

## Chapter 3: Display Materials

Materials for review, available on tables in the Exhibit Hall beneath relevant panels. Parties responsible for each item are identified in parentheses. (*Materials available upon request.*)

- **GIS Inventory Contract (GIC) field sheet binders (MLTPA)**  
Complete information gathered for each point of public access (summer and winter) identified by MLTPA in fulfillment of the 2006 GIS Inventory Contract (GIC). Sheets included: activities associated with each point; photos of each site's relative location, signage, and condition; comments and notes; information about the volunteer who assessed each point; and other information. See the latest version of the MLTPA GIC on file in the Town of Mammoth Lakes Planning Department offices for further detail.
- **“Golf Course Report” (MLTPA)**  
A report produced by MLTPA in 2006 describing the winter passage and recreation opportunities of golf courses in peer Western resort communities
- **Mammoth Trails sign-up sheets (MLTPA)**  
Guests signed up to receive more information about Mammoth Trails, MLTPA's concept for a confederation of local user groups dedicated to providing information about and stewardship to the Mammoth Lakes trails and public access system, by entering their contact information in the provided ledger.
- **“MLTPA Action Plan” (MLTPA)**  
Document developed by MLTPA and Jeff Olson of Alta Planning + Design at the close of MLTPA's 2006 Public Meeting and Strategic Conference to describe next steps for what would become the MLTPA Foundation and the CAMP process. This plan was validated by the members of the Interim Working Group, comprised of invitees to the Strategic Conference.
- **MLTPA E-newsletter sign-up sheets**  
Guests signed up to receive e-mail updates on MLTPA activities by entering their contact information in the provided ledger.
- **“Mobility Plan Resources Report” (MLTPA)**  
A 126-page document produced by MLTPA in 2006 identifying 100 trails and points of public access in Mammoth Lakes as observed by community volunteers. This report was presented to the Town Council and Planning, Tourism & Recreation, and Public Arts commissions at a joint meeting in July 2006, and was the basis of the GIC.
- **“Peer Resorts Report” (MLTPA)**  
A report produced by MLTPA in 2006 describing the structure and relationships of nonprofits, private enterprise, and government in trails planning, advocacy, implementation, and stewardship as found in peer

Western resort communities

- **Soil samples (Trail Solutions)**

Soil samples in plastic bags, collected by Trail Solutions to demonstrate differences in soil types in different areas of Mammoth Lakes. These samples were complementary to the “Soil Types” panel on the “Planning Exhibits” Wall:

- Soil Type 105: East side of Shady Rest Park
- Soil Type 106: West side of Shady Rest Park
- Soil Type 108: East of Scenic Loop Road N area
- Soil Type 110: East of Twin Lakes
- Soil Type 111: East of Scenic Loop Road
- Soil Type 216: Ice Rink site

- **“Signage and Wayfinding” Wall (Corbin Design)**

- Corbin Design informational brochures

## Chapter 4: Exhibit Hall

The Exhibit Hall/Base CAMP acted as a consistent information hub where guests could learn about the CAMP process and specific CAMP: SUMMER activities at any time during Mammoth Mountain Ski Area (MMSA) business hours. It served also as the central meeting place for most CAMP: SUMMER sessions and tours, and as the CAMP: SUMMER Online Trail Survey station. (Please see the “CAMP Online Trail Surveys” section, distinct from the “CAMP: SUMMER” section, for further detail on that element.)

Exhibit copy, images, and other elements were either generated and assembled in-house by MLTPA and its vendors or supplied by the consultants to MLTPA for production. Once printed, they were mounted on foam-core panels. Each panel was then suspended from a series of temporary walls constructed by MLTPA and lit by incandescent lights mounted at the top of each wall. Eight exhibit walls, varying in number of component panels and display materials, were displayed in the Exhibit Hall. Parties responsible for each wall are identified in parentheses following the wall names. Wall names are numbered to correspond to the “CAMP: SUMMER Exhibit Layout and Floor Plans.”

- **Exhibits**

- **“Welcome to CAMP” Wall (MLTPA) (1)**

Entrance area for Exhibit Hall; first point of public contact with CAMP: SUMMER. Staffed daily during MMSA hours of operation and during evening sessions by MLTPA staff, Board members, and volunteers.

- **“CAMP: SUMMER Partners” panel**

Listing of CAMP partnerships (Jurisdictional, Funding, and Planning) and involved parties, represented by logos

- **“CAMP: SUMMER Poster” panel**

Blow-up of CAMP: SUMMER poster produced by MLTPA. See the “Collateral” section for further detail.

- **“CAMP: SUMMER Event Schedule” panel**

Comprehensive daily schedule of receptions, sessions, presentations, and other activities planned for the CAMP: SUMMER event period

- **“Lake Mary Road Bike Path” Walls (Town of Mammoth Lakes) (2)**

Information regarding the in-process Lake Mary Road Bike Path project, which, although preceding CAMP efforts, is an integral part of the in-town Mammoth Lakes Trail System

- **“Walk the Lake Mary Road Bike Path” sequence**

Large-scale black-and-white reproductions of the Lake Mary Road Bike Path construction drawings, arranged

consecutively along one wall and featuring landmarks for reference

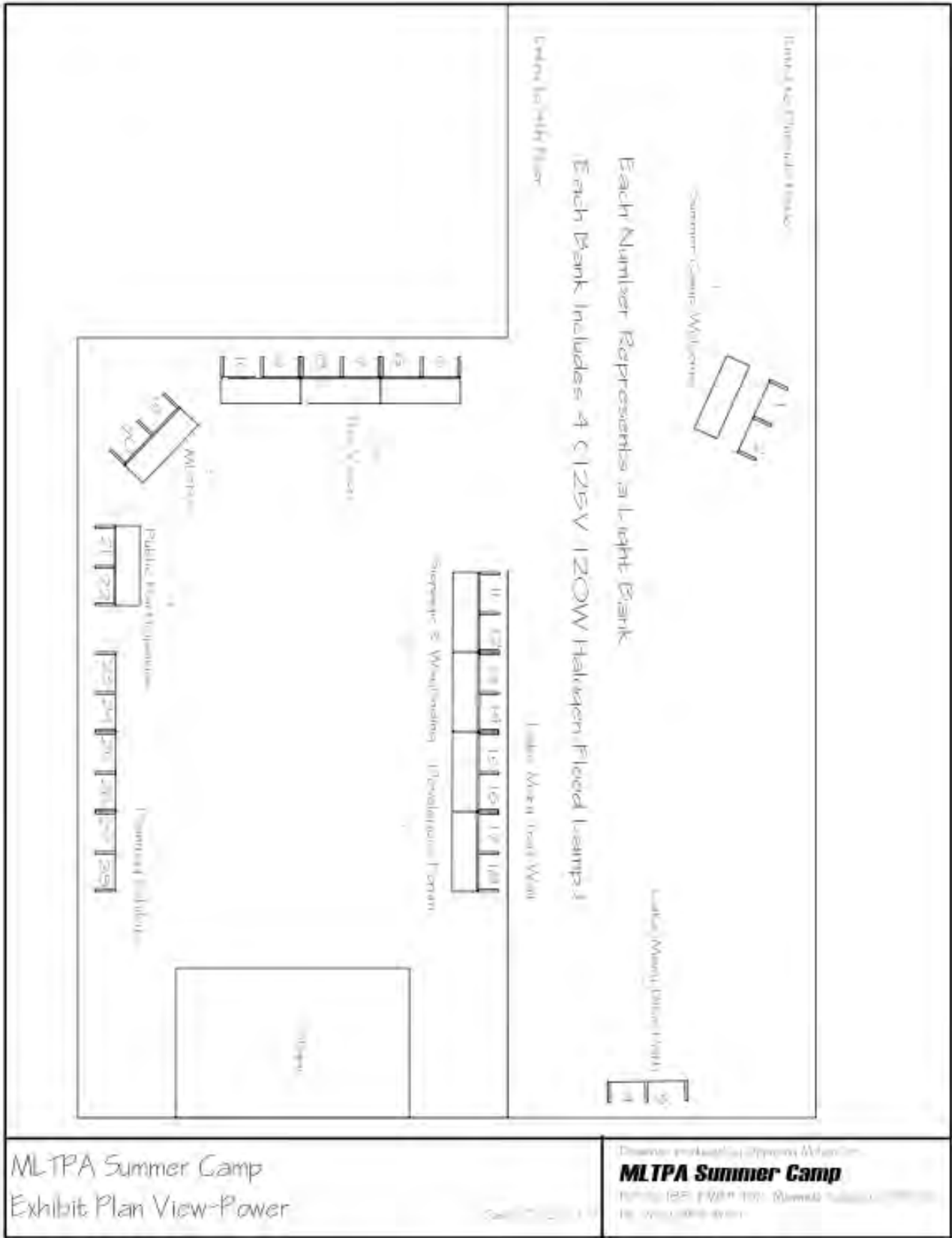
- **“Lake Mary Road Bike Path Project” panel**  
Aerial photograph of the southwestern section of the Town of Mammoth Lakes, overlaid with the Lake Mary Road Bike Path future route. Information regarding construction, funding, history, and project timeline was included.
- **“Planning Exhibits” Wall (MLTPA, Alta Planning + Design, Trail Solutions) (3)**  
Consultant- and MLTPA-generated CAMP planning exhibits specific to summer recreation, trails, and public access
  - **“Mammoth Lakes Area Jurisdictional Boundaries” panel (MLTPA)**  
GIS-generated map identifying jurisdictional aegis over lands contained within the Town of Mammoth Lakes Planning Area, Town Boundary, and Urban Growth Boundary, intended to highlight the multi-partnered nature of trails planning in Mammoth Lakes
  - **“Mammoth Lakes Area Trails and Access Points: Lakes Basin and Urban Limit” panel (Alta Planning + Design)**  
This GIS-generated map is a companion exhibit to the “Town of Mammoth Lakes Urban Area: Existing Facilities & Near-Term Projects” map and documents the approximate scope of the CAMP trails planning effort. The significant difference between the two exhibits is that the “Existing Facilities & Near-Term Projects” panel is specifically concerned with trails, access points, and “feet first” infrastructure *within* the Town of Mammoth Lakes Urban Growth Boundary, while the “Lakes Basin and Urban Limit” map documents points of public access and the existing and under-construction components of the Mammoth Lakes Trail System *outside of* the Urban Growth Boundary. It is not graphically possible to represent both articulations simultaneously with sufficient detail such that the resulting map is useful.
  - **“Soft-Surface Trail Types” panel (Alta Planning + Design and Trail Solutions)**  
Images and text describing a variety of soft-surface trails used in non-snow covered months, broken down by trail type and dominant user(s). Information regarding grades, tread materials, dimensions, obstacles, and accessibility was included.

- **“Bikeway Facility Types” panel (Alta Planning + Design and Trail Solutions)**  
Images and text describing common bikeway facilities such as shared-use paths and bike lanes. Information regarding distinguishing features, users, and amenities was included.
- **“Town of Mammoth Lakes Urban Area: Existing Facilities & Near-Term Projects” panel (Alta Planning + Design)**  
GIS-generated map documenting existing conditions for trails and pedestrian mobility within the Urban Growth Boundary of the Town of Mammoth Lakes during summer (non-snow covered) months. See the “Mammoth Lakes Area Trails and Access Points: Lakes Basin and Urban Limits” panel for further information.
- **“Trail Amenities” panel (Alta Planning + Design and Trail Solutions)**  
Images and text describing amenities commonly found on soft-surface trails and bikeways, such as lighting, maps and signage, drinking and restroom facilities, and other features
- **“Soil Types” panel (Alta Planning + Design)**  
GIS-generated map describing soil types in the Mammoth Lakes area and identifying where they are most commonly found. See the “Display Materials” section for further detail.
- **“Public Participation” Wall (MLTPA) (4)**
  - **“A Pin Marks the Spot” panel**  
GIS-generated map of GIS Inventory Contract–collected summer access points as defined by the Town of Mammoth Lakes Planning Area, Town Boundary, and Urban Growth Boundary. Participants were asked to identify areas of concern by selecting a numbered pushpin and inserting it into the spot in question on the map. They would then record their comments about the spot in the corresponding numbered space in the provided ledger. See the “Public Comment” section for further detail.
- **MLTPA Foundation Wall (MLTPA) (5)**  
Essential background information about the Mammoth Lakes Trails and Public Access Foundation (MLTPA)
  - **“Mission & Vision” panel**
  - **“Board of Directors and Staff” panel**  
Listing of Board of Directors and staff members working

- with MLTPA at the time of the event, with brief biographies
- **“Highlights” panel**  
Descriptions of milestones in the development of MLTPA and CAMP, arranged chronologically through November 1, 2007
- **“Highlight Examples” panel**  
Groups of images, arranged by date, illustrating the text found in the “Highlights” panel
- **“Foundations, Founders, and Friends” panel**  
Listing of contributions and donors by category, as well as fundraising program information, as of November 1, 2007
- **“Vision Wall” (MLTPA) (6)**
  - **“Sphere of Influence” panel**  
GIS-generated image of the Town of Mammoth Lakes Planning Area, displayed spherically and divided by color into eight areas of use: Eastern Lands, Hidden Lake/The Sherwins, High Country, Lakes Basin, Mammoth Mountain Ski Area, Northern Lands, Town of Mammoth Lakes, and Western Lands. Areas contained the names of activities frequently conducted in each zone, and were further demarcated by the Town Boundary and Urban Growth Boundary.
  - **Individual large-scale photograph panels**  
Eight scenes representative of each sphere of influence, shot by John Wentworth
- **“Developers’ Forum” Wall (MLTPA) (7)**  
The Developers’ Forum is a joint venture between MLTPA and the Mammoth Lakes Chamber of Commerce (MLCC), designed to engage and inform developers and related trades regarding the CAMP process. Contributions made by participants are a direct source of revenue for CAMP.
  - **“Peer Resorts” panel**  
Frames from the Developers’ Forum presentation made on behalf of MLTPA and the MLCC by Randy Martin of Martin & Associates, comprised of ski-area maps, trail maps, and photographs representing Western resort communities competitive with Mammoth Lakes of which trails are a major component
  - **“Trails and Economics” panel**  
Frames from the Developers’ Forum presentation made on behalf of MLTPA and the MLCC by Randy Martin of

- Martin & Associates, describing the financial impact of trails and public access on private development
- **“Developers’ Forum Participants” panel**  
Listing of to-date participants in the Developers’ Forum, ordered chronologically and identified by both developer name and project name
  - **“Real Estate Development Projects” panel**  
Frames from the Developers’ Forum presentation made on behalf of MLTPA and the MLCC by Randy Martin of Martin & Associates, representing geographically all 11 major development projects in Mammoth Lakes expected to move forward in the coming year, and illustrating how the projects can work harmoniously to build a comprehensive system of trails and public access
  - **“Developers’ Forum” panel**  
Frames from the Developers’ Forum presentation made on behalf of MLTPA and the MLCC by Randy Martin of Martin & Associates, representing major themes of the presentation, as well as a graphic, separate from the presentation frames, describing the Developers’ Forum goal and objectives
- **“Signage and Wayfinding” Wall (Corbin Design) (8)**  
Though not a retained CAMP consultant at the time of CAMP: SUMMER, Jeff Corbin, founder of Corbin Design, was invited to the event to give a public presentation on signage and wayfinding and to provide an informational panel for the Exhibit Hall.
    - **“What Is Wayfinding?” panel**  
Photographic examples of historic and modern-day signage
    - **“What Are Your Peers Doing?” panel**  
Listing of Western resort communities competitive with Mammoth Lakes, with photographic examples of each town’s signage and wayfinding system
    - **“What Are Others Doing?” panel**  
Listing of non-resort communities with comprehensive signage and wayfinding systems, with photographic examples

Exhibit Layout and Floor Plans



MLTPA Summer Camp  
Exhibit Plan View-Power

Division of Environmental Programs, Washington  
**MLTPA Summer Camp**

Friday, 12th Floor, 1000 Washington Blvd., Seattle, WA 98101  
Tel: 206-462-2828



## Welcome to CAMP:SUMMER Wall





# CAMP: SUMMER PARTNERS

**JURISDICTIONAL:**



**FUNDING:**



**PLANNING:**




The MLTPA Foundation presents

# CAMP: SUMMER

Summer Recreation and Trails  
Workshop in Mammoth Lakes

**PARTICIPATE IN CAMP: CONCEPT AND MASTER  
PLANNING FOR TRAILS AND PUBLIC ACCESS**

**November 1–4, 2007**  
Canyon Lodge in Mammoth Lakes

All Weekend: Exhibits, Tours, Community and User Group Meetings,  
Trails Network Workshops, and "Mammoth Trails"

**OPENING NIGHT**  
Thursday, November 1, 2007  
7:00 PM at Canyon Lodge  
Reception and Program Overview

**FEATURED PRESENTATION**  
Saturday, November 3, 2007  
7:30 PM at Canyon Lodge  
"Signage and Wayfinding in Mammoth Lakes: The Essential  
Steps to a Successful Program" Corbin Design

Schedule and Event Registration at [www.mltpa.org](http://www.mltpa.org)  
MLTPA: 760 934 3154  
All events are free and open to the public  
The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is a public benefit 501(c)(3) corporation



**CAMP: Winter coming February 2008**  
Photo by Stephen H. Willard, Old Mammoth, No. 363 (detail), © Stephen H. Willard Photography Collection & Archive, courtesy Palm Springs Art Museum

# CAMP: SUMMER

## EVENT SCHEDULE:



### THURSDAY, November 1st

#### 7:00 p.m. to 8:30 p.m.

Exhibit Hall and Registration/Information Open, Canyon Lodge

#### 7:00 p.m. to 8:30 p.m.

Opening Reception, Canyon Lodge

### FRIDAY, November 2nd

#### 8:30 a.m. to 5:00 p.m.

Exhibit Hall and Registration/Information Open, Canyon Lodge

#### 9:00 a.m. to 12:00 p.m. \*Tours are concurrent

Existing Facilities Trolley Tour (Paved), meet at Canyon Lodge, transportation provided by Town Trolley/on foot (beginner)

\*Limit 20

Existing Facilities Bike Tour (Paved), meet at Canyon Lodge, transportation provided by MMSA Bus/on bike (advanced)

\*Limit 20

#### 9:00 a.m. to 12:00 p.m. \*Tours are concurrent

Existing Facilities Trolley Tour (Natural Surface), meet at Canyon Lodge, transportation provided by Town Trolley/on foot (beginner)

\*Limit 20

Existing Facilities Bike Tour (Natural Surface), meet at Canyon Lodge, transportation provided by MMSA Bus/on bike (advanced)

\*Limit 12

#### 9:00 a.m. to 12:00 p.m.

Hidden Lake/Mammoth Meadows Restoration Project Tour (USFS), meet at Canyon Lodge, transportation provided by Town Trolley

### SATURDAY, November 3rd

#### 8:30 a.m. to 9:30 p.m.

Exhibit Hall and Registration/Information Open, Canyon Lodge (Exhibit Hall not open during sessions.)

#### 9:00 a.m. to 12:00 p.m.

Missing Links Tour (Paved), meet at Canyon Lodge, transportation provided by Town Trolley/on foot \*Limit 20

#### 9:00 a.m. to 12:00 p.m.

Missing Links Tour (Natural Surface), meet at Canyon Lodge, transportation provided by Town Trolley/on foot \*Limit 20

#### 9:00 a.m. to 12:00 p.m.

Mammoth Trails, Canyon Lodge

#### 2:00 p.m. to 4:00 p.m.

Trails Network Workshop (Paved), Canyon Lodge

#### 2:00 p.m. to 4:00 p.m.

Trails Network Workshop (Natural Surface), Canyon Lodge

#### 7:30 p.m. to 9:30 p.m.

Signage and Wayfinding in Mammoth Lakes: Essential Steps to a Successful Program, Canyon Lodge

### SUNDAY, November 4th

#### 9:30 a.m. to 12:00 p.m.

Exhibit Hall and Information Open, Canyon Lodge

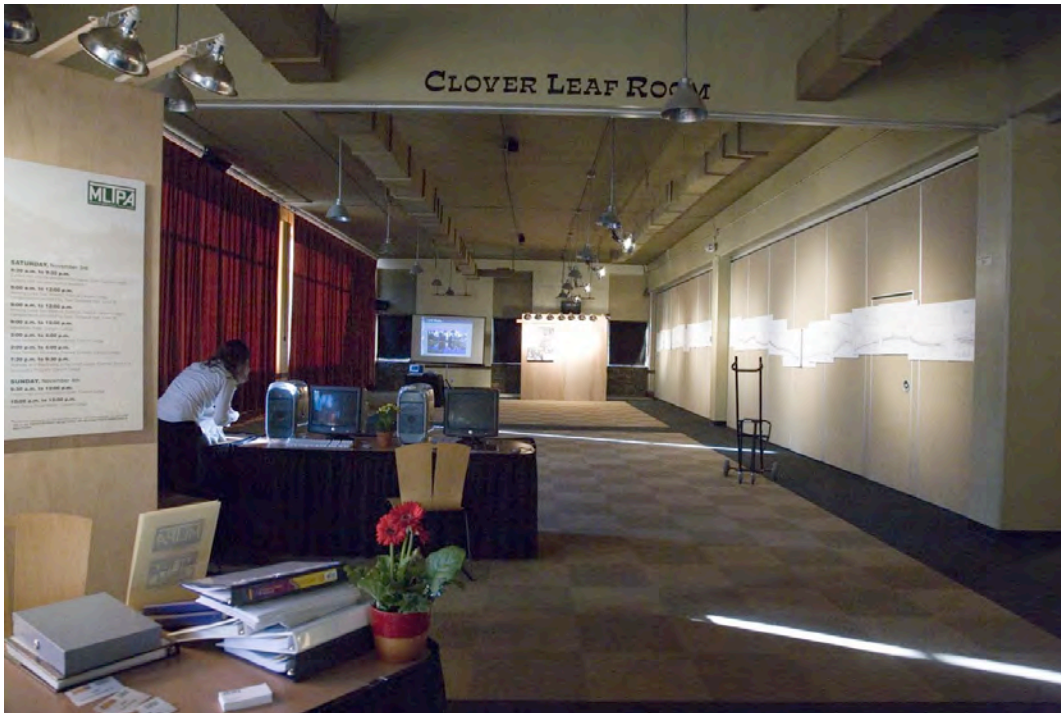
#### 10:00 a.m. to 12:00 p.m.

Next Steps Presentation, Canyon Lodge

\*All bike-tour participants are required to bring their own bicycles and helmets—no gear is available on site. RIDERS WITHOUT HELMETS WILL NOT BE PERMITTED TO PARTICIPATE IN BIKE TOURS.



## Lake Mary Road Bike Path Exhibit



*Full Bike Path exhibit*

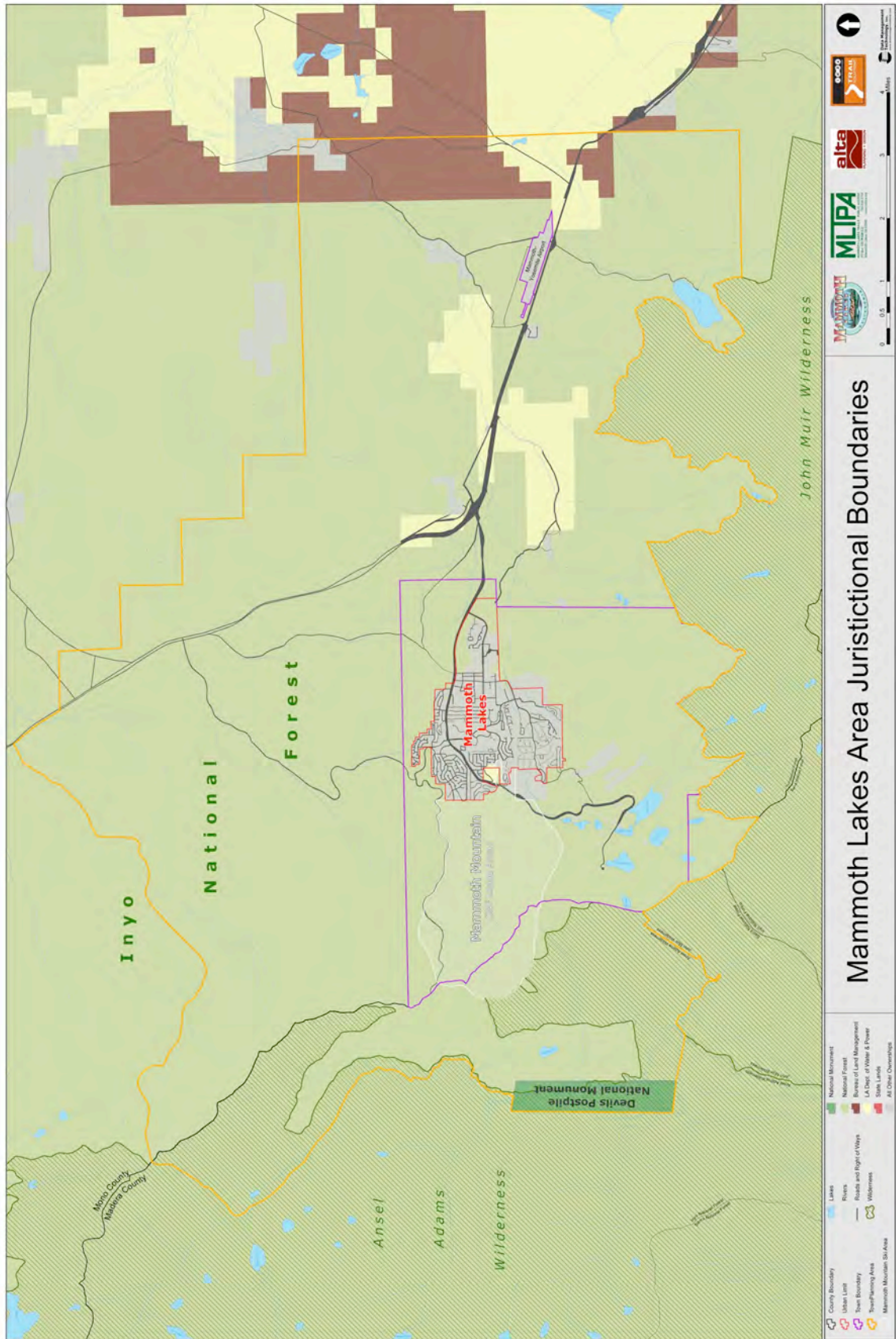


*Lake Mary Road Bike Path Project Wall*

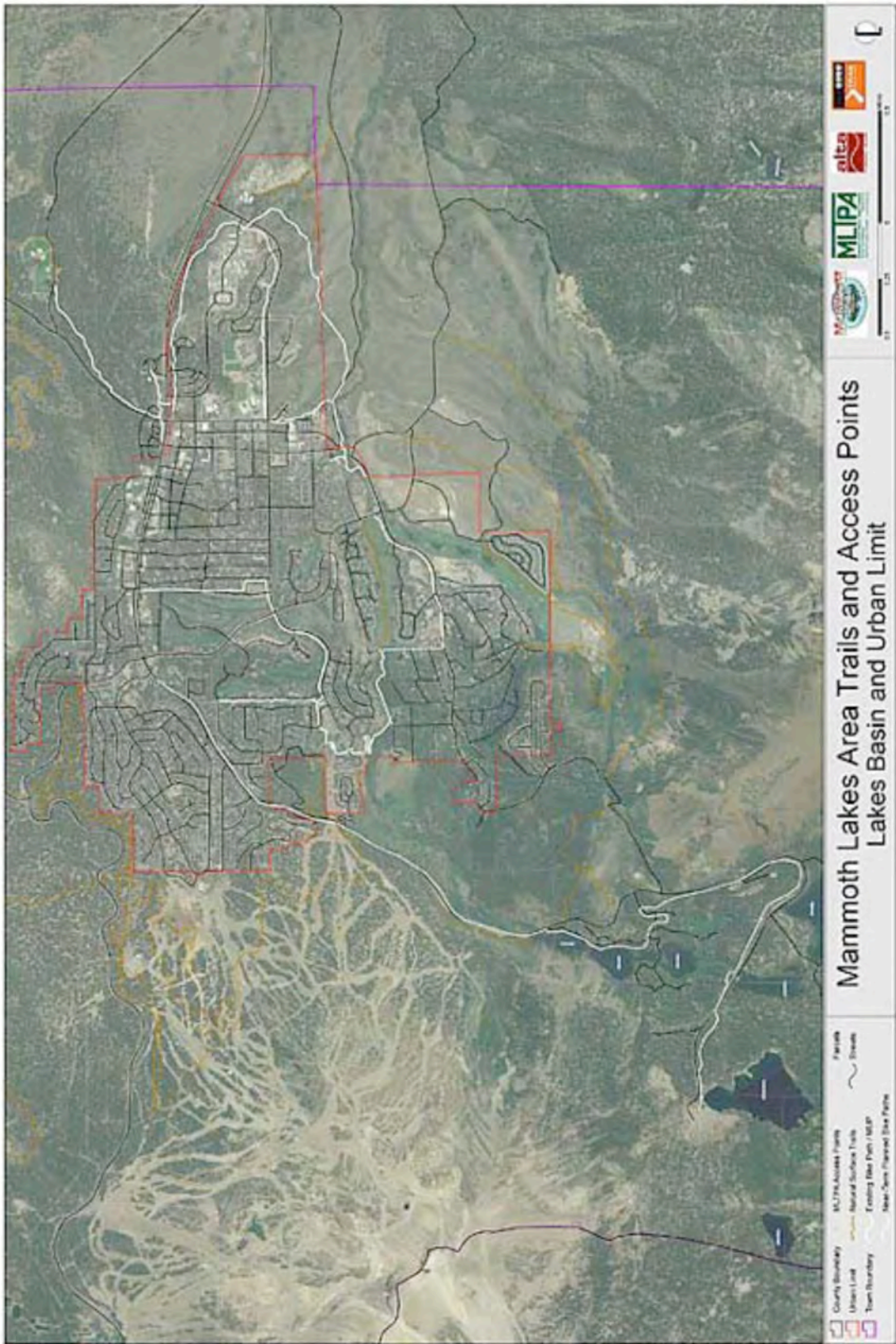
## Planning Exhibits











## SOFT-SURFACE TRAIL TYPES

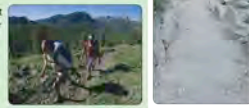
### TYPE 1 - FOOT ONLY

- Narrow trail; single-file travel
- Native surface materials
- Users frequently encounter obstacles such as overhangs, water, steep exposure, boulders, or large debris
- Route may not be constructed
- Grades may be steeper than 10%



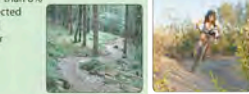
### TYPE 2 - PREFERRED HIKE [H]

- Narrow trail - less than 36 inches; minimal passing allowance
- Native surface materials
- Overhead obstacles may be present
- Grades may occasionally be steeper than 10%, including stair steps
- Turns will be switchbacks
- Minimal signage
- May not be suitable or enjoyable for equestrians or bikers



### TYPE 2 - PREFERRED MOUNTAIN BIKE [MTB]

- Narrow trail - less than 36 inches; minimal passing allowance
- Native surface materials
- Grades may occasionally be steeper than 8%
- Obstacles and challenge to be expected
- Climbing turns will be incorporated
- May not be suitable or enjoyable for equestrians



### TYPE 2 - PREFERRED EQUESTRIAN [E]

- Narrow trail - less than 36 inches; minimal passing allowance
- Native surface materials
- Head clearances over 12 feet
- Grades may occasionally be steeper than 10%
- Obstacles and challenge to be expected
- Turns will be switchbacks or climbing turns
- Minimal signage
- May not be suitable or enjoyable for bikers



### TYPE 3 - SHARED NON-MOTORIZED

- Trail width - up to 48 inches
- Native surface materials
- Obstacles occasionally present
- Blockages cleared to define route and protect resources
- Grade to 10%
- Clearance and turning radius to accommodate all uses



### TYPE 4 - SHARED MULTI-USE

- Trail width - One-way: less than 5 feet; Two-way: 12-20 feet
- Native or imported surface materials
- Maximum grade 8%
- May or may not be universally accessible
- Used by hikers, bikers, equestrians



## BIKEWAY FACILITY TYPES

### CLASS 1 - SHARED-USE PATHS

- Two-way off-street facilities serving bicycle and pedestrian traffic
- Should be wide enough to minimize conflicts between cyclists and pedestrians
- Additional amenities: Lighting, signage, fencing (where appropriate)



### CLASS 2 - BIKE LANES

- Dedicated section of roadway for exclusive bicycle travel
- Used on moderate- and high-volume roads with available right-of-way
- Striping, pavement markings, signage

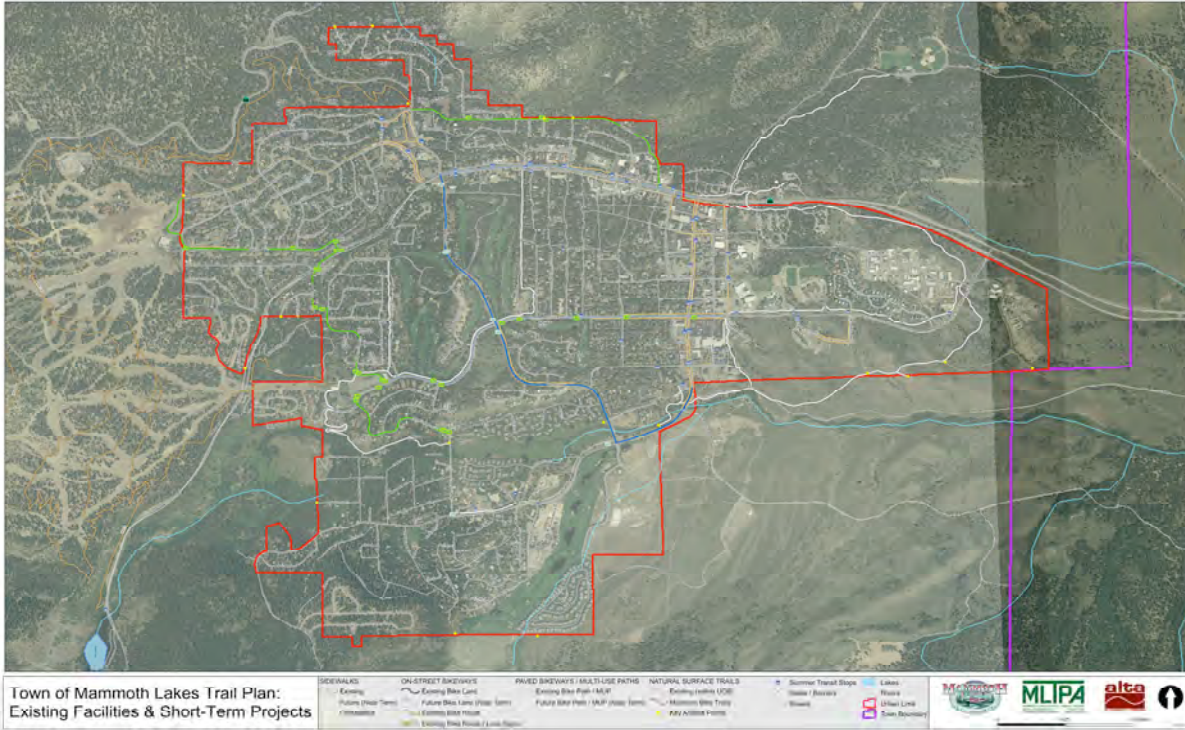


### CLASS 3 - SIGNED BIKE ROUTE

- Shared motor vehicle/bicycle travel lanes
- Typically used on roads with low speeds and traffic volumes
- Can be used in conjunction with traffic calming to increase safety
- May be used on higher volume roads with wide shoulders and bicycle-friendly rumble strips







# TRAIL AMENITIES

## LIGHTING

- Improves safety and enables year-round trail use
- Enhances trail aesthetics
- Fixtures should be consistent with surrounding fixtures



## WATER FOUNTAINS

- Provide water for people and pets
- Should be provided at trailheads and areas of interest where water source is available
- Fountains should be accessible to all trail users where provided



## MAPS AND SIGNAGE

- Informational kiosks with maps at trailheads and other pedestrian generators can provide enough information for someone to use the trail system with little introduction - perfect for areas with high out-of-area visitation rates
- Signs along the trail enhance trail experience by providing information about history, ecology, environmental concerns, and other educational information



## ART INSTALLATIONS

- Art commissioned from local artists can make the trail system distinct
- Some Pieces can be functional as well as aesthetic, by providing places to sit and play



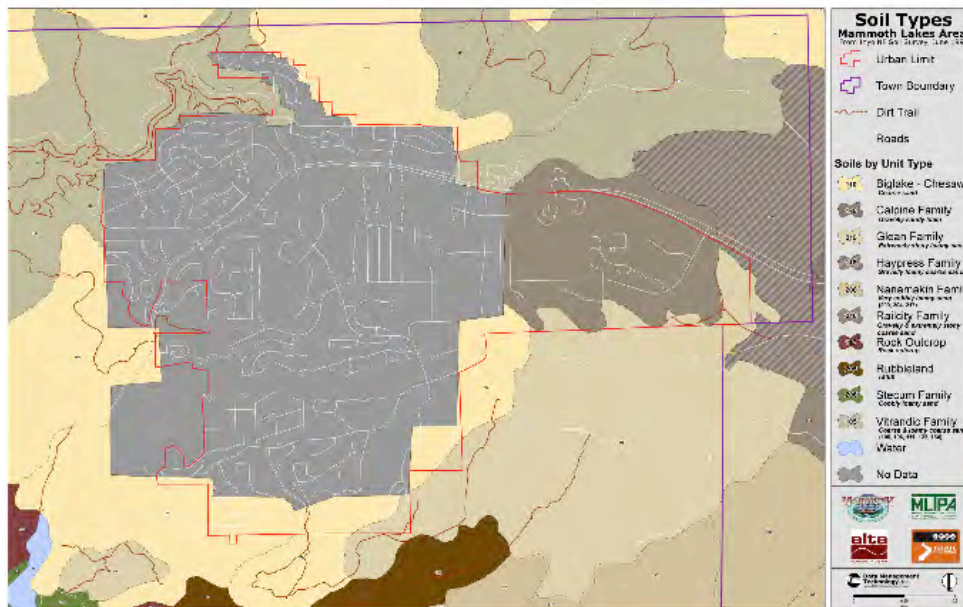
## FURNITURE

- Benches at key rest areas and viewpoints encourage people of all ages to use the trail by ensuring rest points
- Can be simple (e.g., wood slats) or more ornate (e.g., stone, wrought iron, concrete)



## BICYCLE PARKING

- Allow trail users to safely park their bikes if they wish to stop along the way, particularly at parks and other desirable destinations



## CAMP: SUMMER Public Participation Exhibit: A Pin Marks the Spot







*CAMP: SUMMER Public Participation in action*

## MLTPA Foundation Wall



### Mission & Vision

#### MISSION

MLTPA will plan, steward, interpret, promote, and sustain a system of four-season trails and public access in Mammoth Lakes and the immediate Eastern Sierra region while protecting natural areas. We do this by collaboratively engaging government agencies, nonprofit organizations, businesses, and concerned citizens, and by creating a forum for all trail users to be involved, connecting people to nature.

#### VISION

The rising sun warms a thriving mountain community, a small town whose borders blend seamlessly with the surrounding wild places of a mighty mountain range. There was a time when the town's legal boundaries threatened to confine and restrict the community, even as visitors from around the world, hungry for majestic scenery, recreation, and wilderness, came in search of inspiration and renewal. The community responded by integrating itself with the surrounding public lands through a comprehensive and well-planned system of trails and public access, establishing itself as a generous and welcoming portal to its mountain locale. Today the community thrives, and its visitors are renewed, because the citizens have unified their home with its unique setting.

# MLTPA Foundation Board of Directors

## John Wentworth, Board President and Acting Executive Director

John has worked in the motion picture industry, where his credits include Co-Producer of *Twin Peaks: Fire Walk With Me* and *Mulholland Drive*. He is an adjunct instructor at Art Center College of Design in Pasadena, CA (Fine Arts Graduate Program). He has lived in Mammoth Lakes since July 4, 2000, and is an avid outdoorsist.

## John J. Deinken, Vice President

Jay has been a registered patent attorney with the U.S. Patent and Trademark Office since 1977, a member of the California State Bar since 1979, and a member of the American Intellectual Property Law Association since 1976. Before entering law school at the University of Arizona, he served as a Missile Combat Crew Commander in the United States Air Force, where he was responsible for the operation of a nuclear missile silo complex. In 1978 he began a 27-year career at Rockwell International (now Today's Scientific and Imaging Company) in Thousand Oaks, CA, rising to the level of Intellectual Property Counsel for the Science Center, the company's senior legal position. In 2001 he assumed as well the duties of Ombudsman. After retiring from the Science Center in 2005, he became associated with the Thousand Oaks law firm Koppell, Patrick & Hoybl as Of Counsel. He and his wife, Noelle, who have two grown sons, moved to Mammoth Lakes in January 2006. Jay is interested in energy-efficient construction technologies and geothermal energy. He enjoys hiking, running, downhill skiing, cross-country skiing, backpacking, snowshoeing, and bicycling.

## Jo Bacon, Treasurer

Jo is a retired governmental fiscal manager and consultant, now serving as a Planning Commissioner for the Town of Mammoth Lakes. She has a master's degree in public administration with a focus on urban and community development at the level of state and local government. She is a local business owner, a member of the Outdoor Science Education staff for the Valentine Reserve, and a naturalist guide for the Inyo National Forest, the Mono Scenic Basin, and Mammoth Mountain Ski Area.

## Will Aldrich, Member

Will has been building consumer Web products for 13 years and is currently Director of Product Management for Social Networking Initiatives at Yahoo!. He's a graduate of Georgetown University's School of Foreign Service and is a former associate board member of the Mary A. Crocker Trust. Will is an avid mountain biker and skier, and his favorite run in the Mammoth area is the Shenwens.

## Alex Fabbro, Member

For four years Alex held the position of Government Relations Manager for Mammoth Mountain Ski Area (MMSA), which charged her with the administration and management of governmental permits and compliance with state and federal regulations for MMSA projects. She has contributed to and evaluated various CEQA and NEPA documents, and has created GIS systems for the Mono County Community Development Department as well as MMSA. After obtaining her master's degree in mechanical engineering from the Naval Postgraduate School, she worked as an Avionics and Flight Dynamics Project Engineer at the Air Force Flight Test Center at Edwards Air Force Base, and later, as Weapons Range Project Manager at Kirtland Air Force Base; both positions provided Alex with extensive experience in avionics and armament systems test planning. An active member of the Velo Bella Cycling Team, Alex was the 2004, 2005, and 2006 National Super D Amateur Champion and the Pro National Super D Series silver medalist in 2007.

## Brooke Pace, Member

Brooke holds a B.A. in environmental studies with an emphasis in human ecology. She has a background in research analysis and project management in social, academic, and governmental research in both the nonprofit and private industries. Currently self-employed in a consulting business, Brooke specializes in grant-writing, book-keeping, and event management. She is an active member of the Mammoth Lakes community and serves as a Board member for several other local nonprofits, including the Chamber of Commerce. Brooke also volunteers for several other organizations, such as Disabled Sports Eastern Sierra, the High Sierra Energy Foundation, the Great Bay National Wildlife Refuge, and the Sierra Club.

## Rebecca Paranick, Mammoth Mountain Ski Area Member

Rebecca is the current Government Relations Manager for Mammoth Mountain Ski Area (MMSA). She coordinates ski area permits, serving as liaison to such agencies as the U.S. Forest Service, the Air Pollution Control District, the Regional Water Quality Control Board, Mono County, and the Town of Mammoth Lakes. She represents MMSA on the Transportation Advisory Group and on the Board of MLTPA. Rebecca has degrees in both political science and international affairs from the University of Colorado in Boulder and an M.A. in public policy from The College of William and Mary. In 2002 she left her position as Senior Policy Analyst and Chief Staff Assistant to the Commissioner for the Virginia Department of Transportation in order to return to her childhood home in Mammoth. Previous to her current position, she spent five years in the MMSA Planning Department, directing projects such as the Mammoth Mountain Inn and VIP condo renovations, programming the Minister Club, and representing the ski area and the Community Stakeholders Group in the Town of Mammoth Lakes General Plan Update process. She and her husband, Steve, have a three-year-old daughter named Megan Jo. They like to hike, ski, golf, and travel.

## MLTPA FOUNDATION STAFF

### Kim Stravers, Communications Manager and Board Secretary

Kim moved to Mammoth in December 2005 and has been part of MLTPA from the very beginning, becoming involved after writing a story about the Ranch Road gate Town Council decision for Powder magazine. In a previous life she was a longtime staff writer and editor for action-sports magazines such as *Bike*, *Powder*, and *SG*. *Surf*/*Snow*/*Skate* Girl, where she was the managing editor. Her freelance client roster today includes Red Bull, Surfer, ESPN, Future Snowboarding, and Girls Learn to Ride. Her obsessively organized, frstborn disposition keeps MLTPA's dealings both punctuated and punctual. When she's not cuddling with her laptop, you can find her hiking, trail running, snowboarding, falling off of her mountain bike, or just looking for a good spot to take a nap in the grass.

### Mark Shepl, Operations Manager

Mark is a recovering ski bum who finds a safer circumstance to refer to himself in the third person. In an increasingly linear society, his skill set is slightly askew. He has enjoyed doing dishes in Steamboat Springs, being a telecommunications consultant for Sprint PCS, managing the kitchen operations at the White Mountain Research Station, trading stocks for Pataai Trading LLC, and studying philosophy at the University of California, Berkeley.



# Highlights

## February 2006

In response to a petition signed by more than 750 local residents, the Town Council of Mammoth Lakes votes unanimously to reconsider their decision relinquishing public right-of-way on a public road.

## July 2006

MLTPA presents the 125-page "Mobility Plan Resources Report" to a joint meeting of the Town's Tourism and Recreation, Planning, and Public Arts commissions.

## August 2006 to January 2007

MLTPA completes an \$11,000 GIS Inventory Contract with the Town of Mammoth Lakes to document key points of public access, trailheads, and outdoor recreation amenities for inclusion in the Town's GIS database as a staff planning tool.

## November 2006

MLTPA convenes a Strategic Conference and Public Meeting on the future of trails and public access in Mammoth Lakes, featuring nationally recognized presenters and attracting a standing-room-only crowd of more than 200 people.

## December 2006 to March 2007

The Mammoth Lakes Trails and Public Access Foundation is incorporated as public benefit corporation in the State of California, seats a seven-member Board of Directors, and submits a formal application to the IRS for 501(c)(3) status.

## February 2007

MLTPA produces numerous reports and studies, available on the MLTPA website at [www.mltpa.org](http://www.mltpa.org), including an 18-page Action Plan written in conjunction with Jeff Olson of Alta Planning + Design.

## March 2007 to April 2007

MLTPA facilitates a joint Task Force with the Town's Tourism and Recreation Department, including representatives from the development community, the United States Forest Service, the Tourism and Recreation Commission, and Town of Mammoth Lakes staff, to prepare the "Proposal to the Community for a Trails and Public Access Concept and Master Plan."

## May 2007

MLTPA presents the Planning Proposal to the community of Mammoth Lakes. The IRS grants official 501(c)(3) status to the MLTPA Foundation.

## June 2007

Town Council votes to approve a \$100,000 commitment toward MLTPA Concept and Master Planning (MLTPA CAMP), triggering a matching \$100,000 commitment from Mammoth Mountain Ski Area and \$25,000 from Cardinal Investments via the Developers Forum, a partnership between MLTPA and the Mammoth Lakes Chamber of Commerce.

## October 2007

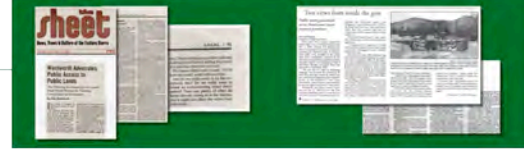
Town Council votes to officially authorize the CAMP consultant contracts as well as to approve the Town's agreement with MLTPA to conduct formal public outreach and data coordination and collection services. Town Council also signs a Memorandum of Understanding (MOU), to be co-signed by MLTPA, Mammoth Mountain Ski Area, the United States Forest Service, Mono County, and a number of other partners, that addresses cooperative trails and public access planning efforts.

## November 2007

The CAMP Summer recreation and trails workshop takes place at Canyon Lodge, with its sister event, the CAMP: Winter recreation and trails workshop, scheduled for the first weekend of February 2008.

# Highlight Examples

February 2006



July 2006



August 2006 to January 2007



November 2006



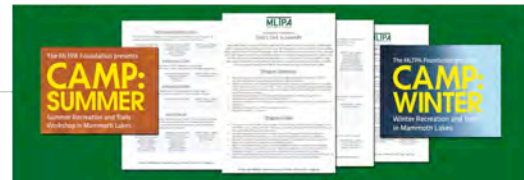
February 2007



March to May 2007



November 2007



## Foundations, Founders, and Friends

### FOUNDATION SUPPORT

The Fidelity Charitable Trust  
 Flora Family Foundation  
 Fred Heim Fund  
 Virginia Wellington Cabot Foundation

### 100 MLTPA FOUNDERS

One-time donation, minimum \$1,000; the MLTPA Founders category will close after the first 100 MLTPA Founders' donations have been received, deposited, and acknowledged.

<b>Sharon, Gordon, and Jennifer Alper</b>	<b>Neil McCarroll</b>
<b>Jo Bacon</b>	<b>MLTPA Foundation Board 2007</b>
<b>Base Camp Café</b>	<b>Mary K. Prentice</b>
<b>Louis Cabot</b>	<b>James S. Reed</b>
<b>Mabel H. Cabot</b>	<b>George Stephanopoulos and Ali Wentworth Stephanopoulos</b>
<b>Coldwell Banker Real Estate</b>	<b>Will, Becca, and Kylie Stroud</b>
<b>In memory of Henry Coronado</b>	<b>Erick, Wendy, and Tang Sugimura</b>
<b>Footloose Sports</b>	<b>Town of Mammoth Lakes Tourism and Recreation Commission 2007</b>
<b>Rusty and Bonnie Gregory</b>	<b>Vereuck Family Trust</b>
<b>Gregory, Pieper &amp; Graham, LLP</b>	<b>Wave Rave Snowboard Shop</b>
<b>Mammoth Mountaineering Supply/Alpine Approach</b>	

### MLTPA FRIENDS

#### SINGLE USE: \$1–\$99

"Single use" describes trails that have been designed and constructed for the exclusive use and benefit of one particular user group, such as a ski trail groomed with Nordic tracks, a mountain bike singlettrack, or a snowmobile route.

<b>Al Amores</b>	<b>Mountain Mobile Massage</b>
<b>Fred Beck</b>	<b>Mike Modaberpour</b>
<b>The Booky Joint</b>	<b>Jim O'Meally</b>
<b>Brian's Bicycles and Cross Country Skis</b>	<b>Julie and Christian Pondella</b>
<b>T.J. and Jen Chase</b>	<b>Powder Danny</b>
<b>Rama Davis</b>	<b>Shawn Reeder</b>
<b>Colleen Devaney</b>	<b>Sanouk</b>
<b>Brooke Geery</b>	<b>India Schilling</b>
<b>John and Heidi Goetz</b>	<b>Nate Shute</b>
<b>Byng Hunt</b>	<b>Brannon Smith</b>
<b>Denise Janney</b>	<b>Steve Speidel</b>
<b>Mike Johnson</b>	<b>Danna Stroud</b>
<b>M'so Jones</b>	<b>Dave and Autumn Talsky</b>
<b>Dave MacArthur-King</b>	<b>Caleb Tector</b>
<b>Lisa Mather</b>	<b>Pete Thompson</b>
<b>Dan McConnell</b>	<b>Dave Tidwell</b>
<b>Dave Michalski</b>	<b>Valdur</b>
	<b>John Morris and Leah Witherspoon</b>

#### SHARED USE: \$100–\$249

"Shared use" describes trails that have been designed and constructed with the needs and desires of more than one user group in mind. These are quite common, often allowing, for example, hikers, equestrians, and mountain bikers to use the same trail, or snowshoers and cross-country skiers.

<b>Phyllis Benham</b>	<b>Mark Maldonado</b>
<b>Michael Bornfeld</b>	<b>Michelle Mather, LMT</b>
<b>Bronstruction, Inc.</b>	<b>Steve Metcalf</b>
<b>Trish Dunlap</b>	<b>David and Allison Page</b>
<b>Eastern Sierra 4WD Club</b>	<b>Luke and Patty Schwartzkopf</b>
<b>Hallmark Limousine, Ltd.</b>	<b>Sierra Sundance Whole Foods</b>
<b>Chris Keith</b>	<b>Jarrett Smith</b>
<b>Lara Kirkner</b>	<b>Tony Taylor</b>

#### TRAILHEAD: \$250–\$499

"Trailhead" describes a planned, marked ingress/egress point or staging area from one zone to another—traditionally from in-town areas to public lands, or from public lands to wilderness areas.

<b>Malcolm and Sharon Clark</b>	<b>Sunrise Rotary Club of Mammoth Lakes</b>
<b>Kittredge Sports</b>	<b>Eric Wentworth</b>
<b>Kit Muhs</b>	

#### PUBLIC ACCESS: \$500–\$749

How we get from "here" to "there" ... deeded easements that secure public travel through a variety of jurisdictions.

<b>Sarah Murray</b>	<b>Julie and Christian Pondella</b>
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#### BACKCOUNTRY: \$750–\$999

"Backcountry" can mean anything from the back side of Mammoth Mountain to the pristine meadows of the John Muir Wilderness. These are the places where we all want to go!

**YOUR NAME HERE!**

If you would like to learn more about how to become an MLTPA Friend or one of the 100 MLTPA Founders, please visit the Registration Table or go to [www.mltpa.org](http://www.mltpa.org)



# Vision Wall



Full Vision Wall



Sphere of Influence panel

# Developers' Forum Wall

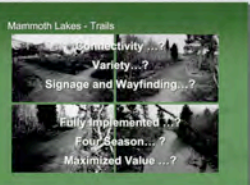


# Peer Resorts

## RESORTS

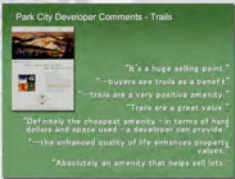


## TRAILS



# Trails and Economics

## What do we mean by "Trails?"



## Economics of "Trails"

**Residual Land Value**

Category	Value
Land	\$100,000,000
Trails	\$50,000,000
Other	\$20,000,000
Total	\$170,000,000

**Southern Trails Estimated Financial Impact**

Item	Value
Land	\$100,000,000
Trails	\$50,000,000
Other	\$20,000,000
Total	\$170,000,000



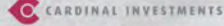
## Developers' Forum Participants

### Mammoth Mountain Development Company



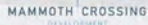
- Project 1: **1 Hotel**
- Project 2: **Sierra Star**
- Project 3: **Eagle Lodge**
- Project 4: **Main Lodge**

### Cardinal Investments



- Project 5: **The Sherwin**

### Mammoth Crossing Development



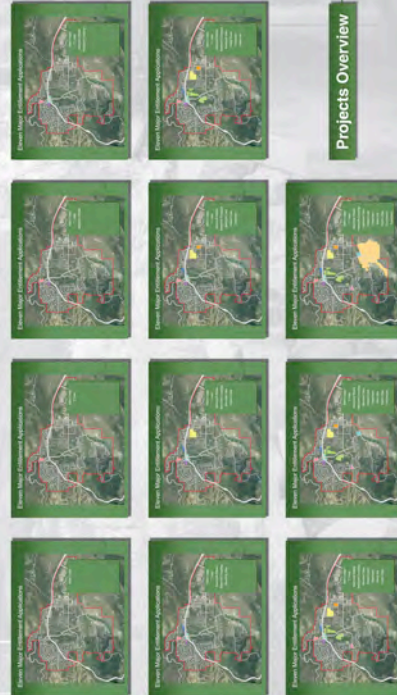
- Project 6: **Mammoth Crossing Development**

### Who's Next...?

- Project 7: \_\_\_\_\_
- Project 8: \_\_\_\_\_
- Project 9: \_\_\_\_\_
- Project 10: \_\_\_\_\_
- Project 11: \_\_\_\_\_



## Real Estate Development Projects



# Developers' Forum

**The Developers' Forum**  
 A Cooperative Effort of  
 "The Mammoth Lakes Chamber of Commerce"  
 and  
 "Mammoth Lakes Trails and Public Access Foundation"  
 

**The Developers' Forum**  
 "The Mammoth Lakes Trails and Public Access Foundation"  
 Contact Randy Martin  
 rmartin@mlpaassociates.net  
**Thank You!**  
 We'll See You Out On The Trails!  
 



- What role should the **development community** play in a trails planning effort in Mammoth Lakes?
- ✓ Advocate for a Planning Process
  - ✓ Participate in a Planning Process
  - ✓ Partner and Help Fund a Planning Process

**MLTPA/MLCC Developers' Forum**

**GOAL**

Create a source of information and a means of communication between builders, developers, and the Mammoth Lakes community relevant to trails and public access issues in Mammoth Lakes and the immediately surrounding region.

**OBJECTIVES**

Provide information and a forum for builders and developers that:

1. Demonstrates the economic benefits of a comprehensive system of trails and public access to their projects.
2. Ensures that a system of trails and public access in Mammoth Lakes will be comprehensive, functional, and successful.
3. Articulates the community benefits of a comprehensive system of trails and public access.
4. Provides the means and tools for builders and developers to participate in and contribute to a comprehensive trails and public access planning effort in Mammoth Lakes and the immediate surrounding region.

## Signage & Wayfinding Wall



Wayfinding and Signage in Mammoth:  
The Essential Steps to Success

corbindesign  
www.corbindesign.com

What is wayfinding?  
**Direction** for people  
in **motion**





## What are your peers doing?

- Banff
- Park City
- Sun Valley
- Tamarack
- Whistler



## What are others doing?

- Frankenmuth, MI
- Grand Rapids, MI
- Mecklenburg County, NC
- Shanty Creek Resort, MI
- Vail, CO



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