



Mammoth Lakes Winter Recreation Summit

Saturday March 19, 2016

Track: Winter Recreation Etiquette

Presenter: Rich Boccia – Mammoth Lakes Recreation

1. Sources for Etiquette Messaging
 - a. Distribution of Packet
 - i. (See Packet of Information as distributed by R Boccia)
 - ii. Review of Packet
 - iii. Winter Recreation Map
 1. “Trail Etiquette” – Review
 2. “Winter Safety – Know Before You Go”
 - iv. Winter Recreation New Release
 - v. Signage Review
 1. “Yielding”
 - vi. Safety Messaging
 - vii. Signage – Type 2 Sign Types
 1. Review of Sign Types and etiquette messaging
 - b. What do we need to do next - ? What Does Etiquette look like?
 - i. Laura Beardsley
 1. Summer vs Winter Signage
 - a. Challenges of “hows” for Summer/Winter Signage
 - b. Swapping out of Panels for Summer/Winter
 2. Pointed out that the USFS Etiquette document should suffice
 3. Use USFS docs as starting point to create more easily digested
 - ii. Sam Roberts
 1. Stigma/Peer Pressure/Shaming
 - a. Paper handouts didn’t cut it
 - b. Needed “buy in” from the users to make this actionable
 - c. Once buy in was acquired, users “circled back” to the original written documents and “discovered” rationale
 - iii. General Discussion
 1. People aren’t looking for etiquette information
 2. We’re looking create a culture of how to behave
 3. Establishing a culture of “how we want to behave”
 4. A community culture that visitors can easily tap into

5. The “rules” exist within the tribes
6. The “rules” exist within the users
7. “Signed to Death”
8. Differentiation between Summer and Winter is huge
9. Need is there for Summer and Winter maps
10. Circle back to the need for a “culture” to articulate and enforce
11. “Be a Good Neighbor”
- iv. How do we identify the tribes?
 1. Get the information from the tribes for etiquette vs regulatory
 2. We are all role models
 3. Use of “positive messaging” to assist with
 4. Burma Shave signs
 - a. “You’ve arrived, relax, take a breath”
 - b. Use the information opportunities to reinforce the culture.
- v. How do we change culture?
 1. Hotels – front lines
 2. Bartenders/front line staff
 3. “What did you do today?”
 - a. Ties into Chamber Peak Performance
 4. Contagious
 5. Changing Culture by Example
 6. Dog Bags
 - a. Messaging opportunities in unexpected places
 7. Volunteers picking up trash
 8. Consciousness of Trash and its effects on the environment
 9. Provide opportunities for disposal of trash that folks pick up
 - a. Picking up the trash and putting somewhere
- vi. Etiquette amongst tribes
 1. Inventory of communications and relationships amongst tribes
 2. What are the percentages of the user groups that are actually the problems
 3. Role of Common Sense in interactions
 4. Recognition of Sharing + Knowing How to Share
 5. The small percentages should not be working of provocation
 6. Not to get unnecessarily provoked by a single provocation
- vii. Summary
 1. Level 1 is etiquette. A failure of level 1 = regulatory redress
- viii. Maps
- ix. Need for Inventory of Etiquette Sources and information
 1. Review and check on sources

- 2. Ensure that the information that's appropriate for one user group is articulated on a single information source
- x. Discussion of how use actually happens out in the field vs how things are articulated through maps and web information.
 - 1. Snow travel vs routed signage
- xi. Need to enhance education of where and how systems of trails or activities exist
- xii. Identify information and data sources and make sure that they are credible and reliable
- xiii. Information and it's dissemination
- c. Eight Takeaways as Identified by Rich Boccia (moderator)
 - i. Culture
 - ii. Messaging
 - iii. Tribes and Tribal Leaders
 - iv. Etiquette
 - v. Common Sense
 - vi. Without Common Sense there is only regulation
 - vii. Winter Recreation Map
 - viii. Education – What is the Signage Program
 - ix. Media and Channels for Distribution
- d. Identification of Fun
 - i. Seasonal Kick Off
 - ii. Affirmation of Joy
 - iii. Collective Culture of Stewardship
- e. General Comments
 - i. Safety Information should be available at trailheads
 - ii. Ensure appropriate infrastructure at trailheads
 - 1. Bad experiences often start at the trailheads
- f. Ambassadors for the Positive Winter Recreation Experience
 - i. Potential ambassadors on site to assist with the quality of experiences and to ensure good experiences
 - ii. Especially on busy weekends when there are lots of overlapping users and limited resources and opportunities
- g. Make the link between etiquette and interpretation
 - i. Combine the positive messaging with interpretive messaging and information