

Town of Mammoth Lakes Community Host Program

Updated: November 2, 2020

Introduction

The Town of Mammoth Lakes community vision states, “Surrounded by uniquely spectacular scenery and diverse four-season recreational opportunities, the community of Mammoth Lakes is committed to providing the very highest quality of life for our residents and the highest quality of experience for our visitors.” The Town places a high value on the fact that “As stewards, we (TOML) support visitation and tourism as appropriate means to educate and share our abundant resources.” (General Plan Vision Statement – 2007). The value of on the ground interactions and education has been seen through the recent implementation of the Mammoth Lakes Trail System Trail Host Program. The addition of TOML Community Hosts will increase the number of interactions with the public in a town centered space (examples: town trolley, the village, shopping areas). These interactions will help mitigate issues and offer assistance to both residents and visitors.

Philosophy

The Community Host is intended to “help residents and visitors have fun safely.” Hosts actively seek to engage with the public to be a resource of information and assistance. The concept for this program grew out of the success of the Mammoth Lakes Trail System Trail Host Program. The need for information and the ability to engage visitors has extended beyond the need for trail system information. The deployment of Community Hosts throughout town will address needs of new visitors and even repeat visitors who may not be aware of winter operational changes in the Town and at Mammoth Resorts. With an everchanging environment hosts will provide guests with up to date information about town activities. The physical presence in the community is determined as the best method for mitigating problems before they occur.

COVID-19 Adaptations

Community Host staff will follow all current any current regulations for COVID-19 and the MLTS Outdoor Operations COVID protocols. MLTPA contract staff will sign an acknowledgment regarding protocols and expectations.

Host Qualities and Characteristics

Community Host staff will be well trained, have local knowledge and exhibit community pride. Hosts must have good customer service skills and represent the Town of Mammoth Lakes positively.

Host Expectations and Requirements

Much of community and its surrounding are on federal public lands. Staff are expected to be well versed on the policies of each land managing agency or entity. Community Hosts will be familiar with all aspects regarding how to best experience the Town of Mammoth Lakes including but not limited to offerings from MMSA, ESTA, UFSF, MLTS and local businesses.

Attendance and participation at all training events and activities must be met before a host may engage with the public. Staff will carry pertinent maps and handouts to distribute to the public. All Hosts will have successfully completed a Basic First Aid and CPR training course and be equipped with a first aid kit. When encountering a person who has a minor injury and needs first aid, the Host will offer first aid supplies and offer to call for help. The person will administer their own first aid. Hosts with current certification or license may provide care within their training as good Samaritans. Hosts will complete daily reports at the end of each shift to document interactions.

Code of Conduct

Interactions with people is not only encouraged, but mandatory. Staff will always be friendly and approachable. The overarching goal of this program is help people have a good experience by providing a welcoming presence in the town.

A cool-headed and diplomatic approach is necessary when interactions occur. Staff are “Gracious Hosts”, not police officers or “Enforcers”. When encountering prohibited activities, Hosts will ensure their safety first, and if applicable, inform the person of their mistake and offer a solution. Staff will not engage in political discussions. If an unhappy or frustrated person is encountered, Hosts will listen with empathy to their concerns and offer information or alternatives. Host are not tour guides and will not offer guided tours to people. Point to point guidance may be given if necessary. Staff are also prohibited from speaking with the media. Refer all media inquiries to the Trails Manager.

Uniforms

Hosts will be outfitted with the Mammoth Lakes Trail System ‘Trail Host’ vest.

Cost

Costs related to running the Community Host Program include; staff time, administration, uniforms, personal protection equipment, collateral for distribution and first aid kits. The budget outlined below is for about 150 hours of hosting per week for a 20-week period. Work would begin mid-November 2020 and end early April 2021 and have the potential for 7 days a week coverage.

Item	Cost
Field Hosts	\$85,000.00
Field Supervisor	\$10,000.00
Administration	\$4,000.00
Uniform (Jacket, Hat)	\$400.00
PPE (Face Masks, gloves, litter grabbers, sanitizer)	\$200.00
Collateral and First Aid Kits	\$400.00
Total:	\$100,000.00