

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

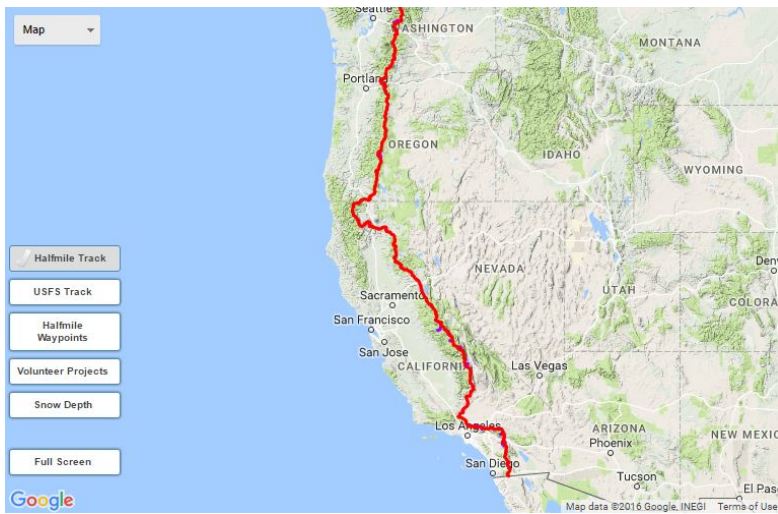
Action Statement B.3: Provide signage, maps, and other informational materials that identify trails and amenities.



Benchmark Maps, signage, and informational and educational materials developed to identify designated trails and outdoor recreation amenities.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: \$250–\$1,000



The Pacific Crest Trail Association (PCTA) is a nonprofit organization focused on protecting, preserving, and promoting the Pacific Crest National Scenic Trail as a world-class experience for hikers and equestrians, and for all the values provided by wild and scenic lands. To become more familiar with the trail, the PCTA offers detailed maps, guidebooks, information about fundamentals of backcountry travel, and permits. Photo source: Pacific Crest Trail Association

The Hilltop communities offer a diverse range of outdoor recreational activities for residents and visitors, including hiking trails and water and mountain sports. The communities should strive to prevent the frustration visitors experience when they have trouble finding a destination. Currently, the communities lack signage, maps, and other informational materials that help people discover the Hilltop communities and nearby attractions. There are several ways in which the communities can promote a higher quality visitor experience in the Hilltop communities while preserving the small-town atmosphere and sustaining the area’s natural resources and wildlife.

Community organizations such as the local Chamber of Commerce and interested community members and volunteers could improve access to visitor information on open

trails, outdoor recreation amenities, local attractions, places to stay, restaurants, and events. The communities can collect data, identify existing designated trails and recreation amenities, and create maps for easy travel access. In addition, the community could publish informational brochures and maps of hiking trails, trailhead directions, information on permits, and other local amenities, including tips for protecting the natural environment. The informational materials and maps can feature easy-to-read descriptions, frequently asked questions (FAQs), recommended hikes, elevated profiles, historical notes, and ways to plan the next adventure. These materials could be placed on the Chamber of Commerce website.

Additionally, the communities should develop clear, well-placed signage that directs residents and visitors to these recreational areas within the Hilltop communities. Establishing a cohesive information system comprising signage,

maps, and visitor information would offer an opportunity for the communities to promote themselves in a unique and inviting way.

| Action | Action Leader | Timeline | Resources |
|---|--|------------------------|--|
| 1. Contact and organize volunteers to provide assistance to the San Bernardino County Trails Committee, when needed. | Champion Running Springs Area Chamber of Commerce, local community group | Month 1 | San Bernardino County Regional Parks, Parks Advisory Commission http://cms.sbcounty.gov/parks/aboutus/parksadvisorycommission.aspx |
| 2. Partner with the County Regional Parks Advisory Commission and Division to identify and map existing designated trails and outdoor recreation amenities. | Volunteer group | Months 2 – 3, on-going | San Bernardino County Regional Parks, Regional Parks http://cms.sbcounty.gov/parks/Home.aspx |
| 3. Develop and provide a variety of posts, signs, and markers to fit all types of trails. Ensure that the signage is clear, highly visible, and informs visitors. | Volunteer group | Months 2 – 3 | Hootsuite, 5 New Tactics for Your 2016 Tourism Marketing Strategy https://blog.hootsuite.com/5-tactics-tourism-marketing-strategy/ |
| 4. Develop informational and educational materials (for example, Frequently Asked Questions [FAQ] and Things You Should Know brochures) that identify the lake, parks, trails, and recreational amenities. | Volunteer group | Month 3 | Rebuilding Together Mountain Communities http://rebuildingtogethermountaincommunities.org/contact/ |
| 5. Partner with community businesses and members to display and distribute the maps and informational materials regularly. Create a website and/or social media presence to identify visitor information such as local attractions, trails, places to stay, and restaurants and to advertise upcoming events. | Volunteer group | Month 3 | Pacific Crest Trail Association http://www.pcta.org/ Big Bears Visitors Center (example) http://www.bigbear.com/about/visitors-center/ |