



# Community Profile

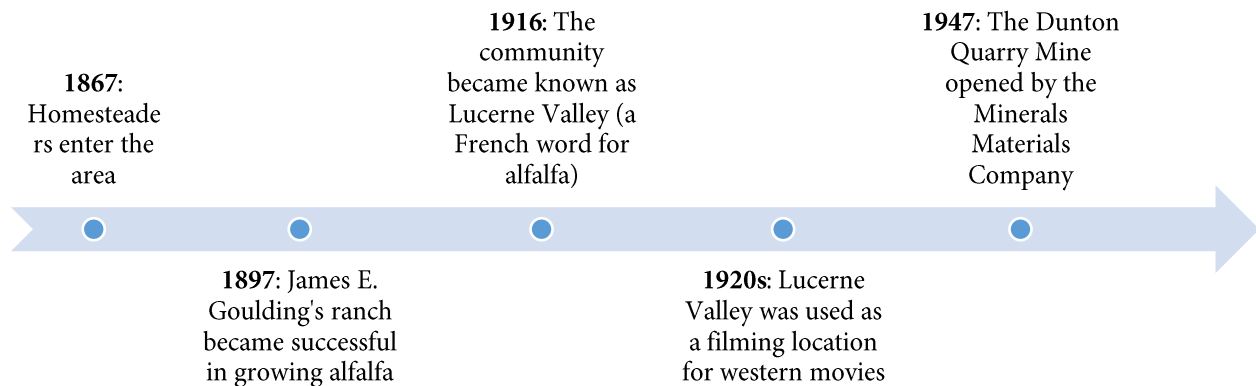
## Purpose

The community profile is a summary of the social, cultural, economic, and historic dimensions of Lucerne Valley. It presents data collected through secondary sources to inform future actions. The profile, together with future studies and information gathered from residents, highlights essential facets and “tells the story” of the Lucerne Valley Community.

The initial objective research prepared for the community profile was provided to participants as a handout at each community workshop to provide a basis for discussion during the SWOT (Strengths, Weaknesses, Opportunities and Threats), values, and aspirations exercises. Workshop participants were asked to review the information and provide comments as a way to infuse local knowledge into the community plans process. Their feedback was used to finalize the community profile, which includes objective research and issue identification by community workshop participants.

The objective information, community stories, and public’s participation in the community profile, SWOT, values, and aspirations exercises were all used when developing the framework for the focus and action statements that make up the community plan.

## History



Lucerne Valley was once inhabited by the Piute, Chemehuevi, and Serrano Native American tribes, who used the natural springs. James E. “Dad” Goulding began cultivating his homestead with apple orchards, vegetable gardens, and eventually alfalfa fields. The community became known as Lucerne (a French word for alfalfa). Goulding, who has been generally accepted as the founder of Lucerne Valley, developed the first school, library, and post office on his ranch property. In the 1940s, mining industries began and the railroad extended into the community. As a result, Lucerne Valley began to see increased growth. Recent development includes the formation of the County Fire District in 1962, the Lucerne Valley Middle School in 1967, the present Lucerne Valley Library in 1988, and Lucerne Valley High School in 1992.

Sources: Lucerne Valley Community Plan, County of San Bernardino General Plan; Wikipedia, LucerneValley.net

## Location & Geography

Lucerne Valley is located in the southwest desert of San Bernardino County. The area mostly comprises flat plains and the foothills just north of the San Bernardino National Forest and Big Bear Lake. The nearest city is Apple Valley to the west.



Figure 1: Area Map

Source(s): ESRI, San Bernardino County LUS

## Key Census Data

Category	Lucerne Valley, California		San Bernardino County		California		United States	
	Number	% of Total	Number	% of Total	Number	% of Total	Number	% of Total
<b>Population</b>								
Total Population	6,746		2,078,586		38,066,920		314,107,084	
2020 Population Forecast	6,928 (+1.03%)		2,227,066 (+7.1%)		40,619,346 (+6.7%)		334,503,000 (+6.5%)	
Total Households	2,591		607,604		12,617,280		116,211,092	
Average Household Size	2.59		3.34		2.95		2.63	
Median Age	44.9		32.2		35.6		37.4	
<b>Education</b>								
High School Diploma	1,405	29.7%	330,613	26.3%	5,153,257	20.7%	58,440,600	28.0%
Education Past High School	1,720	36.3%	417,953	33.3%	7,400,714	29.8%	60,821,634	29.1%
Bachelor Degree or Higher	394	8.3%	336,315	26.8%	7,708,909	31.0%	61,206,147	29.3%
<b>Housing</b>								
Total Dwelling Units	3,590	n/a	703,737	n/a	13,781,929	n/a	132,741,033	n/a
Homeowner Occupied Units	1,680	46.8%	370,032	52.58%	6,908,925	50.1%	74,787,460	56.3%
Renter Occupied Units	911	25.4%	237,572	33.76%	5,708,355	41.4%	41,423,632	32.2%
Vacancy*	999	27.8%	96,133	13.7%	1,164,649	8.5%	16,529,941	12.5%
Median Year Structure Built	1974	n/a	1976	n/a	1974	n/a	1976	n/a
<b>Income</b>								
Median Household Income	\$28,565	n/a	\$54,100	n/a	\$61,489	n/a	\$53,482	n/a
Persons Below Poverty Level	875	18.5%	199,451	12.7%	3,354,518	11.2%	26,235,361	10.6%
Employed	1,692	73.2%	812,707	86.1%	16,890,442	89.0%	143,435,233	90.2%
Unemployed	620	26.8%	131,293	13.9%	2,084,564	12.3%	14,504,781	9.2%
Note: N/A indicates that the data is not available; n/a indicates that the category is not applicable								
*This figure may include seasonal households								

Table 1: Key Census Data

Source: 2014 American Community Survey 5-Year Estimates and ESRI

## Community Structure (Physical Characteristics)

**Residential:** Primarily low density single family dwellings on large lots, some with agricultural and animal raising land uses.

**Commercial:** Primarily small shops concentrated at the intersection of Old Woman Springs Road and Barstow Road.

**Transportation:** Major roadways include State Highway 18 (CA-18), Old Woman Springs Road (CA-247), and Barstow Road (CA-247). Many privately owned local roads are unpaved, without pedestrian or bicycle facilities. Two local truck routes run through the plan area.

**Industrial:** Three mines are located in the central southern region of the plan area: Mitsubishi Cement, Omya and Specialty Minerals.

**Utilities:** Lucerne Valley is served by 10 private water purveyors that pump water from the Mojave River Regional Aquifer. The aquifer is monitored by the Mojave Water Agency. Wastewater treatment is by septic tanks and leach field systems, and there is no regional waste water treatment.

*Source(s): Google Earth/Maps; San Bernardino Countywide Plan Transportation Existing Conditions Report; County of San Bernardino Zoning Map.*

## Community Amenities

<b>Parks and Trails</b>	51% of the land within the plan area is managed by the Bureau of Land Management for recreational uses. Local parks include Pioneer Park, Midway Park, and Russell Park.
<b>Hospitals</b>	No hospitals are located within the plan area. Nearby hospitals include Bear Valley Community Hospital (Big Bear Lake), St. Mary Medical Center (Apple Valley), and Desert Valley Medical Group (Apple Valley).
<b>Fire Protection</b>	San Bernardino County Fire Stations #8 and #9, response times are 10 to 12 minutes, Cal Fire(CF) Station, U.S. Forest Service Station
<b>Police</b>	San Bernardino County Sheriff's Department – Victor Valley

	Station and Lucerne Valley Substation
<b>Public Schools</b>	Lucerne Valley Elementary School, Lucerne Valley Middle/High School, Lucerne Continuation School.

*Table 2: Community Services*

*Source(s): Lucerne Valley Community Plan; County of San Bernardino Sheriff's Department and Fire Department; Cal Fire, Google Maps/Earth; CA Department of Education.*

## Community Groups

<b>Lucerne Valley Genealogy Association,</b> (760) 248-7520 <a href="http://www.lucernevalley.net/orgs/roots">http://www.lucernevalley.net/orgs/roots</a>	<b>Lucerne Valley Lions Club,</b> (760) 248-7670 <a href="http://www.lvionsclub.com">http://www.lvionsclub.com</a>
<b>Wolf Mountain Sanctuary,</b> (760) 248-7818 <a href="http://www.wolfmountain.com/">http://www.wolfmountain.com/</a>	<b>Lucerne Valley Chamber of Commerce,</b> (760) 248-7215 <a href="http://lucernevalleychamberofcommerce.org/">http://lucernevalleychamberofcommerce.org/</a>
<b>Lucerne Valley Moose Lodge</b> <a href="http://lodge2096.moosepages.org/">http://lodge2096.moosepages.org/</a>	<b>Lucerne Valley Citizens Patrol.</b> (760) 248-7655 <a href="http://www.nacop.org/lucernevalley/index.htm">http://www.nacop.org/lucernevalley/index.htm</a>
<b>Lucerne Valley Roadrunners Inc.</b>	<b>Lucerne Valley School District Foundation</b>
<b>Mitsubishi Education Foundation</b>	

*Table 3: Community Groups*

*Source(s): Listed in Table*

## Community Existing Land Use

Lucerne Valley Community Plan area is 277,591 acres. Nearly 73% of the land (203,246 acres) in Lucerne Valley is devoted to agriculture and resource conservation uses. The second-largest use is rural living, covering 22% (61,896 acres). All other uses in



Lucerne Valley each account for 1% or less of the total zoned acreage.

Land Use Type	Acreage	% of Total Area
Ag/Resource Conservation	203,246	73%
Rural Living	61,896	22%
Floodway	5,132	2%
Single Residential	2,737	1%
Special Development	1,806	1%
Community Industrial	841	<1%
Institutional	136	<1%
Multiple Residential	85	<1%
Office, Service, and Highway Commercial	35	<1%
Regional Industrial	1,152	<1%
Rural, Neighborhood, and General Commercial	526	<1%
<b>Lucerne Valley Total</b>	<b>277,591</b>	

Table 4: Existing Land Use

Source: County of San Bernardino

### Community Economics

The 2016 ESRI Community Analyst Report showed that Lucerne Valley is home to approximately 1,553 jobs and 167 businesses. The majority of the businesses fall (by SIC code) into services (37%); retail trade (21%); construction (8%); and finance, insurance, and real estate (8%).

insurance, and real estate (8%). Approximately 67% of the Lucerne Valley labor force is employed within Lucerne Valley.

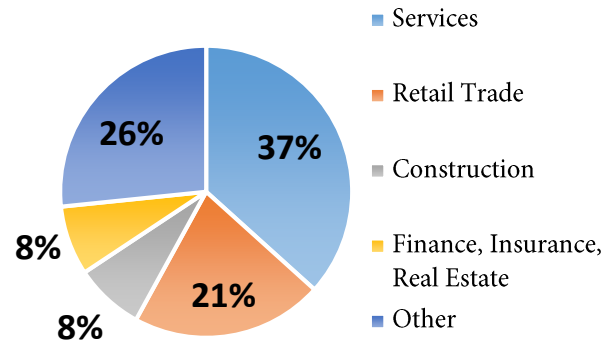


Figure 2: Retail Services

Source(s): ESRI Community Analyst, 2016 U.S. Census Bureau

### Community Events

#### Lucerne Valley Community Center

- Garden Club (monthly)
- Root Diggers (monthly)
- MAC Meeting (monthly)

#### Lucerne Valley Senior Center

- Bingo (monthly)
- Red Hat Society (monthly)
- Chamber of Commerce (monthly)

Source: LucerneValley.net

### Public Health

**Chronic Disease:** The Lucerne Valley community generally experiences more frequent instances of hospitalization and emergency room visits for the chronic diseases listed below, with the exception of hypertension. The leading causes of death in Lucerne Valley (in 2012) are cancer and heart disease.

	Diabetes Hosp./E.R.	COPD Hosp./E.R.	Asthma Hosp./E.R.	Heart Failure Hosp./E.R.	Hypertension Hosp./ER
Lucerne Valley	31.3/21.1	30.1/29.8	* /52.8	29.8/ *	* /28.6
San Bernardino County	23.3/42.4	16.0/19.9	9.6/52.6	32.3/10.6	5.6/46.9

Table 5: Rate of Hospitalization/Emergency Room Visits per 10,000 People

Source: Healthy San Bernardino County

\* Indicates insufficient data

**Air Quality:** Table 6 below shows the air quality near Lucerne Valley, measured at the Olive Street monitoring site, in terms of the number of days that area exceeded the federal standards for pollutants (exceedance days). The table shows that the monitoring site near Lucerne Valley had fewer exceedance days the Federal 8-hour standard for ozone than that of the overall South Coast Air Basin, in which Lucerne Valley is located.

Air pollution is one of the contributing factors linked to the development of chronic diseases such as stroke, heart disease, lung cancer, and respiratory diseases. By reducing levels of ambient pollution (outdoor air pollution), communities can lessen the impact that it has on resident’s health.

	Hesperia – Olive Street Monitoring Site			Mojave Desert Air Quality Management District **		
	2012	2013	2014	2012	2013	2014
Ozone Federal 8-hour standard	55	12	27	Not Monitored	Not Monitored	Not Monitored
Course Particulate Matter (PM <sub>10</sub> ) Federal 24-hour standard	0	*	0	0	1	0
Fine Particulate Matter (PM <sub>2.5</sub> ) Federal 24-hour standard	*	*	*	Not Monitored	Not Monitored	Not Monitored

Table 6: Air Quality Exceedance Days

Source: California Air Resources Board

\* Indicates insufficient data

\*\* Lucerne Valley specific data, Mojave Desert Air Quality Management District, January 24, 2019 email.

**Modified Food Index:** The Modified Food Index maps the availability of healthy food in a census tract. The lower the score, the less available healthy options are in the area.

The entire community area of Lucerne Valley ranks within the lowest category for food access (shown in red), meaning that there is access to less than 5 healthy food outlets within that area. Lower scores indicate that these areas contain many convenience stores and fast food restaurants compared to the number of healthy food markets.

Source(s): Modified Retail Food Environment Index Score Map

**Public Transit:** The plan area is served by the Victor Valley Transit Authority (VVTA) “23” bus line, which connects Lucerne Valley to Apple Valley. There are no dedicated bicycle facilities are located within the plan area.

Source(s): Victor Valley Transit Authority Route Map; Google Earth.

### Community Engagement Summary

As a part of the Community Plans Continuum process, community members from Lucerne Valley were invited to participate in three community workshops. The first workshop, titled “What We Value”, took place on February 24<sup>th</sup>, 2016 from 6:30 – 8:30pm at the Lucerne Valley Community Center. This workshop was attended by 11 community members. Workshop participants performed a SWOT analysis to identify strengths, weaknesses, opportunities, and threats within the community. Following that exercise, participants used that information to share what they valued about the community (Values) and what they want to see the community become in the future (Aspirations).



The second workshop, titled “Our Roadmap”, took place on March 30<sup>th</sup>, 2016 from 6:30 – 8:30pm at the Lucerne Valley Community Center. This workshop was attended by 27 community members. The purpose of this workshop was to develop preliminary focus and action statements. The project team provided word for word summaries of the SWOT and Values and Aspirations exercises to use during the goal setting process. Additionally, an existing land use map was provided for each of the Detailed Plan Communities for participants to comment on and recommend changes. Participants made comments on where they would and would not like to see certain uses in the future, as well as what they saw as the true boundary of their community.

The third workshop, titled “Making it Happen”, took place on July 20<sup>th</sup>, 2016 from 6:30 – 8:30pm at the Lucerne Valley Community Center. This workshop was attended by 18 community members. The workshop was used to help prioritize the focus statements developed in the previous workshop while also identifying possible champions for each effort.

Information was also made available on project websites made specifically for each community. This information included:

- Background materials on the project
- Materials developed for each workshop
- Summaries of the information collected from past workshops
- Surveys developed to follow the process of each meeting and allow for further input

## Community Identified Issues

### SWOT Analysis

This section contains the results of the SWOT analysis conducted during the first workshop. A SWOT exercise stands for strengths, weaknesses, opportunities, and threats and is used to help gain insight into the community through local knowledge. In the first part, participants identify their communities’ biggest strengths, such as community assets like a library or community center, along with their biggest weaknesses, which could be a lack of open space or high rates of internal crime. Next, workshop participants look at opportunities that the community could look to take advantage of as a part of the community plans process. This builds off of what was identified in the strengths and weaknesses portion. Lastly, participants identify external threats to the community. These are generally concerns that are outside of the control of community members, such as natural disasters or changes in economic conditions. This information was then compiled and used throughout the rest of the community plans process to inform the values and aspirations exercises conducted at workshop #1, as well as the focus and actions statements.

#### Strengths

- Local businesses, including Mitsubishi Cement, Omya, Specialty Minerals, market, laundry, doctor, bank, etc.
- Well-documented community history
- Rural location and character, natural beauty, clean environment and air
- Very active community volunteers and community service organizations, such as Lion’s Club Shooting Range, Dry Lake Rocket Club, and King of the Hammers
- Almost a self-contained town
- Tourist destination for natural beauty
- Good local school district
- Film industry
- Lucerne Valley Economic Development Agency and Municipal Advisory Council
- Victor Valley Transit Authority (VVTA) bus routes
- *Lucerne Valley Leader* newspaper
- Affordability of housing
- A town of characters



- Ties to community history, especially with local genealogy association
- Many long-term residents
- Frequent community events at the Lucerne Valley Community Center and senior center
- Better air quality in comparison to the rest of the Mojave Air Basin
- Connected to Apple Valley through the VVTA Route 23
- Community involvement at local schools, Citizens on Patrol hosts the Good Citizen program at Lucerne Valley Elementary School
- Lucerne Valley Unified School district has a low teacher-to-student ratio
- Strong park services, equestrian area, and bicycle motocross track

#### *Weaknesses*

- Poor demographics; lack of diversity
- Poor road conditions; roads not paved or maintained in some areas
- Poor property maintenance
- Need turn pockets to make Highway 18 more efficient and safe
- Location in the State of California
- Lack of sufficient medical services
- Drug manufacturing and pot farms
- Lack of code enforcement presence and consistency
- Old water lines in downtown area need to be replaced
- Bureau of Land Management (BLM) bureaucracy and target for solar energy projects
- Crime and drugs
- Gas stations and price-fixing cartel drives people to Apple Valley for gas and other goods
- Economically depressed area
- Poor appearance, partially due to large homeless population
- Law of solar tax
- California Department of Transportation bureaucracy

- Low high school exit exam pass rates; (only 64 percent, and only 39 percent of students score in the proficient and above ranges, in comparison to the county and California)
- Received low healthy food index score, indicating limited access to healthy foods in the plan area
- Few pedestrian and bicycle facilities are located in the city
- Crime problems include mail theft, burglary, and auto theft
- Low walk score
- Homelessness
- Public nuisances, including junk and trash, vacant structures, and illegal dumping

#### *Opportunities*

- Development of a senior living community
- Open spaces uses, including off-highway vehicle areas

#### *Opportunities (continued)*

- Industries to tie into the mines along rail lines
- Become a model community for renewable energy
- There is room to grow while still remaining primarily rural
- Distributed generation assistance for local property owners
- Community choice aggregate project
- Improved infrastructure through road maintenance and more paved roads
- Develop tourism draw to the area to increase flow of outside money into the community
- Land exchange with the BLM; opportunities for creating industry and jobs
- Having a liaison deputy assigned to the community, to give a sense of ownership and safety, versus a beat deputy responding to one or more communities within a patrol beat
- Improve pedestrian and bicycle facilities in the community



- Code enforcement to close illegal businesses along the main highway

#### Threats

- Government land grabs of pristine desert for renewable energy farms, marine base expansion, and wilderness designations
- More electrical transmission lines being installed
- California legislation (i.e., California fire tax in the state responsibility areas)
- Liberal agenda
- Groundwater declining north of the Helendale fault
- Big-box retail stores driving out local stores
- Area is a target for renewable energy projects
- Illegal land scraping
- Wind erosion and particulate pollution
- Poor visual appearance and lack of taxes from vacant land and abandoned homes
- High-desert corridor
- Drugs, crime, and theft
- County's opposition to hauled water
- Distance to closest medical facilities is a concern, especially considering the high median age of Lucerne Valley, longer response times, and higher instances of emergency room visits and hospitalization for chronic diseases
- Lack of healthy food options and low walkability could be playing a role in the high instances of emergency room visits and hospitalization for chronic disease
- Police response times are long due to the size of patrol beats
- Wastewater control provided by septic tanks and leach field systems, and lack of regional wastewater treatment
- Most housing consists of single family homes; lack of multifamily dwelling