



Wrightwood Community, San Bernardino County

Community Profile

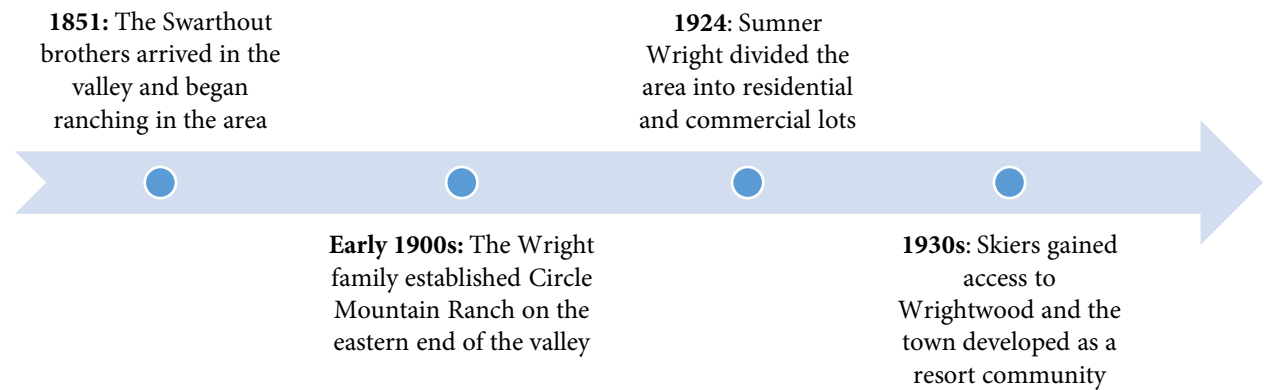
Purpose

The community profile is a summary of the social, cultural, economic, and historic dimensions of Wrightwood. It presents data collected through secondary sources to inform future actions. The profile, together with future studies and information gathered from residents, highlights essential facets and “tells the story” of the Wrightwood Community.

The initial objective research prepared for the community profile was provided to participants as a handout at each community workshop to provide a basis for discussion during the SWOT (Strengths, Weaknesses, Opportunities and Threats), values, and aspirations exercises. Workshop participants were asked to review the information and provide comments as a way to infuse local knowledge into the community plans process. Their feedback was used to finalize the community profile, which includes objective research and issue identification by community workshop participants.

The objective information, community stories, and public’s participation in the community profile, SWOT, values, and aspirations exercises were all used when developing the framework for the focus and action statements that make up the community plan.

History



The Serrano tribe were the original inhabitants of the Wrightwood area. In 1851, the Swarthout brothers came to San Bernardino from Salt Lake City, Utah and began ranching the area currently known as Swarthout Valley. In the early 1900s, the Wright family eventually obtained two thirds of the land in the valley, and established the 1,000 head Circle Mountain Ranch at the eastern end of the community. The family established an apple orchard and raised cattle.

Sumner Wright broke up residential and commercial lots beginning in 1924, and a community took roots as Wrightwood. During the 1930’s, skiers could easily access Wrightwood and the town grew as a resort community. During the last 60 years, Wrightwood has evolved from a vacation community to a bedroom community.

Source(s): wwhistory.org, wrightwoodcalifornia.com, Wikipedia.org

Location & Geography

Wrightwood is a mountain community located in the southwestern portion of San Bernardino County near the border with Los Angeles County. It is situated in the mountain area north of Mt. Baldy and south of Pinon Hills.

Source(s): Big Bear City General Plan, ESRI



Figure 1: Wrightwood location.

Source(s): ESRI, San Bernardino County LUS

Key Census Data

Category	Wrightwood		San Bernardino County		California		United States	
	Number	% of Total	Number	% of Total	Number	% of Total	Number	% of Total
Population								
Total Population	4,563		2,078,586		38,066,920		314,107,084	
2020 Population Forecast	4,646 (+1.8%)		2,227,066 (+7.1%)		40,619,346 (+6.7%)		334,503,000 (+6.5%)	
Total Households	1,866		607,604		12,617,280		116,211,092	
Average Household Size	2.45		3.34		2.95		2.63	
Median Age	45.9		32.2		35.6		37.4	
Education								
High School Diploma	614	18.8%	330,613	26.3%	5,153,257	20.7%	58,440,600	27.95%
Education Past High School	1,165	35.7%	417,953	33.3%	7,400,714	29.8%	60,821,634	29.1%
Bachelor Degree or Higher	1,050	32.2%	336,315	26.8%	7,708,909	31.0%	61,206,147	29.3%
Housing								
Total Dwelling Units	2,679	n/a	703,737	n/a	13,781,929	n/a	132,741,033	n/a
Homeowner Occupied Units	1,352	50.5%	370,032	52.58%	6,908,925	50.1%	74,787,460	56.3%
Renter Occupied Units	514	19.2%	237,572	33.76%	5,708,355	41.4%	41,423,632	32.2%
Vacancy*	813	30.3%	96,133	13.7%	1,164,649	8.5%	16,529,941	12.5%
Median Year Structure Built	1976	n/a	1976	n/a	1974	n/a	1976	n/a
Income								
Median Household Income	\$50,303	n/a	\$54,100	n/a	\$61,489	n/a	\$53,482	n/a
Persons Below Poverty Level	275	8.4%	199,451	12.7%	3,354,518	11.2%	26,235,361	10.6%
Employed	1,890	92.9%	812,707	86.1%	16,890,442	89.0%	143,435,233	90.2%
Unemployed	144	7.1%	131,293	13.9%	2,084,564	12.3%	14,504,781	9.2%
Note: N/A indicates that the data is not available; n/a indicates that the category is not applicable								
*This figure may include seasonal households								

Table 1: Key Census Data

Source(s): 2014 American Community Survey 5-Year Estimates and ESRI



Community Structure (Physical Characteristics)

The Wrightwood community consists primarily of single and multiple family residential uses on small lots with a minimum lot size of 10,000 square feet. The homes in this community are typically one to two stories set not far from the street. The commercial district, which is center along Angeles Crest Hwy, consists of one to two one-story buildings with parking in front of or surrounding the business.

The major arterial through the community is Angeles Crest Highway (Highway 2) which is a two-lane, paved road that bisects the community and runs from the eastern border to the western. The local roads are paved and do not have pedestrian or bicycle facilities. All of the roads in the community are county maintained.

The WalkScore (walkscore.com) for the community ranges from 0 to 50, indicating that most errands need to be completed by car. The Victor Valley Transit Authority (vvta.org) Bus Route “20” runs through the community and connects it with Phelan and Pinon Hills. *Source(s): Google Earth, County of San Bernardino Zoning Map, Walkscore.com, VVTA.org*

Quality of Life Concerns

Common issues noted within the communities include:

- **Residential Issues:** junk and trash, excessive outside storage, inoperative vehicles, group homes, construction without permit
- **Commercial Issues:** excessive signs and banners, outside displays of products, original land use changing without approvals, land use and zoning
- **Business Concerns:** traffic flow and congestion during snow season for residents

Source(s): San Bernardino County Code Enforcement

Community Amenities

The Wrightwood community has a large number of outdoor amenities available to the public. These are important assets to the community as they draw in tourism to the area. They include:

- The **Big Pines Recreation Area** offers a variety of recreational opportunities and facilities year-round, including ten campgrounds and give picnic areas.
- A section of the **Pacific Crest Trail** and other trails offer hiking opportunities.
- **Jackson Lake** provides fishing opportunities
- **Grassy Hollow Visitor Center** is just a few miles west of Big Pines.
- **Mountain High Resort** is located less than five miles from the community.

In terms of services, Wrightwood has no hospitals within the planning area. San Bernardino County Fire Station #14 is the only fire station located in the Wrightwood community plan area and has a response time of about 4-6 minutes. The nearest San Bernardino County Sheriff’s Department station is approximately 8 miles away in Phelan, CA.

There are several schools located in Wrightwood. They are a combination of public and private and include extension programs from nearby areas looking to take advantage of the mountain setting. The following schools and programs are located in the Wrightwood community plan area:

- Wrightwood Elementary School
- Wrightwood Montessori School
- Wrightwood Outdoor Science School

Source(s): Google Maps, CAL FIRE, San Bernardino County Fire Department, San Bernardino County Sheriff’s Department

Community Groups

Wrightwood residents are involved in a number of nonprofit organizations, most of which fall into the following interest areas:

Outdoor recreation activities and facilities	Service clubs
Health, wellness, and education	History, arts, religion and culture

Table 2: Community Development Organizations

Community Economics

A 2016 ESRI Community Analyst report showed that Wrightwood has approximately 642 jobs and 120 businesses. The chart below shows the major business types. Approximately 32% of the Wrightwood labor force is employed within Wrightwood.

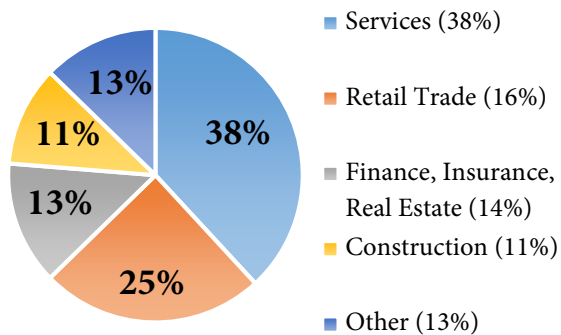


Figure 2: Major Business Industries

Source(s): 2016 ESRI Community Analyst

Public Health

Chronic Disease: There is relatively little available health data for Wrightwood, CA. The leading causes of death in 2012 were cancer and chronic lower respiratory disease, which differs from San Bernardino County as a whole where heart disease was the leading cause of deaths.

Source(s): 2016 Healthy San Bernardino County Report, 2016 Centers for Disease Control and Prevention Report

	Diabetes Hosp./E.R.	COPD Hosp./E.R.	Asthma Hosp./E.R.	Heart Failure Hosp./E.R.	Hypertension Hosp./E.R.
Wrightwood	* / *	* / *	* /33.0	* / *	* / *
San Bernardino County	23.3/42.4	16.0/19.9	9.6/52.6	32.3/10.6	5.6/46.9

Table 3: Rate of Hospitalization/Emergency Room Visits per 10,000 People

Source(s): Healthy San Bernardino * Indicates insufficient data

Community Events

Wrightwood is host to a number of annual events. The following examples show the diversity of events held within the community.

- Easter Egg Hunt/Taste of the Village
- Mountaineer Days
- Wrightwood Classic Car Show
- Chili Cook-Off and Salsa Contest
- Wrightwood Mountain Holiday Celebration

Source(s): Wrightwood Chamber of Commerce, wrightwoodcalif.com

Air Quality: Table 4 below shows the air quality near Wrightwood, measured at the Phelan – Beekley Road and Phelan Road monitoring site, in terms of the number of days that area exceeded the federal standards for pollutants (exceedance days). The table shows that the monitoring site near Wrightwood had fewer exceedance days for ozone than that of the overall Mojave Air Basin, in which Wrightwood is located.

Air pollution is one of the contributing factors linked to the development of chronic diseases such as stroke, heart disease, lung cancer, and respiratory diseases. By reducing levels of ambient pollution (outdoor air pollution), communities can lessen the impact that it has on resident’s health.

	Phelan – Beekley Road and Phelan Road Monitoring Site			Mojave Air Basin		
	2012	2013	2014	2012	2013	2014
Ozone Federal 8-hour standard	47	31	36	81	66	86
Course Particulate Matter (PM ₁₀) Federal 24-hour standard	*	*	*	1	1	1
Fine Particulate Matter (PM _{2.5}) Federal 24-hour standard	*	*	*	2	6	2

Table 4: Air Quality Exceedance Days

Source: California Air Resources Board

* Indicates insufficient data

Modified Food Index: The Modified Food Index maps the availability of healthy food in a census tract. The lower the score, the less available healthy options are in the area.

The entire community area of Wrightwood ranks within the lowest category for food access, meaning that there is access to less than 5 healthy food outlets within that area. Lower scores indicate that these areas contain many convenience stores and fast food restaurants compared to the number of healthy food markets.

Community Engagement Summary

As a part of the Community Plans Continuum process, community members from Wrightwood were invited to participate in two community workshops. The first workshop, titled “What We Value”, took place on November 28th, 2016 from 6:00 – 8:30pm at the Wrightwood Community Center. 16 community members attended this workshop. Workshop participants performed a SWOT analysis to identify strengths, weaknesses, opportunities, and threats within the community. Following that exercise, participants used that information to share what they valued about the community (Values) and what they want to see the community become in the future (Aspirations). Lastly, workshop participants worked on forming the draft focus and action statements that form the backbone of the community plan.

The second workshop, titled “Our Roadmap to Making it Happen”, took place on January 23rd, 2017 from 6:00 – 8:30pm at the Wrightwood Community Center. This workshop was attended by 9 community members. The purpose of this workshop was to continue to develop the draft focus and action statements created in workshop #1. The project



team provided word for word summaries of the SWOT and Values and Aspirations exercises to use during the goal setting process. The workshop helped prioritize the focus statements developed in the previous workshop while also identifying possible champions for each effort.

Information was made available on project websites made specifically for each community. This information included:

- Background materials on the project
- Materials developed for each workshop
- Summaries of the information collected from past workshops
- Surveys developed to follow the process of each meeting and allow for further input

Community Identified Issues

SWOT Analysis

This section contains the results of the SWOT analysis conducted during the first workshop. A SWOT exercise stands for strengths, weaknesses, opportunities, and threats and is used to help gain insight into the community through local knowledge. In the first part, participants identify their communities' biggest strengths, such as community assets like a library or community center, along with their biggest weaknesses, which could be a lack of open space or high rates of internal crime. Next, workshop participants looked at opportunities that the community could take advantage of as part of the community plans process. This builds off of what was identified in the strengths and weaknesses portion. Lastly, participants identify external threats to the community. These are generally concerns that are outside of the control of community members, such as natural disasters or changes in economic conditions. This information was then compiled and used throughout the rest of the community plans process to inform the values and aspirations exercises conducted at workshop #1, as well as the focus and actions statements.

Strengths

- Village trail
- Community activities: music in the pines, Mountaineer days, home tour, etc.
- Community involvement in activities
- Bigger numbers (people). We have more now than we had prior.
- Friendliness throughout the community
- Community activities
- Walking bus
- Volunteerism
- Teamwork in stores
- Affordable housing
- Neighborhood elementary school
- Regular Sheriff in town 4 days a week
- Skate park
- Outdoor adventures: ski, hike, bike, etc.
- Close to major population areas
- Tourist \$\$
- Not losing money
- Animal friendly community
- No stop lights
- Pacific Crest Trail goes through community
- Interesting biosphere
- Natural beauty (part of Angeles National Forest)
- Clean air
- Oasis/sanctuary in the sky
- Stores are friendly to the population
- Interesting geology
- Quietness
- 4 seasons
- Low light pollution
- Wrightwood Museum Historical Society
- Excellent fire and emergency response



- Excellent hardware and grocery facilities
- Adequate snow removal
- Friendly people
- Friendly family area for a person with children
- No institutional fast food establishment
- Holiday environment, very amazing town circle
- Great for seniors
- No McMansions
- Small town atmosphere
- Communication: Wrightwood Forum, Facebook, to convey community activities, lost pets, people needing help
- Close knit community
- Low traffic
- Friendliness “strangers greeting each other, becoming friends”
- No traffic lights
- Intimate community feel
- Inaccessible doctor offices
- Distance from medical services
- No medical
- Not enough good restaurants
- Lack of law enforcement that is our own
- No central gathering space
- Over taxation of bed and breakfast
- We’re not a City of our own
- Lack of traffic control in winter
- Stop sign at Willow and Hwy 2 impedes traffic
- Winter gridlock during snow events
- No aesthetics in downtown area
- No benches
- Housing so affordable that people have homes but don’t live here
- Community overrun with local tourists on weekend
- More weather-proofed restrooms
- Personal cleanup care of cleaning yards for fire prevention must be enforced
- Isolated in certain types of events disasters
- Robberies
- WiFi is poor, which limits ability to access pages that help with needed services (i.e. insurance), need better internet connection
- Internet problems
- No agency to help with snow players trash and debris
- Tri community meaning we don’t have a mayor for each town and we are made up of three communities Wrightwood, Phelan and Pinon Hills
- Resources we cannot control: ski lift, Jackson Lake (has gone downhill) Grassy Hollow all in L.A. County
- Gripping on social media, but not getting involved in civic municipal advisory council/etc.
- Shops shutting down
- Lack of ethnic/racial diversity

Weaknesses

- Community has trouble with huge holiday influx of visitors
- Trash from holiday tourists
- Lack of restrooms when people come from southland on weekends of snow, etc.
- Not enough personal relief locations and no ability for expansion
- Too much traffic concentration on special weekends
- Inadequate recreational play areas in snow
- People come up and play on private property without permission
- Snow traffic, back up on Highway 2
- Traffic goes by Wrightwood as an intermodal segment
- Heavy snow plays with snow fall
- Forest fire exposure
- Botanical failure without replacement for the changing environs
- Scarcity of medical services



- Tourist infrastructures and opportunities

Opportunities

- Continue pine needle collection day in summer
- More aggressive with homeowners who don't clean up yard
- Better traffic control in winter
- Community youth programs
- Village trail
- More restaurants
- Another zipline store
- Another movie store
- A large park for kids and adults
- Off leash dog walkers
- Parking area for snow players
- A sledding place to sled (fake snow)
- Dog park
- Public restrooms/rest stop east of town – Highway 2
- Very safe environment to raise family
- Seasonal employment in the winter
- Tourist housing
- Veterans park with unlimited potential to show respect and build on what has already begun
- Entertainment and recreation spread over time rather than small timeframes
- Summer and winter area for wounded warriors – hiking, zip line and snow
- Build a community art center for after school gathering
- Community theme
- Connecting diverse community skills for projects

Threats

- Bark beetle
- Remote: Drug pushing (heroin)
- Gridlock prevents emergency vehicle passage during snow events
- Earthquakes
- Limited water supply
- Fires
- Wild fire
- Fire
- Floods
- Vulnerable to earthquake
- Vulnerable to wildfires
- Tree demise from drought beetles, etc.
- Drought
- Drought without ability for transportation of water to Wrightwood
- Crime and drugs
- Lack of local law enforcement on-site at all times to deter outsiders, well known we don't have local police
- Lack of community involvement
- Tourist abusing private homes and property, not enough law enforcement to help
- Heroin
- Massive housing increase with associated populations (teens come up from below)