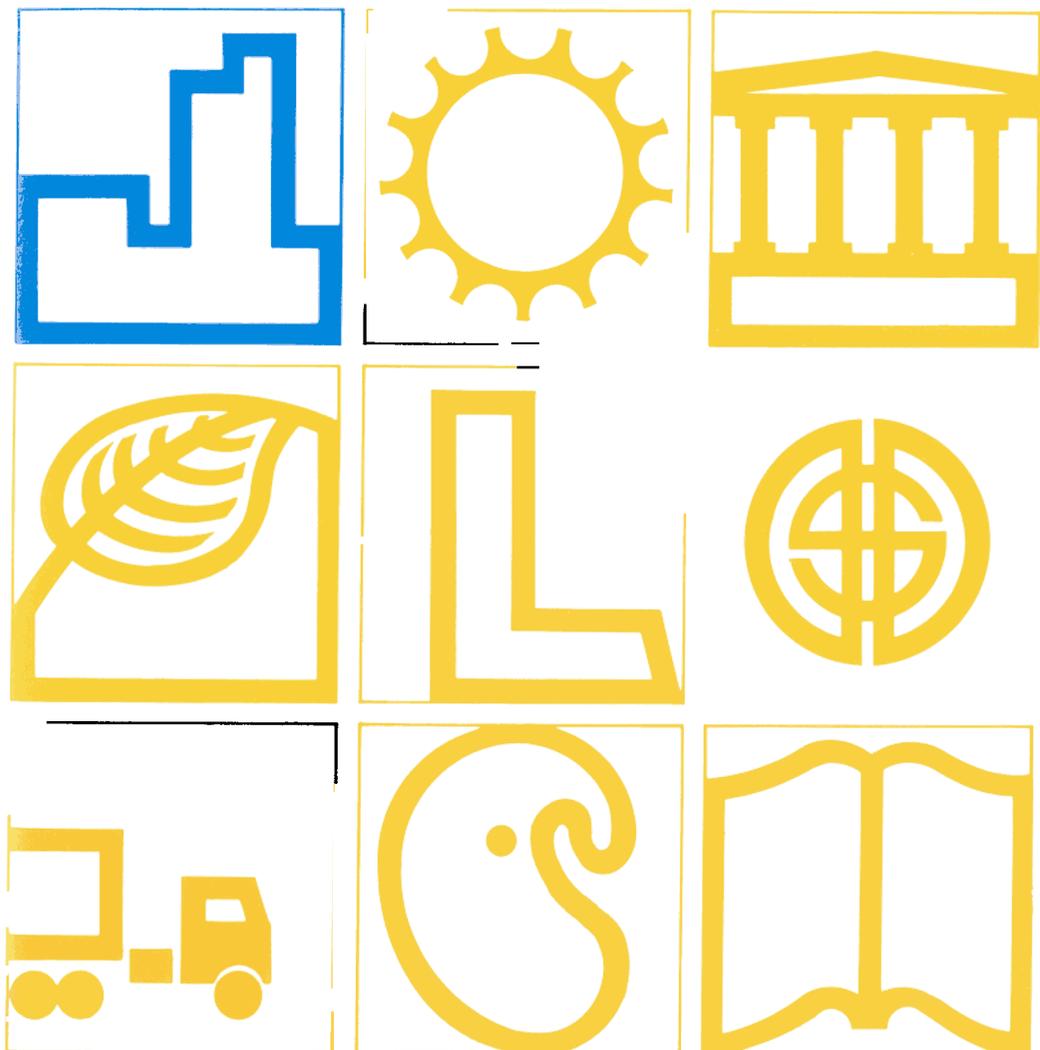
**9. Provide better education and communication about our local government so that the citizens can be better informed as to its activities.**

The citizens of our community need to know what they are getting for their tax money. The informed citizen better understands why he is paying taxes, and what he gets in return. Since governmental services touch all of our lives, we should be more aware of how and why these services influence our daily lives.

**10. Encourage inter-governmental cooperation to prevent duplication of services and efforts.**

To avoid possible conflicts or wasted resources, closer cooperation between governmental entities must take place. In many instances services can be provided jointly or facilities shared on a contractual basis.

# MUNICIPAL FACILITIES AND SERVICES



**C O M M I T T E E 8 0**  
**MUNICIPAL FACILITIES AND**  
**SERVICES**

Burl D. Greaves, Chairman

James E. (Jim) Bertram, Robert H.

Brummal, Carl N. Cannon, Ronald

L. Fancher, B.J. Hackler, Carroll

McDonald, Edwin Stephens, Sam W. Wahl

Rose Wilson

# **MUNICIPAL FACILITIES AND SERVICES**

## **COMMITTEE 80**

### **GENERAL GOAL**

**To create and to maintain the quality, reliability and cost of Lubbock's Municipal Facilities and Services at levels that are favorably competitive in each category with other communities in the Southwest.**

### **SPECIFIC GOALS**

**1. Develop a third major water source.**

The City is rapidly outgrowing its firm water supplies. By the mid 80's a third major water supply will be necessary to maintain continued orderly growth. Without this third major water supply the city will rapidly deplete the underground water reserves or will be faced with restricting water use. A third major water supply must be insured early in the 80's. A third major water source will enable the City to maintain adequate water for continued growth.

**2. To increase public awareness and public participation in the prevention of crime.**

Crime rates have risen in Lubbock as a frightening rate during the past decade. While the concentrated activities of law enforcement officials continue, programs of self-help, some of which are already in motion, can be among the most effective deterrents of crime.

**3. Encourage the use of better locking devices on all structures.**

Burglary is among the most bothersome of all crimes. Marking of belongings is an effective measure but keeping the offender out is more effective. Better locks, and their utilization, should also be effective in eliminating many violent crimes which begin with unauthorized entry.

**4. Actively support prompt, vigorous prosecution of the perpetrators of crime.**

Prosecution must be visible, forceful, and swift. Recent efforts toward an intensified approach to apprehension and prosecution must be maintained with wholehearted community support.

## **Municipal Facilities and Services Committee**

Committee 80

- 5. Resist in whatever manner available any deterioration in our system of criminal justice at the local, state or federal levels.**

Concern must be constantly maintained for the rights of all individuals—the innocent as well as the guilty. For this reason our law enforcement authorities must be well trained and fully aware of procedures necessary and required by law in order that offenders not be released due to inattention to detail in either apprehension or prosecution. If the law is bad our community should work to change it but the law must be fully observed by all parties if it is to provide the protection intended.

- 6. Concentrate public efforts in the area of reduced juvenile offenses with particular emphasis in fuller public awareness of the devastating results of illicit drug usage.**

Rapid increases have been observed in the occurrence of crime by juveniles and an inordinate number of these offenses are drug-related.

Separate detention facilities for juveniles should be effective in the reduction of this trend but programs must be implemented which identify and combat these tendencies before detention becomes necessary.

- 7. Maintain manpower in the law enforcement departments adequate to serve the requirements of a rapidly growing and racially diversified population.**

Lubbock is a rapidly growing community and its demands on law enforcement authorities require substantial advance planning. The community cannot afford for manpower to be inadequate or unable to cope with its needs. Past efforts aimed at offering a better educated and more efficient force have been positive and effective. Future needs must be weighed carefully and care must be taken to assure that zeal for financial efficiency never results in insufficient physical capability.

- 8. To develop the capacity for automated maintenance and retrieval of crime records.**

Presently only traffic records are automated. This more efficient method will provide savings in space and in manpower. It should also provide an effective tool in the solution of criminal offenses when fully utilized.

- 9. To foster all efforts, private and public, legitimately directed at making Lubbock a community wholly unattractive to any criminal element, organized or individual.**

Most activity is directed along the path of least resistance. Many excuses may be offered for the increases in crime during the past decade but Lubbock must resist taking refuge behind the causes and effectively analyze the effects. This can result only in a determination to address the causes at the lowest and widest level. If crime here has, in the past, found a path of least resistance that must change. Crime must not be a lucrative endeavor and cannot be if the high hopes for the 80's are to materialize.

- 10. Maintain the structure of a Code-Revision Committee.**

The City of Lubbock has adopted the Uniform Building Code. This code is reviewed every three years by the International Conference of Building Officials. Any change in the UBC is then reviewed on local level by a code-revision committee.

- 11. To assure fire protection as a matter of course.**

Fires will occur and must be dealt with in adequate measures if and when they do.

- 12. To increase the ability to determine and effectively deter arson.**

Arson has become a reality in the past decade. With its growth comes higher insurance rates and the constant opportunity for unnecessary loss of life and property. The efforts of the Fire Marshall's Division have proven effective in early stages of development and should provide an effective deterrent in the future.

- 13. To continue the inspection of structures in an effort to effectively prevent fires before they happen.**

This service has been provided by more effective use of existing personnel. The small increase in cost of these traveling squads is more than offset by the reduction in fires.

- 14. To support the timely location and construction of fire stations to achieve maximum efficiency in the areas served.**

Lubbock is a large city geographically. Without attention to growth patterns as they occur response times would be

## **Municipal Facilities and Services Committee**

Committee 80

extended and the ability to provide protection lessened or effectively eliminated.

- 15. To expand the facility and staff of the existing training facility as necessary to render it effective in a dual capacity as a training facility and a station offering fire protection.**

The dual utilization offers efficiency in cost and in coverage of an area experiencing recent regrowth.

- 16. Complete the Central Business District Section of the Zoning Ordinance.**

The zoning ordinance was rewritten in 1974. The Central Business District Section of the ordinance, however, was not completed nor were the boundaries of this district defined. The zoning ordinance needs to be written for this unique area which would speak primarily to two items:

1. Building setback lines.
2. Parking requirements.

- 17. Complete a comprehensive land use and zoning plan for the interstate highway corridor through Lubbock.**

Along with a change in traffic patterns comes a change in land uses. It is imperative that these uses be reasonably controlled to further enhance our city. Many people will form their opinion of Lubbock based upon what they see as they travel through Lubbock on Interstate 27.

- 18. Secure an additional disposal site.**

The solid waste collection system of the City of Lubbock is one of the finest in the nation and is a very effective and efficient method of solid waste collection. The solid waste is currently disposed of in a sanitary landfill. This sanitary landfill is providing a satisfactory method of disposal; however, the space is limited and a new disposal site will be needed by the mid '80s. Continued effort would be made to investigate alternative methods of disposal that would recover resources and/or energy in the disposal process. A new landfill should be utilized until such time as recovery is economically feasible.

- 19. Increase the waste-water treatment capability.**

The present method of treatment is being updated and additional land has been assured for continued waste water disposal. The capacity of the present treatment

facilities is limited and will need to be increased in capacity or an additional plant constructed by the mid 80's to provide satisfactory treatment of the waste water and preclude possible pollution of surface and ground water.

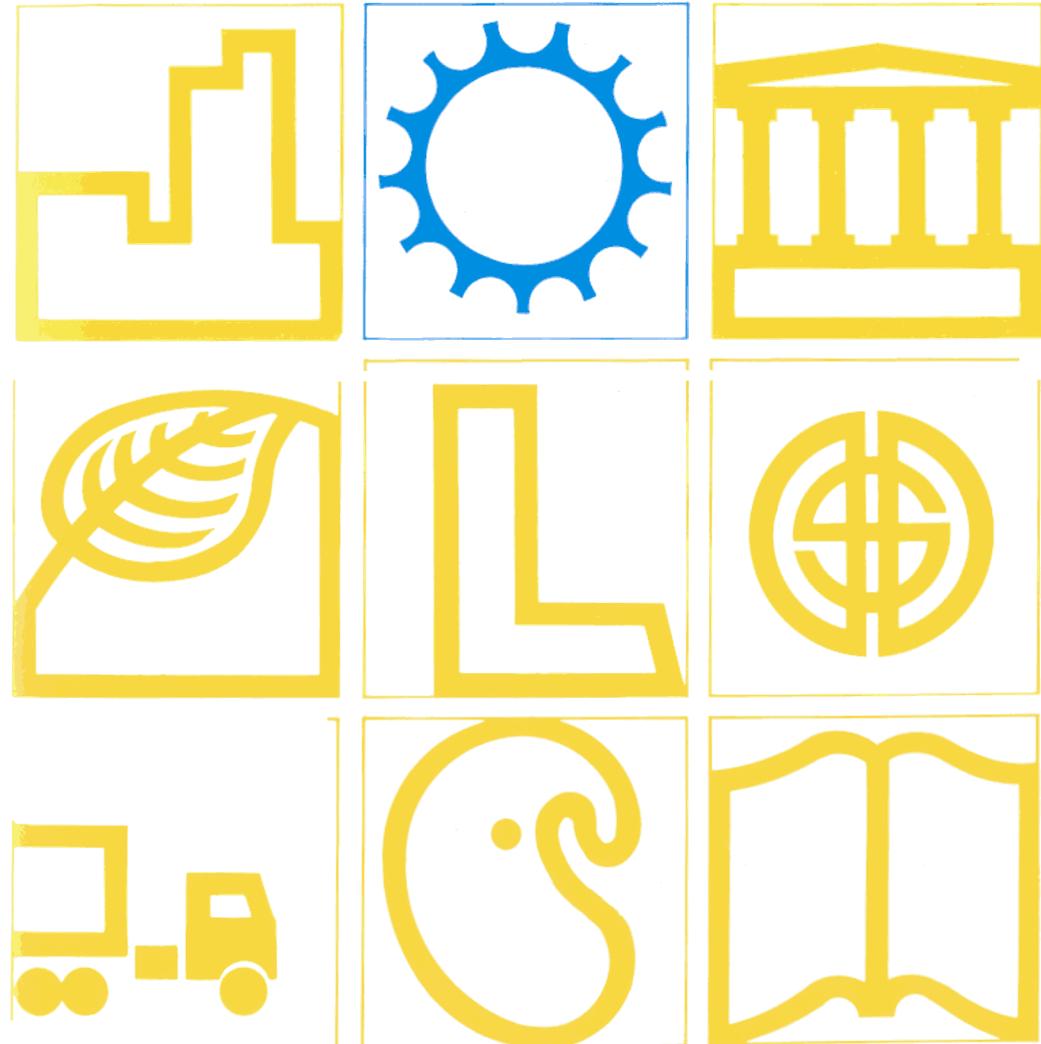
- 20. Continually maintain a Master Plan for airport development which will identify our needs for the short, intermediate, and long terms, and program needed improvements.**

The current air service is in a state of uncertainty due to the de-regulation of the airline industry. We have had considerable cutback of service and at the same time there are applicants for new service. What service is being provided and the development of energy solutions can change the entire picture rather abruptly and drastically. We must be prepared to know what effect these changes will have on our facility.

- 21. Study and determine the need for a county Medical Examiner for Lubbock County.**

- 22. Examine the adequacy of the City Health Department in terms of its size, location, and services rendered.**

# RECREATION AND ENTERTAINMENT



# **COMMITTEE 80**

## **RECREATION AND ENTERTAINMENT**

Charles F. Nielson, Chairman

John H. Alford, Peter H. Davis

Dr. Robert H. Ewalt, Pete Ragus,

Eugene Rios, Mrs Gary L. (Nancy) Rouse

# **RECREATION AND ENTERTAINMENT**

## **COMMITTEE 80**

Recreation is the voluntary participation in leisure time activities. The recreation movement has grown in the present century to the extent that it is an accepted institution in our way of life, and it promises to grow even more with increasing automation and the accompanying increased leisure time. It is with this thought in mind that a community must endeavor to provide its citizens with adequate recreation and entertainment facilities and opportunities.

The recreation concept tends to perpetuate itself through participation. We should then plan a program in Lubbock in which a variety of activities is offered enabling the participant to develop a repertoire of leisure time pursuits. In addition, the program should provide opportunities of participation to all segments of the community. *i.e.*, boys, girls, men, women, senior citizens, and the handicapped.

Recreation and entertainment affect the quality of life in a city for all segments of the community. Lubbock should become continuously more interesting and attractive to its present citizens and its regular visitors. At the same time—and as a result of the same actions—it can be made more attractive to potential citizens and to new visitors.

One chooses to live in a particular city—or to visit it—for a wide variety of reasons. An outstanding city must satisfy at least minimum standards in each of many categories. It must excel in those which are more critical.

Employment, housing, education, medical service, shopping and recreation opportunities, not necessarily in that order, are critical concerns of potential citizens. The availability of recreation and entertainment is often the deciding factor between two places that are otherwise similar.

What should we seek by way of recreation and entertainment? What are the characteristics of a recreational environment that will contribute a full measure to the satisfaction of living in Lubbock? Starting from where we are, what should be emphasized in creating the desired environment?

The essence of a good recreational environment is variety and choice. We do not all favor the same forms of recreation and entertainment, and each of us wants different forms at various times. Although not sufficient, variety and choice are necessary. Additionally, the quantity of each recreational opportunity—we as well as its quality—should somehow reflect the probable distribution of demand for it.

## **Recreation and Entertainment**

Committee 80

An outstanding recreational environment will contain one or more unique features, sufficiently different in nature or magnitude to distinguish it clearly and favorably from other recreational environments with which it may be comparable in other respects.

The overall approach taken by the Recreation Committee for the 1980's was to (1) assess the current status of recreational opportunities in Lubbock, (2) determine the recreation needs of the community in the 1980's, and (3) review the plans presently on the drawing board to meet the future needs.

This approach provided the background for the determination of what additional steps would be taken to insure that the total recreational needs of Lubbock are met in the 1980's.

Spectator entertainment opportunities in Lubbock are quite good. Television and movie options are competitive with those available in other comparable cities. Sporting events associated with the public school system provide an assortment of entertainment opportunities for students and parents alike. Football and basketball games at Texas Tech offer Southwest Conference competition plus the opportunity to see other teams from outside the Conference. The lack of professional teams is noted, but this is not considered a problem.

Texas Tech and various civic organizations in Lubbock combine to make a number of significant cultural presentations each year. Although it may be desirable to increase the number of cultural presentations, existing spectator entertainment opportunities in Lubbock are between often competitive with and frequently superior to those of other comparable cities.

The variety of opportunities for participative—competitive recreation in Lubbock is entirely acceptable. A few sports are not pursued here, but their lack is not a major problem for the community.

Although variety is adequate, there are inadequacies in quantity or availability of facilities for some forms of recreation and entertainment. Soccer fields, for example, are in short supply in some sections of the city. Tennis courts, sheltered swimming pools, outdoor basketball courts, and softball fields are also needed.

The City of Lubbock Master Plan was reviewed carefully, and it is endorsed as an excellent basis for growth in park and recreational facilities. Priorities should be subject to shifts based upon actual population increases in various areas.

The variety of opportunities for participative-cooperative recreation in Lubbock is in some respects impressive. There are, for example, many small and not so small centers for activity for particular hobbies, special interests, and avocations. Two items were discussed which would improve this situation.

- (a) A method should be established to inform citizens on a regular basis about the activities that are available. The Chamber of Commerce might handle the gathering, compiling, and dissemination of this information.
- (b) A combined committee meeting on a regular basis could maximize the utilization of facilities throughout Lubbock. This committee should have representatives from the public schools, Texas Tech University, LCC, the City of Lubbock and additional organizations such as Church Associations, YWCA, YMCA, etc.

Service organizations are also important—recreationally and otherwise—to the environment of any community. The United Way provides the principal avenue for support for many of these organizations, including the YWCA, YMCA, Boy Scouts, Campfire Girls, and others. Continued and strengthened community support for these organizations is vital.

### **GENERAL GOALS**

1. **The current and growing energy supply problem requires that recreational facilities be planned in such a way that energy is conserved in the operation of the facilities and in the transportation to and from the facilities.**
2. **All present recreational facilities should be carefully analyzed to ensure that they have been developed to the optimum.**  
Each facility should provide as many different possibilities for recreation as can be achieved, *i.e.*, the existing city lakes could have fitness trails, nature study areas, picnic facilities and outdoor concert theatres.
3. **The total spectrum of recreation should be considered, *i.e.*, restful parks, picnic and camping areas, as well as action-oriented sports.**
4. **Existing facilities as well as new facilities planned must consider all segments of the community, *i.e.*, senior citizens and handicapped people.**

## **Recreation and Entertainment**

Committee 80

### **SPECIFIC GOALS**

**1. Publicity - Develop media which disseminate information as to availability of different types of recreation.**

Establish committee representing major segments of Lubbock which control recreational facilities. Insure that various segments are cooperating fully and insure optimum utilization of facilities. Communications should be readily accessible to all geographical segments of Lubbock community.

**2. Construct an indoor aquatic complex**

This facility would insure that all youth learn to swim. Would teach water safety and could provide spectator entertainment through water shows such as synchronized swimming, etc., and in addition, would provide the general water sports type recreation.

**3. Continue Canyon Lakes Project**

- (a) Advertise Canyon Lakes type of activities to increase utilization.
- (b) Take actions to insure lakes are multi-purpose in their function.
- (c) Provide fitness trails, nature study areas, etc.
- (d) Develop amphitheater which is multi-purpose.
- (e) Insure that development of lakes is scheduled in such a manner to assure that all segments of the community have equal facilities.
- (f) Make maximum use of the Yellowhouse Canyon Lakes as a regional recreation area by promoting annual events in various sections of the lake area. This can be done by continuing canoe and raft races in the north end of the lake system and adding annual sailboat races in the larger southeast end of the system.

**4. Increase number of athletic fields which can be used for soccer, softball, baseball**

**5. Develop special population facilities (i.e., for handicapped and elderly)**

This should include existing facilities as well as new ones planned.

**6. Establish multi-purpose trails**

These facilities would provide opportunity for walking, jogging, bicycle riding. Trails should be established in areas where they would also make possible nature study.

**7. Develop South Loop 289 playgrounds, community center and tennis courts**

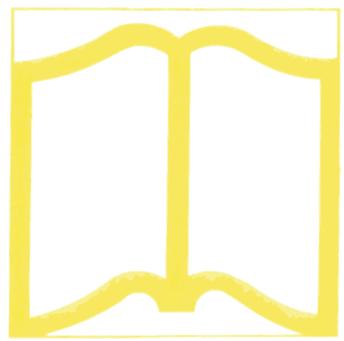
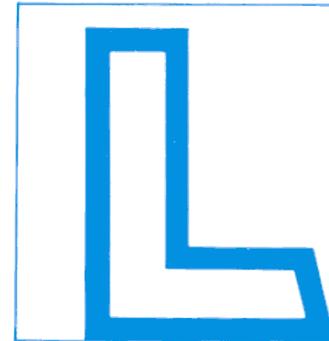
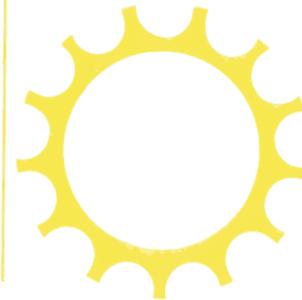
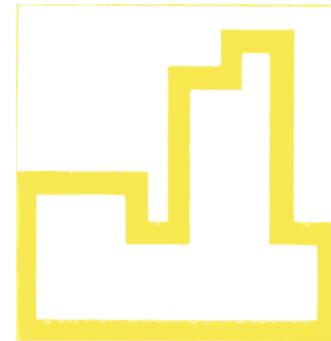
Continue the linear park concept in south and southwest Lubbock.

**8. Establish programs for the renovation of older parks and park facilities**

Insure existing facilities meet as many needs as possible. Provide alternate water sources for park irrigation other than potable water. Put more large trees in existing parks. Particular emphasis should be given to MacKenzie State Park.

**9. Establish a parking area for travel trailers and/or recreational vehicles within city limits of Lubbock.**

# SPIRIT OF LUBBOCK



**COMMITTEE 80**  
**SPIRIT OF LUBBOCK**

Robert H. McKelvy, Chairman

James P. Cummings, Claude D.

Dollins, Mrs. Winton (Tavita) Dorow,

Rev. Ted J. Dotts, Jay R. Eagan, Roger

A. Key, Jerry D. Lane, Dr. E.C. Leslie,

Mrs. William R. (Marian) Moss,

Rev. Dudley Strain

# **SPIRIT OF LUBBOCK**

## **COMMITTEE 80**

Lubbock is a unique city and the qualities which make it unique represent the "Spirit of Lubbock." These qualities, taken individually, may be found in many cities but the uniqueness of Lubbock reveals itself in the way its citizens combine these values to confront the challenges of growth, change, and even tragedy.

Qualities which blend together to form the "Spirit of Lubbock" include:

- (a) Friendliness
- (b) Family emphasis - "a good place to rear a family"
- (c) Religious emphasis
- (d) Unity of cultures — "the acceptance of people"
- (e) Broadly based citizen involvement in the community
- (f) A sound economic foundation
- (g) A progressive attitude toward growth and improvement
- (h) A hardworking, industrious populace
- (i) An invigorating climate

These traits enable Lubbock to manage the pressure for progress and the active prevention of decay. They spell a quality way of life which makes Lubbock different. The continued promotion of these values requires cooperation and a sensitivity to the impact which Lubbock has on communities near and far.

To preserve the spirit of the past and insure the spirit of the future, the Committee recommends these objectives.

### **SPECIFIC GOALS**

- 1. Designate 1984 as Lubbock's Diamond Anniversary marking the seventy-fifth anniversary of the city's incorporation (March, 1909).**
- 2. Conduct an awareness campaign (using slogans, billboards, bumper stickers, person to person communications, bi-lingual publications, and other advertising methods) to preserve and enhance the qualities of life listed in (a) through (i) above and to indicate that "Lubbock Remembers and Lubbock Cares."**
- 3. Develop means through which the leaders of the city may hear the citizens (a suggestion box telephone).**
- 4. Improve human relations across cultural lines through special annual observances such as a "Unity of Cultures" month.**

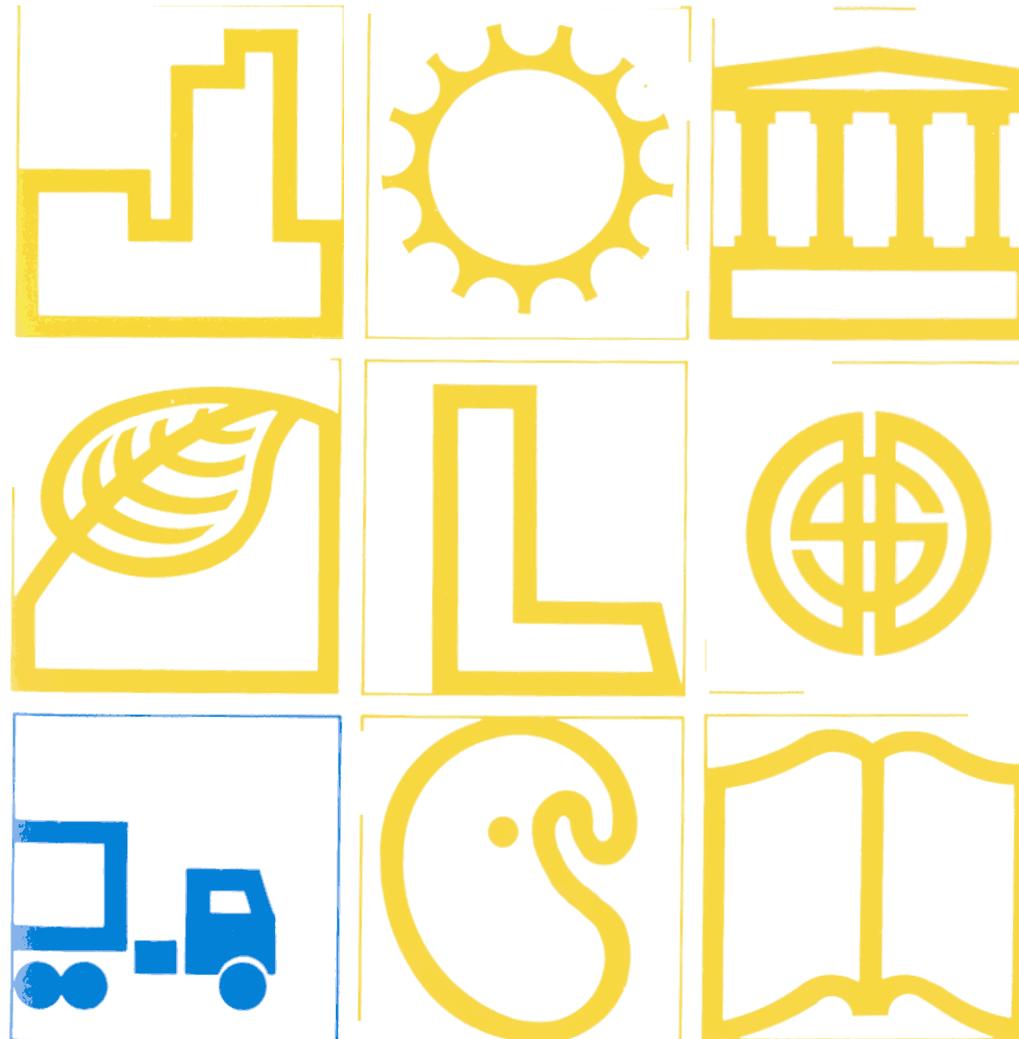
**Spirit of Lubbock**

Committee 80

5. Support the newly chartered Lubbock Area Foundation, Inc., in its program of receiving, accepting, and administering property for charitable purposes, primarily for the benefit of the City of Lubbock and its environs.

6. Maintain the fine relationship which exists between the personnel of Reese Air Force Base and the citizens of Lubbock.

# TRANSPORTATION



**COMMITTEE 80**  
**TRANSPORTATION**

Oliver C. Thomas, Chairman

M.J. (Bud) Aderton, James E. (Jim) Bertram,  
Alton B. Brazell, Ray Chapman, Clifton H.  
Cummings, Robert D. Greenhill, T. Randall  
Jones, Arch G. Lamb, George C. Miller, Vera  
Newsome, Lee Stafford, George C. Wall

# **TRANSPORTATION**

## **COMMITTEE 80**

This Committee is concerned with all forms of transportation, air and surface, during the next decade.

Adequate transportation facilities have long been a key factor in economic growth and now with energy supplies limited, solving our transportation problems could well be the key to economic survival.

### **GENERAL GOAL**

**To make Lubbock the Transportation Center of West Texas and Eastern New Mexico. Stated differently, to make Lubbock the Transportation Cross-Roads of the Southwest.**

### **SPECIFIC GOALS**

#### **Intra-City**

- 1. Actively pursue the completion of Interstate 27 through the city by supporting and cooperating with the Texas State Department of Highways and Public Transportation in every way possible.**

This project will likely be Lubbock's largest construction program in the 1980's.

- 2. Institute studies to determine ways and means to bring about more widespread usage of the city bus system and initiate programs to effect this usage.**
- 3. Pursue the development of a freeway system as proposed in the Lubbock Urban Transportation Plan.**
- 4. Institute the use of modern computer application for the synchronization of Lubbock's traffic lights.**
- 5. Continue to upgrade our thoroughfare system by the widening of streets, removal of existing bottlenecks, and construction of grade separations where feasible (e.g., Quirt Avenue and 34th Street).**
- 6. Institute an on-going traffic education program including the advantages of car-pooling, van-pooling, mass transit, and other alternatives to individual car use.**
- 7. Implement studies and programs to establish cycling as a feasible transportation alternative.**

## **Transportation**

Committee 80

### **Inter-City**

- 1. Continue to seek the designation of U.S. Highway 87 south as "Primary Connector Demonstration Highway" to intersect with Interstates 20 and 10.**
- 2. Continue to seek the up-grading of Texas State Highway 114 from Dallas to the New Mexico state line to a 4-lane highway and its ultimate designation as a U.S. highway.**
- 3. Air Transportation**
  - (a) Keep Lubbock's airport facilities international and expand to meet the demands of commercial air-freight, and general (private) aviation.
  - (b) Endeavor to obtain "gateway routes" to all parts of the hemisphere.
  - (c) Encourage and support the development of commuter and air-freight lines and general aviation for this region.
- 4. Motor Freight Transportation**
  - (a) Encourage and assist scheduled truck carriers to route freight to and through Lubbock as a distribution hub.
  - (b) Promote the recruitment of additional common and specialized carriers to serve the agricultural industry more adequately.
- 5. Bus Transportation**
  - (a) Cooperate closely with bus and package express lines serving this area to further improve service.
- 6. Rail Transportation**
  - (a) Petition the Department of Transportation to extend Amtrak passenger service through Lubbock.
  - (b) Urge the railroads serving this area to provide timely and adequate services to move agricultural products to markets.