



MAMMOTH LAKES TRAIL SYSTEM



TRAIL CONDITIONS



TRAILS

DESTINATIONS

ACTIVITIES

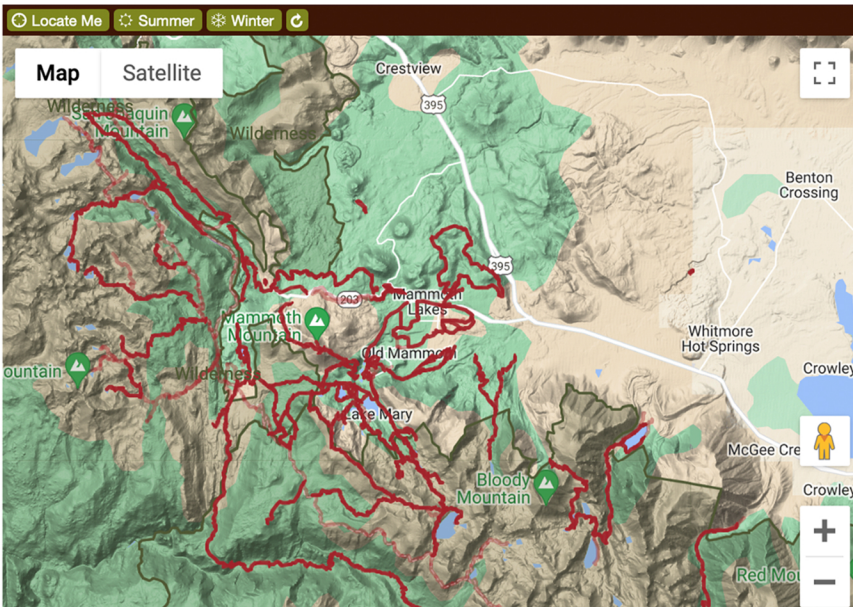
Search Mammothtrails



Welcome to the Mammoth Lakes Trail System!



The Mammoth Lakes Trail System offers boundless recreation opportunities on more than 300 miles of trails. From granite crags to trout-stocked lakes, pine forests to alpine meadows, there's something for all seasons, interests and abilities, motorized and non-motorized alike. Managed jointly by the Town of Mammoth Lakes and the Inyo National Forest, the system includes connections to three wilderness areas, Devils Postpile National Monument, the Pacific Crest Trail and more. Many of these attractions are accessible right from the center of town! Explore MammothTrails.org and discover the adventures of a lifetime.



Subregions

- Eastern Lands
- Inyo Craters
- Lakes Basin
- Mammoth Crest
- Mammoth Mountain
- Reds Meadow Valley
- Shady Rest
- Sherwins
- Town

Town of Mammoth Lakes Mammoth Lakes Trail System Website Handbook

June 2024

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1. Program Overview

These website management services and related tasks are described in the contract between the Town of Mammoth Lakes and MLTPA Foundation, herein known as “Contractor”. Website management services and related tasks will be consistent with best practices as established by the Town and the Contractor in both the contract, this document and consistent with interagency partner agreements held by the Town where applicable. Direction found in this handbook is the official guide for website operations.

Content Management System (CMS) and Backend Access

To ensure the fundamental security, technical integrity, and reliability of the MLTS Website, it is essential to maintain an efficient and accountable program for granting access to the MLTS Website Content Management System (CMS) and backend access, including administrative access to the hosting service, currently provided by Amazon Web Services (AWS). Accordingly, the Town designates a single authorized individual as the “**Superuser**” with backend access status to the MLTS Website.

In the interests of the fundamental security, technical integrity, and reliability the Town identifies its single authorized holder of “Superuser” and Backend Access status to the MLTS Website.

The Town’s authorized Contact and the MLTS Webmaster shall agree on a program to maintain reliable communications. MLTPA Foundation acknowledges that “Superuser” status and/or Backend Access to the MLTS Website may be withheld by the Town at any time. However, should the MLTPA Foundation’s designated Webmaster be denied access to “Superuser” status and/or Backend Access to the MLTS Website without reasonable notice and rationale, the Contingency provisions described herein shall be initiated. Should the situation not be resolved within 72 hours, MLTPA Foundation shall have no further obligation to perform MLTS Website Management Services.

Webmaster – Content Management System (CMS). Technical Integrity and Permissions Management

The MLTS Webmaster or “Superuser” is responsible for assigning/denying all access and appropriate levels of permission to the MLTS Website CMS. In no event shall the MLTS Webmaster deny the Town its “Superuser” or Backend Access. The MLTS Webmaster shall maintain and keep current an “off-line” inventory of all users with access to the MLTS Website CMS and Backend Access, which shall be available to the Town at the Town’s request. All requests for access to the MLTS Website CMS or Backend must be approved by the MLTS Webmaster.

All requests for access to the MLTS Website CMS or Backend for security management, general maintenance, software and hardware updating, 3rd party platform integration, content updating including the review of draft content for approval by partner agencies, or any other requests for access that may affect the technical integrity of the

MLTS Website, must be approved the MLTS Webmaster.

Website Operations

Deliverables associated with the regular operations of the MLTS Website include:

1. Coordination and posting of Activity/Trail/Destination/Trail Days Event updates and Alerts.
2. Responses to reviews and general inquiries from the public, either directly or by forwarding to the appropriate Town or USFS contacts.
3. Coordination of technical issues, content issues and information (community and public land).
4. Gathering of community and public land information relevant to the MLTS, to the extent determined by the Town.
5. Assistance to interested third parties with mammothtrails.org linking opportunities
6. Monitoring of QR Code Program, both Wayfinding and Interpretive as they relate to the featured landing page and any third-party advertising.
7. Monitoring and distribution of site analytics – Google and promotion of MLTS website and brand.
8. Coordination of the MLTS Website for seasonal transitions and content updates.

Webmaster – Seasonal Transitions

The MLTS Website is designed to accommodate representations of seasonal recreation opportunities in Mammoth Lakes and the surrounding public lands managed by the U.S. Forest Service and other public agencies. As such, the following efforts shall be undertaken:

1. Coordination of the “**MLTS Website Partner Content Team**” to establish “seasons” and an appropriate calendar for updating the MLTS Website.
2. Identification of existing MLTS Website content that can be relinked as 'featured' opportunities on landing pages per identified seasons. Landing pages include:
 - i. Home Page
 - ii. Trails General
 - iii. Destinations General Page
 - iv. Activities General Page
 - v. Specific Activities Pages
3. Updating of Update and Alerts for individual web pages based on seasonal realities and conditions on the ground.

Content Updates

New recreation opportunities and infrastructure enhancements to the MLTS will need to

be reflected on the MLTS Website. MLTS Website content and the MLTS Website itself will require updates. Ongoing coordination with the MLTS Website Partner Content Team, the general public, user groups and interested parties may identify potential new infrastructure projects for possible inclusion in the MLTS Website. Creation and posting of new content will occur as directed by the TOML

Anticipated Updates to MLTS Website Infrastructure

Maintaining a modern and up to date Website will require proactive engagement including responses to user needs and relevant new technologies.

Reporting to the Town of Mammoth Lakes

At minimum bi-annual reporting from the Webmaster will provide the Town with information on the performance, functionality, and use of mammothtrails.org.

MLTS Website Technical Team

The **MLTS Website Technical Team** will be responsible for the technical operations of the MLTS Website and shall consist of the **MLTS Webmaster**, the **Town of Mammoth Lakes Technical Representative**, and the **Town of Mammoth Lakes Administrative/Financial Representative**

MLTS Website Partner Content Team

The **MLTS Website Partner Content Team** will be responsible for coordinating the content and the content opportunities of the MLTS Website and shall consist of the **MLTS Webmaster; Town of Mammoth Lakes Administrative/Financial Representative; Inyo National Forest Representative; Mammoth Lakes Recreation Representative; and a Mammoth Lakes Tourism Representative.**

Promotion and Coordination Opportunities

Promotion opportunities and guided tours will be coordinated with the community, partners, local businesses and organizations, and the media. Examples may include:

1. Coordination with Mammoth Lakes Tourism and the Mammoth Chamber of Commerce
2. Printing and distribution of "MLTS Smart Card" and "MLTS Rack Card". An "MLTS Rack Card" is a piece of collateral produced, printed, and distributed in the USFS Visitor Center informational racks. These printed cards serve as a quick reference for visitors new to the MLTS. The cards are placed in a rack along with other brochures and postcards that contain promotional information about the town, trails, and activities.
3. Implementation of "MLTS Website Linking Program"
4. Guided tours of the MLTS Website for media reviews to improve

5. Guided tours of the MLTS Website to MLTS Partners through an “MLTS Ambassador” program targeting outreach to businesses and organizations
6. Implementation of Search Engine Optimization(SEO) to enhance MLTS Website analytics, per the guidance of MLTS Website Partner Content Team
7. Submission of the MLTS Website for peer review by bodies/organizations to offer constructive feedback on website improvements and potential promotion opportunities

Technical Support & Maintenance

WEB HOSTING: The Contractor shall supervise, manage, and be reimbursed for web hosting services for the MLTS Website through AWS – Amazon Web Services. Should the Town desire to make changes to the web hosting services provided by AWS, the Town will review alternative solutions with Contractor and allow 60 days advance notice of a proposed change to web hosting services. The **MLTS Webmaster** is responsible for management of the web hosting program.

WEBSITE DOMAIN: The Town shall provide the domain (mammothtrails.org) for the MLTS Website through the registrar GoDaddy. The Town shall manage and renew the domain name for the life of this agreement. Should the Town desire to make changes to the registrar, or move the domain to an alternative provider, the Town will review alternative solutions with Contractor and allow 60 days advance notice of a proposed change to the registrar. The **Mono County Technical Representative** and the **Town of Mammoth Lakes Technical Representative** are responsible for management of the website domain program.

SERVER ADMINISTRATION SERVICES: The Contractor shall provide server administration services for the website hosted on Amazon Web Services (AWS), including routine maintenance of the server, restarting of web services, server scaling, backups and restores, and OS patch updates. The **MLTS Webmaster** is responsible for management of server administration services.

PHOTO GALLERY HOSTING FOR THE WEBSITE: Contractor shall supervise, manage, and be reimbursed for the hosting of photographic images for the MLTS Website through Cincopa (www.cincopa.com). Should the Town desire to make changes to the photo gallery hosting services provided by Cincopa, or move the photo galleries to an alternative provider, the Town will review alternative solutions with Contractor and allow 60 days advance notice of a proposed change to photo gallery hosting services. The **MLTS Webmaster** and the **MLTS Photo Librarian** as designated by the Contractor are responsible for management of photo gallery hosting for the MLTS Website.

MLTS WEBSITE EMAIL ACCOUNTS: Contractor shall supervise, manage, and be reimbursed for a variety of email accounts associated with the MLTS Website, including reviews@mammothtrails.org, info@mammothtrails.org, techteam@mammothtrails.org, webmaster@mammothtrails.org, and other email addresses as deemed necessary.

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The **MLTS Webmaster** is responsible for management of the MLTS Website email accounts.

NON-FEE ACCOUNTS: Contractor shall maintain the following non fee services as part of the technical operation and content management of the MLTS Website such as Google Analytics; Share This; Google Webmaster Tools; Bing/Yahoo Webmaster; Cloudflare and New Relic. The **MLTS Webmaster** is responsible for management of the non-fee accounts associated with the MLTS Website.

Contingency

MLTS Website operations must be able to respond appropriately to unforeseen circumstances such as excess traffic, catastrophic web hosting failure, unanticipated changes to content of functionality and any unforeseen or unanticipated technical failure. If such event occurs or the existence of a condition that the Contractor believes requires additional use of funds, the Contractor shall communicate the failure or condition to the Town Manager (or his or her designee) in writing, along with a proposed course of action to remedy the failure or condition and a cost estimate for doing so. Provided that the Town Manager or his or her designee has approved the work and costs in advance and in writing, the Contractor will be reimbursed for the costs.

2. Server Configuration, Installation, and Component Relationships

Operating System

The Docker containers Mammothtrails runs on use Debian 10. The image used by CircleCI to deploy the images is the ubuntu-2004:202201-02. This operating system runs in a virtual computer called an EC2 image, which is managed by Amazon's ElasticBeanstalk service. The Docker base images are stored in Amazon's Elastic Container Registry (ECR) and are based on the Docker image defined in the [docker-base](#) image stored in the GitHub repository. To update the image in ECR, run the `make base_image` found in the code repository's [Makefile](#).

Amazon Web Services: (<https://aws.amazon.com/>)

The website is hosted virtually in the Amazon Web Services (AWS) cloud. Different parts of the system are hosted by different AWS systems. The main systems include:

- **ElasticBeanstalk:** (<https://aws.amazon.com/elasticbeanstalk/>) This is the system that deploys and monitors EC2 images. Elastic Beanstalk deploys applications to the AWS ecosystem. There are four Elastic Beanstalk environments for the Mammoth Trails site. Two of them are production environments for the main site and the blog, and the other two are non-production environments for the main site and the blog. Elastic Beanstalk tracks all environments that are currently running for the Mammoth Trails sites. It tracks the health of each environment, as well as the current and past deployments to each environment.
- **Elastic Compute Cloud (EC2):** (<https://aws.amazon.com/ec2/>) These are virtual servers that run the applications that make up the Mammoth Trails website. There are four EC2 instances in the Mammoth Trails AWS instance, one for each production and non-production server. They are created by the Elastic Beanstalk that governs each instance, using the Docker image that is hosted in the Elastic Container Registry.
- **Elastic Container Registry (ECR):** (<https://aws.amazon.com/ecr/>) This is the storage and deployment system for Docker container images. This hosts the Docker container images that are used to create the EC2 instances, as well as the AWS copies of the code repositories for the sites. The Docker containers are built from the [docker-base](#) image in the GitHub repository and can be uploaded to the ECR registry from the command line, using the `make base_image` command in the [Makefile](#).
- **Relational Database Service (RDS):** (<https://aws.amazon.com/rds/>) Hosts the PostgreSQL databases for the site and blog. As with the other elements of the AWS setup, there are production and non-production versions of the database. All databases exist on the same RDS instance.
- **Simple Storage Service (S3):** (<https://aws.amazon.com/s3/>) Also known as S3 buckets, these are the external permanent storage used by the site. S3

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storage is not lost when an EC2 instance is recreated, which makes it the perfect place to store the photos for the blog, and the shapefiles that are uploaded for the main site. There are four user-created S3 buckets, one for each EC2 instance. There are also three automatically generated S3 buckets, and these should not be touched.

Cloudflare: (<https://www.cloudflare.com/>)

Cloudflare is used to handle the MLTS website's Domain Name System information, static file caching, and some security features used by the site. Currently it provides Content Delivery Network (CDN) caching of static files to help speed up user access to the site. SSL/TLS traffic encryption is enabled through Cloudflare. This encrypts traffic between the server and the user. Cloudflare also stores the DNS records used to route traffic to the various areas of the site. This is where the addresses that map to the main site, the blog site, and the non-production sites are specified.

CircleCI: (<https://circleci.com/>)

The continuous integration/continuous deployment (CI/CD) for the website is handled by a CircleCI pipeline that has been set up to monitor the Mammoth Trails GitHub repository. When code is pushed to the GitHub repository, it triggers CircleCI to build a new machine image using the new code. Once complete it deploys that image to the correct server in the AWS instance. Code pushed to the **develop** branch triggers CircleCI to deploy images to the **non-production** version of the website, and code merged into the **main** branch triggers image deployment to the **production** version of the website. Problems with deployments can be tracked and debugged in the [CircleCI interface](#). CircleCI uses a linked GitHub account to access the pipeline interface.

GitHub: (<https://github.com/>)

The code for the website is stored in a [GitHub repository](#). This repository is used for version control and code backup. It is part of the CI/CD pipeline that is used to deploy code to the web servers. Code changes should be first pushed to the **develop** branch of the repository, and those pushes are automatically deployed to the **non-production** server as outlined above. Code should always be tested and deployed to the **develop** branch before it is merged into the **main** branch. This ensures that faulty code is not deployed to the live site. This also guarantees that code is synced correctly between the **develop** and **main** branches.

Docker: (<https://www.docker.com/>)

The web servers run on EC2 instances that are built using the Docker image hosted in the organization's AWS Elastic Container Registry (ECR). This base Docker image is specified in the [docker-base](#) directory in the site's GitHub repository. The Docker image runs Debian 10 and can be used as a base that can be used to build an Amazon EC2 image that includes all required software for running the site. Additional software that

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the Docker images require is specified in the requirements.txt files for both the [web](#) and [blog](#) servers.

Python: Python 3.8 (<https://www.python.org/>)

Base Python install. Pip is available in the Docker image for easy upgrades. Updating packages can be done by updating the relevant requirements.txt file.

Django: 3.2.19 (mod_wsgi3.3) (<https://www.djangoproject.com/>)

Base Django install. This includes GeoDjango. GeoDjango is dependent on:

- a. GEOS 3.5.1 (<https://libgeos.org/>)
- b. PROJ 4.9.3 (<https://proj.org/>)
- c. GDAL 2.4.0 (<https://gdal.org/>)

These can be vanilla installs but need to be available to the application and to PostGIS (see “Database,” below). Django is run under mod_wsgi; other configurations of web application/web server are possible.

Media/S3 Storage

Per best practices, the static media of this Django app is being managed by a different application on the same machine. This subsequent static media app lives at the URLs:

- <https://static-blog-nonprod.mammothtrails.org/media/>
- <https://static-blog-prod.mammothtrails.org/media/>
- <https://static-nonprod.mammothtrails.org/media/>
- <https://static-prod.mammothtrails.org/media/>

The static media app is stored in Amazon Simple Storage Service (S3). There is one S3 bucket associated with each production and non-production version of the website and the blog. These S3 buckets are named:

- static-blog-nonprod.mammothtrails.org
- static-blog-prod.mammothtrails.org
- static-nonprod.mammothtrails.org
- static-prod.mammothtrails.org

There are also three automatically generated S3 buckets associated with the ElasticBeanstalk, the mail server, and the CircleCI deployments. These buckets are:

- elasticbeanstalk-us-west-2-895592415293
- mail.mammothtrails
- org.mammothtrails-circleci-deployments

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Database: PostgreSQL 11.2 (<https://www.postgresql.org/>)

Recent PostgreSQL version (11.2+), with PostGIS (2.5+) installed using the CREATE EXTENSION command so that spatial functions are readily available and easily upgradeable. The database is running in Amazon Relational Database Service (RDS).

Security

Several security measures have been deployed in Mammothtrails environment to keep the site secure from malicious activities. The GitHub repository is private. Only those with permission can access it. Dependabot security advisories are enabled, so when security issues arise in any of the codebase's dependencies, new issues are created in the repository and an email is sent to the users monitoring the repository. Secrets are not to be stored in the repository, especially in the template [.env sample](#) file. This file stores secrets for local development and the local [.env](#) file should never be checked into GitHub. AWS uses security keys for programmatic logins. These keys should not be left in insecure web frameworks and should be guarded carefully from misuse. The [mammoth.pem](#) file used by the local development system should likewise never be shared out. Finally, two-factor authentication has been enabled for the Django admin interface on the main site. This is accomplished using the Django Multifactor Authentication package.

URLS

There are several URLs that are associated with the sites.

Non-production URLs:

- Main site: <https://webapp-nonprod.mammothtrails.org/>
- Blog site: <https://blog-nonprod.mammothtrails.org/>

Production URLs:

- Main site: <https://www.mammothtrails.org/>
- <https://webapp-prod.mammothtrails.org/>

Blog URLs:

- Main site: <https://blog.mammothtrails.org/>
- <https://blog-prod.mammothtrails.org/>
- <https://trailnews.mammothtrails.org/>

3. Mammothtrails Django Project Design

Mammothtrails apps

Typically, a Django “project” is split into many applications that manage different pieces of the website. These apps can support database design and help compartmentalize the operations of the site. Applications will typically have models, which describe the database structure of that piece of the application, and views, which describe various pieces of the server-side functionality of the application. Mammothtrails has multiple apps. Please see the associated image file (“Appendix B: Table Relationships”) for visualization. Note that this file is best viewed electronically.

alert

The trail and destination alerts are handled here. An alert can occur on a single trail or across many. Alerts can be pulled into experiences via the linked trails mechanism. Alerts can be aggregated for easier viewing on the Trail Conditions page.

avalanche

Avalanche forecasts are handled here. These get aggregated to the Trail Conditions page.

condition

Information on trail conditions, grooming, and maintenance. They can be displayed on individual trail pages, and they are also aggregated to the Trail Conditions page.

contact

This manages the review email “view”; there is no database component to this application. It collects the review data from the review form and sends it to the appropriate people for consideration. The review model is in the mammothtrails app.

fileupload

Handles picture and audio file uploads for the site.

health

Health check for the Django server. Connecting to <https://www.mammothtrails.org/health> will return a “I’m healthy!” message if the server is operating as expected.

lists

All list elements that are subsequently accessed by the mammothtrails application are managed here. These include Adopters, Duration, Gear, Services, Season, Hours of Operation, Ratings, Stabilities, Surfaces, and Sub Regions. These lists are pulled into various pieces of the mammothtrails app but are managed here to allow for convenient and separate management.

mammothtrails

The main functionality around experiences, trails, destinations, and activities lives here, including all the spatial elements.

qr

The QR code URLs and functionality are handled here. Both the wayfinding QRs and the interpretive QRs exist across the trail system, and both kinds are handled by this app.

supportpages

These pages contain things like the homepage, the MLTS Partner pages, the events calendar, and the extra support pages (described here as admin pages: Privacy Policy, Terms of Use, etc.).

Extra functionality beyond views:

Data import

A shapefile can be imported via the admin. This mechanism expects a single feature to exist in a shapefile, in a zipfile. Ensure no M values and no Z values, and project to wgs84 (EPSG: 4326). It is also possible to bulk load multiple features via a Python script. See loadInitialTrails.py for example in the section titled Shapefile Load Script, below.

Search

The search mechanism searches for likenesses in the name and description of destinations, trails, experiences, and activities.

4. Mapping

In general, the mapping functionality is taken care of by Google Maps. This familiar mapping environment has a robust application programming interface (API) that allows for the integration of other data layers.

Mammothtrails has two kinds of mapping data:

1. The base map: Google Maps
2. The individual trails/destinations vector data: PostGIS, GeoJSON, and Google Maps
3. The admin site uses OpenLayers and OpenStreetMap to display spatial data to avoid any potential licensing issues. This is a GeoDjango default for spatial-data administration.

Google Maps

The Google Maps base map info can be found here:

<https://developers.google.com/maps/>. We are in general leveraging the “terrain” base, which mimics a topographic map. It is limited in terms of zooming, but if a user wishes to zoom in further, they can switch to the aerial satellite view. Google’s StreetView product is also available in the mapping window.

PostGIS (<http://www.refractions.net/products/postgis/>)

PostGIS refers to a PostgreSQL relational database running GIS extensions. To access the individual vectors for a particular trail, the mammothtrails application pulls GeoJSON from PostGIS. On a server request, data is pulled and fed into a page template in a manner that can be consumed by the JavaScript generating the map. This leans on two things: the GeoJSON data format, which PostGIS parses the data into, and the Google Maps API, which allows for the relatively straightforward consumption of the data.

On the occasion of exceptionally verbose data, the application conducts a Douglas-Peucker (ST_Simplify) simplification method on the linework to make it more suitable for a web browser’s limited resources.

Shapefile Loading Bug

Occasionally, trails will have display issues. Sometimes they show up on the homepage map, but not the trail page map. When this occurs, it is often because something in the original shapefile is corrupted, and the only way to resolve the error is to upload the trail again using a clean file.

5. Shapefile Load Script

NOTE: Lines of software code included in this document are highlighted in yellow.

NOTE: This will add records to the end of the model, not overwrite present records.

```
"""
>>>#example of script's use, from within the django python shell
>>>python manage.py shell
>>> from mammothtrails import loadInitialTrails
>>>
loadInitialTrails.
run() """

import
os
import
system
from django.contrib.gis.utils import
LayerMapping from models import
TrailData

# Auto-generated `LayerMapping` dictionary for TrailData model
Make this look like the data model ready to consume it, mapping
from shp to db.

traildata_mapping = {
    'name' : 'NAME',
    'geom' : 'MULTILINESTRING',
    'source' : 'Source',
}

#path of shape file
Trail_data = os.path.abspath(os.path.join(os.path.dirname(__file__),
'data/Trails_v2_120522.shp'))
```

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```
#edit for appropriate file, variable & model  
names def run(verbose=True):  
    lm = LayerMapping(TrailData, Trail_data,  
traildata_mapping, transform=False, encoding='iso-  
8859-1')  
lm.save(stric
```


6. Site Code Updates

Local Development

To set up a local development environment, check out the code from the [GitHub repository](#). Before starting major changes, ensure that you have started work in the development branch of the repository, and make branches from **develop** if necessary. Docker and the AWS command line interface should be installed before starting development, since it is used to run the local development servers.

Once the repository is set up and branches are established, log into the Amazon ECR registry and build local Docker containers. Ensure that the `.env` file in the local development folder has any necessary secrets for local development. Also, ensure that these secrets are never checked into the GitHub repository. Once setup is complete, run the `make ecrlogin` command followed by `make fresh_install` from the Makefile to start the development servers locally.

More detailed commands for setup, docker, and the local development environment can be found in the [Makefile](#).

Editing CSS

Main site CSS file: [master.css](#)

To edit CSS files, check out the code from the develop branch in the GitHub repository. Once you have made your edits, push your changes back to the development branch of the repository, and the CircleCI process will take care of copying the code to the non-production S3 bucket. To push code to the production buckets, merge changes into the main branch in GitHub. Ensure that the changes work in the non-production servers before merging.

It is possible that the changes to the CSS will not show up on the site after the code has been successfully pushed to the AWS setup. If that is the case, purge the cached file in Cloudflare. To do this, log into Cloudflare at <https://dash.cloudflare.com/login>. Click the Caching button and go to the Configuration tab. Click the Custom Purge button, and paste the appropriate URLs into the text box. Each URL should be on its own line. Once all URLs are entered, hit the Purge button, and within 30 seconds or so the CSS should be loading correctly. However, the deploy should be configured so that this purge happens automatically.

There's a version of the CSS files in both the nonprod and live versions of the S3 buckets. It's not recommended to replace these directly, as they are overwritten by deployments, but it can be helpful to look at the files in S3 when debugging to ensure that they match what is in the GitHub directory. They can also be replaced when testing in local docker containers since those refer to the buckets for their static files. Note that the below links point to Amazon Web Services and are not accessible without AWS credentials but mirror [master.css](#).

- Non-production webapp: <https://s3.us-west-2.amazonaws.com/static-nonprod.mammothtrails.org/static/css/master.css>
- Production webapp: <https://s3.us-west-2.amazonaws.com/static-prod.mammothtrails.org/static/css/master.css>

Site Updates

Site updates are similar to CSS updates, except for the fact that the code does not get pushed to the S3 buckets. As with the CSS, check out the develop branch in the repository, and if necessary, make a new branch to contain changes. Once the code is working as planned in the local environment, merge the changes back into the develop branch, and check the branch back into the repository. When changes are pushed to the develop branch, the CircleCI process rebuilds the non-production site image and pushes it to the AWS system. If the changes work correctly on the non-production URLs, then the changes can be merged from the develop branch into the main branch. Once that is done, CircleCI will rebuild the production images, and then the changes will appear on the live site.

7. Backups

The database is stored in Amazon's RDS (Relational Database Service), where automated backups are stored by default. The static data, such as photos and shapefiles that are uploaded to the system, are stored in Amazon's S3 buckets. There is also an Amazon S3 Bucket for storing CircleCI application deployments as zip files. All built application images are stored in Amazon's Elastic Container Registry (ECR) and contain backups of all previous application deployments allowing rollback to any other version of the application using Amazon's Elastic Beanstalk.

Code for the site is stored in GitHub, which handles backups a little differently. Since all the machines involved in the site are virtual, they do not need to be backed up, as they can just be regenerated from the code in the GitHub repository. Settings for services like CircleCI and Cloudflare should not be documented or backed up, as they contain secrets, but the values stored in these configurations should be noted before any changes are made to allow settings to be reset if necessary.

AWS Services

Simple Storage Service: There are two main backup plans available for S3 buckets in AWS. Continuous backups allow data to be restored from any point in time over the last 35 days, while periodic backups for a specified duration, and backups are scheduled for a set frequency. More information on the S3 backups can be found in the [AWS documentation](#). In order to enable backups within S3 buckets, first [versioning must be enabled](#) in the bucket, and the appropriate backup policies need to be added to the IAM role responsible for the backups.

Data can also be exported from the S3 buckets. In the S3 console, click on the bucket you would like to download. Select the folders or files you would like to download and click the Download button.

Relational Database Service: Automated backups are enabled by default in AWS. RDS automatically creates a storage volume snapshot of the database instance which is kept for a configurable number of days. The Mammoth Trails database is currently configured to keep snapshots for 30 days, although this can be modified to keep snapshots for up to 35 days. Manual snapshots can also be made, and they will be kept until they are explicitly deleted. Snapshots serve as full backups but only incur incremental storage use costs.

Instructions for restoring database snapshots can be found in the [Amazon RDS documentation](#).

GitHub

Backups in GitHub don't exist as they do in other systems. However, GitHub stores a history of all commits made to the repository, and it is designed to allow users to roll back commits that don't work as intended. More information on how to roll back

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commits can be found in the [GitHub documentation](#).

It is also trivial to copy the entire repository out of GitHub onto a local machine, by cloning the repository. To do this, click on the Code button in the repository to get the URL needed to clone the repository.

8. Two-Factor Authentication

The security of the MLTS Website and platform is in part ensured using 2-Factor Authentication (2FA) protocols. In essence, for a malicious actor to gain access to the Content Management System (CMS), they would need not only the username and password of an authorized user, but direct access to that user's personal cell phone or tablet.

By using a TOTP (Time-Based One-Time Password) Authenticator App, a unique numeric password is created based on the current time, the device being used, and the unique security key for the MLTS website, making them virtually impossible to guess. While these One-Time Passwords have the added security benefit of only being usable for a short period of time, they should still only be used when logging in to the MLTS CMS and should never be shared with anyone.

Setting up 2-Factor Authentication

The following steps outline the process for setting up 2FA as a new or existing authorized user of the CMS.

1. Log in using your normal username and password provided by the MLTS webmaster or authorized administrator.
2. You will be prompted to Add a New Factor. Select "Add TOTP Authenticator."
3. Using your phone or tablet's app store, install a TOTP Authenticator App (Google Authenticator is recommended and available for free on both Apple and Android devices).
4. Once your TOTP Authenticator App is installed and set up (with Google Authenticator, you will need to sign into/create a Google Account), use it to scan the QR code or enter the Setup Key.
5. You should now see a 6-digit code on the screen, along with a countdown/timer. When that timer runs out, that code will automatically update. Enter this code into the window and select "Verify."
6. You have now added 2FA to your MLTS account. Whenever you log into your account in the future or begin a new session, you will be prompted to enter a new security key from your Authenticator App, so make sure you do not uninstall or delete the Authenticator App at any point.

9. Website Hosting Analysis and Migration

If new hosting services are needed, the Town can request MLTPA to provide a program for the migration of the MLTS website to alternative web-hosting environments, including information for estimating potential costs.

The following “Recommended Action Items & Estimated Costs”:

STEP 1: Establish and document the rationale for moving the MLTS website to a new web host.

STEP 2: Establish performance specs of the site at the current host for the purposes of testing and analysis of the site on a new host to ensure that the desired goals of the site migration have been achieved.

STEP 3: Using the identified “stack” of the MLTS website, research appropriate web-hosting candidates and identify the appropriate web host.

STEP 4: Determine whether the appropriate web host can provide/build the MLTS website stack or whether the stack will need to be built by MLTS website staff.

- A qualified server administrator—familiar with all of the software applications that comprise the MLTS website stack—will be required to build and configure the MLTS website stack if the web host is unable to provide this service.
- Four to eight hours should be budgeted for the qualified server administrator to build and configure the stack.
- The billable rate for a qualified server administrator should be estimated at approximately \$150 per hour.

STEP 5: Once the stack has been built and configured on the new web host, a qualified web developer—familiar and qualified with the MLTS website stack applications—migrates the site from its present web host to the new web host.

- An appropriate billable rate for a qualified web developer should be estimated at approximately \$150 per hour.
- Including testing, 40 hours of the web developer’s time should be estimated for the migration of the site to the new web host.
- The migration time could be significantly less, as the process could be as simple as a “copy and paste” effort.

STEP 6: The web developer will need to work with the MLTS Webmaster to ensure that all name servers, email addresses, mx records, and other addressing issues of the MLTS website are properly migrated to the new addresses of the new MLTS web host.

STEP 7: It should be anticipated that the site will be down for up to 48 hours while all

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address-migration functions are undertaken.

STEP 8: Once the site and the URL have been successfully migrated to the new web host, the Webmaster and migration team will need to thoroughly test the site to ensure that all expectations and identified needs for migrating the site in the first place have been met.

10. Content Management System: Process and Workflow

The Mammoth Trails website is built on a robust GeoDjango content management system (CMS). This section of the manual focuses on user interaction with the CMS; technical details of the CMS's construction are found in other sections.

CMS Access

Access to the Mammoth Trails website CMS is administered by the Town of Mammoth Lakes "Superuser" and the MLTS Webmaster.

Login and User Levels

The CMS is accessed from the admin login page (mammothtrails.org/admin) with a username and password. All CMS users are given unique accounts to access the CMS. Sharing of credentials is unacceptable. Once a user has logged in, they can access the content, records, and pages to which they have been given access. The administrator has access within the CMS to assign different users CMS access to different sections of mammothtrails.org. Multifactor Authentication is required and any new users with access to the CMS will be prompted for setup.

User Groups and Permission Levels

There are four main permission-based user groups which can be assigned by the superuser: *Alerts*, *Editor*, *Webmaster*, and *admin*. Each user should be assigned to the appropriate group based on the tasks they are to perform within the CMS. Users can be assigned to multiple groups.

- **Alerts:** Users in this group can access and edit *only* the "Trail Alerts" and "Destination Alerts" records. They have permission to add, modify, and delete Alerts.
- **Editor:** Users in this group can add and modify editorial content and data *only*. They can access Alerts, Gear and Adopters lists, the Homepage, Destinations, Trails, Experiences, and Activities; add geodata; add and delete events; and edit all support pages. Users cannot delete records from the CMS, with the exception of Alerts and Events. All records created by these users are labeled as "Draft" and will not be displayed live on the site until the content has been "Published" by a Webmaster. *Note: If an Editor modifies the content of a record that has already been published, those changes appear on the live site once the "Save" or "Save and Continue" button has been clicked.*
- **Webmaster:** Users in this group can add, delete, and modify *all* content within the site. These users also can "Publish" records, which pushes the content of those records to the live site. Users given this level of permission should have a thorough understanding of the CMS and the content on the site.

- **Admin:** This user group is set up for the management of the website and does not have access to any of the content groupings. Admin user status is assigned in addition to other permissions and is not typically assigned alone. Users in this group can create, modify, and delete other users. These *admin* users can access and modify group-level permissions, as well as create/delete user groups.
- **Superuser status:** Individual users also may be given the permission level of *Superuser*, which allows access to every record, database, and function of the CMS. This permission level should be reserved *only* for the lead developer and lead Webmaster(s); these positions must have this access level should something get misconfigured.

These levels of permission have been defined to accommodate the anticipated different users of the CMS. Individual permissions could be assigned to a particular user(s) by an *admin* to allow a particular user additional permissions if so desired. Should the permissions within any of the above groups need to be changed, this is an easy task for an *admin* user within the CMS.

“Draft” and “Published” Content

By default, all content is created as “Draft” content. This is content that, once saved, is stored within the CMS, but does not yet produce a live page that is visible to the general public. This mechanism allows a for building and completion a record without in-progress pages being accessible to the end user.

Once the content has been approved the completed content, can be changed from “Draft” to “Published.” Once a record has been designated “Published,” it is live on the site and visible to the end user.

Should there be a need to hide the page from the end user, the content may be changed back to “Draft.”

Preview Function

If a user is actively logged into the CMS, they can preview what a “Draft” record will look like on the live site by clicking the “View on site” button at the top of the record. These pages will be flagged with the tag “**DRAFT**” at the beginning of the page title on the live site and are inaccessible to the public. This preview function allows staff to review content before its status is changed to “Published” and the content appears on the live site.

The Published Page

Should a live page contain links to a record that has not yet been published (a “Draft” record), users will be redirected to the “published” page (www.mammothtrails.org/published/). This is an automatic function, and as soon as the record’s status is changed by a Webmaster from “Draft” to “Published,” the end user can navigate directly to that new page.

11. Content Creation and Management

Process for Creating New Content: Responsibility and Page Templates

The "MLTS Website Partner Content Team" will be responsible for coordinating the content and graphics of the MLTS Website.

The following 12 page templates are to be used for the creation and management of content on the MLTS website. The page templates contain various fields for content entry into the CMS. Any constraints, concerns, and/or guidance for content creation and management have also been included, including restrictions on content.

1. Homepage
2. Trails General
3. Destinations General
4. Activities General
5. Trails Unique
6. Destinations Unique
7. Activities Unique
8. Experiences Unique
9. QR Wayfinding
10. QR Interpretive
11. Admin
12. MLTS Partner

Congressionally Mandated Wilderness

The Mammoth Lakes Trail System engages several congressionally mandated Wilderness areas and it is important to adhere to guidelines and protocols developed by the staffs of the Inyo National Forest and the Town of Mammoth Lakes for new web page content that may involve Wilderness areas. Some general guidelines are listed here—specific guidelines per page type are detailed for individual page templates.

1. Wilderness Naming Conventions
 - a. Naming conventions for any MLTS Web Pages that may engage Wilderness opportunities must match and be consistent with the USFS Wilderness Permit Office naming conventions.
2. Wilderness Experience Pages
 - a. Experience pages that take place solely in Wilderness are not permitted.
 - i. Experience pages that start outside of Wilderness but which eventually engage with Wilderness areas via a Wilderness trail are permitted on a case-by-case basis.
 1. The Experience page will conform to protocols established for a Wilderness trail (narrative description, photography, elevation profile, etc. –

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- please see “Trails Unique” below.).
2. Current examples:
 - a. Equestrian Trail Riding the Valentine Lakes Trail
 - b. Fall Color Viewing on the Shadow Creek Trail
 3. Wilderness Destination Pages
 - a. Destination pages in Wilderness areas are not permitted.
 4. Wilderness Trail Pages
 - a. Descriptive text
 - i. Minimally descriptive and consistent with INF goals to retain a sense of discovery.
 - ii. See existing examples already on the MLTS Website
 - b. Photos
 - i. Maximum of 3 images
 1. Wilderness trail condition (w/o sign)
 2. Wilderness trail setting (w/o sign)
 3. Trailhead from which Wilderness trail is accessed
 - c. “Wilderness” banner
 - i. Wilderness banner shall read: “This trail is within a congressionally designated Wilderness Area. Please abide by all rules and regulations.” The banner links to a PDF download at the following URL:
 1. http://www.fs.usda.gov/Internet/FSE_DOCUMENTS/fsbd_ev3_003592.pdf
 - d. “Trail Days” banner
 - i. It is permissible to use the Trail Days banner on wilderness trails that have been worked on by volunteers through the Trail Days program.
 - e. Elevation Profiles
 - i. Elevation profiles on Wilderness trails will not be used.
 - ii. A solution may be developed for trails that pass through Wilderness, but begin in front country.
 - f. Universal Trail Assessment Process (UTAP) Information
 - i. UTAP information for Wilderness trails will be limited and non-site specific.
 - ii. INF policy is not to provide UTAP information for wilderness in a location-specific manner, but it’s okay to provide an overall UTAP profile for a wilderness trail.

Global Considerations

1. Photos of Dogs
 - a. No images of dogs off-leash are permitted.
2. Photos of Recognizable License Plates
 - a. No images of recognizable vehicle license plates are permitted.

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3. Directions to Amenities Accessed through Reds Meadow
 - a. The following text shall be included in the “Directions” to amenities accessed from Reds Meadow: “This [trail/destination/experience] can be accessed for a fee via the Reds Meadow Shuttle Service at Mammoth Mountain Main Lodge & Ski Area Shuttle Stop [tk] during the months of May, June, July, August, and the beginning of September. After Shuttle Service stops for the season, for a fee, you may drive down to Reds Meadow and access the [trail/destination/experience] via [tk].
 - i. **EXCEPTION:** During extended periods of construction or road closure, this text shall be altered on all applicable pages to reflect current conditions.
4. Heritage Text
 - a. The following text shall be used in association with amenities that may engage destinations or trails with historical or heritage considerations: “Many archaeological and historic sites exist throughout the Inyo National Forest and on adjacent federal and state lands. These sites are special places that contain irreplaceable information about our past and are protected by law. Please take only photographs, leave only footprints, and report vandalism.”
5. Winter Motorized and Non-Motorized Groomed Trails
 - a. The following shall be incorporated into the naming conventions for groomed Orange Diamond trails:
 - i. Individual Trail Name Convention: “[TK] Trail - Groomed Motorized and Non-Motorized Trail”
 - b. The following text shall be incorporated in the descriptions and narratives associated with Winter Motorized and Nonmotorized Trails and Experiences:
 - i. System name: “The Winter Motorized and Non-Motorized Groomed System”
 - ii. Text to be associated with all trail descriptions:
 1. “The Winter Grooming System is groomed by the U.S. Forest Service with funding provided by the California Department of Parks and Recreation, using monies generated by motorized registration fees and gasoline taxes.”
6. OHV Text
 - a. Text to be associated with OSV Experiences: “Winter recreation maps are available on the [Inyo National Forest website](#). Users are required to understand closure boundaries and stay out of closed areas.”
 - i. The following text shall be incorporated in the descriptions and narratives associated with OHV Trails and Experiences:
 - i. “Motor Vehicle Use Maps and other information are available at the [Inyo National Forest website](#). Keep OHV

experiences alive on public lands—stay on designated roads and trails at all times.”

The following sections describe each of the content fields for each of the 12 web page templates.

Homepage

1. Homepage Welcome
 - a. General text description of the Mammoth Lakes Trail System
2. Trail System Update
 - a. Optional text field for general system-wide updates including, but not limited to, snow conditions, general weather, and system-wide trail conditions
3. Homepage Slide Shows
 - a. System-wide photo representation of trails, destinations, and activities with seasonal galleries to support seasonal transitions
 - b. The photo slide shows are to be entered in the CMS as a twelve-character Cincopa ID. For more information about the process of creating Cincopa photo albums, please see documentation from the [MLTS Photo Library](#) attached to this handbook as an Appendix.
4. Homepage Map
 - a. Full-extent, system-wide map
5. Map Subregions
 - a. Subregions are driven by the Subregions list in the CMS and are presented as a map function assigned to individual trails and destinations. The following comprise the nine MLTS subregions:
 - i. Town
 - ii. Inyo Craters
 - iii. Eastern Lands
 - iv. Mammoth Mountain
 - v. Sherwins
 - vi. Lakes Basin
 - vii. Shady Rest
 - viii. Reds Meadow Valley
 - ix. Mammoth Crest
6. Homepage Featured Activities
 - a. Two featured activities selected by the Webmaster based on current conditions and opportunities.
7. Homepage Featured Destinations
 - a. Two featured destinations selected by the Webmaster based on current conditions and opportunities.
8. Homepage Featured Trails
 - a. Two featured trails selected by the Webmaster based on current conditions and opportunities.

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9. Event Calendar
 - a. The website calendar function displays single-day events on the website homepage and general activities page with a mandatory link to more information. These events are added as needed for MLTS- specific events such as Trail Days dates and Mammoth Trails public meetings. Events auto-delete from the live site once their date has passed but remain in the CMS.

Trails General

1. Trails Description
 - a. General text description of the trail opportunities of the Mammoth Lakes Trail System.
2. Trails Update
 - a. Optional text field for general system-wide trail updates including, but not limited to, snow conditions, general weather, and subregion-based trail conditions
3. Trails Slide Shows
 - a. System-wide photo representation of trail opportunities with seasonal galleries to support seasonal transitions.
 - b. The photo slide shows are to be entered in the CMS as a twelve-character Cincopa ID
4. Trails Map
 - a. Full-extent, system-wide map
5. Featured Trails
 - a. Featured trails selected by the Webmaster based on current conditions and opportunities. A set of three is recommended.
6. All Trails
 - a. Complete list of system-wide trail opportunities with associated lengths, surfaces, activities, and available public services

Destinations General

1. Destinations Description
 - a. General text description of the destination opportunities of the Mammoth Lakes Trail System
 - b. Requires little to no updating
2. Destinations Update
 - a. Optional text field for general system-wide destination updates including, but not limited to, snow conditions, general weather, and subregion-based destination conditions
3. Destinations Slide Shows
 - b. System-wide photo representation of destination opportunities with seasonal galleries to support seasonal transitions.
 - a. The photo slide shows are to be entered in the CMS as a twelve-character Cincopa ID.
4. Destinations Map

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- a. Full-extent, system-wide map
5. Featured Destinations
 - a. Featured destinations selected by the Webmaster based on current conditions and opportunities. A set of three is recommended.
6. All Destinations
 - a. Complete list of system-wide destination opportunities with associated activities and available public services

Activities General

1. Activities Description
 - a. General text description of the activity opportunities of the Mammoth Lakes Trail System
 - b. Requires little to no updating
2. Activities Update
 - a. Optional text field for general system-wide activity updates including, but not limited to, snow conditions, general weather, and subregion- based activity conditions
3. Activities Slide Shows
 - a. System-wide photo representation of activity opportunities with seasonal galleries to support seasonal transitions.
 - b. The photo slide shows are to be entered in the CMS as a twelve-character Cincopa ID.
4. Featured Activities
 - a. Three featured activities selected by the Webmaster based on current conditions and opportunities.
5. Activities Map
 - a. Full-extent, system-wide map
6. All Activities
 - a. Complete list of system-wide activity opportunities with associated activity symbols
7. Event Calendar
 - a. The website calendar function displays single-day events on the website homepage and general activities page with a mandatory link to more information. These events are added as needed for MLTS- specific events such as Trail Days dates and Mammoth Trails public meetings. Events auto-delete from the live site once their date has passed but they remain in the CMS.

Trails Unique

1. Trail Name
 - a. MLTS consensus-based naming convention.
2. Trail Length
 - a. Trail mileage rounded and represented to the tenth decimal point.
3. Adopt-A-Trail

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- a. Optional text field for Adopt-A-Trail acknowledgement.
 - b. This content is to be developed and assigned in coordination with the Adopt-A-Trail program.
4. Trail Days – Sustainable Recreation
 - a. Optional text for Trail Days program acknowledgement to indicate trails that have been improved through the program.
 - b. An alert option is available in the CMS for each trail and reads: “This trail has been worked on through our “Trail Days – Sustainable Recreation” stewardship program.
 - c. It is permissible to use the Trail Days banner on wilderness trails that have been worked on by volunteers through the Trail Days program
5. Trail Slide Shows
 - a. Photo representation of a specific trail opportunity and user experience with seasonal galleries to support seasonal transitions.
 - b. The photo slide shows are to be entered in the CMS as a twelve-character Cincopa ID
 - c. Photos on Wilderness Trail Pages:
 - i. Maximum of 3 images
 1. Wilderness trail condition (w/o sign)
 2. Wilderness trail setting (w/o sign)
 3. Trailhead from which Wilderness trail is accessed
6. Trail Description
 - a. Trail-specific text description including, but not limited to, origin, related destinations, trail profile/elevation, loop opportunities, and historical context.
 - b. Descriptions on Wilderness Trail Pages
 - i. Minimally descriptive and consistent with INF goals to retain a sense of discovery.
 - ii. See existing examples already on the MLTS Website.
 - c. Max Length: 1,000 Characters
7. Trail Map
 - a. Base map centered on a specific trail line.
8. Trail Line (GIS)
 - a. Specific trail GIS information and geometry represented as a yellow- highlighted trail segment.
9. Elevation Profile
 - a. Specific trail GIS information represented graphically with elevation (in feet) and distance (in miles) along the trail.
 - b. Elevation Profiles on Wilderness Trails:
 - i. Elevation profiles on Wilderness trails will not be used.
 - ii. A solution may be developed for trails that pass through Wilderness, but begin in front country.
10. Wilderness Trail
 - a. Option to designate for trails partially or completely within a designated wilderness area, asking users to please abide by all

appropriate rules and regulations.

- i. Wilderness banner shall read: “This trail is within a Congressionally designated Wilderness Area. Please abide by all rules and regulations.” The banner links to a PDF download at the following URL:
- ii. http://www.fs.usda.gov/Internet/FSE_DOCUMENTS/fsbdev3_00_3592.pdf

11. Trail Activities

- a. Trail-specific activities are represented as green-and-white (summer) or blue-and-white (winter) activity symbols.
- b. Trail activity symbols are to be selected from the MLTS recreation symbol set.

12. Trail Public Services

- a. Trail-specific public services available along any particular trail represented as black-and-white service symbols.

13. Trail Information – UTAP

- a. Trail-specific information based on the Universal Trail Assessment Process guidelines
- b. The amount of information represented is based on the trail-type classification: multi-use path trail information includes typical grade, cross slope, width, surface type, and trail obstructions, while soft- surface trail information is limited to surface type and disclaimer language.
- c. UTAP on Wilderness Trails:
 - i. UTAP information for Wilderness trails will be limited and non- site specific.
 - ii. INF policy is not to provide UTAP information for wilderness in a location-specific manner, but it’s okay to provide an overall UTAP profile for a wilderness trail.

14. Directions to Trail

- a. Basic driving directions to a site-specific trailhead, including information such as transit opportunities.
- b. Directions to trails are routed to trailheads. This trailhead information is assigned a latitude and longitude through GIS.

15. Trail Trailhead

- a. Site-specific destination point assigned to the specific trail and represented as a hyperlink that directs the user to a mapping function.

16. Review This Trail

- a. Optional field allowing for user-submitted reviews and comments to appear on specific trail pages, including a date and user’s comment, name, and origin.

17. Trail Destinations

- a. Related destinations that the user may encounter while using a specific trail.
- b. Related-destination names are also associated with relevant

activities and available services.

18. Trail Experiences
 - a. Related experiences of a specific trail, including the experience name, rating, length, surface, and duration.
19. Trail Short Description
 - a. This abbreviated text description appears on the general page templates where a trail has been selected as “featured.”
 - b. Max Length: 300 Characters
20. Subregion
 - a. Map function representing in which of the nine subregions a particular trail exists.

Destinations Unique

1. Wilderness Destination Pages
 - a. Unique destination pages in Wilderness areas are not permitted.
2. Destination Name
 - a. MLTS consensus-based naming convention
3. Adopt-A-Destination
 - a. Optional text for Adopt-A-Destination acknowledgement.
 - b. This content is to be developed and assigned in coordination with the Adopt-A-Destination program.
4. Destination Slide Shows
 - a. Photo representation of a specific destination’s opportunities and user experiences with seasonal galleries to support seasonal transitions.
 - b. The photo slide shows are to be entered in the CMS as a twelve-character Cincopa ID.
5. Destination Description
 - a. Destination-specific text description including, but not limited to, location, related trails and destinations, external source information, and geologic/historical context.
 - b. Max Length: 1,000 Characters
6. Destination Map
 - a. Base map centered on a specific destination point
7. Destination Point (GIS)
 - a. Specific destination GIS information and geometry represented as a red-and-black marker on the destination point
8. Destination Activities
 - a. Destination-specific activities represented as green-and-white (summer) or blue-and-white (winter) activity symbols
 - b. The destination activity symbols are to be selected from the MLTS recreation symbol set.
9. Destination Public Services
 - a. Destination-specific public services available at any particular destination, represented as black-and-white service symbols

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10. Destination Hours of Operation
 - a. Information on the hours of operation, where applicable, of a specific destination.
11. Destination Season
 - a. All applicable seasons when a destination is available/accessible for use.
12. Directions to Destination
 - a. Basic driving directions to a site-specific destination point, including information such as transit opportunities.
 - b. Directions to destinations are routed to trailheads. This trailhead information is assigned a latitude and longitude through GIS.
13. Destination Trailhead
 - a. Site-specific destination point assigned to a specific destination and represented as a hyperlink that directs the user to a mapping function.
14. Destination Trails
 - a. Related trails that the user may encounter while visiting/accessing a specific destination.
 - b. Related trail names are also associated with length, surface, relevant activities, and available public services.
15. Destination Experiences
 - a. Related experiences of a specific destination, including the experience name, rating, length, surface, and duration.
16. Review This Destination
 - a. Optional field allowing for user-submitted reviews and comments to appear on specific destination pages, including a date and user's comment, name, and origin.
17. Destination Short Description
 - a. This abbreviated text description appears on the general page templates where a destination has been selected as "featured."
 - b. Max Length: 300 Characters
18. Region
 - a. Map function representing in which of the nine Regions a particular trail exists.

Activities Unique

1. Activity Name
 - a. MLTS consensus-based naming convention
2. Symbol
 - a. The specific activity represented as green-and-white activity symbol
3. Activity Slide Shows Album
 - a. Photo representation of a specific activity opportunity and user experience
 - b. The photo slide shows are to be entered in the CMS as a twelve-

character Cincopa ID (e.g. XxXXXXxxXxxX). For more information about the process of creating Cincopa photo albums, please see documentation from the MLTS Photo Library.

4. Activity Description
 - a. Activity-specific text description including, but not limited to, locations for participation, related trails and destinations, external source information, and necessary gear.
 - b. Max Length: 1,000 Characters
5. Activity Map
 - a. Seasonally appropriate base map representing the extent of a specific activity.
 - b. Driven by “Need Snow?” field.
6. Activity Checklist
 - a. List of necessary and appropriate items for a user to reasonably participate in a specific activity.
7. Activity Featured Experiences
 - a. Three featured activity-specific experiences based on current conditions and opportunities.
8. All Activity Experiences
 - a. Complete list of system-wide activity-specific experience opportunities with associated experience name, rating, length, surface, and duration.
9. All Activity Trails
 - a. Complete list of system-wide activity-specific trail opportunities with associated trail name, length, surface, associated activities, and available public services.
10. Activity Short Description
 - a. This abbreviated text description appears on the general page templates where an activity has been selected as “featured.”
 - b. Max Length: 300 Characters

Experiences Unique

1. Wilderness Experience Pages
 - a. Experience pages that take place solely in Wilderness are not permitted.
 - b. Experience pages that start outside of Wilderness but which eventually engage with Wilderness areas via a Wilderness trail are permitted on a case-by-case basis.
 - i. These Experience pages will conform to protocols established for a Wilderness trail (narrative description, photography, elevation profile, etc).
 - ii. Current examples:
 1. Equestrian Trail Riding the Valentine Lakes Trail
 2. Fall Color Viewing on the Shadow Creek Trail
2. Experience Name

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- a. MLTS consensus-based naming convention
3. Experience Specific Use(s)
 - a. Experience-specific activities represented as green-and-white (summer) or blue-and-white (winter) activity symbols.
 - b. Experience activity symbols are to be selected from the MLTS recreation symbol set.
4. “Do you have [experience activity] Experiences you’d like to share? Find out How!”
 - a. Appropriate [experience activity] is selected in the CMS
 - b. Experiences with multiple activities may have multiple representations on the page
 - c. “Find out How!” Is hyperlinked to the “Share An Experience” admin page where the party responsible for the Experience is acknowledged.
5. Difficulty Rating
 - a. The difficulty ratings are selected for each specific experience based on the source information. The difficulty rating symbols are represented as fixed graphics and are described as follows:
 - i. Easy
 1. “Perfect for families”
 2. The graphic for this rating is a green circle.
 - ii. Moderate
 1. “Great for those looking for a more intense experience”
 2. The graphic for this rating is a blue square.
 - iii. Difficult
 1. “Designed for the ultra-fit or those seeking a very challenging adventure”
 2. The graphic for this rating is a black diamond.
6. Experience Source
 - a. Source of Experience is entered in CMS but will not populate to the page.
 - b. If the source has a URL, it can be entered, but it will not show up on the page.
7. Need Snow
 - a. Check the box if the Experience is snow dependent.
8. Experience Slide Shows
 - a. Photo representation of a specific experience opportunity and user experience.
 - b. The photo slide shows are to be entered in the CMS as twelve-character Cincopa ID.
9. Experience Description
 - a. Experience-specific text description including, but not limited to, locations for participation, related trails and destinations, external source information, and necessary gear.
 - b. Max Length: 1,000 Characters
10. Experience Shapefile Upload

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- a. File-upload mechanism to add a compressed shapefile of the experience to the CMS.
11. Experience Line (GIS)
 - a. Specific experience GIS information and geometry represented as a yellow-highlighted trail segment. This information also includes such attribution as trail length and surface type, which is also represented on specific experience pages.
12. Experience Elevation Profile
 - a. Specific experience GIS information represented graphically with elevation (in feet) and distance (in miles) along any associated trail.
13. Experience Checklist
 - a. List of necessary and appropriate items for a user to reasonably participate in a specific experience.
14. Experience Public Services
 - a. Experience specific public services available along any particular trail, represented as black-and-white service symbols.
15. Experience Durations
 - a. The experience duration information is represented as a text selection of the following options:
 - i. About an hour
 - ii. Less than 4 hours
 - iii. Half day
 - iv. Full day
 - v. Multiple days
 - vi. Overnight
16. Directions to Experience
 - a. Basic driving directions to a site-specific experience point, including information such as transit opportunities
 - b. Directions to experiences are routed to trailheads. This trailhead information is assigned a latitude and longitude through GIS.
17. Directions Trailheads
 - a. Site-specific destination point assigned to a specific experience and represented as a hyperlink that directs the user to a mapping function
18. Experience Trails
 - a. Related trails that the user may encounter while visiting/accessing a specific experience
 - b. Related trail names are also associated with length, surface, relevant activities, and available public services.
19. Experience Destinations
 - a. Related destinations the user may encounter while participating in a specific experience.
 - b. Related destination names are also associated with relevant activities and available services.
20. Review This Experience
 - a. Optional field allowing for user-submitted reviews and comments to appear on specific experience pages, including a date and user's

comment, name, and origin.

21. Experience Short Description

- a. This abbreviated text description appears on the general page templates where an experience has been selected as “featured.”
- b. Max Length: 300 Characters

QR Wayfinding

1. Location Title
 - a. Title heading for site-specific QR code associated with a signage and wayfinding sign.
 - b. The naming convention for this Location Title is the primary facility followed by a trail, road, or trailhead intersection.
2. Map
 - a. Base map centered on a specific QR code location
 - b. Location of QR code is represented as a red-and-black marker.
3. Alerts
 - a. Optional text field for trail-specific updates associated with the QR code location, including, but not limited to, snow conditions, general weather, and trail conditions
 - b. Pulls from Trail Alert record(s) specific to trails selected in the Trails Near Your Location field
4. Trails Near Your Location
 - a. Related trails the user may encounter while at a specific QR code location.
5. Destinations Near Your Location
 - a. Related destinations the user may encounter while at a specific QR code location.
6. Activities Near Your Location
 - a. Related activities that the user may encounter while at a specific QR code location.

QR Code Construction - Wayfinding

Wayfinding QR codes are constructed using the following URL scheme:

`http://[DOMAIN]/[qr]/[Path 3 letter abbreviation]/[Mile Number]/ [Sign panel]`

- Domain: mammothtrails.org
- QR: identifies the request as coming from a QR code
- Path 3 letter abbreviation: from the rescue locator
- Mile Number: from the rescue locator
- Sign Panel: “a” for front sign panel, “b” for back panel, etc. Example:
<http://mammothtrails.org/qr/LBP/5.31/a>

QR Interpretive

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1. Path and Milepost
 - a. These two fields are used for QR code URL construction and are determined by the individual interpretive panel themes.
2. Interp Panel Title:
 - a. Title heading for site-specific QR code associated with an interpretive sign
 - b. The naming convention for this Location Title is dictated by the theme of the individual interpretive panel.
3. Hear It
 - a. This field will provide the user with experience-enhancing audio content.
 - b. The audio content is to be entered in the CMS as the appropriate Vimeo ID.
4. See It
 - a. This field will provide the user with experience-enhancing photo content.
 - b. The photo slide shows are to be entered in the CMS as six-digit Cincopa Gallery ID numbers. For more information about the process of creating SlideShowPro photo albums, please see the documentation from the MLTS Photo Library.
5. Watch It
 - a. This field will provide the user with experience-enhancing video content.
 - b. The video content is to be entered in the CMS as the appropriate Vimeo ID.

QR Code Construction - Interpretive

Interpretive QR codes are constructed using the following URL scheme:

http:// [Domain]/[QR]/[Interp]/[Panel ID]

- Domain: mammothtrails.org
- QR: "QR"- identifies the request as coming from a QR code
- Interp: "Interp"- identifies the request as for an interp content
- Panel ID: Panel Identification coming from the content type: Heritage, Ecology, Geology e.g. H1. Example: <http://mammothtrails.org/qr/Interp/H1>

Admin

Admin pages are additional webpages within the CMS that are not attached to a specific amenity or experience on the MLTS and serve a variety of functions. Most of these pages are linked to the various orange buttons at the bottom of the MLTS Homepage or the website footer.

1. Page Title
 - a. Title heading for specific admin webpage

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2. Page Text
 - a. Static text description of the corresponding administrative information that is unique to each administrative page opportunity, including, but not limited to, information such as contact information and hyperlinks to outside sources
 - b. Requires little to no updating
3. Photos
 - a. This field will provide the user with related photo content.
 - b. The photo slide shows are to be entered in the CMS as a twelve-character Cincopa ID (e.g. XxXXXXxxXxxX). For more information about the process of creating Cincopa photo albums, please see documentation from the MLTS Photo Library.

MLTS Partner

MLTS Partner pages were part of a now inactive project wherein partner businesses and organizations would provide guidance and assistance in creating new pages for trails, experiences, and destinations. These pages are now inactive and cannot be reached via any active links on the MLTS website.

1. MLTS Partner Name
 - a. MLTS consensus-based naming convention for MLTS Partners
2. MLTS Partner Text
 - a. Partner-specific text description including, but not limited to, location information, services and amenities provided, hours of operation, related trails and destinations, and external source information
3. MLTS Partner Update
 - a. Optional text field for partner-specific informational updates including, but not limited to, current service offerings and amenity opportunities
4. MLTS Partner Slide Shows
 - a. Photo representation of a specific MLTS Partner opportunity and user experience
 - b. The photo slide shows are to be entered in the CMS as a twelve-character Cincopa ID (e.g. XxXXXXxxXxxX). For more information about the process of creating Cincopa photo albums, please see documentation from the MLTS Photo Library.
5. Partner Experiences
 - a. Complete list of system-wide, partner-specific experience opportunities with associated experience name, rating, length, surface, and duration
6. Featured Experiences
 - a. Three featured experiences selected by the Webmaster based on current conditions and partnership opportunities
7. Featured Activities

- a. Three featured activities selected by the Webmaster based on current conditions and partnership opportunities
8. MLTS Partner Location
- a. The location of MLTS Partner GIS represented as a red-and-black marker on a map

Trail News (Blog)

The “Trail News” Blog was active beginning in the spring of 2016 with content provided on an as-needed basis by the Trail Manager. These posts would usually be pushed to the MLTS Facebook and Instagram feeds and were often made in conjunction with an email blast via Hubspot. In June of 2023, the decision was made to retire the blog in favor of transitioning efforts towards ongoing social media and as needed email-based outreach. An archive version of the blog’s raw data is available should the MLTS team decide to reactivate the blog.

Projects Page

The “Mammoth Lakes Trail System Projects” page was developed to highlight projects and work happening on and through the MLTS. This is a useful outreach tool for cultivating public support and provides an easy way to share information when needed. This page is accessed via the dedicated orange button in the sub-footer. The page can display ten projects at a time with a Cincopa Gallery, Project Name (Max characters=99), Project Description, and Project URL. More than ten projects can be stored in the CMS and entries can be toggled on and off to display live on the page. The page offers the option of listing links to “Additional Resources” in the right margin.

Local Recreation Resources

The “Local Recreation Resources” page is accessed from an orange button in the site sub-footer. It provides a simple list of links to websites associated with various agencies, organizations, facilities, and businesses in the Mammoth Lakes area. This list should be reviewed along with each seasonal transition to ensure accuracy as URLs or entities change over time.

Trail Conditions Page

The Master Trail Conditions Page auto-populates a chronological list of all active Trail/Destination Alerts, Trail/Destination Conditions, and Avalanche Forecast updates within the CMS which have the “Aggregate to Trail Conditions Page” checkbox selected. Outdated or inaccurate entries into those fields should be deactivated or deleted from the CMS on a regular basis to accurately reflect on the ground conditions.

Alerts & Conditions

Mammoth Lakes Trail System Website Handbook: Chapter 11. Content Creation and Management

The process for maintenance of alerts, notifications, and other, more dynamic content is described in Chapter 12 “MLTS Website Management” including a program for interagency cooperation and defining the role of the Webmaster. The following are example texts for several of the most common Alerts and Conditions used on the MLTS Website.

1. COMPROMISED TRAIL CONDITIONS ALERT – Page Specific (Max Characters=200)
 - a. Text General: “This trail has been affected by adverse weather or natural disaster. Repairs have not yet been made and hazardous conditions may exist. Users of this trail are advised to exercise caution.” Character Count with Spaces = 189
 - b. Text for Page Description: “This trail has been affected by adverse weather or natural disaster. Repairs have not yet been made and hazardous conditions may exist.” Character Count with Spaces = 129
 - c. Text for Page Alert: “Users of this trail may encounter adverse trail conditions and are advised to exercise caution.” Character Count with Spaces = 100
2. WINTER CONDITIONS ALERT – Global (Max Characters=200)
 - a. Text General: “SNOW AND WINTER CONDITIONS EXIST ABOVE 8000 FEET! NON-SNOW RELATED ACTIVITIES MAY BE ACCESSED AT LOWER ELEVATIONS.”
3. SPRING CONDITIONS ALERT – Global (Max Characters=200)
 - a. Text General: SNOW AND WINTER CONDITIONS EXIST ABOVE 8000 FEET. EARLY SPRING CONDITIONS EXIST ON LOWER ELEVATIONS.
4. AVALANCHE FORECAST (Max Characters=600) During winter and snow-relevant months the Eastern Sierra Avalanche Center (ESAC) provides snowpack stability information. On the Trail, Destination, and Experience pages where the “Needs Avalanche Forecast” checkbox has been selected in the CMS, the most recent Avalanche Forecast is auto-populated to the page. The Avalanche Forecast entry area in the CMS has the capacity to be manually updated daily and the site live field should link directly to the ESAC website. In the future, this text alert should be replaced with information pulling directly from the ESAC website via RSS.
 - a. Text General: “AVALANCHE PRONE TERRAIN! All trail users should be aware of changing snow conditions and current avalanche hazards. A current avalanche forecast for the Mammoth Basin is available from Eastern Sierra Avalanche Center.” Word Count with Spaces = 410+

Mammoth Lakes Trail System Website Handbook: Chapter 11. Content Creation and Management

- i. Link: <http://www.esavalanche.org/MammothBasin>
- ii. ESAC CONTACT:
Nate Greenberg
nate@esavalanche.org
[rg](#)
Cell: 760-937-1209

12. Marketing: Traffic Management Opportunities

While individual pages easily can be tracked through Google Analytics, measuring the source of an overall increase in traffic can be more difficult if the traffic is simply directed to the homepage. Measuring the effectiveness of campaigns marketing the site is a valuable tool for the allocation of resources.

MammothTrails.org has a traffic-redirecting mechanism built in to specifically measure these types of traffic. This is a simple redirecting program that will enable measurement of the success of programs linking to the website (e.g., a hyperlink from partners' web pages or QR codes placed on printed collateral). Any URL placed after /source/ will become a redirect to the homepage (e.g., www.mammothtrails.org/source/summer12). This allows for the creation and tracking of specific campaigns directing overall traffic through Google Analytics.

Sample Usages

- A poster or brochure would be created promoting MammothTrails.org using QR codes. While the text on the collateral should read "MammothTrails.org" to promote the overall brand, the QR code should be created through this mechanism: www.mammothtrails.org/source/brochure.
- An interested business/organization wants to place a hyperlink to the MLTS homepage on their site. Rather than having a direct link to mammothtrails.org, create a unique URL to measure traffic coming from that source: www.mammothtrails.org/source/MLT or www.mammothtrails.org/source/sporting-goods-store.

Links created for this mechanism do not use or have CMS functionality, nor do they need to be listed in the CMS. They will only redirect to the homepage and allow the administrators to find out how many visits were directed through that link. Any URL can be created to follow /source/, but URLs need to be created in "slug" format, using hyphens to separate words. (<https://docs.djangoproject.com/en/dev/glossary/#term-slug>, [http://en.wikipedia.org/wiki/Slug_\(web_publishing\)](http://en.wikipedia.org/wiki/Slug_(web_publishing)))

13. Web Hosting and Third-Party Vendors

MammothTrails.org utilizes content management services from third-party applications provided outside of the mammothtrails application. The Town of Mammoth Lakes is responsible for supplying these services, which are essential to the ongoing operations of the MLTS Website. The Town of Mammoth Lakes Administrative/Financial Representative for the MLTS Website coordinates these essential services.

These services include:

- Web Hosting
 - AWS (Amazon Web Service) aws.amazon.com
- Photo Galleries and Audio/Video
 - Cincopa (<http://cincopa.com>) is a photo and photo slideshow management and serving tool. All photos and slideshows on MammothTrails.org are hosted on and displayed through Cincopa.
 - Emergency technical support
- Social Media
 - ShareThis.com (www.sharethis.com): ShareThis is a free social-media tracking application. MammothTrails.org has a widget embedded to enable users of the site to easily share hyperlinks of pages to their contacts. This is frequently done through social media platforms such as Facebook and Twitter, or directly over email.
 - Using ShareThis to provide these functions, the site administrator can run reports to determine the most-shared pages of the site and which platforms are being used the most for sharing. ShareThis.com provides a website interface to run reports on usage from MammothTrails.org.
- Analytics
 - Google Analytics (<http://www.google.com/analytics/>): Google Analytics is a free, standard website package for gaining insights about a website's audience. MammothTrails.org uses this package.

Web Hosting

See the Program Overview for information about the management of Web Hosting and contact information for the Technical Point of Contact and the Town of Mammoth Lakes Administrative/Financial Representative.

1. AWS Information

- a. **Control Panel**
- b. <https://signin.aws.amazon.com/>
- c. **Login/Password**

- i. Username/Password = *Contact MLTS Webmaster*
- d. **Billing and Payment Sources**
 - i. **WebFaction Tags: *Administrative; Billing; Announcements; Emergency Contact;***
 - 1. *Contact the TOML Financial Rep*

Domain Registration

The Town provides for the registration of the domain “mammothtrails.org”.

1. Domain Information from Whois Lookup

- a. Registry Expiry Date: 2025-08-01T05:49:44Z
- b. Registrar: GoDaddy.com LLC
- c. Registrant Name: Kirk Hartstrom
- d. Registrant Organization: Mono County
- e. Registrant Email: it@mono.ca.gov
- f. Admin name: Kirk Hartstrom

Billing

The Town provides for the timely payment of accounts at their due date and/or reimbursement to contractor for accounts paid on its behalf. The Town of Mammoth Lakes Administrative/Financial Representative is the primary contact for billing-related matters.

1. GoDaddy

TOML is responsible for the GoDaddy account.

Town of Mammoth Lakes Administrative/Financial Representative

- f. Name: Mike Martinez
- g. Position: Mono County IT Director
- h. Email Address: mmartinez@mono.ca.gov
- i. Telephone Contact: 760-924-1819

2. AWS

- a. \$95 per month average based on traffic
 - i. Paid Monthly by contractor
 - ii. TOML reimburses contractor

3. Google Workspace for Email Forwarding Capability

- a. \$30 per month
- b. Paid Monthly by contractor
- c. TOML reimburses contractor
- d. Email addresses in use:
 - i. reviews@mammothtrails.org
 - ii. info@mammothtrails.org
 - iii. admin@mammothtrails.org
 - iv. techteam@mammothtrails.org
 - v. webmaster@mammothtrails.org

Mammoth Lakes Trail System Website Handbook: Chapter 12. Web Hosting and Third-Party Vendors

4. Cincopa

- a. \$1800/year
 - i. Renews annually on December 1
 - ii. Full amount automatically paid by contractor
 - iii. TOML reimburses contractor

14. MLTS Website Management

Email Accounts and Forwarding - mammothtrails.org

- i. techteam@mammothtrails.org**
 - a. Inputs:**
 - i. Google Analytics
 - ii. Google Webmaster tools
 - iii. Cloudflare
 - b. Forwards email to:**
 - i. Server Administrator
 - 1. ngreenberg@mono.ca.gov
 - ii. Consultant # 1 (MLTPA)
 - 1. mltsweb@mltpa.org
 - iii. MLTS Webmaster
 - 1. nicolewiden@mltpa.org
 - iv. TOML Trails Coordinator
 - 1. joelrathje@townofmammothlakes.ca.gov
- ii. info@mammothtrails.org**
 - a. Forwards to:**
 - i. webmaster@mammothtrails.org
 - b. webmaster@mammothtrails.org then forwards to:**
 - i. Interim webmaster
 - 1. nicolewiden@mltpa.org
 - ii. Consultant #1 (MLTPA)
 - 1. mltsweb@mltpa.org
- iii. reviews@mammothtrails.org**
 - a. Inputs:**
 - i. "Reviews Form" from MT Website
 - b. Sends email to:**
 - i. webmaster@mammothtrails.org
 - c. webmaster@mammothtrails.org then forwards to**
 - i. Interim webmaster
 - 1. nicolewiden@mltpa.org
 - ii. Consultant #1 (MLTPA)
 - 1. mltsweb@mltpa.org
- iv. webmaster@mammothtrails.org**
 - a. Inputs:**
 - i. info@mammothtrails.org
 - ii. reviews@mammothtrails.org
 - b. Forwards to:**
 - i. Interim webmaster
 - 1. nicolewiden@mltpa.org
 - ii. Consultant #1 (MLTPA)
 - 1. mltsweb@mltpa.org

Appendix A: Contact List

MLTS Webmaster (designated by the MLTPA Foundation)

- Name: **Nicole Widen**
- Position: **Webmaster**
- Email nicolewiden@mltpa.org
- Telephone Contact: **760-709-0694**

MLTS Website Technical Team

- **MLTS Webmaster (designated by the MLTPA Foundation)**
 - Name: **Nicole Widen**
- **Town of Mammoth Lakes Technical Representative**
 - Name: Mike Martinez
 - Position: Mono County IT Director
 - Email Address: mmartinez@mono.ca.gov
 - Telephone Contact: 760-924-1819
- **Town of Mammoth Lakes Administrative/Financial Representative**
 - Name: Lawson Reif
 - Position: TOML Outdoor Recreation Manager
 - Email Address: lreif@townofmammothlakes.ca.gov
 - Telephone Contact: (760) 914-1769

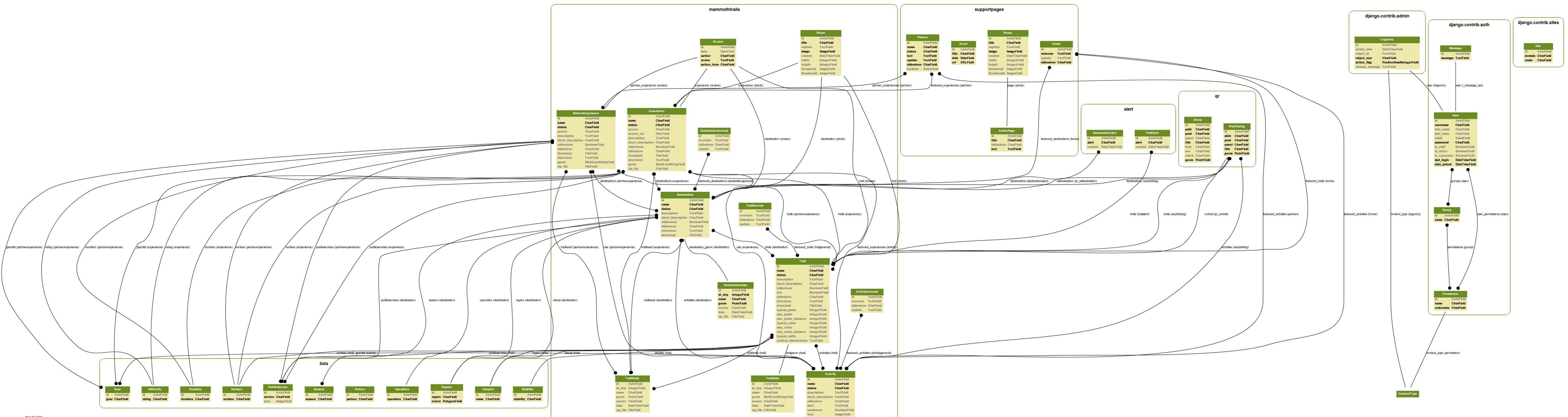
MLTS Website Partner Content Team

- **MLTS Webmaster (designated by the MLTPA Foundation)**
 - Name: Nicole Widen
- **Town of Mammoth Lakes Administrative/Financial Representative**
 - Name: Lawson Reif
- **Inyo National Forest Representative**
 - Name: (to be assigned by the District Ranger)
 - Position: (to be assigned)
 - Email Address (to be assigned)
 - Telephone Contact (to be assigned)
- **Mammoth Lakes Recreation Representative**
 - Name: Kim Anaclerio
 - Position: Program Director
 - Email Address kim@mammothlakesrecreation.org
 - Telephone Contact: N/A
- **Mammoth Lakes Tourism representative**
 - Name: Sarah Winters
 - Position: Director of Marketing
 - Email Address: swinters@visitmammoth.com
 - Telephone Contact: (530) 448-7800

Technical Support & Maintenance

- **Web Hosting, Server Administration, Photo Gallery Hosting, MLTS Website Email Accounts, and Non-Fee Accounts**
 - **MLTS Webmaster (designated by the MLTPA Foundation)**
 - Name: **Nicole Widen**
- **Website Domain**
 - **Mono County Technical Representative**
 - Name: Mike Martinez
 - Position: **Mono County IT Communications Manager**
- **Photo Gallery**
 - **MLTS Photo Librarian (designated by the MLTPA Foundation)**
 - Name: **Trevor Van Winkle**
 - Position: **Photo & Digital Asset Manager**
 - Email Address: trevorvanwinkle@mltpa.org
 - Telephone Contact: **541-324-3523**

Appendix B: Table Relationships



Appendix C: MLTS Website Linking Program

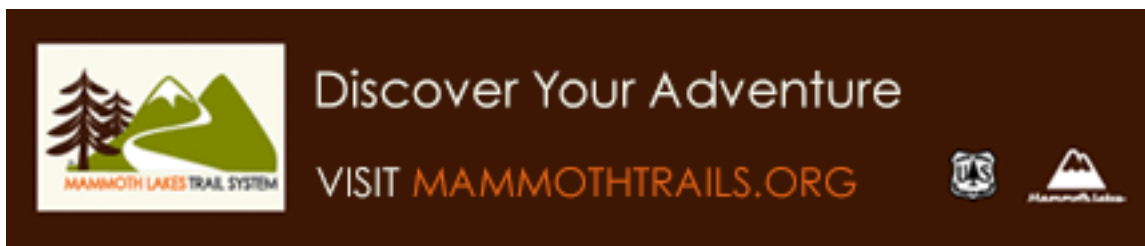


MLTS Website Linking Banners April 3, 2014

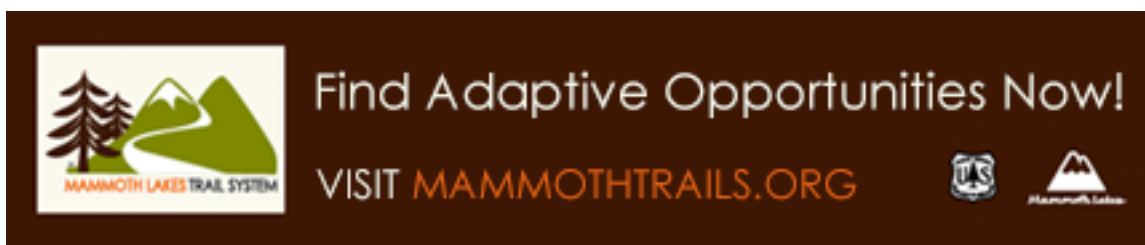
MLTS Banner Program

We welcome supporters and friends linking to our site! Below are banners that can be used by any party linking to our site. A general banner as well as banners for each activity are provided. These are being used by MLT and can also be used by any party to link to the MLTS website

General



Activity CTA's





Find Fishing Spots Now!

VISIT MAMMOTHTRAILS.ORG



Plan a Hike Now!

VISIT MAMMOTHTRAILS.ORG



Find Mountain Biking Trails Now!

VISIT MAMMOTHTRAILS.ORG



Find Off-Road Vehicle Areas Now!

VISIT MAMMOTHTRAILS.ORG



Find Pet Friendly Areas Now!

VISIT MAMMOTHTRAILS.ORG



Find Running Spots Now!

VISIT MAMMOTHTRAILS.ORG





Find Running Spots Now!
VISIT MAMMOTHTRAILS.ORG




Find Snowmobile Adventures Now!
VISIT MAMMOTHTRAILS.ORG




Activity CTA's (no content)



Find Cross Country Ski Trails Now!
VISIT MAMMOTHTRAILS.ORG



Plan a Dog Sled Adventure Now!
VISIT MAMMOTHTRAILS.ORG



Plan a Horseback Adventure Now!
VISIT MAMMOTHTRAILS.ORG





Find Ice Skating Areas Now!

VISIT MAMMOTHTRAILS.ORG



Find Paddleboarding Adventures Now!

VISIT MAMMOTHTRAILS.ORG



Find Skiing & Snowboarding Now!

VISIT MAMMOTHTRAILS.ORG



Find Sledding Spots Now!

VISIT MAMMOTHTRAILS.ORG



Plan a Snowshoe Adventure Now!

VISIT MAMMOTHTRAILS.ORG



Find Swimming Areas Now!

VISIT MAMMOTHTRAILS.ORG





Find Wildflower View Spots Now!

VISIT MAMMOTHTRAILS.ORG





MLTS Website
Individual Web Page Linking Opportunities
Last Updated – April 3, 2014

MLTS Linking Program.

We welcome supporters and friends linking to our site! We just ask that you comply to the guidelines listed below.

- You agree to use the MLTS logo as a link to our homepage from your site.
- If you are linking to a trail you we ask that you use the naming convention listed below in your copy for the trail you are linking to.
- If you use an iFrame please link to the MLTS homepage and include a disclaimer stating that you and/or your organization is not affiliated with MLTS.
- You must also agree to make no representation that the MLTS endorses your site, your site's content, products or services.

Please use this logo when linking to www.mammothtrails.org



If you plan to have a text link in the copy on your website, we ask that you comply to the trail and destination names listed below.

Trail Pages

1. A Trail - Groomed Snowmobile Trail
2. Agnew Meadow - Pumice Flat
3. Agnew Wildflower Loop
4. B Trail - Groomed Snowmobile Trail
5. Beck Lakes Trail
6. C Trail - Groomed Snowmobile Trail
7. Coldwater-George Trail
8. College Connector Path

9. Convict Creek Trail
10. Convict Lake Loop
11. Crystal Lake Trail
12. D Trail - Groomed Snowmobile Trail
13. Downtown Mountain Bike Trail
14. Dragon's Back Trail
15. Duck Pass Trail
16. Earthquake Fault Trail
17. Emerald Lake Trail
18. F Trail - Groomed Snowmobile Trail
19. Fern Lake Trail
20. Fish Creek Trail
21. G Trail - Groomed Snowmobile Trail
22. H Trail - Groomed Snowmobile Trail
23. Heart Lake Trail
24. High Trail
25. Horseshoe Lake Loop
26. Hot Creek Trail
27. I Trail - Groomed Snowmobile Trail
28. Inyo Craters Trail
29. K Trail - Groomed Snowmobile Trail
30. Knolls Loop
31. L Trail - Groomed Snowmobile Trail
32. Lakefront Path
33. Lakes Basin Path
34. Laurel Lakes - Edith Lake Trail
35. Lodestar Connector
36. Main Street Connector
37. Mammoth Crest Trail
38. Mammoth Mountain - Mammoth Pass Trail
39. Mammoth Mountain Trail
40. Mammoth Pack Station Trail
41. Mammoth Pass - Crater Meadow Trail
42. Mammoth Pass Trail
43. Mammoth Rock Trail
44. McGee Pass Trail
45. McLeod Lake Spur
46. Meridian Connector
47. Mill City Trail
48. Minaret Lake Trail
49. Minaret Vista Loop
50. Minaret Vista Trail
51. Mountain View Trail
52. North Waterford Connector
53. Panorama Dome Mountain Bike Trail
54. Panorama Dome Trail

55. Panorama Mountain Bike Loop
56. Panorama Mountain Bike Trail
57. Rainbow Falls Trail
58. River Trail
59. Seven Lakes Point Loop
60. Shadow Creek Trail
61. Shady Rest Path
62. Sherwin Lakes Trail
63. Sierra Park Connector
64. Sotcher Lake - Mammoth Pass
65. Sotcher Lake Feeder
66. Sotcher Lake Loop
67. Starkweather Lake Trail
68. TJ Lake Loop
69. Town Loop
70. Uptown Mountain Bike Trail
71. Winter Access Corridor - Lakes Basin

Destination Pages - 67 Destination Pages in Inventory

1. Barrett Lake
2. Camp High Sierra
3. Canyon Lodge
4. Coldwater Campground
5. Coldwater Creek
6. Community Center Park
7. Convict Lake
8. Crystal Crag
9. Crystal Lake
10. Eagle Lodge
11. Earthquake Fault
12. Hayden Cabin Museum
13. Horseshoe Lake
14. Horseshoe Lake Picnic Area
15. Hot Creek
16. Inyo Craters
17. Lake George
18. Lake George Campground
19. Lake Mamie
20. Lake Mary
21. Lake Mary Campground
22. Lakes Basin Winter Access
23. Laurel Lakes
24. Lava Tube
25. Lava Tube Lookout
26. Lookout Mountain

27. Mammoth City
28. Mammoth Consolidated Mine
29. Mammoth Creek
30. Mammoth Creek Park
31. Mammoth Lakes Library
32. Mammoth Mountain
33. Mammoth Mountain RV Park
34. Mammoth Mountain Ski Area Main Lodge
35. Mammoth Rock
36. McGee Mountain
37. McLeod Lake
38. Mill City
39. Minaret Vista
40. New Shady Rest Campground
41. North Village
42. Old Shady Rest Campground
43. Pack Station (Mammoth Lakes Pack Outfit)
44. Panorama Dome
45. Pine City Campground
46. Pine Glen Group Campground
47. Pokonobe Lodge
48. Shady Rest Park
49. Sherwin Creek Campground
50. Sherwin Lakes
51. Sherwins Vista
52. Smokey Bear Flat
53. Snowcreek Meadow
54. Sotcher Lake
55. Starkweather Lake
56. Tamarack Lodge
57. TJ Lake
58. Tobacco Flat
59. Trails End Park
60. Twin Falls Overlook
61. Twin Lakes
62. Twin Lakes Campground
63. Twin Lakes Picnic Area
64. Twin Lakes Vista
65. Welcome Center and Ranger Station
66. Whitmore Ballfields
67. Whitmore Pool

Activity Pages – 28 Activity Pages in Inventory

1. Adaptive Options
2. Biking
3. Birding
4. Boating
5. Camping
6. Climbing
7. Cross Country Skiing
8. Dog Sledding
9. Equestrian
10. Fall Color Viewing
11. Fishing
12. Hiking
13. Ice Skating
14. Interpretive
15. Mountain Biking
16. Off Highway Vehicles
17. Paddleboarding
18. Pets
19. Photography
20. Running
21. Skateboarding
22. Ski and Snowboarding
23. Snowmobiling
24. Snowplay
25. Snowshoeing
26. Swimming
27. Vista Viewing
28. Wildflower Viewing

Experience Pages – 136 Experience Pages in Inventory

- 1 Backcountry Ski and Snowboard The Sherwins to Ranch Road Egress
- 2 Backcountry Skiing and Snowboarding the Tele Bowl
- 3 Birding at Inyo Craters
- 4 Birding on Panorama Dome
- 5 Birding on the Town Loop
- 6 Bouldering at Horsehoe Boulder
- 7 Campground Camping at Coldwater Campground
- 8 Campground Camping at Lake George Campground
- 9 Campground Camping at Pine City Campground
- 11 Cross Country Skiing from MMSA Main Lodge to Minaret Vista

- 12 Dog Sledding the A, B, K Trails Loop
- 13 Dog Sledding the C Trail Out and Back
- 14 Dog Sledding the Lookout Mountain Loop
- 15 Dual Sport Motorcycle Riding Little Antelope Valley
- 16 Dual Sport Motorcycle Riding Sherwin Creek Road
- 17 Equestrian Trail Riding Mammoth Creek Loop at Sierra Meadows
- 18 Equestrian Trail Riding the Sherwin Lakes Trail
- 19 Equestrian Trail Riding the Valentine Lakes Trail
- 20 Fall Color Viewing on the Heart Lake Trail
- 21 Fall Color Viewing on the Shadow Creek Trail
- 22 Fall Color Viewing on the Town Loop
- 23 Family Biking at Shady Rest
- 24 Family Biking the Horseshoe Lake Loop
- 25 Family Biking the Horseshoe Lake Loop from Twin Falls Overlook
- 26 Family Biking the Lakes Basin
- 27 Family Biking the Lakes Basin Path
- 28 Family Biking the Lakes Basin Path Downhill
- 29 Family Biking the Shady Rest Park Loop
- 30 Family Biking the Town Loop
- 31 Family Biking the Town Loop and Minaret Road
- 32 Family Biking the Town Loop and Sierra Park Connector
- 33 Fishing at Convict Lake
- 34 Fishing at Twin Lakes
- 35 Fly-Fishing at Hot Creek
- 36 Four-Wheel Driving the Knolls Trail
- 37 Four-Wheel Driving the Lookout Mountain Loop
- 38 Guided Geology Tour at Horseshoe Lake
- 39 Handcycling around Town
- 40 Handcycling at Shady Rest Park
- 41 Handcycling from Eagle Lodge to the Lodestar Connector
- 42 Handcycling Loop at Shady Rest Park
- 43 Handcycling Loop from Eagle Lodge to Sherwin Street
- 44 Handcycling the Eagle Lodge Loop
- 45 Handcycling the Shady Rest Path
- 46 Hiking around Sotcher Lake
- 47 Hiking from Lake George to TJ and Barrett Lakes
- 48 Hiking from Minaret Vista to Starkweather Lake
- 49 Hiking the Horseshoe Lake Loop
- 50 Hiking the Panorama Dome Trail
- 51 Hiking the Sierra Crest from Minaret Vista to Deadman Pass
- 52 Hiking the Town Loop to Sherwins Vista
- 53 Hiking the Town Loop to Sherwins Vista and the Hayden Cabin
Museum
- 54 Hiking to Crystal Lake
- 55 Hiking to McLeod Lake
- 56 Hiking to Minaret Vista

- 57 Hiking to Sherwin Lakes
- 58 Hiking to TJ Lake – Adaptive Option
- 59 Kayaking on Lake George
- 60 Kayaking on Lake Mary
- 61 Kayaking on Twin Lakes
- 63 Lake Swimming in Convict Lake
- 64 Lake Swimming in Mcleod Lake
- 65 Motorized Trail Riding Crater Flat Loop
- 66 Motorized Trail Riding Laurel Lakes Road
- 67 Motorized Trail Riding Laurel Ponds Road
- 68 Motorized Trail Riding Lookout Mountain Loop
- 69 Mountain Biking the Downtown Mountain Bike Trail – Adaptive Option
- 70 Mountain Biking the Inyo Craters Loop
- 71 Mountain Biking the Knolls Loop
- 72 Mountain Biking the Mammoth Rock Trail
- 73 Mountain Biking the Mountain View Trail
- 74 Mountain Biking the Panorama Mountain Bike Trail
- 75 Mountain Biking the Panorama Mountain Bike Trail and the Mammoth Rock Trail
- 76 Mountain Biking the San Joaquin Ridge
- 77 Pets at the Borrow Pit and Kerry Meadow
- 78 Pets on the Horseshoe Lake Loop
- 79 Pets on the Town Loop to Sherwins Vista
- 80 Photography at Minaret Vista
- 81 Photography at Twin Falls Overlook
- 82 Photography at Twin Lakes Vista
- 83 Rink Ice Skating at Mammoth Ice Rink
- 84 Road Biking around the Lakes Basin
- 85 Road Biking from Mammoth Lakes to Arcularius Ranch
- 86 Road Biking the Climber's Tour of Mammoth
- 87 Road Biking the Mammoth Scenic Loop
- 88 Road Biking to Horseshoe Lake and Swimming Horseshoe Lake
- 89 Road Biking to Minaret Vista
- 90 Road Biking to Reds Meadow
- 91 Road Biking to Whitmore Pool and Swimming Whitmore Pool
- 92 Running the Lakes Basin Path from the North Village to Twin Lakes Vista
- 93 Running the Lakes Basin Path from Twin Lakes Vista to Horseshoe Lake
- 94 Running The North Village 5 Mile Loop
- 95 Self Guided Tour at Earthquake Fault
- 96 Self Guided Tour at Mammoth Consolidated Mine
- 98 Skateboarding at Shady Rest Park
- 99 Skateboarding at Little Brothers Skate Park
- 100 Skateboarding at Volcom Brothers Skatepark

- 101 Ski Touring from Mill City to Mcleod Lake
- 102 Snowmobiling Shady Rest to Bald Mountain
- 103 Snowmobiling Shady Rest to Deadman Creek
- 104 Snowmobiling Shady Rest to Minaret Vista
- 105 Snowplay at Shady Rest Park
- 106 Snowplay from the Mammoth Scenic Loop
- 107 Snowplay in the Mammoth Lakes Basin
- 108 Snowshoeing from MMSA Main Lodge to Minaret Vista
- 109 Snowshoeing on Panorama Dome
- 110 Snowshoeing to the Inyo Craters
- 111 Sport Climbing at Horseshoe Slabs
- 112 Sport Climbing at the Dike Wall
- 113 Stand Up Paddleboarding on Convict Lake
- 114 Stand Up Paddleboarding on Horseshoe Lake
- 115 Stand Up Paddleboarding on Lake Mary
- 116 Trail Running around Horseshoe Lake and Swimming Horseshoe Lake
- 117 Trail Running the Mammoth Rock Trail
- 118 Vista Viewing from the Dragon's Back Trail
- 119 Vista Viewing from the Minaret Vista
- 120 Vista Viewing from the Twin Lakes Vista
- 121 Walking on Sierra Park Road and Old Mammoth Road
- 122 Walking the Horseshoe Lake Loop
- 123 Walking the Horseshoe Lake Loop Out and Back
- 124 Walking the Lakes Basin Path at Twin Lakes
- 125 Walking the Lakes Basin Path from Horseshoe Lake to Lake Mary
- 126 Walking the Shady Rest Path
- 127 Walking the Town Loop and Chateau Road
- 128 Walking the Town Loop and Manzanita Street
- 129 Walking the Town Loop and the College Connector
- 130 Walking the Town Loop and the Lodestar Connector
- 131 Walking the Town Loop from the Sherwin Street Bridge
- 132 Walking the Town Loop from the Sherwin Street Bridge to Eagle Lodge
- 133 Walking the Town Loop to Sherwins Vista
- 134 Wildflower Viewing at Coldwater Creek
- 136 Wildflower Viewing on the Agnew Meadows Wildflower Loop

Appendix D: Website Launch Checklist – Historic Reference

Appendix D: Website Launch Checklist

In anticipation of the launch of the MLTS website, a series of tasks were completed to ensure that all aspects of the site were ready for presentation to the public. Tasks highlighted in **AQUA** will need to be completed during the launch process itself in coordination with the migration of the MammothTrails.org URL, while the final tasks on the list will need to be incorporated into the management program of the MLTS website.

Typography and layout

1. <i>Check for incorrect punctuation marks, particularly apostrophes, quotation marks and hyphens/dashes.</i>	Task Complete: All text copyedited and reviewed for punctuation marks, including apostrophes, quotation marks, and hyphens/dashes. (MLTPA)
2. <i>Check headings for where you could potentially use ligatures.</i>	Task Complete: All text copyedited. No ligatures used on site. (MLTPA)
3. <i>Check for widow/orphan terms in important paragraphs.</i>	Task Complete: All text copyedited. No widows/orphans on the site. (MLTPA)

Spelling and grammar

1. <i>Consistency</i>	Task Complete: All text reviewed and corrected to ensure consistent spelling and grammar. (MLTPA)
2. <i>Capitalization (especially of main headings)</i>	Task Complete: All text reviewed and corrected to ensure capitalization applied where needed throughout site. (MLTPA)
3. <i>Tense/style of writing</i>	Task Complete: All text copyedited and reviewed and corrected for tense and style of writing. (MLTPA)
4. <i>Recurring/common phrases (e.g., "More about X" links)</i>	Task Complete: All text copyedited and reviewed and corrected for recurring/common phrases. All facilities and destinations conventions use agency-consensus naming conventions. (MLTPA)
5. <i>Variations in words (e.g., Websites vs. Web Sites, or UK vs. US spelling)</i>	Task Complete: All text reviewed and corrected to ensure variants are absent and US spelling is consistent. (MLTPA)
6. <i>Treatment of bulleted lists (e.g., periods or commas at end of each item)</i>	N/A. No bulleted lists on site.
7. <i>Check for hard-coded links to staging domain (i.e., ensure all links will change to "live" URL/domain when site is launched).</i>	LAUNCH TASK: Will need to be verified prior to launch once launch date is established

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8. <i>Ensure no test content on site.</i>	LAUNCH TASK: MLTPA to check this prior to launch of site
9. <i>Check how important pages (e.g., content items) print.</i>	Task Complete: Optimized for desktop printing and minimal ink consumption. Other printing options available if desired. (<i>Holdfast</i>)
10. <i>Check all "hidden copy" (e.g., alt text, transcriptions, text in JavaScript functions)</i>	LAUNCH TASK: Verify hidden content.

Standards and Validation

1. <i>Accessibility</i>	Task Complete: Site is Section 508 compliant. (<i>SparkGeo + HoldFast</i>)
2. <i>HTML validation</i>	Task Complete: HTML validation tested/confirmed. (<i>SparkGeo + HoldFast</i>)
3. <i>JavaScript validation</i>	Task Complete: JavaScript running as desired and anticipated. (<i>SparkGeo</i>)
4. <i>CSS validation</i>	Task Complete: CSS validation not confirmed, as site exceeds current CS3 standards. (<i>HoldFast</i>)

Search Engine Visibility, SEO, and Metrics

1. <i>Page Titles are important; ensure they make sense and have relevant keywords in them.</i>	Task Complete: Page Titles are appropriately named. (<i>SparkGeo</i>)
2. <i>Create metadata descriptions for important pages.</i>	Task Complete: "Short Descriptions" are the metadata for unique pages; "Overview" text is used for general pages; "Welcome" text used for homepage. (<i>SparkGeo</i>)
3. <i>Check for canonical domain issues (e.g., variations in links to http://site.com, http://www.site.com)</i>	LAUNCH TASK: This will be a launch task with migration of URL.
4. <i>http://www.site.com/index.html should be reduced to a single consistent style.</i>	LAUNCH TASK: This will be a launch task with migration of URL.
5. <i>Ensure content is marked up semantically/correctly (<h1>, etc.)</i>	Task Complete: All markup content is semantically correct. (<i>SparkGeo + HoldFast</i>)
6. <i>Check for target keyword usage in general content.</i>	Task Complete: All content created for user experience and per agency direction. (<i>MLTPA</i>)
7. <i>Check format (user/search engine friendliness) of URLs.</i>	Task Complete: All pages have unique page titles in URLs. (<i>SparkGeo + HoldFast</i>)
8. <i>Set up Analytics, FeedBurner, and any other packages for measuring</i>	LAUNCH TASK: Confirm that code at end of "view source" code is in fact MLTS

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<i>ongoing success.</i>	Google Analytics code.
9. <i>Create an XML Sitemap.</i>	Task Complete: Dynamic sitemap created. (SparkGeo)
10. <i>Configure Google Webmaster Console and Yahoo! Site Explorer</i>	LAUNCH TASK: To be completed with URL for launch.

Functional Testing

1. <i>Check all bespoke/complex functionality.</i>	Task Complete: Site works per design and technical specifications. (SparkGeo)
2. <i>Check search functionality (including relevance of results).</i>	Task Complete: Search function works per specifications. (SparkGeo)
3. <i>Check on common variations of browser (Internet Explorer, Firefox, Safari, Chrome etc.), version (6, 7, 2.2, 3.1 etc.), and platform (Windows, OSX, Linux).</i>	Task Complete: Site is designed/optimized for the following browser types: Internet Explorer version 9 and above (IE9 +); Firefox version 10+; Chrome version 19+; Safari version 5+; Mobile safari; Android; modern webkit mobile browsers (HTML5 capable). Earlier browser version may work, but representations and technical issues may occur.
4. <i>Check on common variations of Screen Resolution.</i>	Task Complete: All content verified through a wide variety of screen resolutions, especially in context of responsive design. (HoldFast)
5. <i>Test all forms (e.g., contact us, blog comments), including anti-spam features, response emails/text, etc.</i>	LAUNCH TASK: Install CloudFlare once URL migration is complete. Task Complete: Site contains only one form. (SparkGeo + HoldFast)
6. <i>Test without JavaScript, Flash, and other plug-ins.</i>	Task Complete: Site functionality is severely compromised without Java Script and Flash, especially mapping and photo. (SparkGeo + HoldFast)
7. <i>Check all external links are valid.</i>	LAUNCH TASK: Confirm all external links once URL has been migrated.

Security/Risk

1. <i>Configure backup schedule and test recovery from backup.</i>	LAUNCH TASK: Webfaction (pending TOML discussion with hosting): 10 backups are stored.
2. <i>Protect any sensitive pages (e.g., administration area).</i>	Task Complete: All sensitive pages are password protected: CMS, etc. (SparkGeo)
3. <i>Use robots.txt where necessary.</i>	Task Complete: Excludes admin login page from search engines, directs to site map. (SparkGeo)
4. <i>Security/penetration test</i>	LAUNCH TASK: Direct CMS users to update their passwords prior to site going

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	live.
5. Turn-off verbose error reporting.	LAUNCH TASK: Task to be completed for launch. (SparkGeo)
6. Check disk space/capacity.	Task Complete: Pending hosting conversation with Town. (SparkGeo)
7. Set up email/SMS monitoring/alerts (e.g., for errors, server warnings); consider internal and external monitoring services.	LAUNCH TASK: To be completed after URL migration and prior to site launch.

Performance

1. Load test	Task Complete: See Site Spec Docs for load-test results. (SparkGeo)
2. Check image optimization.	Task Complete: All images delivered through SlideShowPro, which optimizes images through its API. (MLTPA)
3. Check and implement caching where necessary.	Task Complete: Site runs Memcache to support caching program. (SparkGeo)
4. Check total page size/download time.	LAUNCH TASK: SparkGeo has prepped for Yahoo "Y Slow" install, to be completed with launch. (HoldFast + SparkGeo)
5. Minify/compress static (JavaScript/HTML/CSS) files.	Task Complete: All static CSS files compressed. HTML not ideal compression candidate, but what can be compressed has been. (HoldFast + SparkGeo)
6. Optimize your CSS: use short image paths; make full use of "cascading" nature of CSS, etc.	Task Complete: Full utilization of CSS and cascading opportunities optimized/compressed. (HoldFast)
7. Check correct database indexing.	Task Complete: Site database has been indexed. (SparkGeo)
8. Check configuration at every level (web server, database, any other software, e.g., content management system).	LAUNCH TASK: Idiot check at launch.
9. Configure server-based logging/measurement tools (e.g., database/web server logging).	LAUNCH TASK: Post URL migration.

Finishing Touches

1. Create custom 404/error pages.	Task Complete: Custom 404 page created and deployed onto site. (SparkGeo)
2. Create a favicon.	Task Complete: Custom favicon created and deployed onto site. (HoldFast)

Marketing

1. Social marketing: Twitter, LinkedIn,	LAUNCH TASK: Post URL migration.
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<i>Digg, Facebook, Stumbleupon, etc.</i>	
2. <i>Submit to search engines.</i>	LAUNCH TASK: Post URL migration.

Ongoing

1. <i>Monitor and respond to feedback (direct feedback, on social-media sites, check for chatter through Google, etc.)</i>	TBD: MLTPA + TOML
2. <i>Check analytics for problems, popular pages, etc., and adjust as necessary.</i>	TBD: MLTPA + TOML
3. <i>Update content.</i>	TBD: MLTPA + TOML

Appendix E: Website Team + Soft Launch + Transfer of Accounts – Historic Reference

Appendix E: Website Team + Soft Launch + Transfer of Accounts

- *PER 12/09/04 Meeting notes*

Points of Contact

- 1. Server Administrator:** Mono County/TOML GIS Coordinator
 - a. Nate Greenberg
 - b. Availability: Monday-Friday 8 a.m. - 5 p.m.
 - c. Email: ngreenberg@mono.ca.gov
 - d. Phone: 760-934-8989 x277
 - e. Cell: 760-937-1209
- 2. Interim Webmaster:** TOML Recreation Manager
 - a. Stuart Brown
 - b. Availability: Monday-Friday 8 a.m. - 5 p.m.
 - c. Email: sbrown@ci.mammoth-lakes.ca.us
 - d. Phone: 760-934-8989 x210
 - e. Cell: 760-914-0699
- 3. Admin/Financial/Legal:** TOML Public Works Director
 - a. Ray Jarvis
 - b. Availability: Monday-Friday 8 a.m. - 5 p.m.
 - c. Email: rjarvis@ci.mammoth-lakes.ca.us
 - d. Phone: 760-934-8989 x257
- 4. Consultant #1:** MLTPA (Terms TBD)
 - a. John Wentworth
 - b. Availability: Monday-Friday 8 a.m. - 5 p.m.
 - c. Email: johnwentworth@mltpa.org
 - d. Phone: 760-934-3154
- 5. Consultant #2:** SparkGeo (Terms TBD)
 - a. Will Cadell
 - b. Availability: Monday-Friday 8 a.m. - 5 p.m.
 - c. Email: will@sparkgeo.com
 - d. Phone: 1-250-981-6946

Roles and Responsibilities

- 1. Server Administrator**
 - a. The Server Administrator shall provide the following:
 - i. Routine maintenance of the server
 - ii. Restarting of web services
 - iii. Server scaling
 - iv. Backup and restore
 - v. OS patch updates
 - vi. Other host issues.
- 2. Interim Webmaster**

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- a. The Interim Webmaster is the conduit for interim problems and issues and shall act as the contact for any agency that needs to add an alert and/or time sensitive messaging
- 3. Consultant(s)**
 - a. The Consultants are on-call
- 4. Admin/Financial/Legal**
 - a. The Admin/Financial/Legal contact is on-call

Operations Plan - PER 12/09/04 Meeting notes

Communications

- 1. Group Email**
 - a. The MLTS Website Team contacts, as identified above, are to be contacted via a group email that is TBD
- 2. Meetings**
 - a. The MLTS Website Team will convene meetings on an as-needed basis
- 3. Representation to the MLTS CC and Community**
 - a. The MLTS Website Team shall represent the Website to the MLTS CC and the Community as follows: "The MLTS website is live".

Transfer of Accounts – a/o 12/09/10

Fee Based Accounts

- 1. Webfaction – Control Panel <https://my.webfaction.com>**
 - a. Login/Password a/o Sept 7, 2012**
 - i. Username = *See Webmaster*
 - ii. Password = *See Webmaster*
 - b. Login/Password – REVISED Sept 7, 2012**
 - i. Username = *See Webmaster*
 - ii. Password = *See Webmaster*
 - c. Billing a/o Sept 7, 2012**
 - i. **WebFaction Tags: *Administrative; Billing; Technical; Announcements; Emergency Contact***
 - ii. Megan Mahaffey
 - iii. meganmahaffey@mltpa.org
 - iv. Use on Invoice:
 - v. MLTPA Foundation
 - vi. PO Box 100 PMB 432
 - vii. Mammoth Lakes, CA 93546
 - d. Payment sources a/o Sept 7, 2012**
 - i. Card = Megan Mahaffey Card

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- e. **Billing REVISED Sept 7, 2012**
 - i. **WebFaction Tags: *Administrative; Billing; Announcements; Emergency Contact;***
 - ii. Ray Jarvis
 - iii. TOML Public Works Director
 - iv. rjarvis@ci.mammoth-lakes.ca.us
 - v. Use on Invoice:
 - vi. Town of Mammoth Lakes
- f. **Payment sources REVISED Sept 7, 2012**
 - i. Card = TOML Card
- g. **Contacts a/o Sept 7, 2012**
 - i. **Support Tickets**
 - 1. Will Cadell
 - 2. will@sparkgeo.com
 - ii. **Administrative; Billing; Technical; Announcements; Emergency Contact**
 - 1. Megan Mahaffey
 - 2. meganmahaffey@mltpa.org
 - 3. Use on Invoice:
 - 4. MLTPA Foundation
 - 5. PO Box 100 PMB 432
 - 6. Mammoth Lakes, CA 93546
 - iii. **Emergency contact**
 - 1. Megan Mahaffey
 - 2. mltpaemail@gmail.com
- h. **Contacts REVISED a/o Sept 7, 2012**
 - i. **Administrative; Billing; Announcements; Emergency Contact;**
 - 1. Ray Jarvis
 - 2. TOML Public Works Director
 - 3. rjarvis@ci.mammoth-lakes.ca.us
 - ii. **Technical; Announcements; Emergency Contact**
 - 1. Nate Greenberg
 - 2. Mono County/TOML GIS Coordinator
 - 3. ngreenberg@mono.ca.gov
 - iii. **Administrative; Billing; Technical; Announcements; Emergency Contact;**
 - 1. Stuart Brown
 - 2. TOML Recreation Manager
 - 3. sbrown@ci.mammoth-lakes.ca.us
 - iv. **Support Tickets; Technical; Announcements; Emergency Contact**

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1. John Wentworth
2. MLTPA
3. mltsweb@mltpa.org

2. SlideShow Pro

a. Admin URL:

http://slideshowpro.net/account_center/member.php

b. Admin Account a/o Sept 7, 2012

- i. URL: http://slideshowpro.net/account_center/member.php
- ii. Username: *See Webmaster*
- iii. Password: *See Webmaster*
- iv. Name Megan Mahaffey
- v. Email operations@mltpa.org
- vi. Company MLTPA

c. Admin Account REVISED a/o Sept 7, 2012

- vii. URL: http://slideshowpro.net/account_center/member.php
- viii. Username: *See Webmaster*
- ix. Password: *See Webmaster*
- x. Name Ray Jarvis
- xi. Email rjarvis@ci.mammoth-lakes.ca.us
- xii. Company Town of Mammoth Lakes

b. SlideShow Pro – “DIRECTOR” <http://mlts.slideshowpro.com/>

- i. Username: *See Webmaster*
- ii. Password: *See Webmaster*

Non-Fee Accounts

1. Google Analytics

- a. Username: *See Webmaster*
- b. Password: *See Webmaster*
- c. Other:

2. Share This

- a. Username: *See Webmaster*
- b. Password: *See Webmaster*

3. Google Webmaster Tools

- a. Username: *See Webmaster*
- b. Password: *See Webmaster*

4. Bing/Yahoo Webmaster

- a. Username: *See Webmaster*
- b. Password: *See Webmaster*
- c. Security Question: *See Webmaster*

5. Binary Canary

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- a. Username: *See Webmaster*
 - b. Password: *See Webmaster*
 - c. Other: *See Webmaster*
- 6. Cloudflare**
- a. Username: *See Webmaster*
 - b. Password: *See Webmaster*
- 7. New Relic**
- a. Username: *See Webmaster*
 - b. Password: *See Webmaster*
- 8. Twitter:**
- a. Username: *See Webmaster*
 - b. Password: *See Webmaster*
- 9. Facebook:**
- a. Username: *See Webmaster*
 - b. Password: *See Webmaster*
 - c. Email assigned to account: *See Webmaster*

MLTS Website Email Accounts - a/o 12/09/10

Email addresses necessary for site operations

1. reviews@mammothtrails.org
2. info@mammothtrails.org

Email Accounts and Forwarding - mammothtrails.org

1. techteam@mammothtrails.org

a. Inputs:

- i. Google analytics
- ii. Binary Canary
- iii. Google Webmaster tools
- iv. Cloudflare
- v. ShareThis

b. Forwards email to:

- i. Server Administrator
 1. ngreenberg@mono.ca.gov
- ii. Consultant #1 (MLTPA)
 1. mltsweb@mltpa.org

2. info@mammothtrails.org

a. Inputs:

- i. "Experiences: Calls to Action" from MT Website

b. Forwards to:

- i. webmaster@mammothtrails.org

c. webmaster@mammothtrails.org then forwards to:

- i. Interim webmaster
 1. sbrown@ci.mammoth-lakes.ca.us

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- ii. Consultant #1 (MLTPA)
 - 1. mltsweb@mltpa.org

3. reviews@mammothtrails.org

a. Inputs:

- i. "Reviews Form" from MT Website

b. Sends email to:

- i. webmaster@mammothtrails.org

c. webmaster@mammothtrails.org then forwards to

- i. Interim webmaster
 - 1. sbrown@ci.mammoth-lakes.ca.us
- ii. Consultant #1 (MLTPA)
 - 1. mltsweb@mltpa.org

4. webmaster@mammothtrails.org

a. Inputs:

- i. info@mammothtrails.org
- ii. reviews@mammothtrails.org

b. Forwards to:

- i. Interim webmaster
 - 1. sbrown@ci.mammoth-lakes.ca.us
- ii. Consultant #1 (MLTPA)
 - 1. mltsweb@mltpa.org

5. Other Inputs that will need email engagement

- a. Site Users/General Public
- b. "Contact Us"
- c. MLTS Partner Program
- d. Other

6. Potential Email Groups

- a. MLTS Website Team
- b. MLTPA Website Partner Team

Short Term Content Management - per 12/09/04 Meeting notes

Anticipated Short Term Content Management Program (CMP)

1. Proposed Soft Launch

- a. Terms and Conditions
 - i. Distribution of URL:
 - 1. *This item needs further discussion by the MLTS CC*
 - ii. Marketing and Outreach:
 - 1. *Marketing and Outreach is to be covered at the USFS meeting on 9/11/12*

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2. *This item also needs to be discussed by the MLTS CC*
3. The Marketing and Outreach strategy is “Tell, Don’t Yell”
4. The MLTS Website Team agreed that internal distribution among TOML, MLTPA, MLTS CC is OK
- iii. Role of the Consultant
 1. The role of the Consultant(s) for the short term is to launch the website
 2. Once contract terms are defined, the Consultant is to provide content management and limited technical support on a retainer basis
- iv. Hard launch to be defined later by MLTS Partners
- b. Initiation of MLTS Website Logbook:
 - i. *This item needs to be determined among the Website partners as to whether the MLTS Website Logbook has any value in the interim.*

Soft Launch of MLTS Website - per 12/09/04 Meeting notes

- 1. Initiation: Tuesday Sept 4, 2012**
 - a. TOML Authorization to Proceed
 - i. This item complete per an email from Ray Jarvis Sept 5, 2012
 - b. Begin URL Migration:
 - i. Initiated September 4, 2012
- 2. Completion: Tuesday, Sept 11, 2012**
- 3. Content Review, Prep, and Publish (Complete as of 12/09/05)**
 - a. All Test Content removed from site
 - b. “Alerts”: No alerts active
 - i. Updates: All updates are current and nothing is out of date

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Soft Launch Technical Check List - per 12/09/04 Meeting notes

TUES	WED	THURS/FRI	WK ND	MON	TUES	WED
USFS Sign Offs	Review of internal linking 1. 404 Page 2. 508 Page 3. Published Page a. "Sorry this one isn't done yet..."	URL Migration Complete 1. Complete all technical task 2. Field test QR codes/MLTS signage		Confirmati on and Testing	Soft Launch Complete Communicatio ns to MLTS Website Team	Documentati on of all soft launch efforts to MLTS Handbook
TOML /USFS – Websi te MOU	Content Review, Prep, and Publish 1. Confirm all Test Content is removed from site 2. Alerts a. No alerts active 3. Updates a. Review to ensure that all updates are current and nothing is out of date	Check for hard- coded links to staging domain (i.e. ensure all links will change to 'live' URL/domain when site is launched)				
MLTS Websi te Team: Agree ments in Place		Check for canonical domain issues (e.g. variations in links to http://site.com http://www.site.com or http://www.site.com /index.html should be reduced to a single consistent style)				
TOML Author ization to Proce ed		Set up Analytics, FeedBurner, and any other packages for measuring ongoing success				
Start URL Migra tion		Configure Google Webmaster Console and Yahoo! Site Explorer				
		Test all forms (e.g. contact us, blog comments), including anti-spam features, response emails/text, etc.				
		Install CloudFlare once URL migration is complete				

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		Check all external links are valid				
		Configure backup schedule, and test recovery from backup.				
		Security/Penetration test - Direct CMS users to update their passwords prior to site going live.				
		Turn-off verbose error reporting				
		Set-up email/SMS monitoring/alerts (e.g. for errors, server warnings); consider internal and external monitoring services				
		Yahoo "Y Slow"				
		Idiot Check: Check configuration at every level (Web server, Database, any other software e.g. Content Management System)				
		Configure server-based logging/measurement tools (e.g. database/web server logging)				
		Social Marketing: Twitter, LinkedIn, Digg, Facebook, Stumbleupon, etc.				
		Submit to search engines				

1. Technical Check List Notes:

- a. All technical tasks completed a/o 12/09/11
- b. MLTPA to confirm "Configure backup schedule and test recovery from backup."
- c. Need to monitor performance standards and hit rate; agreed that a load test is necessary once the site is live.
- d. Remove: "Submit to search engines"
- e. Random/sample field test QR codes and MLTS signage
- f. MLTPA to load QR graphics as part of ARRA signage inventory GIS delivery

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- g. MLTPA to provide sign file inventory excel sheet with embedded IDs and associated URLs

Appendix F: MLTS Website Partners – Historic Reference

Appendix F: MLTS Website Partners

- *PER 12/09/11 Meeting Notes*

Points of Contact

1. **MLTS Webmaster:** *TBD*
 - a. Name: *TBD*
 - b. Availability: *TBD*
 - c. Email: *TBD*
 - d. Phone: *TBD*
 - e. Cell: *TBD*
2. **Town of Mammoth Lakes Representative:** TOML Recreation Manager
 - a. Stuart Brown
 - b. Availability: Monday-Friday 8 a.m. - 5 p.m.
 - c. Email: sbrown@ci.mammoth-lakes.ca.us
 - d. Phone: 760-934-8989 x210
 - e. Cell: 760-914-0699
3. **INF Representative:** Deputy District Ranger + District Recreation Officer
 - a. **Sarah Tomsy** (Deputy District Ranger)
 - b. Availability: Monday-Friday 8 a.m. - 5 p.m.
 - c. Email: sarahtomsy@fs.fed.us
 - d. Phone: **(760) 647-3033**
 - e. Cell: **(760) 518-5051**
 - a. **Jon Kazmierski** (District Recreation Officer)
 - b. Availability: Monday-Friday 8 a.m. - 5 p.m.
 - c. Email: jkazmierski@fs.fed.us
 - d. Phone: (760) 924-5503
 - e. Cell: (760) 914-0296
4. **Mammoth Lakes Tourism Representative:** Interactive Marketing Manager
 - a. Christie Osborne
 - b. Availability: Monday-Friday 8 a.m. - 5 p.m.
 - c. Email: cosborne@visitmammoth.com
 - d. Phone: (760) 934 2712 ext 1310
 - e. Cell: (828) 246-1741
5. **MLTPA Representative:** CEO
 - a. John Wentworth
 - b. Availability: Monday-Friday 8 a.m. - 5 p.m.
 - c. Email: johnwentworth@mltpa.org
 - d. Phone: 760 934 1279
 - e. Cell: 213 309 5637
6. **ESIA Representative:** Executive Director
 - a. Debbe Eilts
 - b. Availability: Monday-Friday 8 a.m. - 5 p.m.
 - c. Email: debbe.esia@gmail.com

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d. Phone: (760) 873-2411

Communication Protocols – per 12/09/11 Meeting Notes

Between MLTS Website Partners

1. “Group emails”
2. “Timeliness for information sharing (monthly, as needed, etc)”
3. “MLTS Partner Meetings”
 - a. **Partner Discussion:** *Meetings shall be seasonal, or more often as needed.*
 - b. **Anticipated Level of Effort:** *TBD*
 - c. **Partner Consensus:** *Meetings shall be seasonal, or more often as needed. Group emails are appropriate.*

MLTS Website MOU - per 12/09/11 Meeting Notes

Role of MLTS Website MOU between INF and TOML

1. “Prior to the launch of the MLTS Website, an agreement will need to be in place between the TOML and the United States Forest Service for the operation and maintenance of the MLTS Website. What should the relationship be between the MLTS Website Partners and the MOU?”
 - a. **Partner Discussion:** *Tabled pending more information on related documents – this document specifically - that would be associated with or referred to within the MOU.*
 - b. **Anticipated Level of Effort:** *TBD*
 - c. **Partner Consensus:** *Table the discussion per the terms above.*

“Soft Launch” / “Hard Launch” - per 12/09/11 Meeting Notes

Definitions and Implementation

1. Soft Launch

- a. “Does the current state of the MLTS website constitute a “soft launch?”
- b. “Is anything more required in its “soft launch” state?”
- c. “Duration of “Soft Launch” state - ?”
 - i. **Partner Discussion:** *The soft launch was completed with the site having been “turned on” and made accessible to the public. (NOTE: Site was “soft launched” per TOML on Sept 5, 2012) Mammoth Lakes Tourism (MLT) would like to be able to move into the hard-launch phase (with a content-*

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management program and analytics in place) ASAP. The MLTS Website Team should be receiving analytics reports and be set up to be able to access the account live online.

- ii. Anticipated Level of Effort:** *TBD*
- iii. Partner Consensus:** *Move into the hard-launch phase (with a content-management program and analytics in place) ASAP.*

2. Hard Launch: Content Updating

- a.** “Photographic documentation of new MLTS infrastructure including wayfinding and interpretive signage and posting to the MLTS Website.”
- b.** “Updating/creation of new administrative pages to provide information on new wayfinding and interpretive opportunities as well as local Wilderness area.”

i. Partner Discussion: *Photographic documentation should not hold up the hard launch. If photos are already available, they should be posted in a timely manner. Creation of administrative pages should occur before the hard launch. It is also desirable to further discuss linking the interpretive pages (accessed via QR codes on trail signage) to ESIA’s website while the interpretive content is being developed under separate contract between MLTPA and the TOML through Measure R. Additionally, it may be desirable to have the interpretive content available through the desktop version of the website, though this is not a hard-launch task.*

- ii. Anticipated Level of Effort:** *TBD*
- iii. Partner Consensus:** *Photographic documentation should not hold up the hard launch. If photos are already available, they should be posted in a timely manner. Creation of administrative pages should occur before the hard launch. Further discuss target for QR-code-accessed interpretive pages in content-development interim and potential repurposing of content on desktop site.*

3. Hard Launch: Marketing Opportunities

- a.** “Coordination with Mammoth Lakes Tourism”
- b.** “Printing and distribution of ‘MLTS Smart Card’”
- c.** “Printing and Distribution of ‘MLTS Rack Card’”
- d.** “Implementation of ‘MLTS Website Linking Program’”
- e.** “‘Guided tours’ of MLTS Website for media reviews”
- f.** “‘Guided tours’ of MLTS Website to MLTS Partners through a ‘MLTS Ambassador’ program targeting outreach to businesses and organizations”

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- g. "Implementation of 'Source Redirect' program to enhance MLTS website analytics"
- h. "Submission of MLTS Website for peer review by bodies/organizations that may produce positive responses that could be used in marketing efforts"
- i. "Date for Hard Launch"
- j. "Other:"

- i. **Partner Discussion "Hard Launch" Program and Date:**
(Hard-copy mockups of the Smart Card and Rack Card were distributed at the meeting. Refer to these handouts or to the master PDF). *More winter-specific content would need to be developed during the winter season, though there is already sufficient content to hard launch the site. The guided tours for the media will be in place for the October 20, 2012, rollout/celebration of the MLTS.*
- ii. **Anticipated Level of Effort: TBD**
- iii. **Partner Consensus "Hard Launch" Program and Date:**
The partners agreed that an ideal hard-launch date would be November 15, 2012—after Mammoth Mountain Ski Area opens for the winter season. The site should be in "winter" mode. The partners may review, in late October, any content that has been developed and is ready for hard launch; any necessary tweaks can be made during the first part of November, pre-hard launch.

Information and Data Sharing Protocols – per 12/09/11 Meeting Notes

Information and Data Sharing Protocols: From MLTS Website Team and Partners to the MLTS Webmaster that will be used for the following:

- 1. "Trail System Update"
- 2. "Trails Update"
- 3. "Destinations Update"
- 4. "Activity (general) Update"
- 5. "Activity (specific) Update"
- 6. "Trail" and "Destination" Alerts
- 7. "Events"
- 8. "Updated administrative information/data"
- 9. "Other"
 - a. **Partner Discussion:** *A "work request" program could be developed if necessary, outside of the proposed partner-email communications. ZenDesk is a program that may be useful for work tickets. INF facility alert information will likely not come from Ms. Tomsy, Mr. Regelbrugge, or Mr. Kazmierski; the*

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source is TBD. The INF source will, however, communicate desired alerts to the Webmaster for posting.

- b. Anticipated Level of Effort:** *TBD*
- c. Partner Consensus:** *This will be predictably engaged on at least a seasonal basis. Communications will be made via email groups to the appropriate parties, though individual, discrete conversations may happen simultaneously. Work requests, such as adding an alert to a trail, will go directly to the Webmaster, who will execute tasks/update the site.*

Information and Data Sharing Protocols: From the MLTS Webmaster to the MLTS Website Team and Partners that will be used for the following:

1. "Trail System Update"
2. "Trails General – Update"
3. "Destinations General – Update"
4. "Activity General Update"
5. "Activity (specific) Update"
6. "Events"
7. Information gathered from public/MLTS Website re: MLTS infrastructure conditions that may require agency response(s)
8. Information gathered from public/MLTS Website regarding any issues of agency corporate data sets as represented on MLTS Website
9. MLTS Website traffic analytics and data collected from traffic monitoring and Google/Share this analytics
10. Other
 - a. Partner Discussion:** *A "work request" program could be developed if necessary, outside of the proposed partner-email communications. ZenDesk is a program that may be useful for work tickets. INF facility alert information will likely not come from Ms. Tomsky, Mr. Regelbrugge, or Mr. Kazmierski; the source is TBD. The INF source will, however, communicate desired alerts to the Webmaster for posting.*
 - b. Anticipated Level of Effort:** *TBD*
 - c. Partner Consensus:** *This will be predictably engaged on at least a seasonal basis. Communications will be made via email groups to the appropriate parties, though individual, discrete conversations may happen simultaneously. Work requests, such as adding an alert to a trail, will go directly to the Webmaster, who will execute tasks/update the site.*

Direct communications from the MLTS Website: Protocols for direct communications from the MLTS Website to the general public

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- 1. Partner Discussion:** *The public may send updates/alerts directly to the Webmaster via the “reviews” form on the site; the Webmaster will do the initial filtering of these requests. The Webmaster would then communicate the information to the appropriate agency, which would be responsible for verifying the report and then initiating the work request back to the Webmaster to post an alert if necessary. In the approval interim, the Webmaster may post messaging saying that a report has been submitted and that the appropriate agency is investigating. Liability issues may arise.*
- 2. Anticipated Level of Effort:** *The volume of alerts will depend on the season, conditions on the ground as they happen, and public engagement with the system facilities.*
- 3. Partner Consensus:** *The public may send updates/alerts directly to the Webmaster via the “reviews” form on the site; the Webmaster will do the initial filtering of these requests. The Webmaster would then communicate the information to the appropriate agency, which would be responsible for verifying the report and then initiating the work request back to the Webmaster to post an alert if necessary. In the approval interim, the Webmaster may post messaging saying that a report has been submitted and that the appropriate agency is investigating. Liability issues may arise.*

Non website communications: Protocols for communication from the MLTS Webmaster to user groups, local businesses, MLTS Partners, etc.

- 1. Partner Discussion:** *The Webmaster will forward public/private communications to the partners via the appropriate email group for their review and suggested responses. When promoting the site, the partners should not associate private business with this website without previous discussions regarding sponsorship. The Linking Kit and Partner Kit will specify how the private sector will engage with the site and the system (i.e., sponsorship dollars, promotion, etc.).*
- 2. Anticipated Level of Effort:** *TBD*
- 3. Partner Consensus:** *The Webmaster will forward public/private communications to the partners via the appropriate email group for their review and suggested responses. Further discussion regarding the specifics of the Partner Kit and Linking Kit should take place before any information is relayed to the public.*

MLTS Website Traffic and Analytics – per 12/09/11 Meeting Notes

Desired Data

- 1.** “Google Analytics”
- 2.** “ShareThis Analytics”

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3. “Other”

- a. Partner Discussion:** *MLT would like to see who’s linking to us, search terms, referral traffic, bounce rates, page views, and sources, which should currently be available through the analytics site(s) and the report(s) it generates. The MOU should be modified to update the information-sharing language to allow MLT to use collected information, such as in the development of suggested itineraries for users. Presentation of wilderness experiences has already been taken care of by previous INF-directed changes to the site. The INF should let MLT know what’s “off limits” in terms of itinerary development and/or vet proposed marketing from MLT before it is shared with the public. The partner team can plan for some marketing efforts seasonally and in advance. MLT can help to educate the public with their own content and to promote responsible recreation in partnership with the INF. Currently the site does not collect email addresses, but this may be up for further discussion down the road.*
- b. Anticipated Level of Effort:** *TBD*
- c. Partner Consensus:** *Maintain partner online access to analytics. Register the site with Bing Webmaster Tools. MLT and other partners wishing to use analytics information for marketing purposes should do so only after discussions/approvals have come from the INF. The MOU should be modified to update the information-sharing language to allow MLT to use collected information, such as in the development of suggested itineraries for users. Plan marketing efforts at least seasonally and in advance as often as possible. MLT can help to educate the public and to promote responsible recreation with content on their own site, in partnership with the INF.*

Annual Content Management Program – per 12/09/11 Meeting Notes

Daily Operations

“Ongoing coordination and daily management of the Content Management Program will be conducted using a team approach with the MLTS Webmaster as the project lead. Daily and ongoing tasks will include:

1. “Coordination and posting of Activity/Trail/Destination/SOS/Event updates”
2. “Coordination and posting of Activity/Trail/Destination Alerts”
3. “Responses to Reviews and general inquiries from the public”
4. “Coordination of technical and content issues with the MLTS Website Team and Partners”

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5. "Coordination of information to/from MLTS Website Team and Partners"
6. "Coordination of information to MLTS Partners and interested parties"
7. "Assistance to interested parties with MLTS Web linking opportunities"
8. "Monitoring of QR Code Program, both Wayfinding and Interpretive"
9. "Monitoring and distribution of site analytics - Google and Share This"
10. "Monitoring of distribution of mammothtrails.org URL across the internet"
11. "Coordination of ongoing marketing programs as determined by MLTS Website Team and Partners"
12. "Coordination of the MLTS Website Calendar for seasonal transitions and content updates"
13. "Other tasks as assigned by MLTS Website Team and Partners"
 - a. **Partner Discussion:** *This site cannot be monetized due to INF involvement, with the exception of the Adopt-A-Trail program (plain text only). Secure social-media properties ASAP, even if they are dormant.*
 - b. **Anticipated Level of Effort:** *TBD*
 - c. **Partner Consensus:** *This site cannot be monetized due to INF involvement, with the exception of the Adopt-A-Trail program (plain text only). Secure social-media properties ASAP, even if they are dormant.*

Daily Operations: Staffing Estimates

1. "Estimated number of hours per week for the Webmaster - ?"
2. "Other staffing considerations - ?"
 - a. **Partner Discussion:** *None.*
 - b. **Anticipated Level of Effort:** *TBD. Recommendation to come from MLTPA.*
 - c. **Partner Consensus:** *TBD*

Seasonal Transitions

"The MLTS website is designed to accommodate representations of seasonal recreation opportunities in Mammoth Lakes. Tasks to present these opportunities through the MLTS Website include:

1. "Coordination with MLTS Website Team and Partners to establish "seasons" and an appropriate calendar for updating the MLTS Website"
 - a. **Partner Discussion:** *The partners will execute this task.*
 - b. **Anticipated Level of Effort:** *TBD*
 - c. **Partner Consensus:** *The site's schedule will be divided into four traditional seasons: winter, spring, summer, and fall. These meetings will happen on at least a quarterly basis.*

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2. "Identification of existing MLTS Website content that can be relinked as 'featured' opportunities on landing pages per identified seasons. Landing pages include:
 - a. "Home Page"
 - b. "Trails General Page"
 - c. "Destinations General Page"
 - d. "Activities General Page"
 - e. "Specific Activities Pages"
 - i. **Partner Discussion:** *This task will need to be done in advance of the featured season.*
 - ii. **Anticipated Level of Effort:** *TBD*
 - iii. **Partner Consensus:** *This task will need to be done in advance of the featured season, on at least a quarterly basis.*
3. "Updating of "Update" and "Alerts" for individual web pages based on seasonal realities and conditions on the ground"
 - a. **Partner Discussion:** *If information is available in advance, such as for planned construction or fuels reduction projects, it should be posted with plenty of notice. Other alerts will be posted as needed. Partners will check in on these items on at least a quarterly basis.*
 - b. **Anticipated Level of Effort:** *TBD*
 - c. **Partner Consensus:** *If information is available in advance, such as for planned construction or fuels reduction projects, it should be posted with plenty of notice. Other alerts will be posted as needed. Partners will check in on these items on at least a quarterly basis.*

Quarterly Content Updates

"New recreation opportunities and infrastructure enhancements to the Mammoth Lakes Trail System will need to be reflected on the MLTS Website. Ongoing expectations from the public for new and varied recreation opportunities and for timely information regarding the MLTS must be anticipated. MLTS Website content and potentially the MLTS Website itself will need to be updated to accommodate these realities. Tasks consistent with the creation of new content and functionality include:"

1. "Ongoing coordination with the MLTS Website Team and Partners, the MLTS CC, and interested parties to identify new infrastructure projects as they come on line and budget for their future representations on the MLTS Website."

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- a. **Partner Discussion:** *This task will need to be done in advance of the featured season.*
 - b. **Anticipated Level of Effort:** *TBD*
 - c. **Partner Consensus:** *This task will need to be done in advance of the featured season, on at least a quarterly basis.*
2. Ongoing coordination with the general public, user groups (“Mammoth Trails”) and interested parties to develop new “Activities” and their “Experiences” on the MLTS.
 - a. **Partner Discussion:** *This task will need to be done in advance of the featured season.*
 - b. **Anticipated Level of Effort:** *TBD*
 - c. **Partner Consensus:** *This task will need to be done in advance of the featured season, on at least a quarterly basis.*
 3. Drafting of proposals for funding creation and posting of new content.
 - a. **Partner Discussion:** *This task will need to be done in advance of the featured season.*
 - b. **Anticipated Level of Effort:** *TBD*
 - c. **Partner Consensus:** *This task will need to be done in advance of the featured season, on at least a quarterly basis.*

Anticipated Updates to MLTS Website Infrastructure

“Contemporary technology is fast changing and will require updates to the programming and infrastructure of the MLTS Website. The ongoing introduction of new smartphones and tablets; new software, coding, and updated technical standards for existing software; opportunities emerging from Digital 395; and updates to 3rd party platforms used by the MLTS Website will require proactive engagement. Rationale for updating MLTS Website infrastructure includes:”

1. “Response to MLTS Website user needs, whether for enhanced content delivery or enhanced technical capacity”
2. “Response to ongoing review and evaluation of emerging technologies and their implications for MLTS website”
 - a. **Partner Discussion:** *Examples of necessary infrastructure updates include adaptation to the new aspect ratio for iPhone5 and updating the geographic data to reflect new INF decisions. Monies will come from the Measure R annual allocation to the MLTS via the MLTS CC. Investigate whether the ads currently popping up on users’ phones when scanning QR codes are being generated through the QR code generator or the scanning application. If it’s*

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coming from the code generator, find a QR code-generation program that is a paid subscription (“premium”) to avoid this.

b. Anticipated Level of Effort: *TBD*

c. Partner Consensus: *Monies will come from the Measure R annual allocation to the MLTS via the MLTS CC. Investigate whether the ads currently popping up on users’ phones when scanning QR codes are being generated through the QR code generator or the scanning application. If it’s coming from the code generator, find a QR code-generation program that is a paid subscription (“premium”) to avoid this.*

Contingency

“Unforeseen events and opportunities will play a role in the operations of the MLTS Website. MLTS Website operations must be able to respond appropriately. Contingency funds need to be readily available to the MLTS Website for circumstances such as: “

1. “Traffic to the MLTS Website exceeds capacity of the web host and crashes the Website. Extra bandwidth and server administration is required immediately.”
2. “A catastrophic web hosting failure necessitates the installation of a full backup of the MLTS Website on an alternative webhost/data center.”
3. “A member of the MLTS Website Team is unable to perform to expectations necessitating alternative solutions to immediate needs”
4. “Unanticipated changes are needed to MLTS Website content or functionality in response to public safety needs or to fast moving changes in the technological environment that are beyond the control of the MLTS Website Team.”

a. Partner Discussion: *None.*

b. Anticipated Level of Effort: *TBD*

c. Partner Consensus: *None.*