

Draft Goals and Objectives

Bear Valley Communities

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Goal 1: Improve the quality of our built environment to enhance community health, neighborhood character, and the image of our business corridors.

Objectives:

1. Expand function of the local Citizen Volunteer Unit of the San Bernardino County Sheriff's Department to observe, report, and develop programs to respond to priority enforcement concerns.
2. In collaboration with community service organizations and local schools, develop a community clean-up program, including assistance with large item trash pick-up to take place at least two times per year.
3. Through public-private partnerships involving local banks, property owners, business owners and others, construct public restrooms in two locations accessible to people arriving to the east end of the Big Bear Valley.
4. Through public-private partnerships involving local banks, property owners, business owners and others, offer a façade and sign improvement program to existing and future businesses.
5. In partnership with Mountain Transit, local organizations such as the Fire Department, the Community Services District, community service organizations, and local businesses, improve bus stops with permanent and accessible benches and shelters in order to provide access to the community for everyone.
6. Promote clean-up and repurposing underutilized properties along Big Bear Boulevard, in Fawnskin, and other key locations as identified by program partners.

Goal 2: Reduce traffic congestion through development of complete transportation and recreational networks for motorized vehicles, active transportation, and transit that meets the needs of tourists and locals.

Objectives:

1. Establish a Transportation Management Association to advocate for improving transportation infrastructure and options, and implementing transportation demand management programs focused on balancing the needs of locals, tourists, and businesses to promote mobility in and access to Big Bear Valley.

2. Develop a public-private partnership to add or enhance at least one recreational trail per year that can be used for both recreational and commuting purposes, such as walking, hiking, trail running, and horseback riding).

Goal 3: Build human capital and promote enterprise, with a focus on environmentally friendly businesses, to strengthen the local economy and provide opportunities for residents and families to be self-reliant

Objectives:

1. Promote child and youth development, social and civic responsibility, and environmental stewardship by establishing a multigenerational community council with youth in leadership positions to advocate for and support development of extra-curricular activities.
2. Develop the infrastructure for programs that train people to grow careers related to the Big Bear Valley economy, such as tourism and hospitality, recreation, environmental science, forestry, high altitude training, rehabilitation, health services, and arts and culture.
3. Coordinate with County of San Bernardino Human Services Department to determine local needs, such as wellness checks for seniors, substance abuse counseling, and support for families with children and deliver mobile services and/or open a new service delivery location in Big Bear City.
4. Create community-based economic development initiative that links emerging entrepreneurs with mentors and potential investors and attracts new businesses to support local growth sectors.
5. Identify barriers to and implement solutions for building environmentally-sensitive recreational businesses, like guiding, training, and outfitting on publicly owned land. Examples of recreational activities include model planes and drone flying, mountain-bike camping, and high-altitude field training.

Goal 4: Become a destination for people of all ages and abilities renowned for cultural, environmental, and healthcare resources

Objectives:

1. Create access to Big Bear Valley Historical Museum from Greenway Drive.
2. Create a resource conservation program to designate open space resources, create a dedicated funding source, and actively promote open space protection through land acquisition, conservation easements, mitigation monitoring, volunteer-support, and other similar tools.
3. Promote family- and eco-friendly tourism that educate people about our natural surroundings, dark skies, and quiet nature.
4. Enhance existing and create new cultural attractions for diverse groups of people (e.g. Shakespeare in the Forest, vaquero/cowboy festival, mining tours).

Goal 5: Improve relationship between Big Bear Valley and the County of San Bernardino

Objectives:

1. Create a Bear Valley Municipal Advisory Council as an avenue for accurate and transparent communications between local residents, Big Bear Valley Leaders and County officials.
2. Host festive biannual gatherings to promote understanding and shared respect between county departments (e.g. street maintenance works, field inspectors, emergency responders, and code enforcement) and local residents.



COUNTYWIDE PLAN
Bear Valley Communities Plan