

CAMP (Concept and Master Planning) Outreach Executive Summary

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

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

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

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

Chapter 1: Outline of Event

CAMP: WINTER—a free, public event designed to solicit and record input from the community regarding recreation, trails, public access, and the Concept and Master Planning (CAMP) process for use by the trails planning consultants—was staged at the Mammoth Mountain Ski Area (MMSA) Main Lodge on February 7–12, 2008. A persistent Exhibit Hall/Base CAMP was located in the Mountainside Conference Center on the third floor of the building, where MLTPA staff, Board members, and volunteers manned the Registration Table, led informal tours of the Exhibit Hall, registered guests and signed them in for events, provided general CAMP and event information, distributed takeaway materials, added guests to the e-newsletter mailing list, assisted guests with taking the CAMP: WINTER Online Trail Survey at on-site computer kiosks, and facilitated one-on-one meetings between CAMP Partners, the general public, and the media. A total of 167 unique guests participated in CAMP: WINTER, over a span of five days and 18 individual sessions. Please refer to the following subsections for more detailed information.

Chapter 2: Banners

MLTPA designed and produced two banners to drive guests from MMSA high-traffic areas to the event: one hung on the railing of the Village gondola station, and one hung on the outside of Main Lodge above the ticketing entrance closest to the Main Lodge parking lot. The color scheme and graphics were large, clear, and in keeping with the overall visual scheme of the event, which the CAMP Partners had previously approved.

Chapter 3: Directional Signage

MLTPA designed, produced, and placed directional signage for the event at the ticketing area closest to the Main Lodge parking lot, inside Red Line bus station #1, on the stairwell landing of the third floor, inside the dining area of the Broadway Marketplace on the third floor, and just outside the Mountainside Conference Center to direct guests to the Exhibit Hall, CAMP: WINTER sessions, and the CAMP: WINTER Online Trail Survey computer stations (See the “CAMP Online Trail Surveys” section, distinct from the “CAMP: WINTER” section, for further detail on that element.) In order to direct guests to Main Lodge from town and other MMSA locations, as well as to attract walk-in attention to the event, MLTPA also designed, produced, and placed simple directional signage inside Eagle Lodge, inside Canyon Lodge, in the Suite Z parking lot, outside the stairway to Suite Z, on the doors of Suite Z, outside the Visitors’ Center, on the pathway leading to the Visitors’ Center, and at the turnoff to the Visitors’ Center from Hwy. 203 eastbound as well as westbound. Parking directions were included. Graphics were large, clear, and in keeping with the overall visual scheme of the event as previously approved by the CAMP Partners.

OPPOSING MOTION

MLTPA Foundation CAMP: Winter Graphics Request

Graphics Deliverables:

Item	Submit Request	Submit Proofs	Proof Approvals	To Production	Product In-hand/Mailed
<u>Exhibits</u>					
-Welcome to Camp	Jan 17	Jan 22	Jan 25	Jan 28	Feb 1
-MLTPA	Jan 17	Jan 22	Jan 25	Jan 28	Feb 1
-What is Camp?	Jan 25	Jan 30	Feb 1	Feb 1	Feb 4
-Ambassador Exhibit	Jan 25	Jan 30	Feb 1	Feb 1	Feb 4
Persistent Signage	Jan 16	Jan 18	Jan 21	Jan 21	Jan 25
Directional Signage	Jan 16	Jan 22	Jan 24	Jan 25	Feb 1

Exhibits:

Headers: Each Exhibit will require a header. It seems that the header has already been designed. Here is a list of the Exhibit Titles needed:

- Welcome to CAMP Registration
- Lake Mary Bike Path (should we use the orange header for this one if we show the exhibit as it was part of CAMP Summer?)
- Planning Exhibits
- Public Participation
- MLTPA (This header John will create...I can delete it here)
- Vision
- What is Camp?

Opposing Motion – Event Management Services
PO Box 3991, Mammoth Lakes, CA 93546, Tel. 760-934-4093, Fax. 760-923-6388

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Welcome to Camp Registration: This exhibit will be the same as last year using the winter poster and background.

- Partner Panel: Same logos, size and layout...add in the CAMP Winter Background and logo.
- Poster: Use the winter poster resized to specs for this exhibit...
- Event Schedule: The schedule is final but we do not want to send this in until Feb. 28 to make sure that there are no changes. You could create a winter background for approval before hand. The panel will be the same size and include a similar amount of text.

MLTPA: This exhibit will remain the same as far as overall design. Each panel will need to be updated with copy only. We will send copy updates for each panel. John will be creating the header here.

What is CAMP?: This is a new exhibit approximately the same scope as the MLTPA exhibit was for summer. This will be an exhibit where John will create a concept for it with specific direction on the design. Depending on the detail we may arrange a meeting to discuss. Here are the elements so far.

- CAMP FAQ's
- What is CAMP?
- Signage Examples (MLTPA to pull together photos for this one)

Ambassador Exhibit: This one will be located in Alpine Approach retail shop. The space available here is different than the other exhibits. It will be a permanent display at the store. John will provide direction on this design. If you are in town it would be helpful to stop by and see the space allocated.

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Persistent Signage:

Banner: Create a banner 3'Hx10'W with a dark blue background the color of the header created for CAMP Winter exhibits. We would like to see a version with the light blue used as a background just behind the log...lets discuss some other ideas.

See Copy below.

CAMP:

WINTER (filling up the height on the left side of the banner)

PARTICIPATE IN TRAILS MASTER PLANNING IN MAMMOTH LAKES

February 7–12, Main Lodge

www.mltpa.org

Directional Signage:

Small Size: There are 2 different versions of small directional signs. Initially we need to create a template similar to summer with the winter background and logo to drop copy and arrows into. See the two versions below. Once we have the basic layout approved I will send any specifics for each sign...some will need arrows in various directions.

OPPOSING MOTION

Directional Signage Outside of Main Lodge:

Top block of poster ("THE MLTPA FOUNDATION PRESENTS CAMP: WINTER // WINTER RECREATION AND TRAILS IN MAMMOTH LAKES")
February 7–12, 2008

VISIT THE EXHIBIT HALL
Mountainside Conference Center
Main Lodge, 3rd Floor

Free and open to the public

Include partner logos across the bottom as in the poster

Directional Signage Inside Main Lodge:

Top block of poster ("THE MLTPA FOUNDATION PRESENTS CAMP: WINTER // WINTER RECREATION AND TRAILS IN MAMMOTH LAKES")
February 7–12, 2008

VISIT THE EXHIBIT HALL
Mountainside Conference Center
3rd Floor

Free and open to the public

Include partner logos across the bottom as in the poster

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Large Size: There will be one version of large directional signs used outside on roads. Initially we need to create a template similar to summer with the winter background and logo to drop copy and arrows into. These signs will be very similar to the large directionals from Summer. See three examples of copy for signs that we will need below to create the template.

Sign #1

CAMP: WINTER logo
TOURS

(big arrow pointing right)

Include partner logos across the bottom as in the poster

Sign #2

CAMP: WINTER logo
TOURS MEET HERE

(one big arrow pointing straight up)

Sign #3

CAMP: WINTER
Suite Z

(big arrow pointing straight up)



Quantity 1 Point to T&R Door



Quantity 2 Suite Z Doors



Quantity 2 Visitors Center entrance
Pathway and in front of Visitors Center



Quantity 2 West Bound Visitor Center

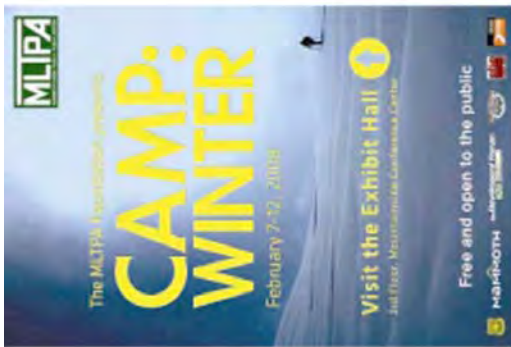


Quantity 2 One on pole in parking lot
and one at the base of steps
(might need a left arrow)



Quantity 2 East Bound Visitor Center

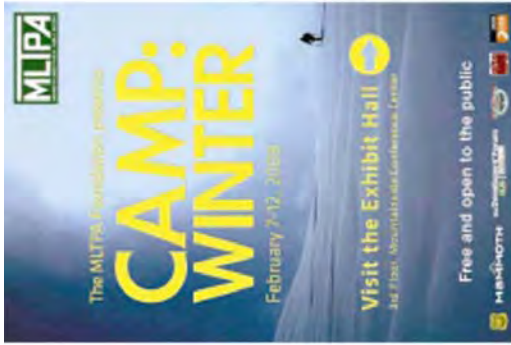




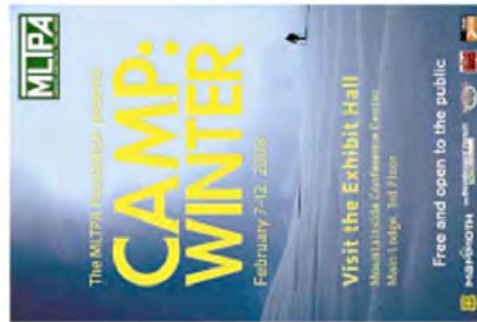
Quantity 1 Main Lodge 3rd Floor
From Cafeteria to MCC



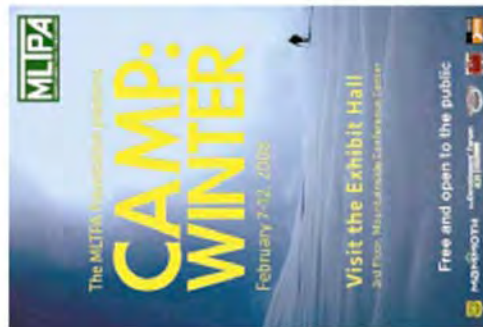
Quantity 2 Entry near bus station
Top of steps 3rd floor



Quantity 1 In front of Entry doors MCC



Quantity 2 Eagle, Canyon



Quantity 1 Ticketing Main Lodge



The MLPA Foundation presents

CAMP: WINTER

February 7-12, 2008

Visit the Exhibit Hall 
Mountainside Conference Center

Free and open to the public




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CAMP: WINTER directional signage



CAMP: WINTER directional signage



CAMP: WINTER directional signage



CAMP: WINTER signage