

Community Focus Statement B: Reduce the impacts associated with seasonal visitors and tourist activities.

Action Statement B.7: Provide centralized parking with shuttles and pedestrian paths that connect key commercial recreational activity areas to reduce vehicle use and trips.



Benchmark: A special events parking strategy is developed.
Champion: Volunteer group or person or can be identified by the community
Estimated Cost: \$1,000 - \$250,000 depending upon resources needed.



The University of Texas partners with Capital Metro in order to mitigate congestion for home football games by offering fixed-route service from park-and-ride areas. Photo source: University of Texas

During special events, such as the Green Valley Artisan Tour, the Fourth of July Parade, and the Summer Faire Series, a large number of visitors come to the Hilltop communities. During these popular events, the event organizers should work with the County to determine if a Special Event Permit is required and the Hilltop communities to establish a coordinated strategy for managing the additional traffic flow and parking demand. This strategy should identify ways to minimize impacts of traffic congestion. The strategy should include the designation of a centralized parking area for each event to support the need for additional parking and reduce the time it takes for visitors to find parking. In addition, local transit services should be increased to reduce vehicle use and trips.

The centralized parking location for each event should make use of existing facilities' parking lots including local schools, post offices, libraries, and parks. The centralized parking area should be located as close to the community event as feasible. Clear signage should be posted throughout town to orient visitors to the designated parking areas. Pedestrian connections from the parking areas to the event should also be clearly posted to facilitate a safe and comfortable trip to the event from the parking area. When events are advertised online, including the Running Springs Area Chamber of Commerce website and other local media sites, the event organizer should identify the location options of the designated parking areas. In addition, shuttles may be needed to transport people from the parking area to the event. If a shuttle is needed, the community should look into using the existing public transit system (MARTA) for such special events and extend regular transit service during these peak times. Currently, Mountain Transit is adding Dial-a-Ride services on Sunday and reducing route hours on low ridership routes and continuing to run services between Running Springs and Lake Arrowhead.

Action	Action Leader	Timeline	Resources
1. Establish a special events committee to develop a special events parking strategy for the community.	Champion with Community, with support from the County Department of Public Works, Running Springs Area Chamber of Commerce, local event organizers, local businesses	Months 1 – 3	Special Event Parking Basics http://www.campussafetymagazine.com/article/Special-Event-Parking-Basics Special Event Parking Strategies (click on PDF icon for Special Event Traffic Management) https://mobility.tamu.edu/mip/strategies.php
2. Identify existing parking facilities suitable to support each special event.	Special events committee	Month 4	Mountain Transit http://mountaintransit.org/ Big Bear Visitors Center http://www.bigbear.com/about/visitors-center/ Green Valley Lake, Annual Events http://www.green-valley-lake.com/annual-events/#
3. Draft a strategy for special community events, to include: <ul style="list-style-type: none"> • Parking; • Wayfinding; • Shuttle/bus transport; and • Media campaign. 	Special events committee, with support from Mountain Transit, local event organizers, local businesses	Months 5 – 12	Mountain Transit http://mountaintransit.org/ Big Bear Visitors Center http://www.bigbear.com/about/visitors-center/ Green Valley Lake, Annual Events http://www.green-valley-lake.com/annual-events/#
4. Seek funding for the implementation of the special events strategy, which may include local business sponsorships for wayfinding signage.	Special events committee, with support from the community, local businesses	Months 5 – 12	Mountain Transit http://mountaintransit.org/ Big Bear Visitors Center http://www.bigbear.com/about/visitors-center/ Green Valley Lake, Annual Events http://www.green-valley-lake.com/annual-events/#