Newberry Springs
Community Services District

Strategic Planning

Newberry C.S.D., formed in 1958, will continue to provide the Community with the best Fire, Park and Recreation and Street Lighting services available.

NBS CSD Strategic Planning

Purpose

Strategy: NOUN: a plan of action or policy designed to achieve a major or overall aim.

- Take a proactive rather than a reactive approach in community planning
- Efficiently reallocate resources to meet changing conditions
- Create a dialogue and establish priorities with the community
- Educate and engage stakeholders
- Long term: partner in programs and opportunities of importance to our local economy

NBS CSD Strategic Planning

Agenda

Discussion around the Community plan and collaborative planning that can inform CSD actions and impact community objectives, values, goals, and vision.

- Purpose
- CSD Directors' Intent
- Services and County Planning
- End State
- Aligning Planning Actions
- NBS Community Plan
  - Focus Areas
  - Vision
  - Aspirations
- Next Steps
- Discussion and Prioritization
- Group Activity Ground rules

Community Focus C: Eco-tourism and Route 66 tourism

CSD Directors'

Intent

A good strategic plan is a set of directions you want to take. It's a roadmap, lightly filled in, so that it gives you plenty of room to maneuver.

- The CSD is a platform for public engagement, we seek to collaborate and communicate
- Targeting public investments in areas that drive improvement
- Support alignment of development efforts through programs or partnerships
- Targeting time, talent, and money of our community and organizations to get the "biggest bang for the buck"

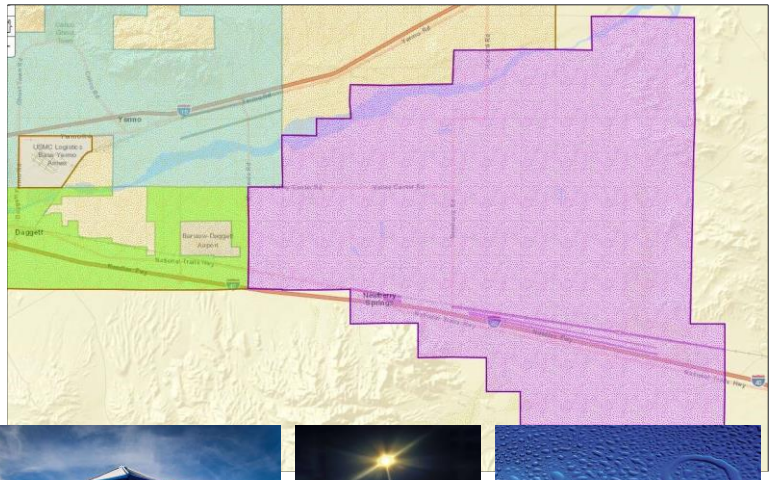
Community Focus B: Improve public safety; EMS, fire and sheriff

Background

CSD Services

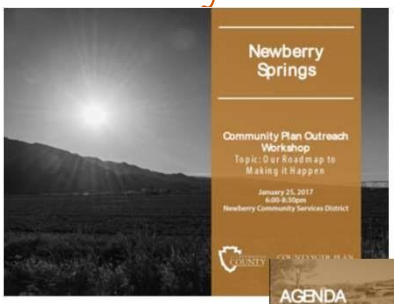
Newberry C.S.D., formed in 1958, will continue to provide the Community with the best Fire, Park and Recreation and Street Lighting services available.

- Fire
- Park and Recreation
- Street Lighting
- Water



Background

County Community Planning



Refine Newberry Springs goals and objectives

Can your community work toward this goal without outside support?

- Inform the Countywide Vision & Countywide Plan
- Refine & identify top community-based goals & objectives

Build consensus for top goals & objectives for Newberry Springs plan

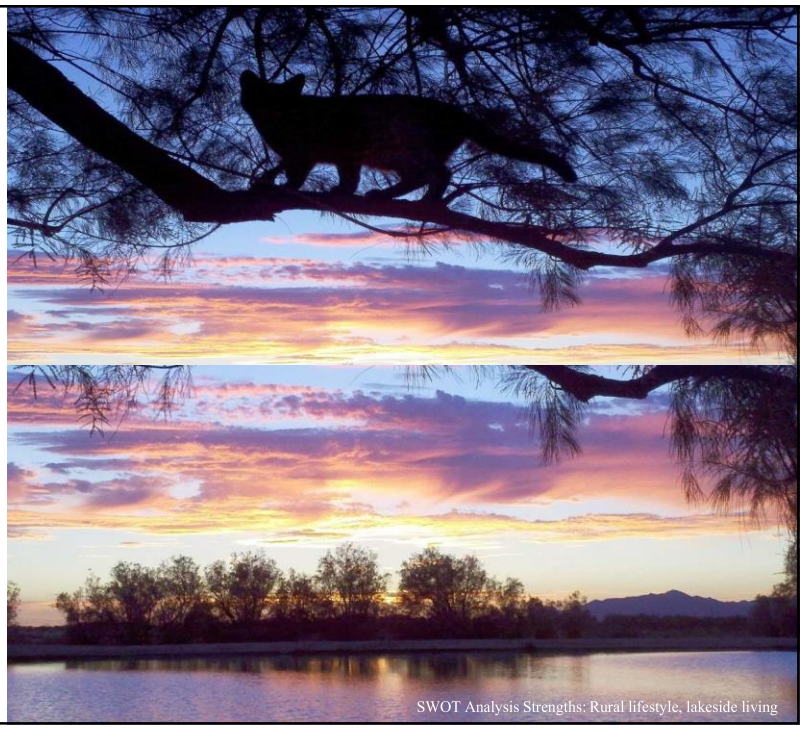
It is your plan.

NBS CSD Strategic Planning

Endstate

Strategy revolves around knowing our role in the community, what is our combined vision, and most importantly, understanding how all entities are planning to get there.

- Leverage Foundation Community Plan prepared by San Bernardino County with the Countywide Plan
- CSD leaders will hear community planning discussions and priorities
- Initiate an 'environment of strategic management with a road map for resource allocation'
- Develop relationships, partnerships and integrate resources into common vision



SWOT Analysis Strengths: Rural lifestyle, lakeside living

Newberry Springs Community

Strategically Aligning ~~Plans~~ *Actions*

The Community Plans are guides for communities to create their future character and independent identity, as identified by the workshop attendees or online participants. ***To implement the Community Plan, we must develop Action Plans to identify the specific steps required to accomplish Action Statements****. Plans also identifies a process to establish steps to be accomplished, the resources needed, and who will be responsible for each action step.*

Initiation & Organization

Analysis
- Community Assessment
- Local Issues (SWOT)
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats

Formulation
- Vision
- Goals and Objectives
- Strategic Actions

Implementation
- Identify Responsibilities
- Action Plans
- Allocate Resources
- Develop Programs

Discuss and Update

Evaluation
- Monitor
- Review Progress
- Allocate Resources
- Assess Impact

We are here

Click for details

No single organization can achieve community development alone .... team effort required

Newberry Springs Community Plan

Focus Areas

County facilitated community workshops resulted in the Newberry Springs Community Plan. The intent is implementation through community self-reliance, grass-roots action, and local implementation.

A: Establish a Water Plan

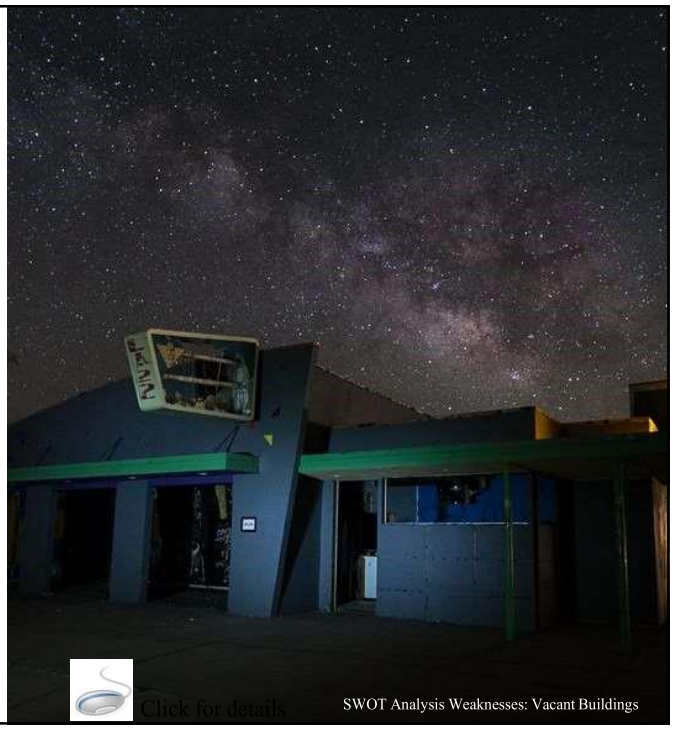
B: Improve public safety; EMS, fire and sheriff

C: Provide for a stable economy focusing on economic development, eco-tourism and Route 66 tourism.

D: Increase community involvement and volunteerism

E: Improve public infrastructure

F: Maintain a clean community



Click for details

SWOT Analysis Weaknesses: Vacant Buildings

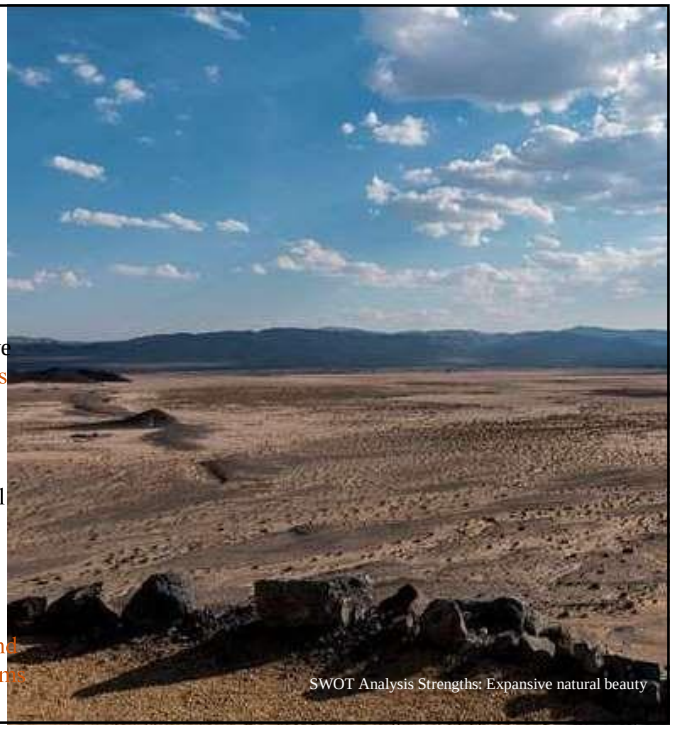
Newberry Springs Community Plan

Values

Values are shared assets, principles, standards, etc, that are important in the lives of residents and businesses. A community's values are an important consideration in shaping its aspirations, focus and actions.

As a community we value:

- Serenity and Desert Landscape. Newberry Springs values its setting in the Mojave Desert. Residents love the wide open spaces, clear night skies and quietness that are prime benefits of the community's location.
- Rural Living. Newberry Springs values the independence, large-lots, agricultural neighbors and small-town atmosphere associated with being a rural community.
- Self-Sufficient and Tight-Knit Community. Newberry Springs values a community of good people, open communications and neighbors who are helpful and caring. They value their community independence and rely on one another, as a community, to solve problems and move Newberry Springs forward.



SWOT Analysis Strengths: Expansive natural beauty

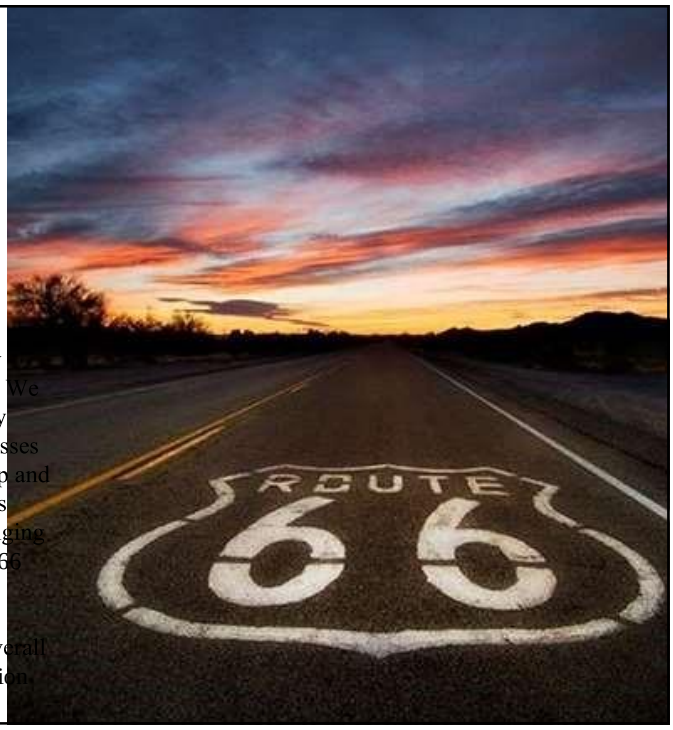
Newberry Springs Community Plan

Aspirations

The Aspirations Statement is written to illustrate the community's' desired look and function when the Focus Statements and Actions are accomplished. Aspirations take a long term view of 10 to 20 years.

In the Newberry Springs Community, we aspire to have: A Reinvigorated Economy & Community

- We have grown the overall wealth of the community through re-establishing our tourism-based economy. We have fully capitalized on our presence on Route 66 by encouraging the development of eco-tourism businesses such as desert tours to give travelers a reason to stop and enjoy the community. Our weekly farmers and artists market showcases local produce, arts, and crafts bringing visitors into the community. The bustle along Route 66 has attracted new businesses and housing to the immediate area creating a village atmosphere. Our cleanup committee has successfully improved the overall cleanliness of Newberry Springs through code violation education and volunteer cleanup days.



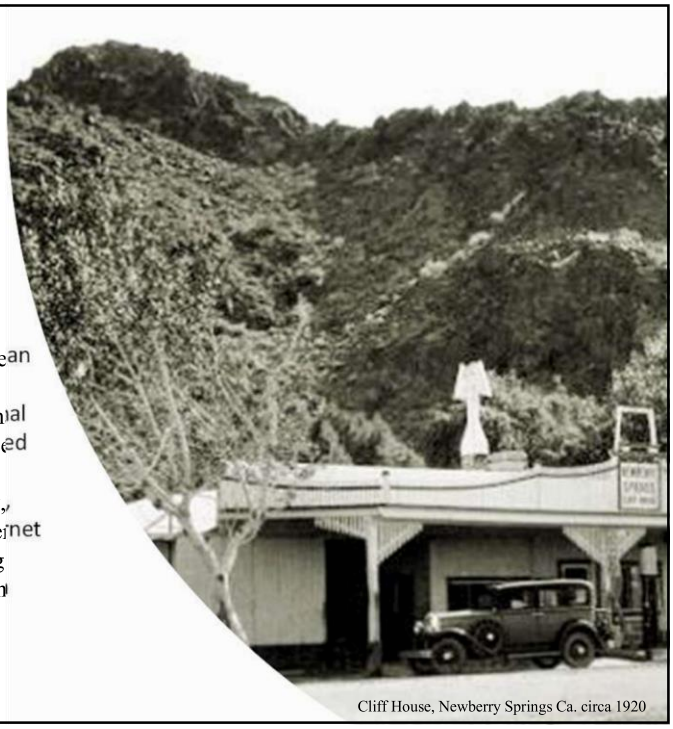
Newberry Springs Community Plan

Aspirations

The Aspirations Statement serves as a foundation for updating Focus Statements and Action Statements.

In the Newberry Springs Community, we aspire to have: Improved Community Services

- We knew that successful economic growth would mean more investment in community services for our residents. The fire department has recruited additional volunteers, provided additional training and developed a better communications system and water supply. Through negotiations with the Mojave Water Agency, we have partnered to solve water access issues. Internet is now available throughout the community allowing our residents better access to information, education and the ability to develop home-based businesses.



Cliff House, Newberry Springs Ca. circa 1920

NBS CSD Strategic Planning

Next Steps

- Align CSD actions appropriately
- Continue collaboration and conversation
- Engage external agencies to support local interests *Including but not limited to - Not necessarily listed by priority
  - Economic Development and Area Promotion
  - Environmental and conservation planning
  - Land-use planning and zoning
  - Transportation planning
  - Site planning and landscape design
  - Emergency and Disaster Operations
- Create Action Plans
  - Steps to be accomplished
  - Resources needed
  - Who will be responsible

SWOT Analysis Strengths: Aquaculture

NBS CSD Strategic Planning

Community Activity

- Discuss Focus Areas and SWOT Analysis
- Categorize Focus Area Action Statements
  - Policy, Partnership or Initiative
  - Internal or External
  - Responsible Organization
- Identify community priorities
- Review and check out
- Way a head discussion

SWOT Analysis Strengths: Water skiing

NBS CSD Strategic Planning

Ground Rules

We appreciate everyone who is participating. Out of respect for your time and our intent to discuss community issues; we'll use these ground rules.

- Respect opinions you may not share
- Show common conversational courtesy
- Speak up, but share the time we have together with other voices
- Strive for Collaboration and learn from others
- Have fun !

SWOT Analysis Strengths: Agriculture

Community Focus A:

Establish a Water Plan

A.1: Encourage the county to adopt a water conservation ordinance.

A.2: Establish a fair reporting system and use structure for basin in coordination with the Mojave Water Agency (MWA).

A.3: Encourage a partnership between the MWA and the San Bernardino County Water Element Group for increasing and spreading basins.

A.4: Enhance opportunities for viable grants for individuals who need or require wells.

A.5: Encourage honest discourse with MWA regarding the water situation.

A.6: Construct a catch basin at the Kane Wash.

A.7: Construct retention ponds for the areas.

A.8: Encourage MWA to monitor and enforce rules for minimal producers.

Click for Focus B

Community Focus B:

Improve public safety; EMS, fire and sheriff

B.1: Establish a neighborhood watch program for Newberry Springs.

B.2: Install a distributed water supply in case of fire emergencies (10 – 12 tanks).

B.3: Establish primary and back-up emergency communication systems.

B.4: Establish a local resident recruiting program for both the Citizens on Patrol and the Volunteer Fire Department.

B.5: Educate property owners to maintain a 100’ clearance around homes in the community to reduce fire risk.

B.6: Construct access across the Mojave River at Harvard Street for emergency service calls.

Click for Focus C

Community Focus C:

Provide for a stable economy focusing on economic development, eco-tourism and Route 66 tourism.

C.1: Promote home based business opportunities.
C.2: Establish a small farmers market with fresh produce supplied by local farmers.
C.3: Host seasonal community events to attract visitors to the community.
C.4: Work with incumbent utilities to improve internet services.
C.5: Coordinate a comprehensive review of zoning and circulation.
C.6: Develop an airport re-use plan that would include the potential for industrial development.
C.7: Develop a community economic development/business plan.
C.8: Establish architectural sign guidelines.
C.9: Create a website or Facebook page to promote community activities and events.
C.10: Establish a community calendar to organize and schedule community events.
C.11: Coordinate desert tour trips.
C.12: Partner with outside organizations to promote and enhance Route 66.
C.13: Support NSEDA/Newberry Springs economic development association activities and efforts.
C.14: Establish a Route 66 Village with arts and crafts, farmers market, car shows, etc.

Click for Focus D

Community Focus D:

Increase community involvement and volunteerism

D.1: Host more community events throughout the year.
D.2: Establish an incentive program to get people involved in the community.
D.3: Host quarterly meetings to bring community organizations together to discuss community issues and solutions.
D.4: Promote a social media campaign to broaden awareness of volunteer activities and events.
D.5: Establish a 4-H program and scouting programs (scouts, fire explorer).
D.6: Partner with faith based organizations and community organizations to coordinate outreach and involve the community. D.7: Establish a grant writing team.

Click for Focus E

Community Focus E:

Improve public infrastructure

E.1: Coordinate with Caltrans and the County to pave roads with the next freeway cut.

E.2: Identify and increase the number of dedicated roads.

E.3: Construct improved Mojave River crossing at Harvard Road.

E.4: Construct grade separation for railroad crossing at Fort Cady.

E.5: Coordinate improvements for broadband service.

E.6: Preserve rural values in public infrastructure projects.

E.7: Identify key roads for maintenance and grading.

Click for Focus F

Community Focus F:

Maintain a clean community

F.1: Establish a community code education program, with a focus on local blight.

F.2: Partner with volunteer trash haulers to haul on a regular basis.

F.3: Coordinate increased code enforcement efforts to address blight. F.4: Host a community clean up/recycling event that unites schools, churches, and other service organizations.

SWOT Analysis:

Strengths

- We are a gateway community to the newly designated Mojave trails monument
- Expansive natural beauty
- Cal Poly students/Cal Poly Pomona Study
- Good elementary school/schools
- Newberry mountain wilderness is in our backyard
- Rural lifestyle
- We have great frontage road along Route 66 with an on and off freeway access
- Lakeside living
- Relaxing community collectiveness
- Almost anything grows

Stars at night
Quiet
Independent lifestyle
Farming
Clean air
Bagdad Café brings visitors
Water ski
Hunting
Off road riding
Mojave desert
Agriculture
Cost of living
Freedom

Click for Weaknesses

SWOT Analysis:

Weaknesses

- Minimum public services
- Homeless inhabitation of vacant dwellings
- Communication
- Lack of high speed internet
- Loneliness
- Wind
- Distances between homes, shops, etc.
- Distance between law enforcement
- County fees and regulations stifle growth and local beauty
- Vacant homes subject to vandalism
- CSD – weak and argumentative
- Lack of opportunities

Lack of services
Lack of recreational facilities
Community division
Roads/dirt roads unmaintained
Lack of infrastructure
Lack of employment opportunities
Land clearing
Marijuana farms bring criminal cartels
Water supply
Blight
Shifting job status, fewer full time jobs and more part time jobs
Residents not involved
Lack of volunteering
Lack of parks within walking distance

Click for Opportunities

SWOT Analysis:

Opportunities

- Unlimited opportunities if we have water and money
- Provided we are not govern as if we were a city. The county is too big, one set of rules does not fit all.
- Cottage industry
- Great for Airbnb sites
- Tourism along Route 66
- Ecotourism
- Business growth, shopping, restaurants
- Education/partnering with community leaders to work toward planning measurable programs
-
-
-
-
- Adjust County development and standards to match rural resources
-

Water quality

Improve emergency services and ISO ratings

None

Youth/after school programs summer programs

Economy

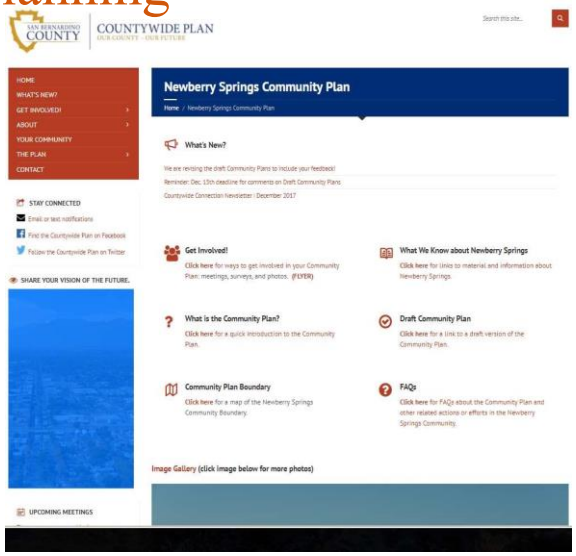
Click for Threats

SWOT Analysis:

Threats

- Water usage upstream on Mojave river is hurting all forms of our lives and any growth
- Aquifer supply
- Water rights
- Rail road crossing are currently closer together than 1.5 miles long trains, thus potential for part of Newberry being isolated from first responders
- No access from rail road crossing
- Crime
- Wild dogs
- Invasion of large solar and wind projects
- Restrictions unreasonable taxes for small scale commercial businesses
- Aging population
- Losing young families
- Drug busts
- Cooperation from county agencies
- Sewage sludge – related health issues
- Dune buggies and motorcycles tearing up roads
- Lack of funding
- Education for community development
- Soil and sand erosion in the river
- Fees for growth
- Rail road crossing
- No health care facilities
- Lack of water
- Pot farms

County Community Planning



[Countywide Plan Newberry Springs Community](http://countywideplan.com/newberrysprings/)
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