STRENGTHS

- Friendly, safe, resilient community
- Small size (everyone knows everyone)
- Strategic location (SR 330 / SR 18)
- Community involved to solve problems, helpful
- Awareness of members/neighbors
- Natural beauty and recreational opportunities
- Private lake
- Surrounded on three sides by national forest
- Not a drive-thru community
- All roads are walkable and bike friendly - safe
- Museum (keeps the history of Green Valley Lake)
- Mecca for artists and musicians
- Community Center and community garden
- Quiet neighborhood
- Long-time residents
- People know and support their neighbors
- Share concerns for community services
- Clean air
- Affordable housing in the area
- Farmer's market
- Seasons
- Charles Hoffman Elementary (young families)
- Good schools
- Outdoor snow play areas
- Abundance of natural resources
- Recreation (San Bernardino Regional Forest, Snow Valley ski area, trail system)
- Natural characteristics – Mountains, completely surrounded by San Bernardino National Forest
- Community Events

WEAKNESSES

- Some off-highway vehicle drivers don't respect the laws (ruins quiet atmosphere)
- Susceptible to natural disasters (fire)
- Home-based businesses
- Need more support from customers of business, especially restaurants
- Harmful competition between businesses
- Recent fires and poor snow have slowed tourism and caused decline of commercial areas
- Drought affecting lake level and water supply
- Political differences
- No community places to gather throughout the year
- Territorial (old guard vs. newbies)
- Speeding on the neighborhood streets
- Finding Green Valley Lake in the fog on highway 18 (need better lighting)
- Highway striping inadequate/unsafe
- Trash/pollution (short-term rentals, weekenders, contractors)
- Need more law enforcement in the area (people know reaction times are slow)
- Transients and crime (petty theft, breaking and entering, illegal parking)
- Drug use
- Few jobs on the mountain
- Too many empty houses
- Poor winter road maintenance
- Parochialism
- Higher prices in many businesses
- Not a lot of doctors
- Lack of resources to draw in tourists (can't take advantage of industry)
- Not enough youth activities
- No community pool
- Lack of involvement from community members
- Extended response time by law enforcement and emergency services (spread too thin)
- Lack of centralized notification during emergencies
- Unsustainable economy
- Walkscore.com ratings between 1 and 34, indicating little to no walkability
- Very few pedestrian facilities (sidewalks, signalized crosswalks) in some areas
- Lack of access to healthy food
- Hypertension rates are above County and State median

OPPORTUNITIES

- Sleepy community
- Rim of the World trail system
- Addition of public transit options to decrease private vehicle use
- Recreational opportunities (baseball field, larger skateboard park, community swimming pool, tennis)
- Dog park
- Playground for children
- After school activities for children
- Addition of a hotel
- Regional marketing of the area
- Regional development and revitalization
- School development using outside resources
- Tap into tourism market
- Enhance snow play for residents and tourists
- Become equipped to handle tourists
- Building trades
- Downtown revitalization, including signage
- Direct traffic and attention to Running Springs instead of through it
- Increased revenue capture of tourist activities
- Take advantage of major access routes (SR – 18 and SR – 38)

THREATS

- Over development leading to traffic congestion, especially during winter holidays
- Maximum inflow of people for fun/snow
- Growth for the sake of growth
- Natural disasters (water/fire/earthquake/ landslides)
- Anything that is harmful to the forest (invasive species)
- Safety issues – children sledding down hills along the highway
- Court system releasing people who commit crimes over and over again
- Drug addiction related crime/accidents
- Drug rehab centers
- Drug use/abuse
- Planetary warming – no reliable snow for activities
- Fear of lawsuits (snow play, accessibility)
- Breakdown of the family
- Government regulations on the environment
- Not enough funding for needed services
- Trash/littering affecting community appearance/environment
- Inclement weather
- Earthquake
- Wildfire
- Economic threats to tourism industry

SWOT ANALYSIS

SAN BERNARDINO COUNTY | COUNTYWIDE PLAN
Mountain Community Plan

QUESTIONS? WANT INFORMATION?
countywideplan.com/Hilltop
HilltopCP@lus.sbcounty.gov

VALUES

- Snow and play area
- Economic opportunity for all
- Natural weather patterns
- Potential to be an example of a sustainable, non-growing community in healthy mutual existence with a thriving natural environment
- Wholesome moral climate for families
- Clean air, cool weather
- Scenic beauty
- Slower pace of life, nice people
- Opportunity to raise kids in the mountains and teach them outdoor skills
- Compatibility of nature and civilization

ASPIRATIONS

- Community harmony between all residents
- More community involvement and activities
- Better understanding/communication
- More full-time families with children
- Safe traffic and parking laws
- Keeping the community the way it is – keep forest healthy and strong
- Increase community involvement and representation in County and State government
- Enhance our environment, economy, and community
- To be part of a vibrant, active community
- Winterfest
- Hilltop days
- Running Springs as a tourist destination (snowplay and other outdoor pursuits)
- Town thriving and revitalized into a quaint alpine village
- Bring Lloyds back (quality restaurants)
- For our school to attract families because they use natural surroundings/resources