

**Community Focus Statement F:** Improve resources to support seasonal visitors and tourist activities in the Lake Arrowhead communities.

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

F4

**Benchmark:** Widely distributed informational and marketing materials regarding environmental protection and low-impact recreation and working toward making associated environmental impacts less substantial is increasing protection of the environment.

**Champion:** Volunteer group or person or can be identified by the community  
**Estimated Cost:** \$250–\$750



The US Forest Service website provides visitors with information on how to properly use the forest, preserve its ecology and to understand potential dangers. Photo source: US Forest Service

Over the years, the San Bernardino Mountains have gradually developed into a tourist destination, oriented toward family recreation in the natural environment. Lake Arrowhead and the San Bernardino National Forest are some of the Lake Arrowhead communities’ greatest assets, as the vast majority of people enjoy numerous recreational opportunities such as organized camps, camping, hiking and access trails, swimming, boating, fishing, water skiing, and hang gliding/paragliding. 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 natural

resources. By learning about the surrounding environment and the need to protect it, visitors 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 Lake Arrowhead communities’ unique environment and how to conserve natural resources during their stay. Typically, these programs partner with local community-based organizations, special districts, and rental property management companies to disseminate informational/marketing pamphlets to guests and visitors. These materials are made available at hotels,

lodges, and rental properties. Other opportunities to provide these materials are at conferences, concerts, festivals, and community events. These materials would provide tourists and visitors with information on the history of the Lake Arrowhead communities, current threats to its environment, and knowledge of educational topic areas such as conserving natural resources, responsible snow play, pursuing non-vehicle travel choices, and supporting green businesses. Information, issues, and upcoming events related to environmental protection and low-impact recreation at Lake Arrowhead, in the San Bernardino National Forest, and in snow play areas would be displayed on marketing materials (i.e., Frequently Asked Questions [FAQ] and Things You Should Know brochures). Visitors would be encouraged to turn off lights, water, and appliances when not in use; travel with weather-appropriate clothes; maintain cleanliness; and pick up trash. 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.

Currently, the San Bernardino County Trails and Greenways Committee is working with the Regional Parks Advisory Commission and the Regional Parks Division on all matters relating to the development, maintenance, and promotion of trails and greenways.

Action	Action Leader	Timeline	Resources
1. Contact residents and organize volunteer group.	Champion	Month 1	San Bernardino County Regional Parks, Parks Advisory Commission <a href="http://cms.sbcounty.gov/parks/aboutus/parksadvisorycommission.aspx">http://cms.sbcounty.gov/parks/aboutus/parksadvisorycommission.aspx</a>  San Bernardino County Regional Parks, Regional Parks <a href="http://cms.sbcounty.gov/parks/Home.aspx">http://cms.sbcounty.gov/parks/Home.aspx</a>  Sustainable Niagara <a href="http://niagararegion.ca/government/planning/Sustainability/full_transcripts.aspx#8">http://niagararegion.ca/government/planning/Sustainability/full_transcripts.aspx#8</a>
2. Develop an educational program that allows participants to learn more about how to conserve natural resources during their stay.	Volunteer group	Months 2–3	
3. Identify a list of community issues and topic areas that focus on environmental protection and responsible tourist behavior.	Volunteer group	Months 2–3, on-going	
4. Develop informational and educational pamphlets (for example, Frequently Asked Questions [FAQ] and Things You Should Know brochures) that address areas such as conserving natural resources, environmental protection, and low-impact recreation, including participating in responsible snow play, pursuing non-vehicle travel choices, and supporting green businesses.	Volunteer group	Months 2–4, on-going	
5. Partner with community businesses and members to display and distribute the informational and educational pamphlets on a regular basis.	Volunteer group, with support from local businesses and community members	On-going	
6. Share information and brochures with San Bernardino County Trails Committee.	Volunteer group	On-going	