

**Community Focus Statement C:** Create affordable outdoor recreation activities that capitalize on the natural environment, attract visitors, and provide entertainment for residents while also reducing the associated impacts to the communities.

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

**3**

**Benchmark:** Partnership with Rim of the World Recreation & Parks District, the County Regional Parks Advisory Commission, the Regional Parks Division, and the Crest Forest communities to develop maps, signage, and informational and educational materials to identify designated trails and outdoor recreation amenities. Update the materials on an ongoing basis as changes occur in the outdoor recreational landscape of Crest Forest.

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

**Estimated Cost:** \$250–\$1,000



With their natural beauty and mountain location, the Crest Forest communities offer ample recreational activities for both residents and visitors, including hiking trails and water and mountain sports. However, the communities currently lack signage, maps, and other informational materials that identify and direct locals and visitors to nearby attractions. There are many ways in which the community can promote a high quality visitor experience while preserving the small-town atmosphere and sustaining the area’s natural resources and wildlife.

To bolster tourism in the area, community organizations and volunteers could get involved to improve the availability of information regarding open trails and outdoor recreation amenities. The community can assist in researching data, identifying existing designated trails and recreation amenities, and developing maps for easy travel access. In addition, the community could publish informational brochures about the community and the surrounding region. The community should establish a web page or create a social media presence with useful visitor information such as local attractions, places to stay, restaurants, and events. Visitors could be

Trail map example. Photo source: [U.S. National Park Service \(NPS\)](https://www.nps.gov/)

clearly directed to the local attractions and recreational areas through clear, well-placed signage that is both auto-oriented and pedestrian-oriented. A unified informational system with signage, maps, and visitor information would be an opportunity for the communities to promote themselves in a unique and exciting way and allow residents and visitors to enjoy what Crest Forest has to offer. This is an excellent opportunity for youth organizations like the Boy Scouts and Girl Scouts to assist. Eagle Scouts could choose a part of this for their required project.

| Action  | Action Leader  | Timeline             | Resources  |
|---|--|----------------------|--|
| 1. Contact and organize volunteers to provide assistance to the San Bernardino County Trails Committee, when needed.  | Champion   | Month 1              | San Bernardino County Regional Parks, Parks Advisory Commission<br><a href="http://cms.sbcounty.gov/parks/aboutus/parksadvisorycommission.aspx">http://cms.sbcounty.gov/parks/aboutus/parksadvisorycommission.aspx</a> . |
| 2. Partner with the County Regional Parks Advisory Commission and Regional Parks Division to identify and map existing designated trails and outdoor recreation amenities.  | Crest Forest Trails Committee  | Months 2–3, on-going | San Bernardino County Regional Parks, Regional Parks<br><a href="http://cms.sbcounty.gov/parks/Home.aspx">http://cms.sbcounty.gov/parks/Home.aspx</a>  |
| 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.   | Crest Forest Trails Committee  | Months 2–3           | Hootsuite, 5 New Tactics Your 2016 Tourism Marketing Strategy<br><a href="https://blog.hootsuite.com/5-tactics-tourism-marketing-strategy/">https://blog.hootsuite.com/5-tactics-tourism-marketing-strategy/</a>         |
| 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.  | Crest Forest Trails Committee  | Month 3              | Big Bear Lake, Big Bear Visitors Center,<br><a href="http://www.bigbear.com/about/visitors-center/">http://www.bigbear.com/about/visitors-center/</a>  |
| 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. | Crest Forest Trails Committee with support from County EDA - tourism | Month 3              | Rim of the World- Recreation and Park District Active Transportation Plan<br><a href="http://rim-rec.org/active-transportation-plan/">http://rim-rec.org/active-transportation-plan/</a>                                 |