

# Goals and Objectives Workshop Notes

## Summary

### Overview

During the second workshop in the Bear Valley Communities, community members used Post-It Notes to develop and prioritize goals and objectives that they felt best represented the future direction of Bear Valley. These goals and objectives were informed by the values and aspirations developed during the previous workshop. The bullet points listed below have been grouped according to “goal” and “objective” and will serve as a base to define future goal and objective statements.

### Workshop 2 Goals and Objectives Notes

#### *Goal: Reduce congestion by exploring buses, trams, and promoting trails and cycling.*

- Establish a transportation system that can accommodate tourists and locals.
- Provide tram or tram from downhill up to Big Bear
- Add bike lanes around the lake, from dam to Lakeview Point, and on Highway 38 until Onyx Way
- Widen bike lanes on Highway 38 and the entire valley
- Create trails all around the lake (walking, biking, horse)
- Add a stoplight or four way stop at Highway 38 and Big Bear Boulevard intersection.
- Create a trail (horse, bike, hiking) from East Valley to Village.
- Add a path along South Shore for walking and fishing.
- Eliminate projected connector road to link Fox Farm Road to Maple Lane in Sugarloaf from the County Circulation Plan
- Create bus stops that look good and have heat and lights.

#### *Goal: Attract new ecobusiness into underutilized properties by offering incentives and facilitating improvements in existing business.*

- Establish a permanent junior college with its own campus
- Invest in infrastructure to beautify East Valley
- Have County use resources for unincorporated areas, not the City of Big Bear Lake
- Use existing commercial space instead of building new or additional commercial
- Lower taxes for businesses that have good paying jobs

#### *Goal: Facilitate public-private partnerships for local amenities, environmental protection, and open space.*

- Create entry and exit access to Historical Museum off Greenway Drive
- Actively promote open space protection by land acquisition on private forestland subject to development. Create a County program and fund for open space protection.
- Interagency cooperation

#### *Goal: Make more efficient and effective use of resources for code enforcement.*

- Improve code enforcement

- Improve health and safety code compliance
- More police enforcement visibility
- Improve the Public Works Department lack of respect and responsiveness to residents
- Add volunteers for some less important positions
- Higher taxes to pay for more services, more businesses permitting fees to pay for services
- Hire more building code enforcement personnel.
- Redirect resources to cut waste and fraud from other areas.
- Draw benefit in proportion to taxes paid.

*Goal: Manage the impacts of congestion on health, safety, and quality of life.*

- Reduce traffic and population impact on valley
- Enforce California Law
- Less traffic parked on sides of roads
- Enforcement of speed and traffic laws on Highway 38 (North Shore Drive)
- Along Highway 38, from the dam to downtown, speed should be 35 miles per hour (mph), not 45 mph. There are driveways and blind corners along this route and it is thickly settled
- Put a toll road and add a large parking lot and some shuttles
- More use of public transportation by visitors coming to the valley
- Construct a parking lot on Highway 38, east of Erwin Lake

*Goal: Improve communication and understanding between community and County planning.*

- Get my project signed off by the Planning Department

*Goal: Clean up community image.*

- Establish cars per property
- Establish people per property
- Add public restrooms
- Increase local access to County social services
- Add a large item trash pick up
- Increase code enforcement staff and services
- A thrift store at the County land fill would decrease our recycling ability and reduce landfill requirements – I think this comment refers to a Re-Cycle type retail store
- Ski resorts are giving skiers backroads to get around town – refers to the use of residential streets, perhaps the shuttle route and more

*Goal: Address visitor traffic issues (parking/circulation).*

- Request a traffic engineer study
- Increase public transportation amenities with additional buses and bus stops, and expand operation hours
- Construct a rest stop at Big Bear City with signage on Highway 18 and 38
- Construct more rest stops on Big Bear Boulevard in unincorporated areas
- Increase ecotourism with electric car charging stations
- Cite visitor parking in no parking zones

*Goal: Enhance and promote existing businesses.*

- Establish a façade improvement program
- Establish a sign program/ordinance to clean up the image of businesses

- Clean up properties
- Increase local job creation
- Relocate Big Bear Chamber of Commerce in Big Bear Airport terminal
- Create an industrial enterprise zone along Big Bear Boulevard
- Attract business to Big Bear
- Increase non-school activities for children
- Create a radio control model plane flying field in Baldwin Lake

*Goal: Improve the character and utilization of existing buildings and streets.*

- Preserve the rural character by maintaining North Shore Drive without traffic stop lights
- Improve and beautify existing buildings in Fawnskin
- Develop a motif for future development in each community. Area coordination would be required
- Require new construction to conform to the building codes in Fawnskin
- Create a blight removal ordinance or standards for Fawnskin
- Clean and beautify Big Bear Boulevard in Big Bear City

*Goal: Create a diverse, ecofriendly, and excellent business and tourism environment.*

- Promote non-retail jobs for locals to improve tax revenues as well as local income
- Increase eco-friendly tourism and business
- Educate residents and visitors about benefits and how to protect our natural surroundings, dark skies, and quiet nature
- Improve the image of Big Bear City as a family friendly and visitor friendly community
- Create a variety of cultural attractions for different groups of people (Shakespeare in the Park)
- Present attractions that focus on cowboys and drawing in young adults
- Offer alternative health care options (naturopathic, biologic, dentist, etc.)
- Bring more health care options into the community (primary care, specialists)
- Add fire staff to the County fire station

*Goal: Expand and improve transportation infrastructure.*

- Provide better valleywide transportation options (transit, bus, bike, etc.)
- Add a traffic signal at North Shore Drive and Stanfield Cutoff intersection
- Improve public transportation with innovative solutions
- Improve traffic safety



COUNTYWIDE PLAN  
Bear Valley Communities Plan