

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

**Action Statement B.4:** Provide readily available programs and marketing materials that educate visitors on the natural environment and importance of its protection in order to foster responsible tourist behavior.

**B4**

**Benchmark:** Informational and marketing materials regarding environmental protection and low-impact recreation are widely distributed.

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

**Estimated Cost:** \$750–\$1,000



*Mammoth Resorts actively helps guests get engaged in appreciation and concern for the environment through environmental initiatives including learning the natural history of Mammoth and the Eastern Sierra through the Top of Sierra Interpretive Center, complimentary naturalist interpretive tours, and support for local and regional environmental outreach and educational programs. Photo source: John Lemieux*

Over the years, the San Bernardino Mountains have gradually developed into a primary tourist destination, oriented toward family recreation in the natural environment. Areas including Snow Valley and Green Valley Lake are some of the Hilltop communities’ greatest assets, as the vast majority of people enjoy numerous recreational opportunities including camping, skiing, snow play, and hiking. In addition, the communities are surrounded by the San Bernardino National Forest. However, visitors can leave trash, increase pollution, and not maintain the cleanliness of the natural surroundings, which can be harmful to the environment, deteriorate the parks and recreation resources, and damage the local economy. The communities can do their part to preserve and protect the natural environment and the natural resources it provides. By learning about the surrounding environment and the need to protect it, visitors and tourists can become more motivated and capable to pursue sustainable activities while enjoying all the region has to offer. Educational

programs and community-based social marketing materials can support community awareness about the natural environment and the actions everyone can take to help protect the environment.

These educational programs would allow participants to learn more about the Hilltop communities’ unique environment and lessons about how to conserve natural resources during their stay. Typically, these programs partner with local community-based groups, special districts, and property management companies to disseminate informational/marketing pamphlets to guests and visitors at hotels, lodges, and rental properties. Additional venues that are available to disseminate this information would be at conferences, concerts, festivals, and community events. These information materials would provide tourists and visitors with the history of the Hilltop communities, current threats to the Hilltop communities’ environment, and knowledge in educational topic areas. Knowledge obtained by visitors would result in turning off lights, water, and appliances when not in use; traveling with weather-appropriate clothes; maintaining cleanliness; and picking up trash and litter. When outdoors, visitors would be

encouraged to travel in well-maintained vehicles; protect the lake, parks, and trails by keeping them clear of junk and garbage; and play only in identified snow/recreational areas.

Action	Action Leader	Timeline	Resources
1. Contact residents and organize volunteers to assist the San Bernardino County Trails Committee, when needed.	Champion	Month 1	San Bernardino County Regional Parks, Parks Advisory Commission
2. Create a marketing program that educates visitors and recreational users on how to conserve natural resources during their stay.	Volunteer Group	Months 2 – 3	<a href="http://cms.sbcounty.gov/parks/aboutus/parksadvisorycommission.aspx">http://cms.sbcounty.gov/parks/aboutus/parksadvisorycommission.aspx</a> .
3. Identify a list of community issues and topic areas that focus on environmental protection and increasing visitors' environmental stewardship.	Volunteer Group	Months 2 – 3	Mammoth Resorts, Initiatives <a href="http://www.mammothresorts.com/initiatives">http://www.mammothresorts.com/initiatives</a>
4. Produce informational and educational marketing pamphlets (for example, Frequently Asked Questions [FAQ] and Things You Should Know brochures) that address topic areas such as conserving natural resources, environmental protection, and low-impact recreation at snow play areas, parks, and trails.	Volunteer Group	Months 2 – 4	San Bernardino County Regional Parks, Regional Parks <a href="http://cms.sbcounty.gov/parks/Home.aspx">http://cms.sbcounty.gov/parks/Home.aspx</a>
5. Partner with community businesses and members to update and dispense the informational and educational marketing pamphlets on a regular basis.	Volunteer Group	On-going	
6. Share monthly brochures with County EDA and San Bernardino County Trails Committee	Volunteer Group	On-going	