

## **CAMP (Concept and Master Planning) Outreach Executive Summary**

Under contract with and partially funded by the Town of Mammoth Lakes, MLTPA planned and executed a comprehensive public-outreach effort to gather community input on recreation, trails, and public access in Mammoth Lakes. This project was fulfilled in large part by two large-scale, multiple-day public meetings, as well as by ongoing data collection via the Summer and Winter Online Trail Surveys. The first public event, CAMP: SUMMER, focused on summertime conditions, and the second, CAMP: WINTER, on wintertime conditions, allowing the trail planning consultants to experience the Mammoth Lakes region in its divergent seasonal articulations, and to therefore ensure that these same consultants specifically address the challenges and opportunities presented by each. MLTPA retained a local events-management firm, Opposing Motion, to assist with these efforts.

Working with Opposing Motion, MLTPA organized both events, including, but not limited to: venue location; on-site operations; vendor contracts; food and beverage; audio/visual needs; Exhibit Hall display construction, setup, and breakdown; exhibit and signage design, production, transportation, and storage; marketing, advertising, and other promotions; consultant travel, accommodations, local transportation, and on-site needs such as lift tickets and sports equipment; tour planning and vehicle security; comprehensive event scheduling; registration; creation and production of informational materials; media relations; public comment collection; and public outreach. The following report details MLTPA's efforts on the CAMP: SUMMER and CAMP: WINTER events, as well as the persistent Summer and Winter Online Trail Surveys, and is supplemented with analog and digital attachments to illustrate or provide further detail and insight into specific elements.

MLTPA also was responsible for participating in the collection and development of GIS data. MLTPA staff worked in conjunction with the Town of Mammoth Lakes and with Data Management Technology, Inc., an independent firm retained by MLTPA specifically for CAMP, to accomplish these tasks. A detailed report on this project may be found in the "GIS Data Collection and Development" section of this report.

For clarity, specific community input from CAMP: WINTER, CAMP: SUMMER, and persistent outreach efforts has been compiled in the "Public Comment" section, to be found at the end of this report.



## Chapter 1: Outline of Event

CAMP: SUMMER—a free, public event designed to solicit and record input from the community regarding recreation, trails, public access, and the Concept and Master Planning (CAMP) process for use by the trails planning consultants—was staged at Mammoth Mountain Ski Area’s Canyon Lodge on November 1–4, 2007. A persistent Exhibit Hall/Base CAMP was located on the fourth floor of the building, where MLTPA staff, Board members, and volunteers manned the Registration Table, led informal tours of the Exhibit Hall, registered guests and signed them in for events, provided general CAMP and event information, distributed takeaway materials, added guests to the e-newsletter mailing list, assisted guests with taking the CAMP: SUMMER Online Trail Survey at on-site computer kiosks, and facilitated one-on-one meetings between CAMP Partners, the general public, and the media. A total of 160 unique guests participated in CAMP: SUMMER, over a span of four days and 22 individual sessions. Please refer to the following subsections for more detailed information.

# OPPOSING MOTION

## **MLTPA Foundation CAMP: Summer Event Objectives**

### **1. Public Education/Outreach**

- Education
  - Process for designing/defining/planning summer trails, public access and outdoor recreation in Mammoth Lakes.
  - MLTPA organizational update including progress/results since last meeting and direction and objectives moving forward.
- Outreach
  - Invite the public and actively solicit community, districts and user groups to participate and provide input for the Summer CAMP.

### **2. Information Gathering**

- Public, community, district and user group input for the Summer Concept & Master Plan.
- Increase MLTPA future outreach capacity via increasing the database.

### **3. MLTPA Organizational/Financial Development**

- Explore future potential
- Specific expansion of fund raising capacity via donors/Founding Members, endowment and other.

### **4. Board of Directors Working Sessions**

- Facilitate meetings with MLTPA Foundation's Board of Directors
  - Funding consultant

### **5. Documentation**

- Document all aspects of the Summer CAMP process and programming
  - Outreach (marketing, direct contact)
  - Programming (video, audio and/or transcript records of event sessions)
  - Results (surveys, feedback cards)

### **6. Quality Event**

- Fit the MLTPA brand – simple, clean yet classy with understated elegance
- Go green – be environmentally sensitive whenever possible

# OPPOSING MOTION

## **MLTPA Foundation CAMP: Summer Programming Tactics**

Offer 5 tracks – or components – to the event programming to fully utilize consultants and experts:

### **1. Stewarding Public Lands in Mammoth Lakes**

- Formal presentation with Q&A following

### **2. Signage and Wayfinding: Essential Steps to a Successful Program**

- Formal presentation with Q&A following
- Steve Kellman, Corbin Design

### **3. Mammoth Trails: User Groups and the Internet**

- Less formal format, a working session with different user groups represented
- This session focuses on this process as an opportunity for Mammoth to define ourselves, rather than letting others define us.

### **4. Participate in the Summer Trails and Public Access Concept and Master Planning Process**

- Multiple sessions may include hikes, charettes, neighborhood and user group meetings.
- Vast majority of input/data is expected to result from these sessions.

### **5. MLTPA Board of Directors Planning Sessions**

- MLTPA BOD will focus on the next steps for their organizational and financial development/progress



## Chapter 2: Directional Signage

MLTPA designed and produced directional signage placed at the entrance to Canyon Lodge, on the doors of Canyon Lodge, along the stairwell leading to the fourth floor, and at the Registration Table to direct guests to the Exhibit Hall, CAMP: SUMMER sessions, and the CAMP: SUMMER Online Trail Survey computer stations. (See the “CAMP Online Trail Surveys” section, distinct from the “CAMP: SUMMER” section, for further detail on that element.) In order to direct guests to Canyon Lodge from town, as well as to attract walk-in attention to the event, MLTPA also designed, produced, and placed simple directional signage at strategic locations in town. Parking directions were included. Graphics were large and clear, and in keeping with the overall visual scheme of the event.

## MLTPA SUMMER CAMP: EVENT SIGNAGE DETAIL

MLTPA SUMMER CAMP: EVENT SIGNAGE											
FILE NAME	Graphics Direction	Type	Material	Height	Width	Quantity	sf/ea	Cost/sf	Cost Each	Total Cost	
RD Right	Big Arrow Right	Road Directional	Coroplast	4	3	2	12	2.75	33.00	66.00	
RD Straight	Big Arrow Straight	Road Directional	Coroplast	4	3	2	12	2.75	33.00	66.00	
RD Left	Big Arrow Left	Road Directional	Coroplast	4	3	2	12	2.75	33.00	66.00	
RD Tours	Meet here for Tours	Outside Canyon	Coroplast	4	3	1	12	2.75	33.00	33.00	
RD Doors	Summer Camp with MLTPA Logo top right	On entry doors	Coroplast	2	2	2	4	2.75	11.00	22.00	
ID First Floor	Registration/Exhibits 4th Floor = Straight Arrow Elevator HC (handicap symbol) = Right Arrow	Inside Directional	Sintra 1/8"	3	2	1	6	3.00	18.00	18.00	
ID Third Floor	Registration/Exhibits 4th Floor = Straight Arrow Restrooms (restroom symbol) = Left Arrow	Inside Directional	Sintra 1/8"	3	2	1	6	3.00	18.00	18.00	
Shipping											
<b>GRAND TOTAL</b>											
										<b>564.91</b>	



## CAMP: SUMMER Directional Signage



Peter Axelson and Jeff Olson at the entrance of Canyon Lodge



# CAMP: SUMMER



# CAMP: SUMMER

Meet here for  
**TOURS**







# CAMP: SUMMER



