

# Draft Goals and Objectives

## Crest Forest Communities

Group Project Manager: Starla Barker

Goal 1: Provide a thriving and vibrant local small business environment.

### *Objectives:*

1. Initiate strategies to improve communications with businesses and develop a Business Retention & Expansion (BR&E) program.
2. Develop a marketing plan with incentives to attract new businesses to the area.
3. Increase permanent residents by developing and implementing a marketing campaign to highlight the values of mountain living for young families focusing on education, family values, community, natural environment, and activities.
4. Develop a business appreciation program, including events, webinars, and awards.
5. Identify and develop entrepreneurial talent through a coaching program and entrepreneur training program, known as “Economic Gardening.”
6. Equip the local Chamber of Commerce to be a one stop shop for help with regulatory permits, financing sources and serve as ombudsperson with local agencies.
7. Develop a marketing plan with incentives to encourage home-based businesses.
8. Develop regional collaborative relationships between employers and high schools and local public or local non-profit junior colleges such as San Bernardino Valley College and Crafton Hills College to offer low-cost credentialing and certification programs to increase educational opportunities for employees to gain job skills.

Goal 2: Provide a unified downtown area that is active and thriving.

### *Objectives:*

1. Provide additional public amenities such as restrooms, seating areas, open space areas, and pedestrian paths/walkways in the downtown (Lake Drive area).
2. Install improved lighting in public spaces to promote activity and deter crime.
3. Encourage property owners to maintain and improve their properties (e.g. new paint, facade improvements, trash/debris clean-up).
4. Improve safety and efficiency in the business area by installing sidewalks and additional and improved parking.
5. Develop and implement a downtown clean-up program
6. Develop a consistent/compatible design theme for the downtown.

Goal 3: Provide affordable outdoor recreation activities that capitalize on the natural environment, attract visitors, and provide entertainment for residents while also reducing the associated impacts to the Crest Forest communities.

*Objectives:*

1. Provide dumpsters and signage that encourages proper disposal of trash in high-traffic visitor areas.
2. Investigate opportunities to establish designated sledding areas with parking to avoid visitors establishing quasi-sledding and parking areas.
3. Provide signage, maps, and other informational materials that identify trails and amenities.
4. Provide programs and marketing materials that educate visitors on the natural environment and importance of its protection in order to foster responsible tourist behavior.
5. Encourage the establishment of eco-tourism businesses.
6. Establish an annual Arts and Music Festival while supporting arts and music programs.

Goal 4: Develop and improve parks and recreational facilities and services for all ages

*Objectives:*

1. Work with the local youth to identify recreation needs.
2. Identify opportunities for joint-use of facilities to serve recreation needs.

Goal 5: Improve public safety within the Crest Forest communities.

*Objectives:*

1. Develop a neighborhood watch program that can be implemented throughout the communities
2. Coordinate with the San Bernardino County Sheriff's Department to establish a community policing program.
3. Partner with the San Bernardino County Sheriff's Department, local safety experts, and insurance companies to educate property owners on securing homes and businesses.

Goal 6: Provide quality education opportunities at all levels.

*Objectives:*

1. Develop partnerships for joint use of existing Public School infrastructure with universities and junior colleges to provide expanded educational opportunities for residents.
2. Address the declining enrollment and quality of public schools in the mountain communities through community organizing and involvement.



COUNTYWIDE PLAN  
Crest Forest Communities Plan