

Week One Workshop Summary

Overview

The first El Mirage Community Workshop for the San Bernardino Community Plans Continuum took place on November 30th from 6 – 8:30pm at the El Mirage Community Center & Park. The meeting consisted of an informational PowerPoint presentation by San Bernardino County Land Use Services (LUS) and Michael Baker International and several interactive exercises, including a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis, a Values and Aspirations discussion, and the drafting of preliminary goals and objectives. The SWOT and Values and Aspirations are presented as written by workshop attendees. Changes were made to remove specific names, titles or inappropriate comments or to simplify a comment.

SWOT Analysis

Strengths

- Community center, events, activities
- Historic values
- Ruralness
- Space
- Sense of community
- School

- High desert corridor
- Parks
- Improve water
- Managed growth
- Help people with addiction problems
- Library
- Restaurants
- Mall
- More jobs
- County involvement
- More police activity
- Resources
- More activities at community center
- Build up identity
- 4H
- Senior center
- Sport events

Weaknesses

- Transportation issues
- Spirit of community gone down
- Costs prohibiting new business
- Off-road vehicles (not following designated areas)
- Lack of facilities and services (fire, internet)
- Jobs
- No bus
- Community center and park need more attention
- Sidewalks
- Fire department needs firemen
- Newsletter
- Not enough parent involvement
- Activities for kids
- Cell service

Threats

- Environmental issues (toxic spill, solar fields, dust storms, drones)
- Criminal activities (gangs, graffiti)
- County (lack of support, distrust)
- County doesn't consult community
- Felons
- Water and water rights
- Illegal dumping
- Community not being El Mirage anymore
- Losing identity

Opportunities

- Grants and partnerships

Values and Aspirations

Values

- Affordability
- Ruralness
- Neighbors
- ATV vehicles is a draw
- Agriculture
- Live stock
- Community lost community pride
- Need to join together
- Holiday events for the kids
- Schools and school programs

Aspirations

- Potential with high desert corridor
- Raw diamond (just needs to be faceted)
- Put money back into community, payment in lieu of lost tax base
- Regional codes (animals, sidewalks, etc.)
- Bring back the parade
- Mom and pop shops
- Place to gather
- Educational programs through the BLM
- People can live their dreams
- Family oriented rural living
- Industries

Goals and Objectives

Goal: Improve the Park

- Deferred maintenance on building
- Landscape restored
- Special district to make improvements to park with assessments received
- Reduce special district administration costs
- Find volunteers to help supervise bathroom clean up

Goal: Man the Fire Station

- Install shower
- Seek funding to support
 - Community tax assessment money should be applied

Goal: Develop Community Based Plan for High Desert Corridor

- Involved community in planning process
- Develop zoning with residents

Goal: Draw Small Businesses

- Incentivize/reduce permit costs

Goal: Support Local Employment

- Require a percentage of local labor for new industrial development

Goal: Coordinate with BLM

- Identify how community can benefit from dry lake bed

Goal: Better Communication through the community

- Community newsletter in English and Spanish
- Word to go out through school districts
- Bulletin board at Sheep Creek and El Mirage

Goal: More Activities at the Park, at the BLM Dry Lake, and at the Fire Station

- Develop a committee through the EMIA
- Parenting groups
- Flyers on mailbox

Goal: Develop a Sense of Community Pride in El Mirage

- Community committee that can plan things
- Develop a meeting place like Murphy's
- Build up the park as a gathering place
- Community clean up quarterly – Paul Davis (local trash collection)