

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

**Action Statement F.6:** Provide centralized parking with shuttles and pedestrian paths that connect key commercial and recreational activity areas to reduce vehicle use and trips.

F6

**Benchmark:** Special events parking strategy developed.

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

**Estimated Cost:** \$500,000 - \$15 Million depending upon the type of parking structure. This does not include on-going operations and maintenance or maintaining a shuttle service.



Photo source: Michael Baker International

During special events, such as the Tour de Lake Arrowhead or the Octoberfest, a large number of visitors come to the Lake Arrowhead communities. During these busy events, the event organizers should work with the County Sheriff's Dept., Caltrans, Mountain Transit and the Lake Arrowhead communities to establish a coordinated strategy for handling the additional traffic flow and parking demand. This strategy should identify ways to minimize the impacts of traffic congestion. The strategy should require the designation of a centralized parking area for each event to support the need for additional parking and reduce the time it takes for visitors to find parking. In addition, local transit services should be increased to reduce vehicle use and trips. A special event permit would be required.

The centralized parking location for each event should make use of existing facility parking lots such as those at local schools, post offices, libraries, park-and-ride lots, and parks. The centralized parking area should be located as close to the special event venue as feasible. Clear signage should be posted throughout the communities to orient visitors to the designated parking areas. Pedestrian connections from the parking areas to the event should also be clearly signposted so that attendees will have a safe and comfortable trip to the event from the parking area. In addition, shuttles may be needed to transport people from the parking area to the event. If a shuttle is needed, the event organizers should look into using the existing public transit system for such events and request Mountain Transit to run a special event service during peak times. When events are advertised online, such as on the Lake Arrowhead Communities Chamber of Commerce website or other local media, the event organizer should identify the location of the designated parking areas. Currently, Mountain Transit is adding Dial-a-Ride services on Sunday, reducing route hours on low ridership routes, and continuing to run services between Running Springs and Lake Arrowhead.



Action	Action Leader	Timeline	Resources
1. Establish a special events committee to develop the special events parking strategy.	Champion with Lake Arrowhead Communities Chamber of Commerce, local events organizers	Months 1–3	Special Event Parking Strategies (click on PDF icon for Special Event Traffic Management) <a href="https://mobility.tamu.edu/mip/strategies.php">https://mobility.tamu.edu/mip/strategies.php</a>  Big Bear Visitors Center-Case Study <a href="http://www.bigbear.com/about/visitors-center/">http://www.bigbear.com/about/visitors-center/</a>
2. Identify existing parking facilities suitable to support each special event.	Special events committee	Month 4	
3. Draft a strategy for special community events, to include: <ul style="list-style-type: none"> <li>• Parking</li> <li>• Wayfinding</li> <li>• Shuttle/bus transport</li> <li>• Media campaign</li> </ul>	Special events committee	Months 5–12	
4. Seek funding for the implementation and maintenance of the strategy, which may include local business sponsorships for wayfinding signage.	Special events committee	Months 5–12	